

TARA-NICHOLLE NELSON



Tara-Nicholle Nelson is a Real Estate Broker, Attorney and Accredited Buyer's Representative.

She is the Founder and Chief Visionary of RETHink Real Estate, how smart woman learn to use real estate as a tool for prosperity and lifestyle design.

Tara earned Bachelor's and Master's degrees in psychology from the California State University before attending University of California, Berkeley School of Law. She spent a decade honing her negotiating instincts and problem-solving skills during a multifaceted career focused on psychology and law. Inspired in part by her own struggles during home buying – as the 25-year-old single mom of two boys – and her observations of real estate deals gone wrong, Nelson quit her law practice and began selling residential real estate in the East San Francisco Bay area, specializing in Alameda and Contra Costa Counties.

After a couple of years of keenly observing and resolving her clients' common stresses – and distresses, Tara realized that several key niches, especially women and investors, were significantly underserved by the industry at large. With this in mind, she melded insights from her psychology background, legal and negotiating savvy, and property expertise to innovate a high-touch, education-focused real estate practice. Tara's ground-breaking client education system injected predictability, calm and control to her clients' real estate process and helped her coach many home buyers and investors to success.

Tara's first book, *The Savvy Woman's Homebuying Handbook: 150 Insider Secrets, Decision-Making Guides and Online Resources*, plus the *ONE Action Plan You Need*, was released in 2007. Tara is also the author of *Trillion Dollar Women: Use Your Power to Make Buying and Remodeling Decisions* (Builder Books, 2008).

Tara is also the host and expert of the Drama-Free Real Estate original video and resource series on HGTV's FrontDoor.com. She writes five columns every week, via [Inman News](#). Tara is also a housing expert on AARP's [LifeTuner](#).

Tara has been quoted as a real estate expert in many publications, including the New York Daily News, the New York Times, The Wall Street Journal, the Washington Post, and Realtor Magazine, and she is a regular real estate contributor on San Francisco ABC 7's View From the Bay.