



# meredith zeller

DOING THINGS DIFFERENTLY

written by- Lucy Gaines | Photos by Adam Sanner

Just two years ago, Meredith Zeller was a name you'd hear referred for high-end event production. As one of Nashville's top wedding planners, she was known for keeping track of the minute details alongside her longtime business partner. But managing luxury events was becoming less and less fulfilling as she realized the potential of her clients' investments, and Meredith was ready for a new challenge.

"I was planning weddings with home-buying budgets," says Meredith, "[but] I never thought I'd be a REALTOR®." Negative encounters with agents in the past left a bad taste in her mouth, but friends encouraged her to reconsider because of her knack for service. "Everyone knows 35 REALTORS® in Nashville." Meredith brushed it off, but her close

friend told her, "I promise, you will do it *differently*." So, in February of 2020, that's exactly what Meredith sought to do.

Dipping her toes in the water of real estate, Meredith balanced her time at Parks with maintaining weekend events. Little did she know that spring of 2020 would bring the tail-spin she needed to refocus her career on longer-term investments. "When the wedding industry crashed due to COVID-19, real estate changed the trajectory of my career," she says. Parks trained her in the industry, but her previous business had already primed her with a skillset for building open, trustworthy relationships. Once she learned the ropes, the transition was natural.

After her first full year, Meredith was honored to earn Rookie of the Year twice: once from her broker, Danny Anderson, at Franklin Parks, and another from WCAR. Her responsiveness and flexibility captured the spotlight among REALTORS® and clients alike. She joined the leadership council at Parks and became the co-chair of YPN at WCAR, where her involvement both educated her and made her a resource to others. Staying a student of the industry is important to her. "Every deal I do, I learn something new," she says, and she's passionate about sharing what she learns. After spending most of her time in her first year with buyers, she continues to diversify her clientele by seeking new opportunities across Franklin, Nashville and Brentwood. Just as she set her heart on learning construction and new builds, an opportunity arose to join Lisa Culp Taylor in on-site sales.

"Landing on Lisa's team was the best thing that ever happened to my real estate career," Meredith says. The LCT Team at Parks is highly reputable for professionalism and care, and Lisa credits Meredith's follow-through with earning her a spot. "Lisa is such a great mentor... There is nobody with more integrity," Meredith says. The 100% female team is committed to growing and supporting one another. "We truly show that when the tide rises, all ships rise," she says, and when the need arises, they say, "Tell me when and where, and I'll be there."

Grounded on Lisa's team, Meredith has been able to embrace the elements of her personality that allow her to do things differently. From her luxury background, she brings a luxury level of service to all clients and situations. She listens closely, whether working with first-time buyers or transplants from California, and matches them meticulously with the home of their dreams. Oftentimes, that means being their eyes and ears on a construction site they haven't been able to visit themselves.

"A builder once told me that they've never seen a REALTOR® as much as they've seen me," Meredith laughs, "but I try to make sure everything is perfect for the buyer." Once, a client's moving truck arrived a week ahead of schedule, and Meredith didn't hesitate to show up and coordinate the unloading process. What seems to others like going the extra mile is simply in Meredith's nature.

Entering the final quarter of her second year in real estate, Meredith already finds herself surpassing goals she never thought possible. By the start of the summer, she had already met her annual target and will be celebrating with a bucket list road trip across Yellowstone, the Grand Tetons and Mount Rushmore with her husband, 9-year-old daughter, 6-year-old son and her parents. With the support of her family, her incredible team and a clientele that keeps coming back, Meredith is destined to make a difference.

“Landing On Lisa’s Team Was The Best Thing That Ever Happened To My Real Estate Career.”

