

How To Double Your Business in One Year

Shay Hata | BuySellLoveChicago.com

*Berkshire Hathaway Homeservices
KoenigRubloff Realty Group | Chicago, Illinois*

312-600-7510 shay@shayhata.com

Topics Covered

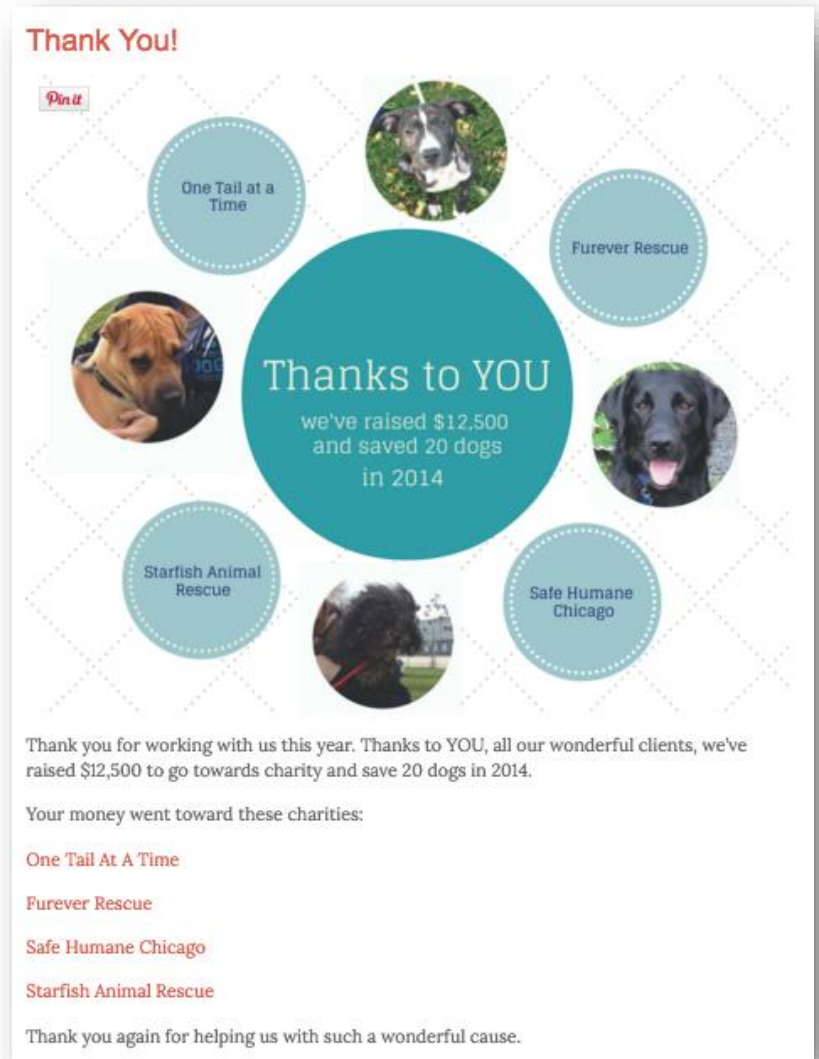
- What's Your Why?
- Lead Generation Ideas
- Why You Need Your Own Website
- Website Posts
- Setting Up a CRM
- Drip Campaigns for Buyers
- Drip Campaigns for Sellers
- Treat Clients Like Gold
- Post Transaction Follow Up
- Reviews – You Had a Choice, Why Did You Use Me?

Why?

- 77% of sellers did not use the agent who helped them buy the home. #1 complaint = lack of communication
- I make money from your past clients since most agents forget clients after the transaction
- Master the art of providing exceptional customer service throughout the transaction, executing relevant post transaction touch points and saying thank you because most of our business is gleaned from repeat clients
- Being more efficient frees you up to have a life or get new clients

Be Authentic

- What's your why?
- Be real
- Attract clients like you
- I donate money to animal rescue groups and schools



How to Afford It

- Stop spending money on shiny new objects
- Stop buying technology – it's not a magic bullet
- Start spending money on past clients
- Start partnering with vendors
- Negotiate, negotiate, negotiate
- Involve clients who own businesses
- Stop buying leads, start earning them

How To Start - Get Clients Through Creative Lead Generation Ideas

1. Networking Groups
2. HR Opportunities
3. Classes
4. Adwerx.com
5. Altos Research Reports
6. HomeBot
7. Use Facebook Wisely
8. Facebook Ads
9. Census Data
10. School carnivals and events
11. Client appreciation events
12. Bonus ideas!

Create a Networking Group

- \$250 buy in to cover expenses (lunch)
- Services that people need during major life changes: insurance provider, jeweler, lender, appraiser, doula, OBGYN, divorce attorney, will/trust attorney, real estate attorney, CPA, therapist, preschool expert, child proofing expert, etc.
- Meet every month or at least quarterly
- Must give a minimum of 12 referrals a year
- One on one coffees

Target HR of small to medium companies

- Target companies that aren't big enough to have relocation services
- Offer to tour prospective new hires around the area and rebate them a closing cost credit – partner with a lender and have him/her do the same
- Offer to hold Lunch and Learn classes such as budgeting, wealth building, first time buyers, first time sellers, etc (you provide the food)

Classes

- So You Want To Buy a Home (mortgage lender, insurance agent)
- So You Want To Sell Your Home (mortgage lender, stager)
- So You Want To Buy an Investment Property (mortgage lender, financial planner)
- So You Want To Start a Family (doula, baby store owner)
- So You Want To Be A Millionaire (financial planner)

Classes

Possible Locations:

- WeWork and other co-working spaces
- Small to medium sized companies
- Upscale gyms
- Country Clubs
- Your office/restaurant for your sphere

Marketing Your Classes:

- Start a Facebook group with the same title to help connect with people before and after the class
- Make a Facebook Event for the page
- Partner with companies to promote it to their employees
- Mailers to high end rental buildings

Adwerx - Stay top of mind

- Online ads for your sphere to keep you top of mind. 2500 impressions per month so no more than 500 people in a campaign. \$79 per month.
- Ads by zip codes to farm areas you want to be
- Ads for listings – advertises near that listing. \$59 per week



Altos Research Reports

- Send to prospective sellers and buyers by zip code weekly, monthly, or quarterly
- Shows whether it's a seller or buyer's market
- Also use with current buyers and sellers
- \$79/month for 10 zip codes or \$149/month for all zip codes in a county

SHAY HATA & IRIS TAYLOR

Buy Sell Love Chicago Team at Berkshire Hathaway KoenigRubloff

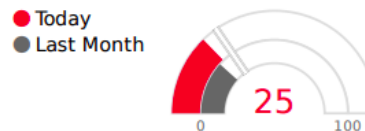
Single-Family Homes

Chicago, IL 60657

This week the median list price for Chicago, IL 60657 is \$1,500,000 with the market action index hovering around 25. This is an increase over last month's market action index of 23. Inventory has held steady at or around 59.

MARKET ACTION INDEX









The Market Action Index answers the question "How's the Market?" by measuring the current rate of sale versus the amount of the inventory. Index above 30 implies Seller's Market conditions. Below 30, conditions favor the buyer.



Slight Buyer's Advantage

Home sales have begun exceeding new inventory. This is a Buyer's market so prices are not yet moving higher as excess inventory is consumed. If the tightening continues and the market moves into the Seller's zone, we may see upward pressure on pricing.

REAL-TIME MARKET PROFILE

Median List Price		\$1,500,000
Per Square Foot		\$357
Days on Market		209
Price Decreased		42%
Price Increased		2%
Relisted		39%
Inventory		59
Median House Rent		
Most Expensive		\$3,195,000
Least Expensive		\$165,000
Market Action Index		25
Slight Buyer's Advantage		

HomeBot - must partner with a lender

Monthly emails with automated home values and money saving tips: Input a starting value

The screenshot displays the HomeBot web application interface. At the top, the navigation bar includes the HomeBot logo, a 'homebot' text label, and three menu items: 'HOMES', 'MARKETS', and 'BUYING REPORT'. A notification bell icon with a red '1' and a circular profile icon are on the right. Below the navigation bar, the address '1318 Forest Ave' is entered in a search bar. A 'Back to client' link is visible. The main content area features a circular profile picture of a woman, followed by a greeting: 'Hi Nobu! Here's your current home report and tips on how to save money. Call or email with questions!'. Below this, the user's name 'Shay Hata' is listed, along with her affiliation 'Buy Sell Love Chicago Team at Berkshire Hathaway', phone number '312-600-7510', and email 'shay@shayhata.com'. A large card displays 'The estimated value of your home is' followed by '\$758,000' in large pink text, with a 'Not verified yet' label in a red box. Below the value is a small circular profile picture and a 'Want to verify this?' link. To the left, a 'Your Current Mortgage' section shows a list with one item: '\$700,000 - June 2019' at '10/1 ARM at 4.375%', and an 'Add a mortgage' button. At the bottom, a line graph shows a fluctuating trend line.

homebot

HOMES MARKETS BUYING REPORT

1318 Forest Ave

< Back to client

Hi Nobu! Here's your current home report and tips on how to save money. Call or email with questions!

Shay Hata • Buy Sell Love Chicago Team at Berkshire Hathaway
312-600-7510 • shay@shayhata.com

The estimated value of your home is

\$758,000 Not verified yet

Want to verify this?

Your Current Mortgage

1 \$700,000 - June 2019
10/1 ARM at 4.375%

+ Add a mortgage

Let's get started building your wealth

Confirming your loan data is the first step towards smart homeownership.

Quick check, we've found these loans for you:

- 30 year loan at 4.375% for \$700,000 from June 2019

That looks right

Change these numbers

Interest Adds Up

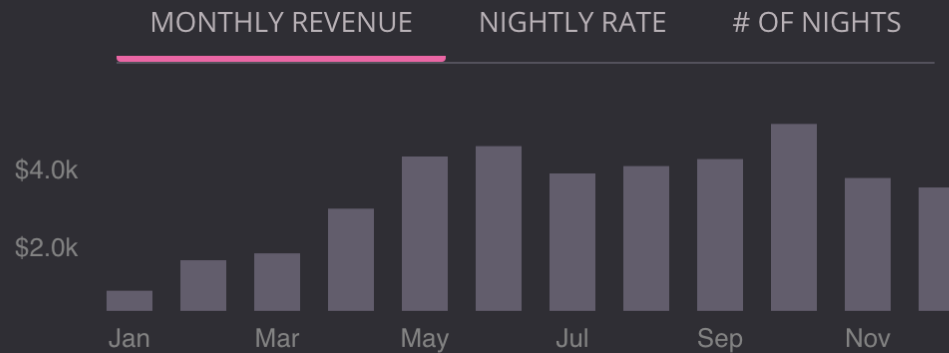
Over your 30 year loan you'll pay \$558,198 in interest. Here are some tips to get ahead and save some of that interest.

Tip: If you pay just \$500 more each month, you could save

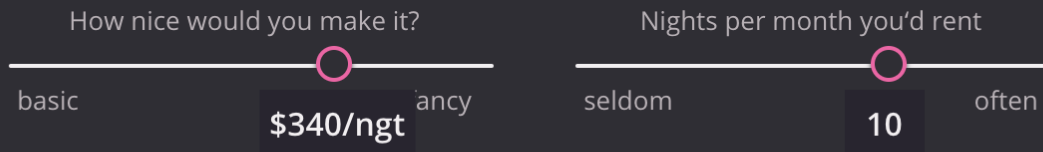
\$139,375

If you rented your home on Airbnb, how much could you potentially earn?

Showing results for 1318 Forest Ave, 60091



Estimated based on similar rentals nearby, and if you made it a **fancy** rental.



Avg. Monthly Revenue

\$3,425

Use Facebook Wisely

- Join local Facebook groups: Local Mom's Groups, Neighborhood Groups, Group for your Kid's School
- Start One If These Don't Exist
- Source your A clients and ask them what groups they are in. Invite clients to these groups
- Search daily for real estate/realtor: Tag your clients and get them to rave about you on these posts!
- Create a Client List and check it regularly – send gifts and notes for milestones, comment regularly
- Create Targeted Facebook Groups: Investments, Families, Moms
- Facebook Retargeting campaigns (must have a biz page)

Send Gifts for Milestones



Census Data

1. Find out where people in your city/state are moving to and from. Create relationships with top agents in those markets
2. Share content and tips with destination market agents to drive referral business
3. Movingoutofchicago.com – long distance moving recommendations, recommending relators in other markets, tips on buying and selling in different markets
4. Attend conferences in those markets

School Carnivals and Events

- Sponsor well attended school events
- Wheel with branded prizes at the event (phone chargers are a hit)
- Send postcards to homes in the area as a specialist in that school and donate a portion of your commission back to the school
- Ice Cream Truck around the neighborhood on summer days or the last day of school (also local hair salons)

Client appreciation events

- Rent a movie theater in the winter
- Summer family BBQ
- Thanksgiving pie pick up
- Pumpkin patch event
- Christmas Tree and Wreath pick up with Santa
- Valentine's Day Blow Out Party & restaurant res.
- Driving range outing
- Give away sports and theater tickets on Facebook
- Indoor kid friendly play event before Halloween
- Axe throwing, indoor skydiving
- Mani pedi parties for VIP clients and their friends
- Professional photographer for all events

Client appreciation event tips

- Send a free evite out 6 weeks in advance
- Send a reminder out 2 weeks in advance and follow up with a text
- Call each person 2 days in advance
- Have referral partners sponsor the events to keep costs down
- Have a professional photographer at each event. Post the photos to Facebook and tag your clients
- Have nametags so people can get to know each other
- Hire staff to work the event (check people in, take coats, pour drinks, etc) so you can mingle
- If you have extra seats have VIP guests bring friends

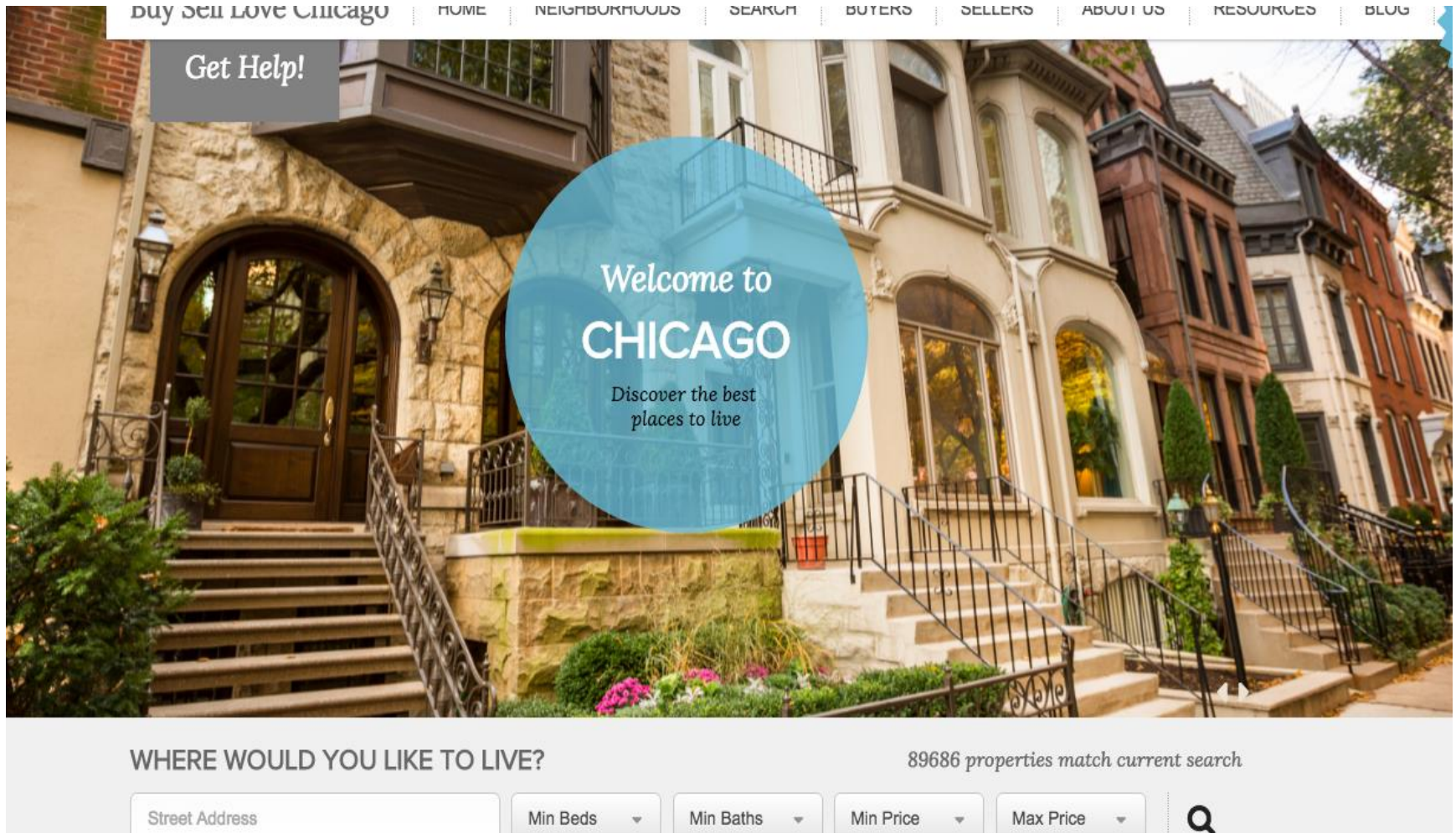


Now That You Have Clients, What Do You Do With Them?

- Automating administrative tasks frees you up to focus on money making activities
- Provides a consistent level of service
- Protects you legally/avoids cyber fraud
- Gives your clients a superior customer service experience
- Earns you referral business
- Sets you apart from other realtors in your market
- Helps with work life balance

You Need A GREAT Website

- Create hyper local content
- Explain the home buying process with separate steps for buyers and sellers
- Utilize a blog – articles for your target market (empty nesters, first time buyers, new parents, etc)
- Have a resource page
- Give neighborhood perspective others can't give
- Use local photos
- Write your own content



I use Placester.com
Make sure your website is mobile responsive

Steps to Buy a Home

When we represent a buyer, we have your best interests at heart. Whether you're buying a \$100,000 home or a \$10 million home, you will get our full attention, 24/7 availability, access to top attorneys and home inspectors as well as our expert and honest advice. We believe it's our job to not only find you the perfect home, but also to educate you throughout the entire process so you know you're making the best short and long term financial decisions.

For most people, buying a home is the most expensive purchase you will ever make and it's our job to make sure you not only get a great home, but get it for a great price. We go above and beyond for every client from helping you find movers and home insurance to personally dropping off pizza on moving day. To read reviews about us from past clients visit [Yelp](#), [Zillow](#), and [Trulia](#).

First, [download our buyer checklist](#). This checklist contains the steps you need to follow to buy your dream home. Second, send us an email at shay(at)buysellovechicago(dot)com so we can set up a search set for you on the MLS and email you homes which fit your search criteria. Third, [check out the estimate of buyer's closing costs for the City of Chicago](#). This is the approximate amount of cash you will need to have available on the day of closing in addition to your down payment.

Lastly, read our blog posts which detail each step of the real estate transaction for buyers:

Step 1: [Find a Realtor](#)

Step 2: [Get Preapproved for a mortgage](#)

Step 3: [Download our home buyer's checklist](#)

Step 4: [Find the home of your dreams](#)

Step 5: [Time for showings](#)

CONNECT WITH ME



CONTACT ME

CONTACT ME



Shay Hata &
Associates

312-600-7510

SHAY@SHAYHATA.COM

Steps to Buy a Home....

Step 9: I have an accepted contract. Now what?

Step 10: Drop off your 1st earnest money check

Step 11: Give notice to your landlord (only applies to tenants who are currently renting)

Step 12: Don't spend extra money

Step 13: Schedule the closing on your calendar

Step 14: What is the attorney review/inspection period?

Step 15: Gather funds for your 2nd earnest money payment

Step 16: Tips for attending the home inspection

Step 17: Read the inspection report

Step 18: Review the HOA condo documents (only applies to buyers who are purchasing condos)

Step 19: Drop off the 2nd earnest money check

Step 20: The appraisal

Step 21: Hire movers and start packing

Step 22: Hook up your utilities

Step 23: Set up homeowner's insurance

Step 24: Get your down payment ready

Steps to Buy a Home....

Step 16: Tips for attending the home inspection

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Step 19: Drop off the 2nd earnest money check

Step 20: The appraisal

Step 21: Hire movers and start packing

Step 22: Hook up your utilities

Step 23: Set up homeowner's insurance

Step 24: Get your down payment ready

Step 25: Do you want a home warranty?

Step 26: Secure your new home

Step 27: What is clear to close?

Step 28: Attend the walk through

Step 29: Wire transfer your down payment

Step 30: Move in!

Steps to Sell a Home....

Steps to Selling Your Home BUY SELL LOVE CHICAGO

When we represent a seller, we have your best interests at heart. Whether you're selling a \$100,000 home or a \$10 million home, you will get our full attention, 24/7 availability, top notch staging advice, professional marketing, tough negotiating skills, and amazing photographers as well as our expert and honest advice. We believe it's our job to not only sell your home for the highest price, but to do so quickly with as little stress and interruption in your life as possible. We go above and beyond for every seller from using our own furniture to stage your house when needed, arranging for our contractors to do repairs during the inspection period, to helping you find professional packers and movers. Still need more proof that we're really good at what we do? Read reviews on us on [Yelp](#), [Zillow](#), and [Trulia](#).

If you're interested in working with us, [please download our seller checklist](#). This checklist contains the steps we will follow together from A to Z to sell your home for top dollar. Second, send us an email at [shay@buyselllovechicago\(dot\)com](mailto:shay@buyselllovechicago.com) so we can set up a time to for us to conduct a free market analysis of your home. Third, [check out the estimate of seller's closing costs](#) which is the approximate amount of fees you will need to pay out of the sales price to sell your home.

Lastly, when you work with us, we will educate you throughout the process using our expert knowledge as well as our below blog posts to explain each step of the transaction. We promise, you'll be in good hands.

Step 1: [Hire a Realtor](#)

Step 2: [You've Hired a Realtor. Now What?](#)

Step 3: [Time to Declutter and Stage](#)

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**Shay Hata &
Associates**

Steps to Sell a Home....

Step 6: Deep Clean

Step 7: Professional Photography

Step 8: I'll Pre-Market Your Home

Step 9: Hire a Real Estate Attorney

Step 10: My Property is Live in the MLS. Now What?

Step 11: Putting Your Listings on Zillow, Trulia, Etc.

Step 12: Time for Showings

Step 13: The First Week Your Home Is On the Market

Step 14: We've Received an Offer. What Does It Mean?

Step 15: We Couldn't Come to An Agreement (this step may not apply to your transaction)

Step 16: We Have an Accepted Offer. Now what?

Step 17: The Home Inspection

Step 18: Attorney Review

Step 19: The Appraisal

Step 20: Attorney Review/Inspection Time Period Closes

Step 21: Schedule the Closing Date On Your Calendar

Steps to Sell a Home....

Step 14: We've Received an Offer. What Does It Mean?

Step 15: We Couldn't Come to An Agreement (this step may not apply to your transaction)

Step 16: We Have an Accepted Offer. Now what?

Step 17: The Home Inspection

Step 18: Attorney Review

Step 19: The Appraisal

Step 20: Attorney Review/Inspection Time Period Closes

Step 21: Schedule the Closing Date On Your Calendar

Step 22: Hire Movers and Start Packing

Step 23: Schedule Your Utilities To End

Step 24: Cancel or Transfer Your Home Owner's Insurance

Step 25: Hire a Cleaning Person

Step 26: Mortgage Approval and Clear to Close

Step 27: The Final Walk Through

Step 28: Closing Day

On Your Website - Explain Neighborhoods to Out of Towners



Andersonville

Vibrant Main Street, Fast Growing



Tweet



Like 0



Bridgeport

Affordable and Perfect for White Sox Fans



Tweet



Like 0



Bronzeville

Up and Coming Neighborhood on the South Side, Close to the Beach



Tweet



Like 0



Bucktown

Neighborhood with a mix of historic and modern architecture



DePaul

On Your Website - Explain Closing Costs

Buyer's Estimate of Closing Costs **BUY SELL LOVE CHICAGO**

Thinking of buying a home in Chicago or the burbs? Wondering how much money you would set aside to cover closing costs?

Download our closing cost worksheet which lists both the closing costs and the amount you would expect to pay for each item, based on the purchase price of your home. You'll need to pay for the inspection and appraisal up front; the rest of the costs will be paid at the closing table. Please note that these are estimates and that the final costs should be determined by your real estate attorney. We cannot be held liable for any errors.

Closing Costs

Questions? Call us at 312-600-7510 or email [shay\(at\)buyselllovechicago\(dot\)com](mailto:shay(at)buyselllovechicago(dot)com)

CONNECT WITH ME



CONTACT ME

Name

Email Address

Any questions for us?

SUBMIT

On Your Website - Have a Resource Page (including your clients' businesses)

Russell Lechtanski
russell.lechtanski@hotmail.com
312.433.9454

Carpet

Bruce Knee
Home Carpet One
773.935.9314

Shawn Barnicle
Home Carpet One
shawn@homecarpet1.com

George
Carpets of Highwood
george@carpetsofhighwood.com
773.712.2596

Ivan

Have a Blog: Mix RE content with non RE content and post regularly

HOMESERVICES KOENIGRUBLOFF REALTY GROUP



24 AUGUST 2018 BY SHAY HATA

Best Brunch Spots to Stop at This Summer

1. Dove's Luncheonette 2. Mad Social 3. Lula Cafe 4. The Publican 5. Fat Rice 6. Nana 7. Dusek's 8. Gather 9. Mindy's Hot Chocolate 10. Flo 11. Roister 12. Split-Rail 13. Cafe...

[Read More](#)



22 AUGUST 2018 BY SHAY HATA

Just Sold: 3949 W Waveland Ave Unit 2, Chicago, IL 60618

3949 W Waveland Ave Unit 2 Chicago, IL 60618 Closed: 8/22/2018 \$265,000
Gorgeous and sunny 2 bed/2 bath condo in a beautifully updated vintage building on a tree lined residential street in the...

[Read More](#)

BLOG TOPICS

Buyers

[Buyer FAQs](#)

[Mortgage FAQs](#)

[Moving to Chicago](#)

[Steps To Buying a Home in Chicago](#)

[Chicago Real Estate Market Reports](#)

[Dog Friendly Chicago](#)

[Fun Things To Do in Chicago](#)

[Homeowners](#)

[Homes We've Rented](#)

[Homes We've Sold](#)

On Your Blog Answer Common Questions (Zestimates, Inspections Foreclosures, Short Sales etc)

BUY SELL LOVE CHICAGO - SHAY HATA & ASSOCIATES - BERKSHIRE HATHAWAY
HOMESERVICES KOENIGRUBLOFF REALTY GROUP

8 JULY 2015 BY SHAY HATA

Is Zillow Accurate?

You see a home on Zillow or the like (we'll call them portals from here on out) and inquire about its availability with us or any other agent... and it's not for sale. You're looking to sell your home and you LOVE the Zestimate (I don't need to talk to anyone to find out how much my home is worth; squeeee! and even better my home magically increased in value by \$50K in the last two weeks according to Zillow; double squeeee!), yet the number is completely wrong when you talk to a REALTOR.



Why?

Let's start with the availability of homes part. The dirty secret about online real estate is that it's built upon you being a lead. For that reason there is a war being fought between portals like Zillow and local real estate brokerages for your name, number and email address with some brokerages withholding their listings from portals with the hope of you browsing a local real estate brokerage's website and inquiring with them directly instead. Mr. Buyer and Mrs. Seller, you are caught in the middle of an online bruhaha that has led to the mess that is the online real estate world which is inaccurate and untrustworthy with no online

CATEGORIES

Select Category ▼

SEARCH

Keywords

SEARCH

Name

Your answer

How did you hear about the Buy Sell Love Chicago team?

Your answer

Which agent have you been in contact with?

☐ Shay Hata

☐ Iris Taylor

☐ Other: _____

Why do you want to move to a new home?

Your answer

CONNECT WITH ME



CONTACT ME

Name

Email Address

Any questions for us?

SUBMIT

CONTACT ME



**Shay Hata &
Associates**

312-600-7510

SHAY@SHAYHATA.COM

Use Google Forms – FREE!

Who should we use as our main contact?

Your answer

Will there be anyone else (other than a significant other) helping you with your home buying search or offering their opinion on which property you end up buying?

Your answer

Do you have any kids or any plans to have kids soon? If you currently have kids, how many and their date of birth?

Your answer

Will anyone else be living with you such as a roommate, spouse, kids? If so, whom and will they be part of the

My spouse/significant other/best friend would say I'm...
(select whichever applies best)

☐ Straight to the point

☐ Cautious

☐ Methodical/Analytical

☐ Social/Outgoing

☐ An Introvert

☐ Other: _____

I would consider my spouse/significant other/best friend
(select whichever applies best, if applicable)

☐ Straight to the point

☐ Cautious

☐ Methodical/Analytical

Use a CRM to Organize Your Contacts

- Use a really good CRM
- Research: Contactually, Realvolve, Wise Agent, Property Base, Skyslope, Boomtown
- Segment by type of client:
 - A – Fans that need no reminders of you.
 - B – Clients that need a “nudge.”
 - C – Clients you never want to see again.Convert B’s to A’s constantly.
- Have their phone number, email and address
- Tag with likes and dislikes to sort later
- Take detailed notes
- Must have a drip campaign feature

Use a Checklist To Organize Your Processes

- Use a transaction management system – paper, Excel, Insightly, Top Producer, Realvolve, etc.
- Figure out each step of a transaction from start to finish and write it down – delegate if you have a team
- Automate your tasks and communications
 - What do you regularly have to communicate to clients?
 - What tasks are the same for each transaction?
 - Create email templates for those tasks



Buyer - Closed - IRIS

Buyer - Current - IRIS

Buyer - Current - SHAY

Buyer - Under Contract - IRIS

Buyer - Under Contract - SHAY

Cancelled Contract

Landlord - Current

Landlord - Under Contract

Orphan

Prospective Buyer - IRIS

Prospective Buyer - SHAY

Prospective Seller

Potential Client

Activities

[Reassign User](#)

97

Rhonda Email executed contract to lender & attorney (AUTO)	Email	0 days after Start Date	Shay Hata - Buy Sell Love Chicago Team
Stop current WF if there is one running	To Do	0 days after Start Date	Rhonda Roth - Buy Sell Love Chicago
Add contract to RV and tag it Executed Contract	To Do	0 days after Start Date	Rhonda Roth - Buy Sell Love Chicago
Send Steps 8,9,10 - Next Steps, Inspection/EM Instructions (AUTO)	Email	0 days after Start Date	Shay Hata - Buy Sell Love Chicago Team
Rhonda Send client Wire Fraud Email (AUTO)	Email	0 days after Start Date	Shay Hata - Buy Sell Love Chicago Team
Get buyer rep agreement signed and save to DB and RV (tag as Buyer Rep Agreement)	To Do	1 days after Start Date	Rhonda Roth - Buy Sell Love Chicago

Link Each Email Back To Your Blog Post

Edit Email Template

Name

Buyer Under Contract Step 26 - Securing your new home

Goal

Subject

Step 26 - Securing your new home

Message Body

Add contact fields ▾Add personal fields ▾

📎

Size ▾Font ▾**B***I*U~~S~~:≡≡≡≡≡☞🖼️A▾A▾

Hi {{ first_name | fallback: "there" }},

Before moving into your new home you might want to think about putting some safety measures in place. At the very least hire a locksmith to rekey your locks the day after closing. Unfortunately, we have no way of knowing if additional keys are out there somewhere and who has them. While living in a big city has great benefits, there are always some risks.

My [blog post on securing your new home](#) has great tips on how you can secure your new home because, as our moms always said, it's better to be safe than sorry.

Please let me know if you have any questions,

SaveCancel

Follow Up with Christina Boudreaux-Jechura

From: Shay Hata <shay@shayhata.com>

To: Christina Boudreaux-Jechura <cboudreaux.jechura@gmail.com>

[Add Cc](#) [Add Bcc](#)

Subject: Time to pick your closing gift!

[Email templates](#)

[Add Content](#)

[Introduce](#)

[Attach File](#)

 Size - Font - **B** *I* U ~~S~~        

Now comes the fun part! In addition to getting a brand new house (yeah!!) you also get a closing gift from me to say thank you for letting me be your Realtor! Instead of giving you something you don't want, I'd rather you pick which gift you'd like best:

- **4 hours of handyman help paid for by me.** If you'd like this option, I'll give you the name and phone number for my handyman, Rob. You'll contact Rob and arrange a time for him to come out to your new house when it's convenient for you. He can put together furniture, put up shelves, change light fixtures, do touch up painting, etc. He'll work for up to 4 hours for free and will send me the bill. If you'd like him for more than 4 hours, that's fine too. He charges \$40 per hour so he'll bill me for 4 hours and then bill you for anything beyond 4 hours plus any materials needed.
- **A cleaning person to deep clean your home either before or after you move in.** I'll send my personal cleaning woman over to your house either before you move in or after to do a

Track: ☐ Open ☒ Click ☐ Reply

Send

Now ▾

[Save draft](#)



Shay Hata > Christina Boudreaux-Jechura
Avoid Burst Pipes Today

Jan 18

[Drag and drop](#)

Buy Sell Love C...

Shay

Jump to...

All Unreads

Threads

Channels

altosresearchreports

baby-gifts

buyer-andrea

buyer-angela-uc

buyer-dan-ken-uc

buyer-evan

buyer-guy

buyer-lisa-nicholas

buyer-melanie

buyer-sonali

buyer-crystal-brandon-uc

clients-for-spring-20

clients-for-winter-19

events

fall-projects

More Unreads

#buyer-crystal-brandon-uc

4 | 0 | Add a topic

Search

@

Tuesday, August 13th

Shay 3:53 PM

@Iris did you get the quote? How are they feeling about the inspection?

Iris 4:46 PM

@Shay yes I did. They're feeling good, nothing that will make them walk away unless the roof is in horrible condition.

Brandon had a question ... Are there truly no governing documents for the building at all? If so, what is the legal document that compels the residents to abide by the fee simple arrangement?

Not sure how to answer this @Shay

Iris 4:52 PM

I was told by the list agent there are no docs but I can have Julia ask again during A/I

Shay 5:53 PM

@Iris if there is an HOA then there should be Dec's and Bylaws. It no HOA then it's basically like a SFH. Ask Julia to confirm during AI

Iris 10:20 PM

@Rhonda Roth for weekly update, we did receive inspection report. Requests will be sent over today

Wednesday, August 14th

Rhonda Roth 7:29 AM

@Iris

Message #buyer-crystal-brandon-uc

About this channel

Channel Details

Name

#buyer-crystal-brandon-uc

Purpose

Last name Weil. TAN post: 2 bed 1 bath with in unit laundry, pet friendly. River North up to Lakeview and Wicker Park. \$575K. UNDER CONTRACT ON: 3300 N. Kenmore Ave. 60657

Created

Created by you on May 31, 2019

Highlights

Pinned Items

4 Members

Win More Sellers

- Ready to Sell Survey
- What stresses them
- Look for inspection items
- Pull MLS comps together
- Top 10 List
- Take stress off them – oversee all rehab work
- Sell As Is, Sell with minimal rehab work, Sell with a lot of rehab work – Net sheet for all three
- Tour comps in person
- Price adjustment signed up front
- Adwerx
- Facebook ads
- Altos Reports

Stand Out

Welcome

to your new home.

Go exploring. *Ask questions.*

Imagine all the good times to come.

fall in love. **Live Life.**

Make an offer.



**WOOD BURNING
FIREPLACE WITH
GAS STARTER**



Buy Sell **Love** Chicago

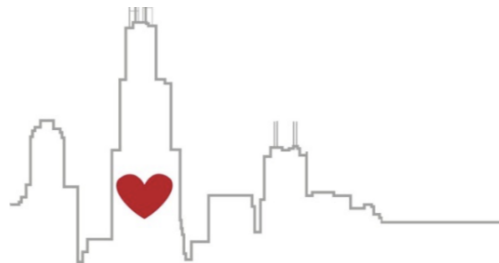
SHAY HATA REALTOR
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**STEAM SHOWER &
RADIANT HEAT
IN THE FLOOR**



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4529 W. Deming Place, Chicago IL 60639

Interior Questions

HVAC

Both the furnace and AC are estimated to be 15 years old. Furnace serviced fall 2018. A/C serviced spring 2019. Water heater 5 years old.

Appliances

Refrigerator, Microwave and Stove - 2014. Dishwasher, Washer/Dryer - 2017 (sellers are taking the washer/dryer with them - these do not stay with the property)

Water Issues That Have Been Repaired

When the sellers bought the property, after moving in, they found they were getting a little bit of water in the basement during heavy rains, however, they tuckpointed the property which took care of all water issues other than one small spot around an old gas line which was sealed improperly which People's Gas is coming out to fix.

Exterior Features

Parking

1 car detached garage plus one parking pad spot



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SHAY HATA REALTOR
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shay@shayhata.com
shayhata.com

The Top 10 Reasons You'll Love Living Here

1. **Super Convenient Shopping!** – We are 4 blocks from Aldi; 5 blocks from Wal-Mart and about 10 blocks from the brand-new Ross, Petco and Cermak Fresh Market stores. Take Fullerton west and you're at the Brickyard in 10 minutes. It's about 5 minutes to Menard's or Home Depot. Most everything you need is right here!
2. **Quiet Friendly Block** – The neighbors are very friendly and are always helping each other and looking out for each other on our block. It's normal to see kids outside playing and enjoying themselves and because our block is not accessible from Cicero and is a one way street that ends a few houses west from us there's not much traffic as generally people only drive down our block if they live here. Also, the Ice Cream Truck stops *literally* right across the street from our house every warm summer day which has become a great way for our kids to meet other kids in the neighborhood!
3. **GREEN SPACES!** – Not only does our back yard feature a little grass ☺, we are only 2 blocks from Kelvyn Park and 5 blocks from Hermosa park. Our kids have enjoyed the updated playgrounds at both parks, and our daughter has played softball at Kelvyn Park for 2 seasons.
4. **Walk to Delicious Restaurants** – Do you like Cuban? Sr. Pan makes the best Cuban sandwiches in the city, 3 blocks away. Enjoy Mexican? You *have* to try the steak burritos at El Tapatio, 6 blocks away! Puerto Rican? Ponce provides a classic expression of cuisine from La Isla del Encanto, 5 blocks away. Pizza? Cochiaro's is a neighborhood stand-by and Mama Luna's is just 5 minutes west on Fullerton. Breakfast? Hermosa has its own location of the Cozy Corner Pancake House – just a 6 block walk from the house!
5. **Close to CTA Blue Line & Metra** – You can catch the Fullerton bus just 2 blocks from the house. If you're looking to get to the Loop or the airport, the Logan Square blue line stop is a 10 minute drive east down Wrightwood. The recently renovated Healy Metra Rail stop is less than 12 blocks away and has only 1 stop between you and Ogilvie Transportation Center!
6. **Close to Logan Square, without the Logan Square Mortgage!** – If you love the coffee shops, restaurants, night life and vibe of Logan Square, but can't afford to live there, then Hermosa is a perfect fit. In just 10 minutes you can be feasting at Furious Spoon, sipping coffee at Isento or Intelligentsia, enjoying curry at Chiva Chai or people-watching under the shadow of the Logan Eagle!
7. **Chill, friendly neighbors** – Our grandmotherly neighbor to the east of us has sent over rice and beans on more than one occasion. The young family to our west is so sweet and kind. We've had zero problems over

Seller Communication

Steps to Sell a Home automated emails

Communicate daily the first two weeks

Mon: Call sellers with an update (Slydial)

Tues: Open house for this weekend

Wed: Email MLS/Zillow status report

Thur: Altos Reports

Fri: Seller search w/new competition and pending

Seller Gifts

- Shari's Berries when they start working with you
- Tiffany glasses once inspection closes
- Moving boxes
- Let them pick their closing gift
- Pizza on moving day (google form)
- Christmas ornament with a photo of their new home
- Watercolor painting of their old home

MLS Feedback Questions

1. After seeing the photos and description, in person was the home what your buyer expected it to be?
2. How did this property compare to others your client has seen in person?
3. What did the buyer like about the property?
4. What did the buyer NOT like about the property?
5. How many homes has your buyer seen so far?
6. Do you have any comments on the price or condition of the home?

How to Wow Buyers

- Concierge Style Service
- All About You Form
- Welcome video via BombBomb before you meet them
- Welcome Board at buyer consultation to make them feel special. Have their favorite snacks and drinks there
- Gift delivered the day after (Shari's Berries)
- Aggressively look for off market listings
- Give them “busy work” books (Rich Dad Poor Dad)
- Give them “homework” through blog posts

How to Wow Buyers

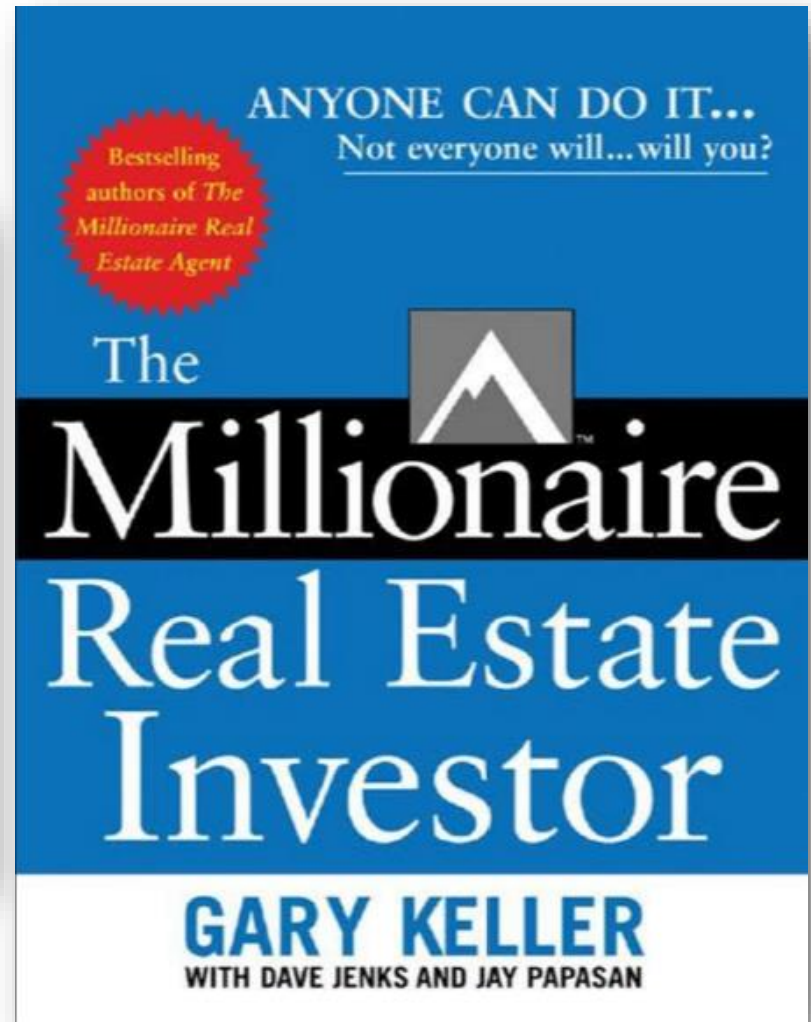
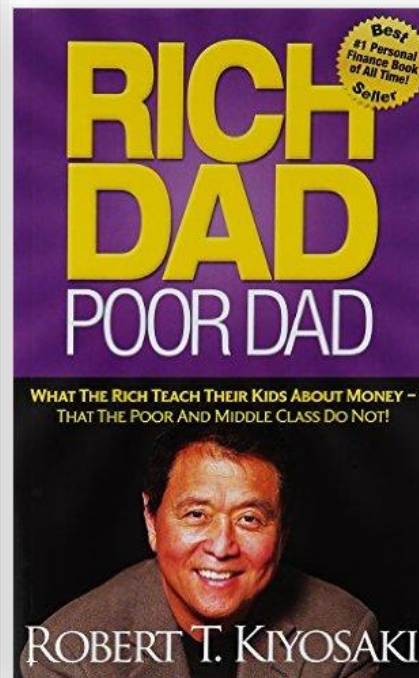
- Starbucks and snacks at showings
- Clean car / a car that works for your market
- Water and snacks always in your car
- Kids packs in your car
- Car seat for kids
- Ask them for their referrals!

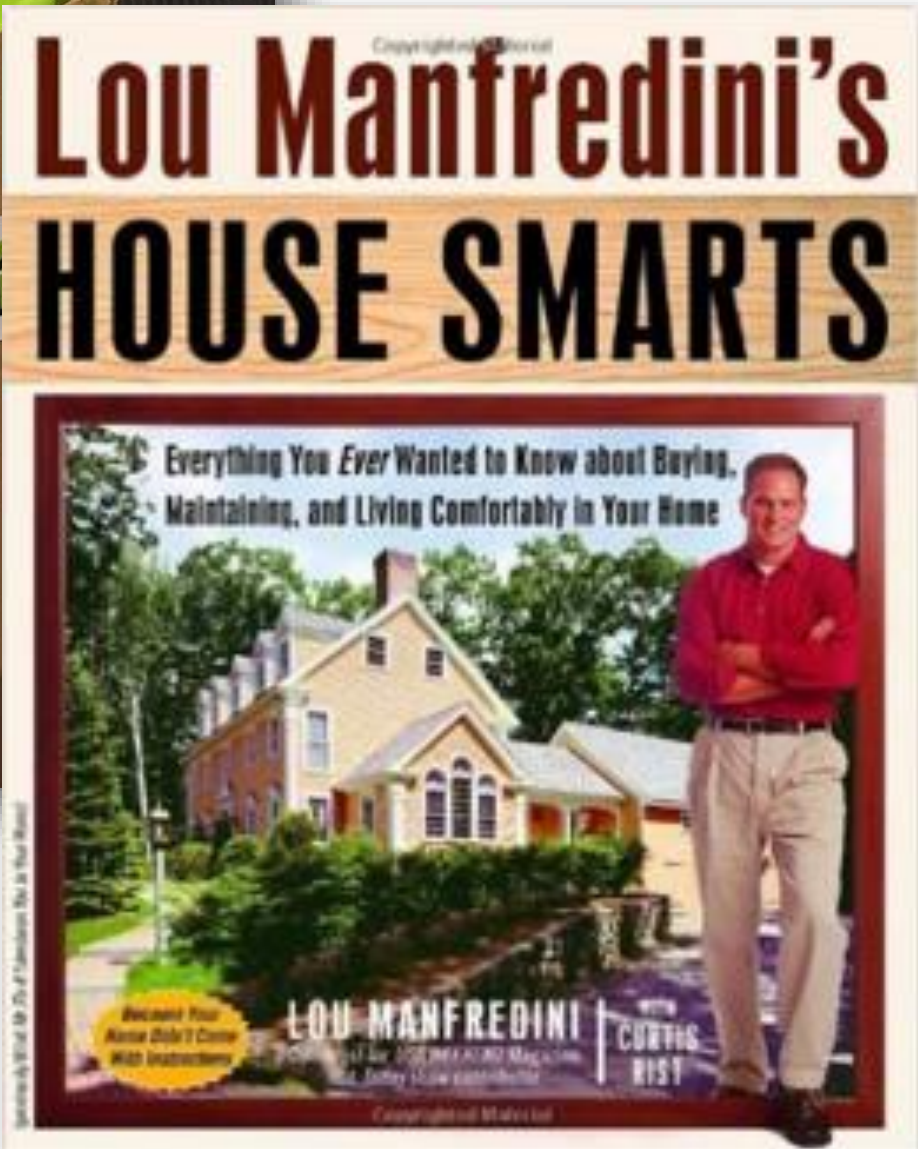
Treat Them Like Gold Once Under Contract

- Google email account and voicemail for their property
- Get estimates for them (renovations, moving)
- Send Tiffany champagne flutes
- Have resources for full service packing, unpacking, organizing, interior design
- Closing gift of their choice (handyman, cleaner, gift card, photographer, house warming party)
- Talk to them every day to ease their nerves
- Meal for the Move (Google Form)
- Updater.com & Free Boxes from other clients
- Lockbox on the property at final walk through

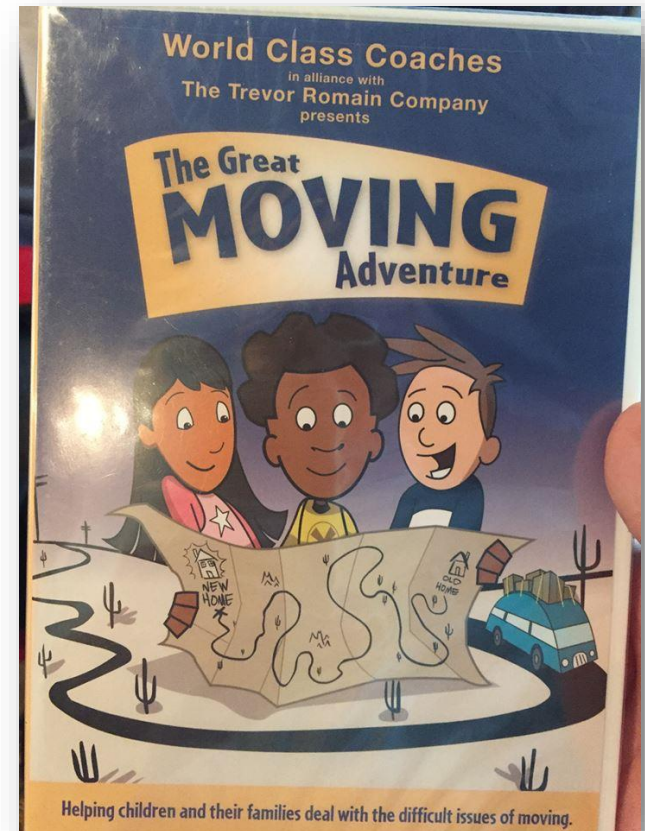
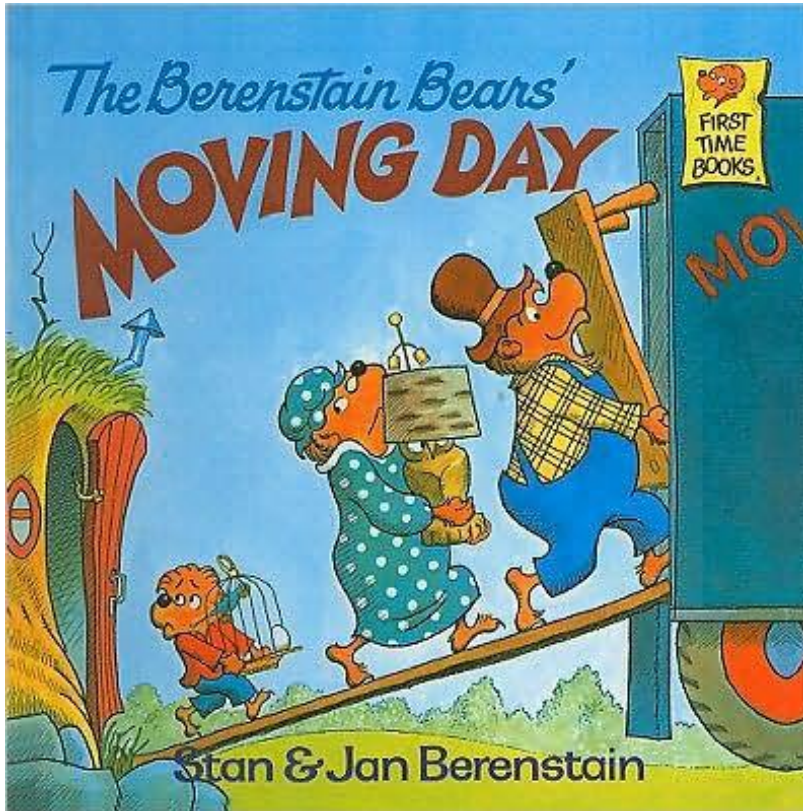
Make Their Lives Easier

- Arrange a cleaning person/carpet cleaning for them
- Champagne at closing – make it fun
- After closing, home address stamp, just moved postcards and home owner book
- Check in with them a week after moving in and then a month after that
- Holiday ornament from Mpix.com
- For VIP clients: Take out to dinner or host a house warming party.
- Donation in their name





Don't Forget the Kids



Buyers Once Under Contract

Mon: Slydial

Tues: reach out to lender for status update

Wed: update all parties including buyer/lender

Fri: Email to check in

Blog posts for each next step

After the transaction closes

- Targeted content for renters, buyers, sellers
- Celebrate home buy anniversaries - CMA and gifts.
- Closed Clients (10 year follow up program every month) - save them time/money:
 1. Claim your home on Zillow
 2. Maintenance reminders
 3. Appeal your property tax reminders
 4. Protect your pipes from freezing
 5. Free money from city and state programs
 6. Copy of ALTA statement in January
 7. File homeowner's exemption

WE'VE MOVED

900 N. Kingsbury, #780 | Chicago, IL 60610



I'VE MOVED

828 West Grace Street, #410 | Chicago, IL 60613



Winter Pine Blue

CHRISTMAS, DESIGNED BY 1 CANOE 2

Trim the tree with this delightful ornament personalized with your favorite photos.

QUANTITY

1 - \$10.00

Color



Trim
Options



ADD YOUR PHOTOS ▶

Please note: Receive multiple Ornament pricing when ordering multiple Ornaments of the same design with the same image. Pricing

Mailings

- Postcard with upcoming local events every other month
- Starbucks gift cards in the fall
- Lottery tickets in January
- Cupcake coupons in the spring



THE BUY SELL LOVE CHICAGO TEAM

SHAY HATA + HAYLEY LEAF

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Just because it's winter doesn't mean we should burrow in the ground. Chicago offers great events and activities all winter long. Long underwear not required...but it could come in handy!

FEBRUARY

- 1/22-2/4 .. Chicago Restaurant Week >> Various Locations
- 2/2 .. Midwest Independent Film Festival >> Century Centre Cinema
- 2/6 .. Brazilian Mardi Gras >> Logan Square Auditorium
- 2/11-21 .. Chicago Theater Week >> Various Locations
- 2/13-3/13 .. Chicago Botanic Garden Orchid Show >> Botanic Gardens
- 2/13-21 .. Chicago Auto Show >> McCormick Place
- 2/14 .. Chinatown Lunar New Year Parade >> Chinatown
- 2/20 .. Northerly Island Adventure >> Northerly Island
- 2/23 .. Culture of Africa >> Navy Pier
- 2/28 .. Shakespeare Tragedy >> Millennium Park
- 2/28 .. Volunteer Expo >> Peggy Notebaert Nature Museum

MARCH

- 3/4-3/5 .. Irish Film festival >> Various Locations
- 3/6 .. Culture of Italy >> Navy Pier
- 3/6 .. Polar Plunge >> North Ave. Beach
- 3/12 .. St. Patrick's Day Parade >> Balbo Ave.
- 3/12 .. St. Patrick's Festival >> Irish American Heritage Center
- 3/12 .. Flower and Garden Show >> Navy Pier
- 3/12-3/27 .. Easter Egg Hunts >> Various Park Districts
- 3/18 .. Tattoo Convention >> Rosemont Convention Center
- 3/18 .. Comic and Entertainment Expo (C2E2) >> McCormick Place
- 3/19 .. St.P Morton Arboretum
- 3/27 .. Culture of Greece >> Navy Pier

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Connect with your clients

- Facebook – targeted client lists. Twitter, Instagram. Pay attention and be aware of milestones. Send gifts (baby onesies, engagement gift, pet gift, etc)
- Reviews and recommendations (Real Satisfied)
- If your passion and charities align, help them!
- Celebrate home buying anniversaries with a CMA and gifts.



Reviews and Recommendations

I use Real Satisfied; syndicates to Realtor.com, Facebook and Twitter. \$99/year

Ask Clients if they use Zillow or Yelp and send them a link

Friend them on Facebook and tag them in the reviews

”

From the moment we met with Shay, she made the experience very personal. She knew we were not just looking for a place to live but a place we could make a home. She even told us when she thought a property was NOT a good idea (that totally blew me away)! I trusted Shay from the very beginning and she did NOT disappoint!



Dr. Joel M. Filmore, DeKalb, IL

On behalf of Shay Hata
REALTOR®

The Buy Sell Love Chicago Team
<http://www.realsatisfied.com/Shay-Hata>



Shay Lawrence Hata

February 15 · 2 people · ▼

Thank you so much [Joel Marc Filmore](#) for the kind words! It was great to work with you, Chino and Michael. Can't wait to see the remodel pics!

📷 Tag Photo

📍 Add Location

✎ Edit

👍 Like 💬 Comment ➦ Share

👍 Linda Lawrence, Rett Harmon and 38 others



Jennifer Braun This is truth.

Like · Reply · February 15 at 6:44pm



Shay Lawrence Hata replied · 1 Reply



Elizabeth Kozarits Cunningham Couldn't agree more!! [James Lance Cunningham](#) and I have been so lucky to work with you!

Unlike · Reply · 👍 1 · February 15 at 7:44pm



Write a comment...



Thank you!

Shay Hata | BuySellLoveChicago.com

*Berkshire Hathaway Homeservices
KoenigRubloff Realty Group | Chicago, Illinois*

312-600-7510 shay@shayhata.com