

Increasing Your Production in 2022

Website:

www.buyselllovechicago.com

Facebook: Shay Hata Real Estate
Speaker and Coach



Who Am I?

- Ivy League grad
- Residential Realtor in Chicago, IL
- Realtor for 9 years
- Husband in real estate for 25+ years
- Mom to a 5 year old
- Crazy dog lady
- Team Leader: 1.5 agents, 4 assistants. Usually 150 – 175 transactions a year
- \$60M - \$70M on average a year
- Donate a portion of each commission to local schools & animal rescue groups



My Business Philosophy

Love on your clients and
they will love on you

Provide white glove service

How I Don't Get Leads

I Don't:

- Buy Leads Through Zillow, Realtor.com, etc
- Door Knock
- Call Expireds
- Cold Call
- Work FSBOs
- Farm Neighborhoods With Postcards
- Lead generate for 3 hours every morning

I hate making small talk and talking on the phone

How I Do Get Leads

- Love on my sphere
- Unique lead generation strategies
- Client events
- Treat clients like gold
- Respond immediately and be proactive
- Know my stuff
- Demonstrate my knowledge and that real estate is hard

Create a Networking Group

- 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

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



HomeBot – must partner with a lender

Monthly emails with automated home values and money saving tips

The screenshot displays the HomeBot web interface. At the top, there is a navigation bar with the HomeBot logo, menu items for HOMES, MARKETS, and BUYING REPORT, and a notification bell icon with a red '1'. Below the navigation bar, the address '1318 Forest Ave' is shown. A 'Back to client' button is visible. The main content area features a profile for Shay Hata, a real estate agent with a circular profile picture. Her message reads: 'Hi Nobu! Here's your current home report and tips on how to save money. Call or email with questions!'. Below her name, contact information is provided: 'Shay Hata • Buy Sell Love Chicago Team at Berkshire Hathaway', '312-600-7510 • shay@shayhata.com'. The central focus is a large card titled 'The estimated value of your home is' with a value of '\$758,000' in large pink text, followed by a red box stating 'Not verified yet'. Below this, there is a 'Want to verify this?' button with a small profile picture of Shay Hata. To the left, a 'Your Current Mortgage' section shows a list with one entry: '1 \$700,000 - June 2019 10/1 ARM at 4.375%'. Below this list is a '+ Add a mortgage' button. At the bottom, a line graph shows a fluctuating trend line in pink, with a '700k' label on the y-axis.

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

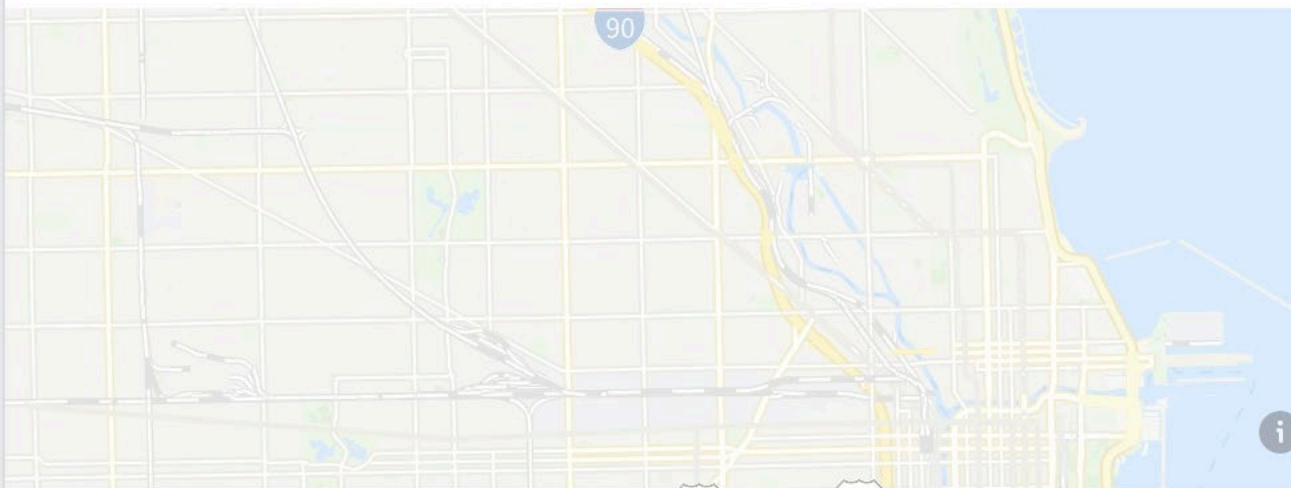


Rebecca DeLuca is looking for recommendations.

18 mins

Are there any realtors in this group or can someone recommend one with in-depth knowledge about West Town? We are looking to sell our single family house in West Town as we are planning an out of state move and want to understand what a possible timeline to sell could be...especially with winter coming.

Looking for a savvy, responsive, proactive and like-able realtor! Thanks in advance!



Looking for
Recommendations



Shay Lawrence Hata Hi **Rebecca DeLuca**, Realtor here. I do a ton of business in West Town and have worked with many moms on this page who I'm sure would be happy to vouch for me! In general, best time to put your home in West Town on the market is mid-March, depending on the weather and your timeframe for moving. I'll PM you

Like · Reply · 34m



2



Andrea Dietz Kradman **Shay Lawrence Hata** is amazing!!! She is responsive, knowledgeable and so easy to work with. My husband and I couldn't be happier with her services! Good luck!

Like · Reply · 26m



Andrea Dietz Kradman **Shay Lawrence Hata** also sold our place in less than 4 wks in an undesirable market and time of year!!

Like · Reply · 25m



Shay Lawrence Hata **Andrea Dietz Kradman** Thank you so much! I really appreciate it

Like · Reply · 24m



Recommend a Place



Link to Page



Shay Lawrence Hata **Rebecca DeLuca**, just sent you a PM. It might have gone to your "Other" folder




Keriann Tuttle Shay Lawrence Hata came highly recommended and was fantastic. She sold our West town condo and helped us buy in the suburbs. I can not recommend her enough! She sold our place within a week and it set a price record on our block for similar units.

Like · Reply · 26m



Shay Lawrence Hata Keriann Tuttle thank you so much! I adore your new house and am so happy you and your family are liking the burbs!



Recommend a Place

Link to Page

✕

Like · Reply · 22m



Write a reply...



Kim Jackewicz Michael Vandam with Nagel Realty is the best. He lives in the neighborhood and is on the board of the neighborhood association. No one knows the neighborhood better than he does.



Ask Nagel Realty
Real Estate Agent

4.8

1919 W Division St, Chicago, Illinois 60622

Like · Reply · 16m




Julie Emerson Gurican Another +1 for Shay Lawrence Hata!! Listed in September with her in a ver tough market and neighborhood and she got the job done! Super organized and on top of her game!!

Like · Reply · 13m



Shay Lawrence Hata Julie Emerson Gurican thank you so much! I'm so glad we were able to get it rehabbed and sold for you.



Recommend a Place

Link to Page

✕

Like · Reply · 11m



Write a reply...



Betina Yanez Shay Lawrence Hata was also our agent when we sold our duplex in west town. She is the best agent we have worked with and I would highly recommend her. Working with her team was the best decision we made.

Like · Reply · 13m



Shay Lawrence Hata Betina Yanez, thank you so much! I know it was a stressful move and I'm so glad it's off your shoulders!



Recommend a Place

✕



Group by Moving to Denver, CO- Kate Swensen

Moving to Denver, Colorado

Private group · 4.8K members



+ Invite

- About
- Discussion**
- Rooms
- Members
- Events
- Media
- Files



What's on your mind, Shay?

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About

Need help Renting, Buying, Selling or Renting to

<https://bit.ly/coffee-with-caron>

kw KELLERWILLIAMS
HONOLULU
The GLAM Group

Coffee with Caron

A little real estate too

bit.ly/coffee-with-caron

11.28.20
@9AM



Caron Ling, R, CRS | RB-20556 | 808.753.7464 | caronl@kw.com



6

2 Comments

Send Gifts for Milestones



Use Social Media

- Post on Stories Daily – Open Houses, Showings, Writing Contracts
- Use Polls in Instagram and Facebook
- Post on your personal page about personal things mainly. Be real.





Reply to Kerri...



8:41



laurenalexia 7h
Layout by Instagram

HELP! SHOULD I DO DARK GRAY VANITY OR WHITE BATHROOM FOR MY BATHROOM REMODEL??



WHITE & BRASS

GRAY & BRASS



Looking for #chicago #rehab



Call us today!!
We SOLD this unit to our client, they rehabbed it and we SOLD it within 2 weeks to a lovely buyer.
[#thedowelleffect](#)

WICKER PARK, CHICAGO



Reply to The Dowell G...

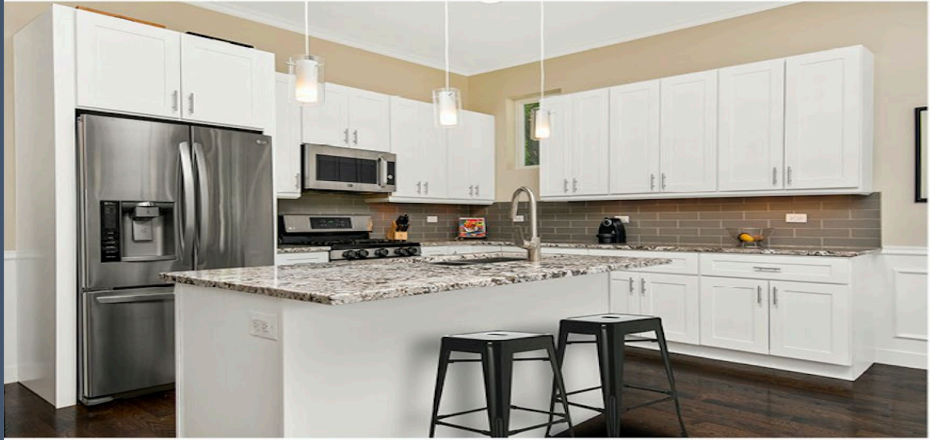






BUYSELLLOVECHICAGO.COM

FOR SALE



3425 W Belle Plaine Ave
4 Bed/3.5 Bath | \$700,000

TO LEARN WHAT OUR TEAM CAN DO TO SELL YOUR HOME,
CONTACT US TODAY!

4th QUARTER SALES

CURRENTLY UNDER CONTRACT

2944 N Broadway St
1461 N Paulina 1F
2069 Knollwood Dr

CLOSED

1359 N Noble St 10
4529 W Deming Pl
5101 W Patterson
1318 W Bryn Mawr
469 N Green St
1801 Stevens
1329 W 19th
1125 W Newpark
2911 N Wolcott
70 Spence
2847 N Wolcott
2634 N Paulina
4344 N Paulina
1450 W

Thank You

for an amazing 2019!

Buy Sell **Love** Chicago

\$36,000,000
in Closed Sales

98
Closed Transactions

98%
Sale to List Price Ratio

\$7,500
Donated to Charity

28
Average Days on Market

© BSH Am...
Inc. a Ser...
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may...
A

Client appreciation events

Agent Events – When starting out

- Valentine's Day Blow Out Party
- Small group activities: Driving range outing, mani pedi party, Ifly, Bad Axe throwing, High end dart bar
- Give away sports and theater tickets
- Spring/Christmas photo shoot
- Volunteer together

Agent Events – Once you have a lot of clients

- Rent a movie theater in the winter
- Thanksgiving pie pick up
- Indoor kid friendly play event during winter
- VIP dinner party

Client appreciation events - During Covid

- Porch Photos
- Driving range outing
- Cooking class via Zoom
- Spring/Christmas photo shoot
- Apple orchard/pumpkin patch event
- Pumpkin patch event
- Halloween trick or treating easter egg style in your yard or at a park
- Christmas Tree and Wreath pick up with Santa
- Thanksgiving pie pick up





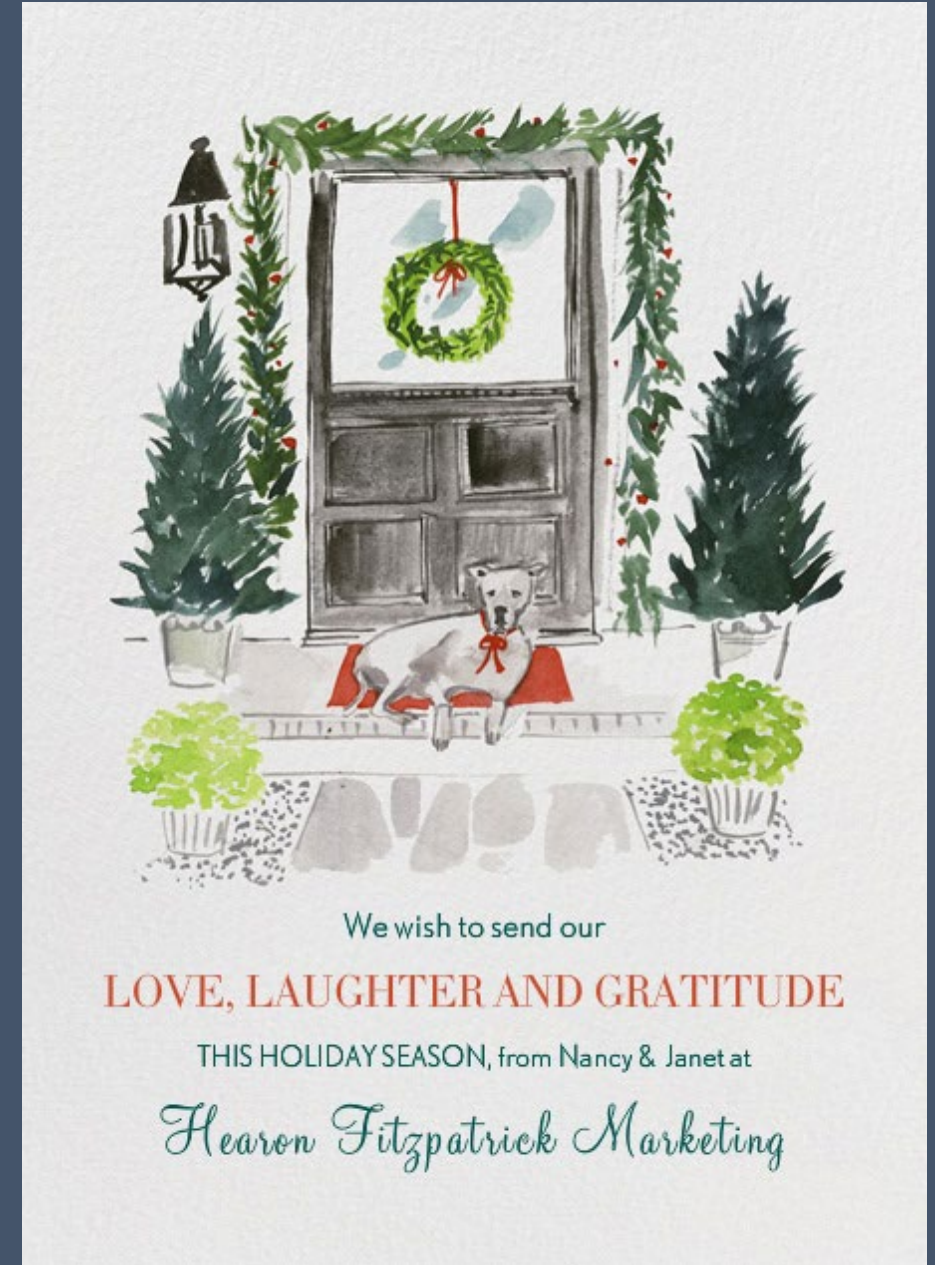
Client Gifts

23

From
Mpix.com

Start at \$10
per
ornament

We include
them in our
holiday cards



Pop Bys

- Girl Scout cookies
- Holiday cookie decorating
- Gingerbread kits
- Making caramel apple kits
- Mini pumpkins
- Redbox movie or Itunes gift card with microwave popcorn
- Bottle of wine for parents
- Birthday balloons outside
- Santa via Zoom
- Inflatable drive in movie theater (license the movie) or rent a drive in movie theater
- Christmas carolers
- Poinsettas



Post Transaction Follow Up

- 10 year campaign once a month
- Maintenance reminders, ways to save money on their home, tips for remodeling, property tax reminders
- Photos now if they plan to list over the winter or spring
- Homeanniversary reminders
- At least 1x – 2x a year check-ins
- I'm in the area for a showing!
- Letters from the heart

Summer HOME MAINTENANCE CHECKLIST

EXTERIOR

- Walk around your home's exterior and slide open crawl space vents around the foundation
- Prune trees and shrubs
- Remove lint from dryer exhaust with a long flexible brush
- Have your AC units serviced
- Clean and repair deck, if necessary
- Clean out any window wells
- Seal all exterior holes to prevent pests
- Trim bushes and plants away from your property
- Reseal fences
- Hire a roofing company for an annual roofing maintenance check
- Seal any cracks along the side of your home/building where the foundation meets the ground

INTERIOR

- Clean kitchen appliances inside and out, including fridge coils
- Drain or flush hot water heater
- Check water softener, add salt if needed
- Give your house a deep clean
- Clean and check grout in kitchen and bathrooms
- Spray for ants, spiders, etc
- Wash windows inside and out as well as window screens and tracks
- Test smoke and carbon monoxide detectors
- Have the duct work professionally cleaned
- Clean the bathroom drains
- Change the direction of your ceiling fans
- Check your attic and look for signs of dampness, mildew, leaks, and pests
- Clean your bathroom fan vents
- Add fresh caulking to your windows and doors



Autumn HOME MAINTENANCE CHECKLIST

OUTDOOR

- Clean gutters & downspouts.
- Rake leaves & shred to use as mulch or dispose (follow your local guidelines).
- Close or install storm windows.
- Test snow blower & have it professionally serviced, if necessary.
- Test garage door auto reverse feature.
- Remove hoses from spigots and turn spigots off for winter.
- Caulk around windows.
- Fill any holes on the exterior to keep out pests.
- Cover exterior window wells with plastic covers.

INDOOR

- Check windows & doors for weather tightness & install weather strips, if necessary.
- Have furnace serviced and cleaned.
- Replace batteries in smoke/carbon monoxide detectors.
- Buy a water heater blanket and cover your water heater.
- Have your dryer vent cleaned yearly to prevent fires.
- Consider insulating pipes that are prone to freeze or are on exterior walls.
- Check to see if you need to add extra insulation to your attic.
- Have chimney serviced and cleaned.



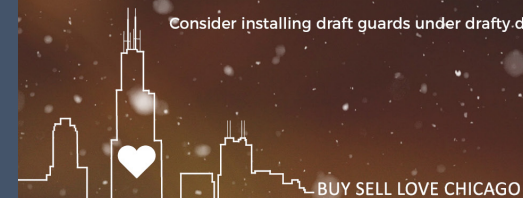
Winter HOME MAINTENANCE Checklist

Outdoor

- Walk Around the exterior; close any crawl space vents that may be open
- Protect your central AC unit with a cover or remove/store any window AC units
- Clean and store garden tools
- Move snow shovels and snow blowers so they are easy to access
- Regularly check for ice dams and icicles
- Order ice melt
- Put up storm windows and doors
- Double check that gutters, downspouts and drains are clear of debris
- Disconnect hoses from outdoor faucets and turn off the water

Indoor

- Change or clean furnace filters. Know how frequently they need to be changed
- Remove shower heads and clean sediment
- Maintain clean drains - add 1/2 cup baking soda followed by 1/2 cup white vinegar. Flush with boiling water after 10 minutes
- Change summer drapes to winter drapes
- Change your furnace filter
- Feel around electrical outlets and switch-plates for cold air, add insulation where necessary.
- Test the fireplace flue for a tight seal when closed
- Flush the water heater
- Switch ceiling fans to move clockwise
- Consider installing draft guards under drafty doors



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...



2d · 📷

🏠. Agents are pleasantly surprised 😊 and your clients (regardless of which side you represent) will think you are a class act. If I represent the Buyer I thank the agent for listing a great house. Worth every bit of the \$8-15.



Say Thank You After The Transaction Ends

Remember....

- Love on your clients and they will love on you
- Treat prospective clients like people; not leads
- Treat everyone the same
- Be different from the realtor sitting next to you
- Don't be desperate – be honest and straightforward
- This is a relationship not a transaction
- Stay in contact after the transaction closes
- Be authentic
- Say thank you for putting a roof over my family's head
- Remember your why and market that why

Stay in Touch!

- **Website:**
www.buyselllovechicago.com
- **Facebook:** Shay Hata Real Estate Speaker and Coach

