

**How to Start Over In  
a New City  
or  
Run a Virtual Real  
Estate Business**

# Meet Shay

- Ivy League grad
- Residential Realtor in Chicago
- This is my third business
- Realtor for 11 years
- Husband has been in real estate for 25+ years
- Mom to a 5 year old
- Crazy dog lady
- \$60M and 150+transactions/yr
- Donate a portion of each commission to local schools & animal rescue groups
- I live in Denver but work in Chicago



# Moving to A New City While Continuing Your Existing Business

## Option 1:

- Find someone to refer your existing business to – how will you be compensated?
- 25% referral fee plus a down the line per transaction referral fee of 10% for the future
- You need to have regular touches to past clients to keep those referrals coming in – 10 year follow up campaign, texting them to touch base, etc
- Upside: Less work
- Downside: New business will eventually die out so isn't a long term strategy

# Moving to A New City While Continuing Your Existing Business

## Option 2:

- Don't give up your existing business
- Bring on a partner agent (or two) to form a team
- Start separate Facebook lists for the people in different cities
- Have the realtors on your team send you local content to post on your social media
- Advertise you work in two cities or don't?
- How to handle expenses?
- How to handle commissions?
- Go back for events
- Let all realtors and lenders know you've moved if you want referral business in your new city



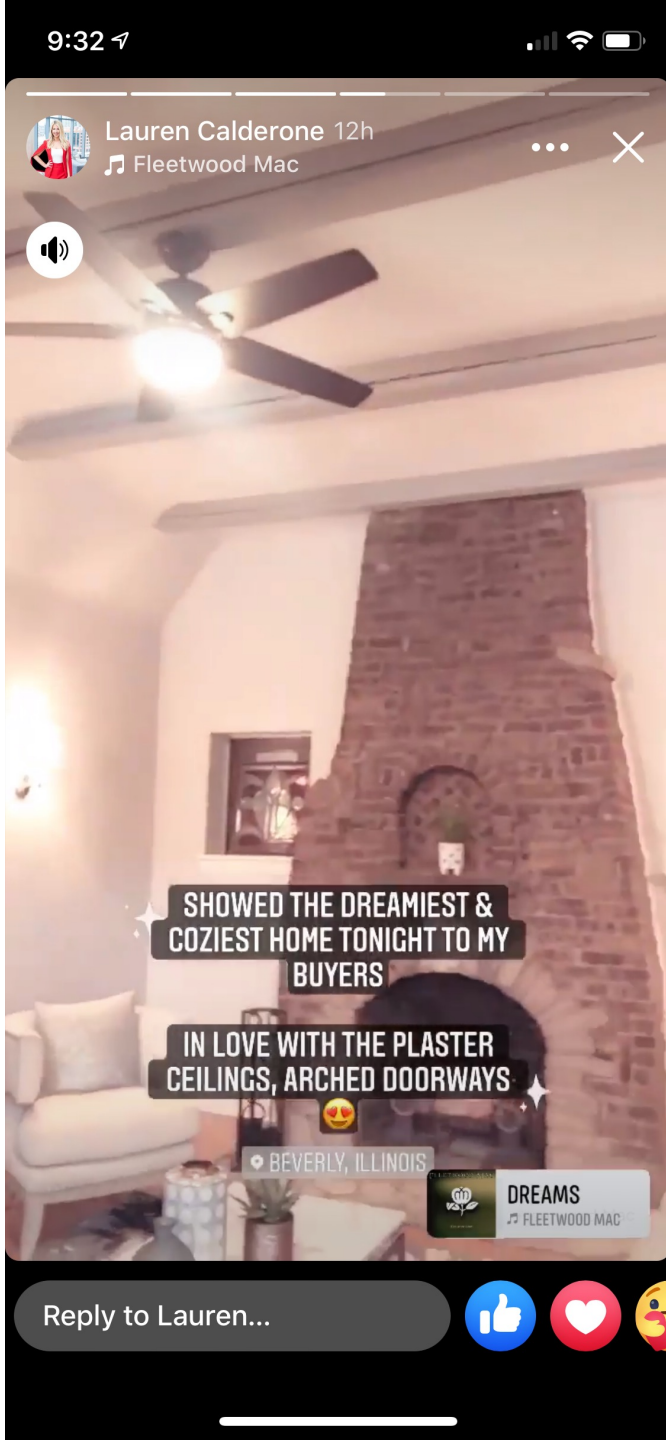
# How I do it

- Team model: 2 realtors and four assistants
- 1 Transaction Coordinator, 1 Client Concierge, 1 Marketing/Event Coordinator, 1 Runner
- We assign two realtors to every client
- I handle the computer work, new client intake, CMAs, writing the offer
- Partner handles boots on the ground work (showings, inspections, final walk throughs, etc)
- Zoom is my best friend: new buyer calls, contract write ups, inspection negotiations, listing appointments, pricing analysis
- Explain the advantages to clients
- Downside: I need to work around someone else's schedule to be available to pull comps and write offers, more travel
- Social media needs to increase dramatically as well as classes, events, pop bys and mailings

# How the finances work

- Commissions: my lead – 50/50 their lead 40/60
- Expenses: I pay all expenses except listings we split expenses 50/50
- Transaction fee: They each pay a \$250 fee per transaction
- I gift and bonus regularly

- Stories vs Posts
- Post in stories daily
- Post in posts at least 3x a week
- Posting ideas:
  - HGTV tours, Monday Market Report, Tuesday Tips, Vlogging, Interviews, Listing Videos, Just Listed/Just Sold, Coming Soon, Under Contract, Inspection Tips, Congrats/Welcome Home, Testimonials, Giveaways, Bloopers, Writing Contracts, Polls



<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](https://bit.ly/coffee-with-caron)

**11.28.20**  
**@9AM**



Caron Ling, R, CRS | RB-20556 | 808.753.7464 | [caronl@kw.com](mailto:caronl@kw.com)



2 Comments



**Stacy Ireland-Barry**

January 3 at 8:13 AM · 🌐



Calling all Girl Scouts 👍. My favorite time of year is here ❤️. I love to support little people with a cause. Have your little goal crusher call me with their cookie sales pitch. 317.507.2989. If I miss them leave a message. Looking forward to cookies for days. Can't wait to see all this little girls succeed ❤️👧👧

**LITTLE GIRLS  
WITH DREAMS  
BECOME WOMEN  
WITH VISION**



Stop by our office all of October for some spooky treats!

# FREE Taffy Apple all October

Stop by our office at 2203 W Roscoe to get your free Taffy Apple and other Spooky Treats (1 per person) starting October 1st through the whole month!



**LEIGH**  
MARCUS  
@properties®



Lauren Creel Sauer 3h



GF cupcake or cookie  
on @atproperties



laurencreelsauer

today!



laurencreelsauer If you're in the Hinsdale area this morning, stop by @sweetalisgfbakery between 10-12 fo...

Send message...





# 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!**

## 4<sup>th</sup> 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 Newpo  
2911 N Wol  
70 Spen  
2847 N Wo  
2634 N R  
4344 N R  
1450 W

© 2014 All Rights Reserved  
Inc., a Broker  
Hawthorne  
service  
may be  
as

# Quarterly Recap of sales mailed and posted on social media



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

End Of Year  
Recap  
Postcard and  
Social Media  
Posts



# 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



# Client appreciation event

## **Agent Events – When starting out**

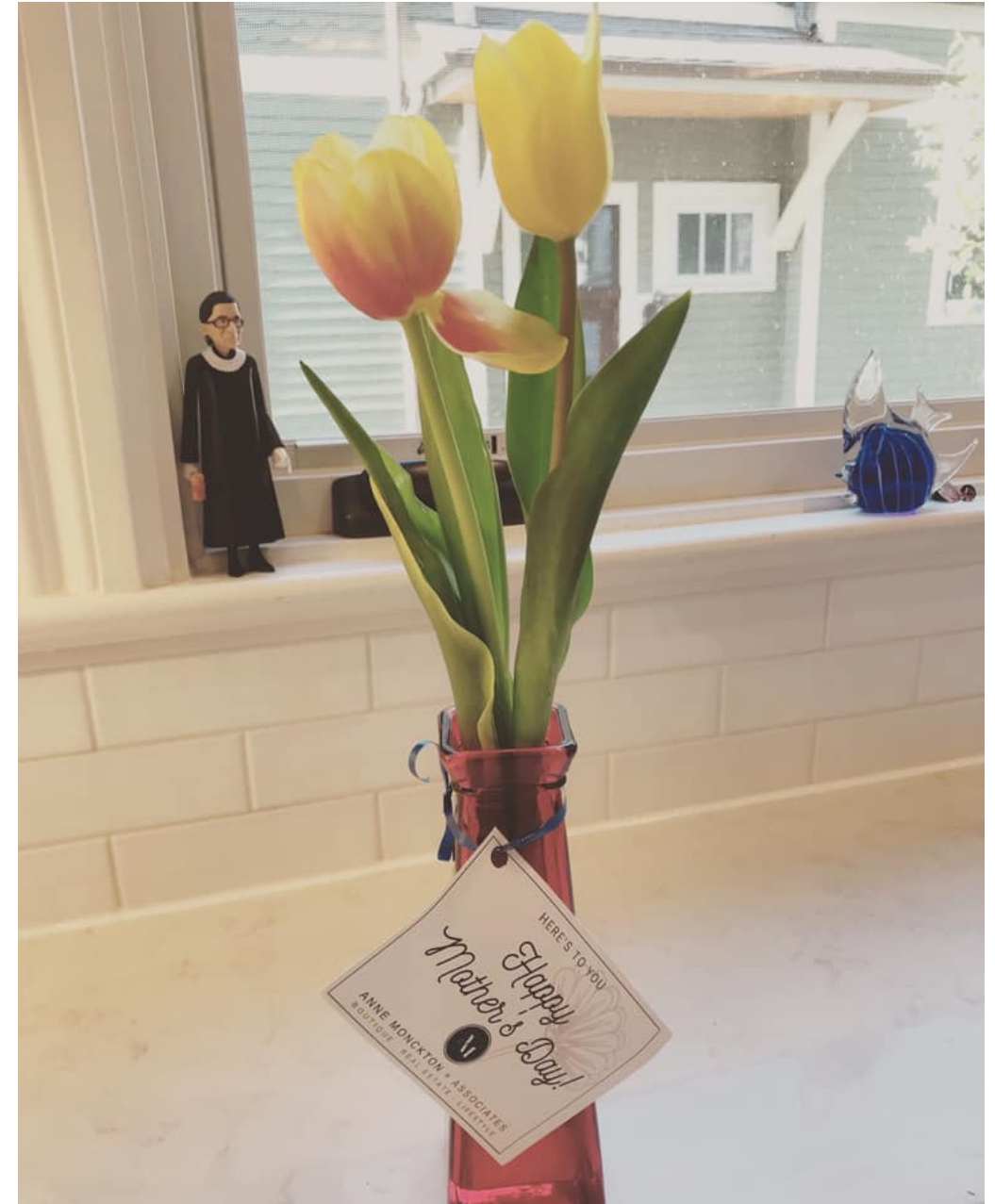
- Valentine's Day Blow Out Party
- Small group activities: Driving range outing, mani pedi party, Ifly, Bad Axe throwing, High end dart bar
- Give away sports and theater tickets
- Outdoor photo shoot

## **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
- Ice Cream social

# 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





**Debbi Brodsky**

Yesterday at 6:52 PM · 🌐



[Shay Lawrence Hata](#) and [The Buy Sell Love Chicago Team](#) are the best realtors ever!!! Thank you so much for the yummy hot chocolate bombs!!! Six months after we purchased our new house, they are still thinking about us!!! ❤️

If you are thinking about selling or buying a new home - trust this team to guide you through the process (and beyond). They treat you like family!





# 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



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# 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.



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# 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



BUY SELL LOVE CHICAGO



THE BUY SELL **LOVE** CHICAGO TEAM

SHAY HATA + HAYLEY LEAF

BUYSELL**LOVE**CHICAGO.COM | 312-600-7510

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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## Systematize your gift program

- Babies: Onesies
- Engagement: Luggage Tags and Champagne
- New Job: Shari's Berries
- Pets: Poop Bag Holders
- Death: Wind chimes
- Gift after meeting: Shari's Berries
- Gift after inspection: Tiffany's Glasses
- Closing gift: Choice of 4 gifts
- Meal for the Move: Pizza Delivery
- Christmas ornaments

# Send Gifts for Milestones



# Starting Over In A New City

- Join a brokerage with agents who are too busy to handle all of their work. Look for one that is collaborative
- Ask the managing broker to introduce you to agents who need open house help. What services do you need? Showing agents? Marketing? No desk fee and split only to keep costs low
- Join a team
- Research the standards in that city. Do listings have floor plans? Matterport tours? Increase the standards. Bring best practices from your city
- How can you be different from the competition
- Check out market stats from your new MLS
- My lender is my best referral source in my new city

# Starting Over In A New City

- Pay an inspector and follow them around – inspection issues and code issues are different in different states
- Get to know the inventory and neighborhoods
- Start specific neighborhood or area Facebook groups
- Connect with vendors and build your database – packers, movers, lenders, financial planners
- Local Airbnb rules
- What can be your niche?
- Lab Coat Agents: Referrals, YPN Group
- Lender options
- Are rentals an option?

# Create a Networking Group

- Services that people need during major life changes: financial planner, 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
- DIVORCE ATTORNEYS

# Effective Open Houses

- Target first time home buyers in your market and properties that just came on the market
- Don't follow people around the property – build trust from the beginning
- Sign out not sign in with an app such as Open Home Pro. Find out what they are looking for
- Send them MLS listings the following day
- Ask when they want to do showings
- Introduce them to a lender
- Have a two year follow up campaign
- Giveaway dog holders/festival mailers



# MOVING TO DENVER, COLORADO

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



Search Facebook



Shay



## Denver Locals

@denverlocals · Community

WhatsApp

Home

Reviews

About

Videos

More ▾

Liked

Message



About

See All



Create Post



## OVERVIEW

## EDIT PROMOTION

## DESKTOP NEWS FEED

## MOBILE NEWS FEED



You are targeting **men and women, ages 25 - 65+** who live in **7 locations**.

[Show full summary](#)



This promotion will run for **4 days**.



Your total budget for this promotion is **\$20.00**.

**1,290**

People Reached [?]

**25**

Engagements

**\$19.06**

Total Spend [?]

Actions

People

Countries

Link Clicks

12

Post Likes

11

Shares

2

**Buy Sell Love Chicago - Shay Hata & Associates**

Like Page

Sponsored ·

Calling all moms, dads, grandparents, aunts, uncles, and kids at heart! We're inviting you to participate in our free annual Letters from Santa program! Receive a fun personalized letter from Santa (aka the Buy Sell Love Chicago team) to your child, grandchild, niece, nephew, etc. Fill out the form at the following link by this Thursday December 1 so we can get your letter created in time. <https://goo.gl/forms/ACMYcVYhfT6Vhppn2>



By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Boost Another Post

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From the desk of

# Santa Claus

My Dear Oliver,

Ho, Ho, Ho! Rudolph just whispered in my ear that the sleigh is getting packed, soon! Are you getting excited?

It is that time of year, all the reindeer have been practicing their flying and the elves are putting the finishing touches on all the toys! And me? Mrs. Claus has been baking Christmas cookies for me to eat day and night...I need to be nice and plump so my red suit fits perfectly!

I hear from your mom and dad that you have been very nice this year. I am writing to remind you to continue being nice. Help your parents as often as you can and be nice to others. Some days it can be difficult to be good but I see you have tried very, very hard. That makes me so proud! I have also been keeping an eye on Keegan - - do something nice for the people you love this holiday season!

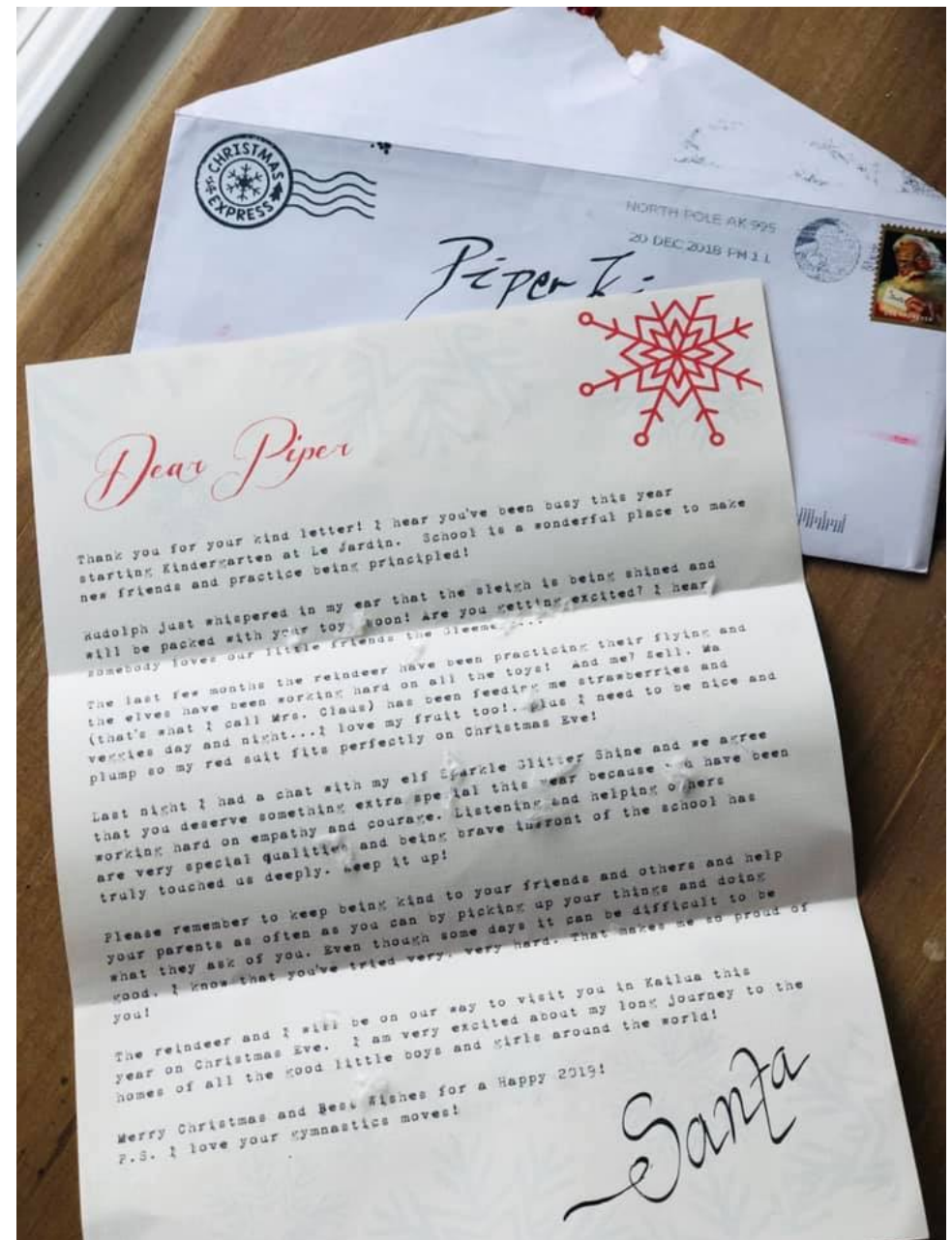
My elves have been busy in the workshop all year. We had a chat last week and have all agreed you deserve something extra-special this year, like the cars and trucks you've been dreaming about. Please know that we will do our best to get that under the tree for when you wake up Christmas morning!

Santa Claus

THE NORTH POLE



ARCTIC CIRCLE



photos

Title\*

Past Buyers - Taking Photos in Spring vs. W

Tags

Assign a new tag

## Preview Template



**Subject:** Thinking of selling this winter? Take exterior photos now!

Hi [[Greeting]],

If you are thinking about selling your home this winter or early next spring we recommend taking exterior photographs now while the weather is nice, the grass is green and the trees and flowers are in bloom. It's amazing how different your property can look to potential buyers and how much faster it can sell when it has great curb appeal! See "winter and spring" pics below for an example. We have great photographers we can send over to photograph your exterior at no cost to you if you plan to sell anytime between Oct - May when front yards may not look their best. If you are thinking of selling in the next year let us know now so we can get those great exterior photos this summer.



✓ Syntax OK

Copy

Preview

Save



# THE TEN THINGS YOU MUST KNOW FOR BUYING IN 2021

**A WEBINAR FOR HOMEBUYERS**

January 19 • 6:30–7:00pm CST via Zoom

We see great opportunities for buyers in 2021 and would love to share those with you. If you're considering buying in the next twelve months you'll want to join Shay and David of the Buy Sell Love Chicago Team for The Ten Things You Must Know For Buying in 2021. We'll discuss how much money you need to buy a property, what's going on with interest rates, what we think will



JAN  
19

**The Ten Things You Must Know  
for Buying in 2021 Part 1 of a 2  
part series**

by David Zwarycz & Shay Hata

[Follow](#)

Free

[Register](#)

**Between COVID and historically low interest rates, this year promises to be a real estate year like no other!**

**Date And Time**

Tue, Jan 19, 2021, 6:30 PM CST

# 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

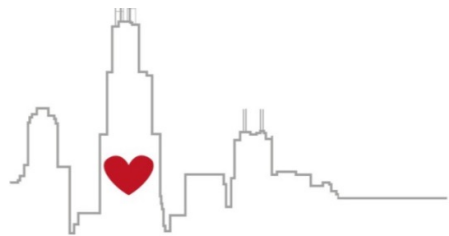
SHAY HATA REALTOR  
312.600.7510 direct  
shay@shayhata.com  
shayhata.com

## STEAM SHOWER & RADIANT HEAT IN THE FLOOR



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SHAY HATA REALTOR  
312.600.7510 direct  
shay@shayhata.com  
shayhata.com



Buy Sell **Love** Chicago

SHAY HATA REALTOR  
312.600.7510 direct  
shay@shayhata.com  
shayhata.com

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. Dish-washer, 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



Buy Sell Love Chicago

SHAY HATA REALTOR  
312.600.7510 direct  
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 psento or Intelligentsia, enjoying curry at Chiya 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



# Questions?

[www.shayhata.com](http://www.shayhata.com)