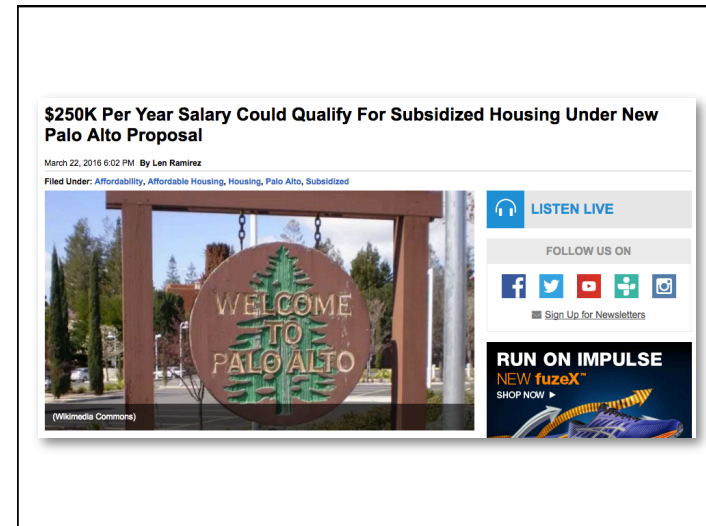
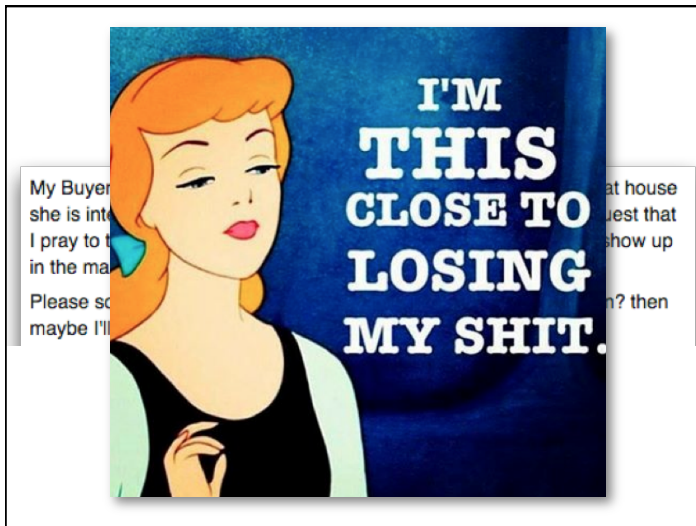


Get REALtor, Attract Clients.

Nobu Hata, National Association of REALTORS
nhata@realtors.org | @nobuhata

Buyers who can, have.
Sellers who can, did.





Before first contact,
your value is in
your utility.

~ Google

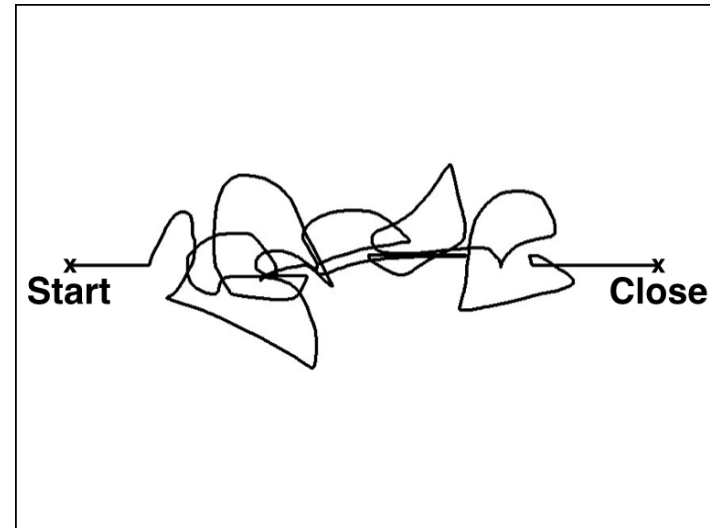
mi'lenēəl:

A person reaching young adulthood around the year 2000; a Generation Yer. Researchers and commentators use birth years ranging from the early 1980s to the early 2000s

mi'lenēəl:

A special little snowflake. Born between 1982 and 1994 this generation is something special, 'cause Mom, Dad and their 5th grade teacher told them so. Plus they have a whole shelf of participation trophies sitting at home so it has to be true.

Business isn't an entitlement. Switch to an earned business mentality.



The state of real estate marketing needs to go from annoying to functional...

Agents are calling my family and friends to get them to talk to me about giving them my business. This is getting a little ridiculous. Is there any way we can stop this. It's borderline stalking. It's a little irritating all the phone calls I'm getting (I can live with that though) but going after them is where I get angry. Thanks.

...and it needs to bridge the online to offline gap.

Aggregate insight

90% of users start an activity on one device and finish on another.

US retail advertisers see 11% more conversions for Display and 16% more conversions for Search ads when accounting for conversions that originated on mobile devices and ended on another device.

thinkwithgoogle.com/micromoments

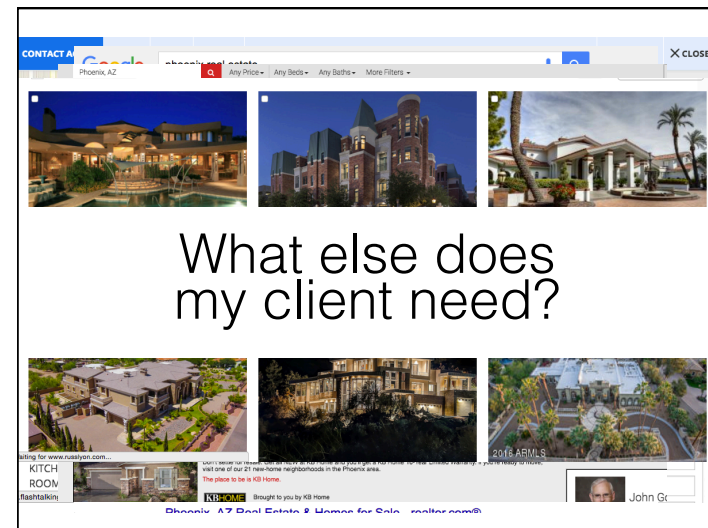
Exude premium service with a heavy emphasis on what tech CAN'T do.



Know your competition,
then act like your
competition.



Turn data
and information into
wisdom. Make sense
of the noise.



Make good experiences memorable



Why did people WANT to use you?

Melissa & John McG...
 BURLINGAME, RAY PARK | CLIENT SINCE 2008
 SALES AT GOOGLE | HEAD OF FINANCE AT INSIGHTLY

What do you love the most about your neighborhood?
 We love Burlingame and we love Ray Park. We get to walk to our Elementary School, Lincoln, which is an amazing school with great teachers and a strong sense of community. When my kids go to Middle School at Burlingame Intermediate School they will be able to walk there too!

What was your journey like buying a home?
 Raziel made it easy and took the stress out of what could be a stressful process. I trusted Raziel implicitly throughout the process. The best part is being able to call Raziel a friend 8 years later!
 First, during the offer and negotiation, I was particularly impressed with his abilities to negotiate a great price on our behalf. Raziel's skill in this area saved us thousands of dollars without a doubt.

My experience working with Raziel was:
 Easy. Raziel made what could feel like a daunting process simple. He made us feel comfortable with his knowledge of the Burlingame housing market. I liked the fact that Raziel not only knew the market but he was also a local resident.
 Simple. We could not be happier with the way things turned out! We absolutely love our new home and I know that we will be happy here for many years to come. I have no doubt that Raziel is one of the best agents in Burlingame, on the peninsula, and in Northern California.

What surprised you the most about the home?
 All the paperwork you have to sign!

Which is your favorite room in the house?
 Kitchen/Family Room (we spend 80% of our time in this one room).
 Family room.

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.edusatified.com/Shay-Hata>

Shay Lawrence Hata
February 15 · IA

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!

Like Comment Share

40

Jennifer Braun This is truth.
Like Reply February 15 at 6:44pm

Shay Lawrence Hata replied · 1 Reply

Elizabeth Kozarlis Cunningham Couldn't agree more!! James Lance Cunningham and I have been so lucky to work with you!
Like Reply February 15 at 7:44pm

Write a comment...

Friend Requests See All

Charles Hank Grabowski II
13 mutual friends

Compel people
– into the real world –
now.

Thanks!

Nobu Hata, National Association of REALTORS
nhata@realtors.org | @nobuhata