

SHAN HASAN

Royal LePage Binder Windsor Real Estate

Your audience is online. Is your realtor?

These days, virtually every homebuyer begins his or her search on the Internet. While most real estate professionals have some familiarity with online listing services, that's no longer enough; today's online marketplace is accessed and consumed across a wide range of devices, and thriving digital communities are replacing low-function websites. With the right realtor, these are good things.

Enter Shan Hasan, digital-age entrepreneur and forward-thinking Sales Representative for Royal LePage Binder. Born and raised in Leamington and educated at the University of Windsor, Hasan brings to his new career 13 years of experience in creative sales and marketing. Hasan founded a prominent local entertainment magazine in 2003 and a cutting-edge marketing firm five years later.

If you think about it, the formula for selling real estate is quite simple: The more people who view a property – and view it in its best possible light – the more likely it is to sell. Hasan's multimedia skillset and existing relationships with creative professionals allow him to showcase properties for 21st-century audiences in a way that is simply unprecedented in our region. In a very short time, Hasan has become one of the top five producing agents within Royal LePage Binder's more than 160 agents.

"My goal is to take my expertise in sales and marketing and bring that to the real estate industry," explains Hasan, whose comprehensive marketing strategy takes full advantage of mail, print, online, video, and social media opportunities, including tablet and smartphone integration for listings. "We believe in maintaining the methods of marketing that have proven successful in the past while adding a new and fresh approach.

"Change and tradition can coexist."

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WHAT HE'S WEARING:

- SUIT:
- SHIRT:
- TIE:
- BELT:

