

SHAN HASAN

People, Properties and Passion

“There are so many homebuyers out there right now and they need properties to purchase,” says Shan Hasan, Sales Representative for Royal LePage Binder Realty. “If the home is priced right, it’s moving fast.”

Recent sales indicate 2015 will be as healthy a year for Shan’s home sales as last year proved. “Out of 125 or so Royal LePage Binder agents, I ranked number 10 in 2014. It was my first year of business and I hit the ground running, earning the President’s Gold Award and becoming a multi-million dollar producer. Passion for people is my driving force. I love being a part of making my clients’ dreams a reality,” he says.

Born and raised in Windsor and fluent in English, Hindi and Urdu/Ourdou, Shan says, “Homebuyers tell me they want a Realtor who is trustworthy and will give 100% to market their homes to as many buyers as possible.”

“Those days of just putting a For Sale sign on someone’s front lawn and walking away are gone,” Shan notes. “I would say that 90% of home searches are done online by prospective buyers.” To support their efforts, he created mobile websites. “That way, you are able to search properties on your smart phone whenever you have a moment. You could find your perfect home on your coffee break!”

As the publisher of Windsor Social Magazine and a former marketing specialist, Shan appreciates that a poor quality image or lackluster presentation can do its subject a disservice. He supervises his own professional photographers to ensure every room is appealingly portrayed. “Working with my own graphic designers, I create eye-catching presentations, online marketing, creative signage and brochures and other promotional strategies to get my clients’ properties sold fast,” Shan explains.

Select properties are also featured in Shan’s virtual tours. “I’ve created a YouTube channel that shows my videos,” he says.

Shan’s property listings are posted on facebook.com/windsorhomelisting; YouTube.com/windsorhomelisting; WindsorHomeListing.com; and ShanHasan.com. They can also be found on the MLS site realtor.ca, Kijiji and LinkedIn.

“When social media is used properly, it is a strong tool,” Shan finds. “It is a means of giving potential buyers as much information as possible. Such immediate access increases the property’s exposure to people who are eager to buy.” That includes out-of-towners, like Torontonians searching for Windsor-Essex County homes where they can savour their vacation time and retirement.

While promotional tools garner attention, it is Shan’s personal service that puts “Sold!”

on the sign. He accompanies clients through the entire process and then remains in touch. Prior to move-in day, Shan sends in his cleaning team. “After I ensure my clients receive the keys, they are then greeted by a clean house.”

Shan works with the first time homebuyer with a strict budget to the higher buyer with very specific desires. He chuckles, “I’ve been the bachelor buying my first place and now I’m a husband with a five-year-old daughter and infant son, which also gives me insight into people’s evolving housing needs.”

The challenge of connecting people to their ideal homes energizes him. “I enjoy walking through houses with buyers. It helps me understand what they are looking for, such as a large, open kitchen for bringing family and friends together,” Shan says. “I realize that a home is one of the most important purchases they will make in their lifetime and I appreciate their trust.”

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