

What  
**BUYERS &  
SELLERS**  
Want.

Nobu Hata, National Association of REALTORS  
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Never mind a value proposition, what's your trust proposition?



### New app helps you avoid your friends, exes

By Heather Kelly, CNN  
updated 11:22 AM EDT, Fri March 21, 2014 | Filed under: [Mobile](#)



The new Cloak app helps you avoid people in the real world. Uh-oh, looks like Jared is only 600 feet away.

**STORY HIGHLIGHTS** (CNN) -- After moving to New York, Brian Moore could not stop running into his ex-girlfriend. There were four awkward and unplanned

They want you  
to be a verb.



amazon

UBER

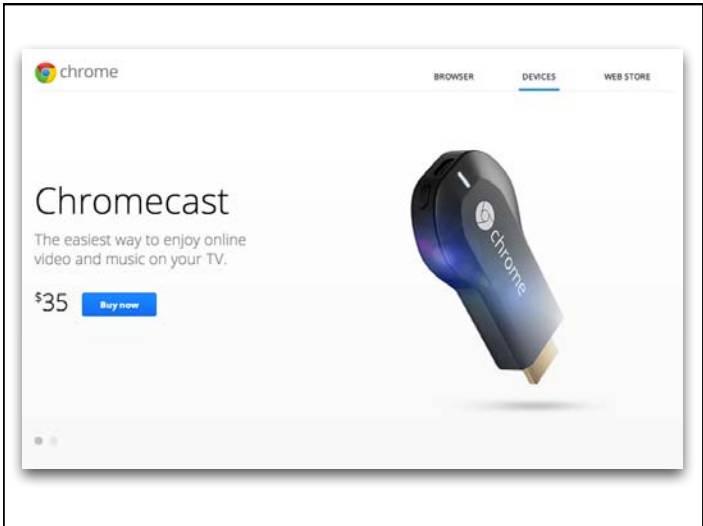
airbnb

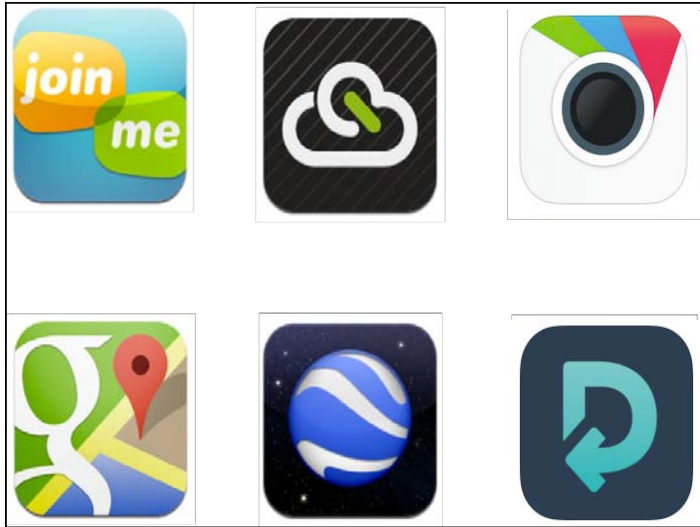


HGTV



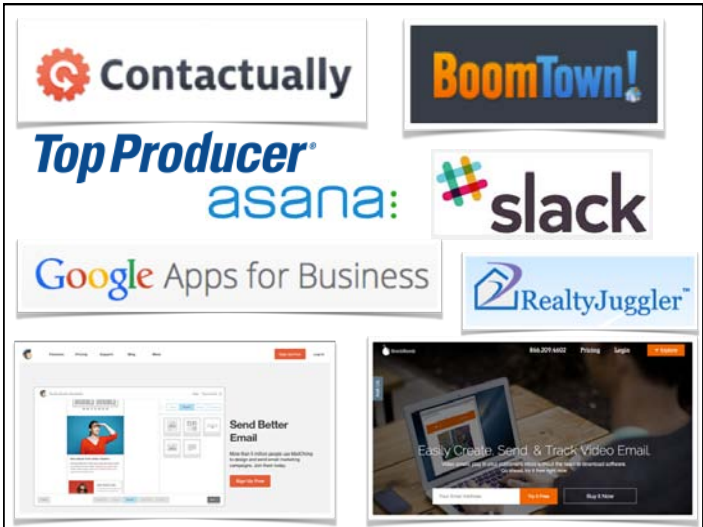
They want you to be as mobile as they are.

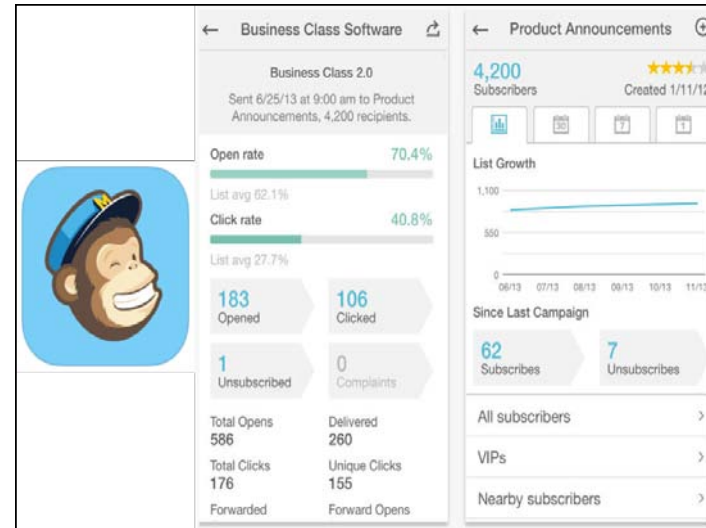
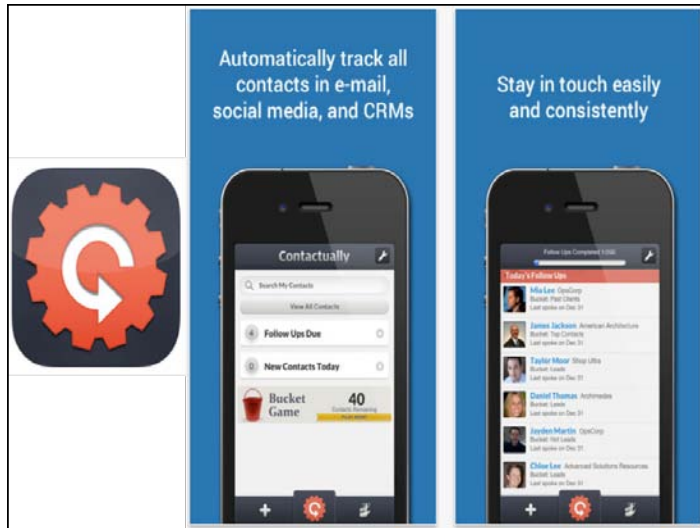




They want marketing shrines built to them.

Audit your business.  
Rally your “team.”  
Track analytics and plan.  
Be awesome at one new thing a business cycle.





**50%** started their home search 6 to 12 months in advance.

**2 in 3** researched you extensively before reaching out.

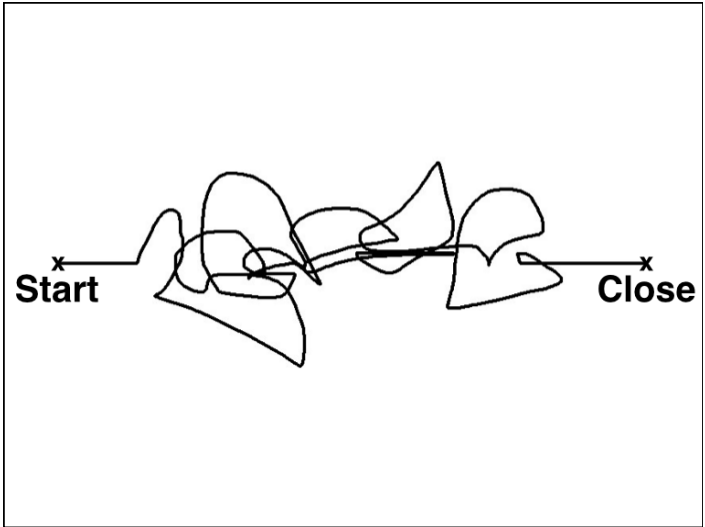
**10.7** points of info needed for people to make a decision.

**256%** increase in "Local" search terms used in Google.

**25%** used mobile for mortgage search, calc inquiries.



They want information they can't Google.



**Can I afford it?**  
**How's the market?**





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WORDS

### Window to the Law: Cyberscams and the Real Estate Professional

AUGUST 4, 2015

Related  
Technology  
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GET A \$500 CASH ALLOWANCE ON SELECT VEHICLES  
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FCA  
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The Code of Ethics  
2016 In the Year to Complete Code of Ethics Training

NAR Associate Counsel Jessica Edgerton alerts real estate professionals to common online fraud schemes, and provides tips and information to help industry professionals and

runa @amarnamruna

The Zillow estimate on my house is almost \$150k more than what I paid for it two years ago. #hahahahaha #no

Reply Retweet Favorite More

11:47 AM - 3 Jul 2014

## Nashville Real Estate

Prices Up 6.8%

20 June 14

Sales Up 9.4%

Inventory Flat

Benchmark Realty, LLC - Steve Jolly

AT&T LTE 10:17 AM 96%  
All Inboxes (3)

Hi Nobu

As you know, it's going to be incredibly cold in IL for the next 24 hours and we're at risk to have pipes freeze or burst in our homes which generally causes significant damage and is costly to repair. Whether you own your home or are renting, I highly recommend implementing the below steps today and continuing them through tomorrow to prevent any pipes from bursting.

**To Prevent Your Pipes From Freezing**

- Turn on all of your faucets and let a trickle of hot and cold water run throughout the day and night. This might be all it takes to keep your pipes from freezing.
- Keep your thermostat set at the same temperature during both day and night. You might be in the habit of turning down the heat when you're asleep, but further drops in the temperature - more common overnight - could freeze your pipes.
- Open cabinet doors to allow heat to get to un-insulated pipes under sinks and appliances, especially near exterior walls where pipes are most likely to freeze.

AT&T LTE 10:17 AM 96%  
All Inboxes (3)

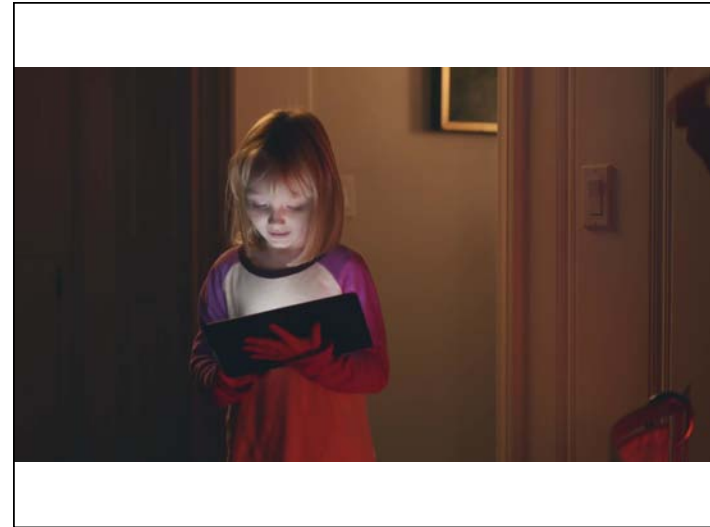
A Few Questions...  
Today at 9:08 AM

Hi Nobu,

We're almost there! A few questions:

- We need to schedule the final walk through. Typically this happens the night before closing or the morning of closing. Which day and time would you like to do the final walk through? It takes about 30 minutes.
- Did you arrange to have the gas and electric transferred into your name as of Monday?
- Did you set an appointment for cable/Internet (if you want cable/Internet)?
- Did you arrange for a locksmith to come and rekey the locks? If not, I highly recommend this. Amazing Lock Service is my favorite locksmith in town.
- Did you get a No Parking/Moving sign from the attorney's office for the day you're moving into your new home so you can reserve the parking spaces in front of it for unloading?
- Does your home owner's insurance start the day of closing?
- If you're moving into a high rise did you reserve

They want you to talk like a human being.

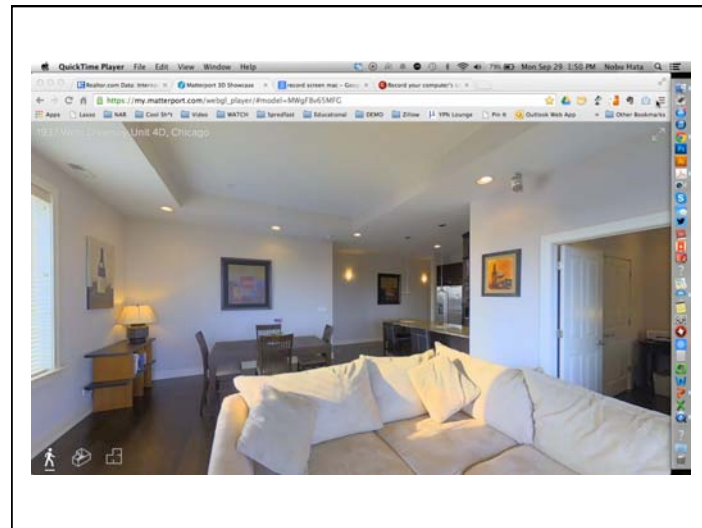
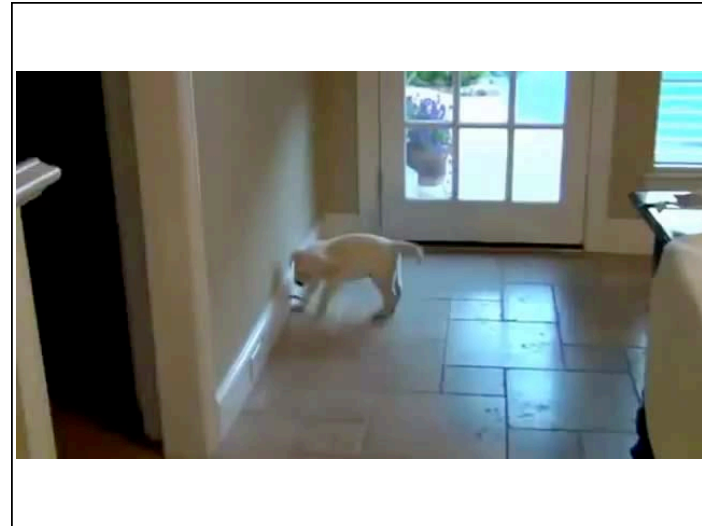


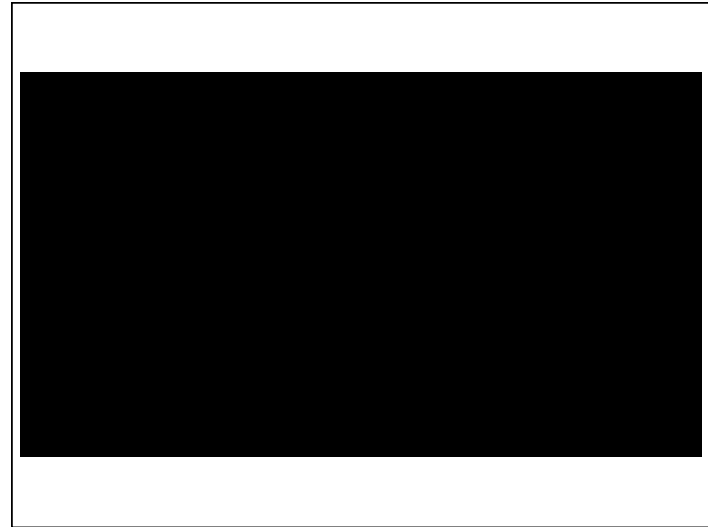
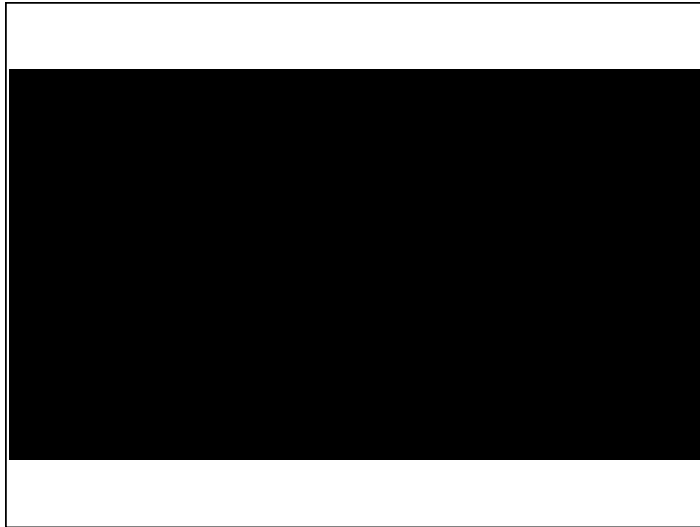
A screenshot of the MOZ LOCAL website. The browser address bar shows 'https://moz.com/local/search'. The page has a teal header with the MOZ LOCAL logo and navigation links: HOME, HOW IT WORKS, CATEGORY RESEARCH, and LEARN. The main content area features the heading 'Can your customers find you online?' and a sub-heading 'Check your listings on Google, Bing, and other local search engines.' Below this is a search form with a text input for 'Business name', a text input for 'Zip code', and a yellow 'Check my Listing' button. At the bottom, there is a decorative graphic with stylized trees and a small blue robot-like character.

A screenshot of a realtor.com profile for Leigh Brown, a Broker/Owner in Concord, NC. The profile features a large background image of a city skyline at night. On the left is a small portrait of Leigh Brown. To the right of the portrait, it says 'Leigh Brown, Broker/Owner - Concord, NC' and shows '7 Reviews' and '24 Recommendations'. Below the portrait are buttons for 'Ask a Question', 'Write a Review', 'Recommend Me', 'Contact Info', and 'Share'. The profile includes sections for 'About Leigh Brown', 'Years of Experience: 14', 'Specializations: foreclosures, fine homes, first time Home Buyers, luxury homes, new construction', 'Areas Served: Charlotte, Harrisburg', 'Brokerage: Leigh Brown &amp; Associates', and 'Designations &amp; Certifications'. It also lists 'Price Range (last 24 months) \$3K - \$2.7M' and 'Recommendations 24'. A 'Show More' link is visible at the bottom of the bio section.



They want you to be memorable, different and relentlessly useful.





**One Tail at a Time**  
July 20 at 9:28am · 🗨️

Looking to buy a place with zero restrictions when it comes to the AND breed of dogs? Realtor Shay Hata is a huge supporter of OT today she has an open house for a home where all dogs are welcome and loved! This gorgeous 2 bedroom, 1 bath 1500 square feet cove located in Evanston. Open House today, Sunday July 20th, from 1 http://www.shayhata.com/property/illinois/evanston/90202/washington-manor/834-washington-street/53c26dda037815d288000b1/

Unlike · Comment · Share

👍 You, Shay Lawrence Hata, Kristen Short and 70 others like this.

🔗 13 shares

**Shay Hata - Realtor** Thank you! And no restrictions on the number of dogs so you can foster a whole litter of puppies 🐶  
July 20 at 9:29am · Like · 🗨️ 12

**One Tail at a Time** Shay Hata - Realtor, even better! We can certainly help with that 🐶  
July 20 at 9:33am · Like · 🗨️ 6

**Coralee Lavery** this is awesome! now for the formation of an association like minded realtors nationwide- the go to place for people with all breeds start their home searches.  
July 20 at 9:43am · Unlike · 🗨️ 5

**Kennon Reinard** Good work, Shay!  
July 20 at 11:14am · Like · 🗨️ 1

**Shay Hata - Realtor** Thanks Kennon Reinard! Hopefully all buildings one day come around and get rid of size, breed and weight restrictions  
July 20 at 11:34am · Like · 🗨️ 7

Write a comment...

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17 DECEMBER 2014 BY SHAY HATA

**Thank You!**

**Thanks to YOU**  
we've raised \$12,500 and saved 20 dogs in 2014

One Tail at a Time  
Forever Rescue  
Starfish Animal Rescue  
Safe Humane Chicago

Thank you for working with me this year. Thanks to YOU, all my wonderful clients, we've raised \$12,500 to go towards charity and save 20 dogs in 2014.

Your money went toward these charities:

- One Tail At A Time
- Forever Rescue
- Safe Humane Chicago
- Starfish Animal Rescue

**Dave Oswald**  
Leadership You Can Count On

**COLDWELL BANKER BURNET**

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Scholarship Program

**Scholarship Program**

**Dave Oswald Homes**  
Leadership You Can Count On

Winners of the \$1,500 College Scholarship

Each Spring, one young man and one young woman will receive a \$1,500 scholarship to help with the costs of their ongoing education after high school. Graduating seniors from Apple Valley, Eastview, Farmington, Lakeville North, Lakeville South, Northfield and Rosemount high schools are eligible to enter.

**2014 WINNERS:**

**SYDNEY GROSSMAN**, Lakeville South High School

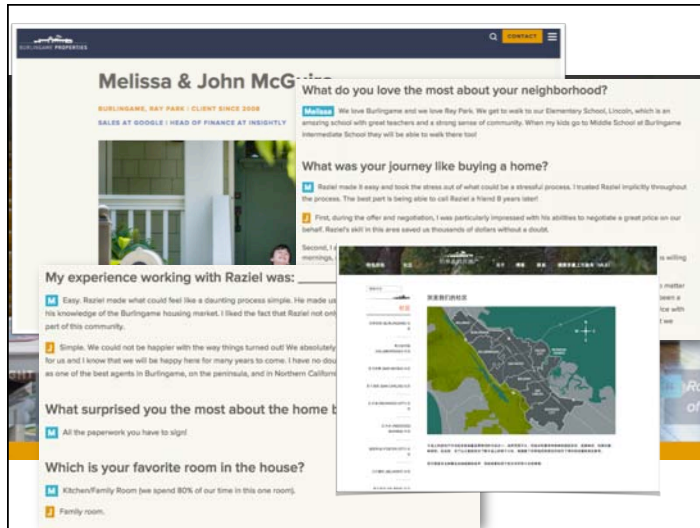
**LEADERSHIP EXPERIENCE:** Member of Student Council, Youth Teaching Youth Teen Teacher, NHS Member, Church Youth Committee Member, Church Council Representative, Camp RYLA (Rotary Youth Leadership Awards) Attendee, South Suburban Leadership Conference attendee, Project Purpose Co-founder, Lakeville Feed My Starving Children MobilePack Student Coordinator

**CONTACT INFORMATION**

**DAVE OSWALD HOMES'S BLOG**

- Quick Question: "How Does An Appraiser Value ..."
- Quick Question: "Do I Need Title Insurance?" ...
- Quick Question: "Should I Update My Kitchen & ..."

**Dave Oswald Homes**  
Coldwell Banker Burnet  
16400 165th St W  
Lakeville MN 55444



Spend less time thinking about what your logo looks like and spend more time on what people will feel when they see it.



**Thanks!**  
Nobu Hata, National Association of REALTORS  
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