

TOP AGENT

MAGAZINE



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Herman Chan is not your average REALTOR® by a long shot. Not only is he a top producing agent with Better Homes and Gardens Real Estate Mason McDuffie in the San Francisco Bay area, but he has been featured on real estate shows on HGTV and MTV's NewNowNext and written for Huffington Post. His gregarious personality and his non-stop energy have catapulted him to the spotlight, while his expertise and his vast knowledge of the business have kept his clients coming back.



With Herman, what you see is what you get. He is upfront and very honest with his clients. "Clients are so jaded they can detect fake salesmanship or the canned speech from a mile away," Herman explains. "Before they even meet you they have cross-referenced every house they want to look at. They also vet their agent through social media. Agent accountability is higher now. I build a rapport with my clients online right away and cut to the chase. Ultimately, the decision to buy or sell is theirs to make but people depend heavily on my no-nonsense advice. I'm not afraid to give my opinion." He is very adept at talking to this new breed of real estate consumer and is able to connect with them on a real level that leaves the bravado behind. "I'm not about all of that puffery," he says. "No one wants to work with a phony. In this business you have to be transparent and true to yourself."

That is exactly what Herman does. Whether his clients see him on his video blog at HabitatForHermanity.com, his agent profile on HermanChan.com or any number of his appearances on television, they will encounter his trademark flair and expertise. He is often irreverent, pointing out the humor in the real estate industry with his sharp wit. His approach may not be for everyone, but for those who respond to it, they already know what they're getting before they walk through the door. "The client experience must be seamless from start to finish," he explains. "The people who I work with have already seen me on TV or the Internet and are excited to get started. I love working with them. My personality may not vibe with everyone and that's okay. I only work with those who really want to work with

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me, from single moms looking at a \$200,000 property to a CEO selling his multi-million dollar listing." Personality always trumps price tag for Herman and his clients get an unforgettable experience. "I love the car rides to show properties," he says. "I learn more about my clients in those few minutes than most agents do in the course of the whole transaction."

The freedom to be bold and innovative is what drew Herman to real estate. With a degree in communications from UC Berkeley, he knew he would always be in the public sphere, but real estate offered the chance to be independent. "Real estate is different than a 9-5 job" he says. "To be successful, you must remain motivated and focused in an unstructured setting. You can't clock in and clock out; it really is 24 hours a day. It's not for everyone, but it's perfect for ambitious overachievers."

The work on television came as a natural extension of his well-branded web presence and the considerable reputation he had built in the Bay Area. "It wasn't something I pursued actively," he explains. "I worked with several producers for shows including 'My House is Worth What?' and 'House Hunters' and I'm also a real estate expert on NewNowNext and eHow.com. All of these shows have been really fun for me. They're all about helping people. I want people to have access to quality information about real estate and to help them make the right decisions. These shows let me to do that on a larger scale." His appearances have increased his referral base exponentially drawing new contacts from all over the world. Though he clearly has a knack for performance, his heart is always with real estate and his focus

will always be on delivering knowledgeable service and enthusiastic support to all of his clients.

With so many projects at once, many people would be overwhelmed. Herman meets each new day with enthusiasm and a seemingly inexhaustible energy. "I'm not married, I don't have any kids, I don't even have any houseplants," Herman laughs. "This job is my life and I love every second of it."



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