

TOP AGENT MAGAZINE

HAYLEY WESTHOFF



Hayley Westhoff isn't selling houses, she's selling homes. She's working with her clients to get them into a place where they'll not only sleep but also live, laugh and love. "It's a very emotional process," Hayley says. "There are not many sales jobs where you become so entwined with the client's lives and emotions.

You're part of a very special time in their lives and become very close with them."

That attitude has catapulted Hayley to incredible success with the MacPherson Westhoff Group, and has made her a Top 1% Producing Agent, as recognized by the Chicago Association of Realtors. But while her list-to-sale ratio is significantly higher than the average at 99.1% and while her listings average 14.5 days on market, she's not driven by numbers.

"My annual goal is never a number," she says. "It's never volume. It's always happy clients. I don't have that ABC - Always Be Closing - mentality. I have the mentality that my job is to make my clients happy and to work hard in their best interest."

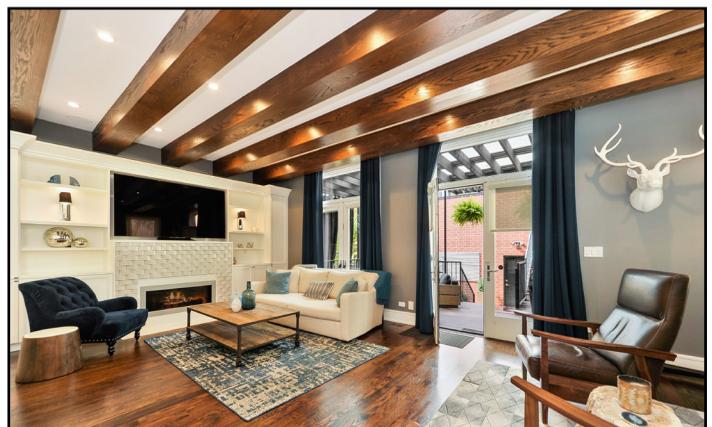
That mentality fuels Hayley's astonishing 99% return and referral rate. "I have never done advertising or marketing," she said. "I tried Zillow, but it didn't return much. Instead I focus on staying in touch with clients after closing and growing those relationships."

One of Hayley's secret weapons is that she's an off-market specialist and over 20% of her deals in the past two years were off market. But while selling off-market can be advantageous for her clients, Hayley is prepared to make the best presentation on market, especially through staging. "I'm an accredited staging professional," she says. "I'm very hands on, and I have my own accessories for staging."

Hayley's success allows her to give back. "I donate part of my commissions to Team Bright Side," she tells Top Agent. "It's a non-profit that was started by one of my clients whose seven-year old son had cancer. It raises money for pediatric cancer research, and I'm so proud to be involved with it."

When she's not working hard for her clients or giving back to her community, Hayley loves to travel. "My husband and I are big international travelers," she says. "Next year we're going to Vietnam. But we also love going out locally in Chicago - just trying different restaurants and having a glass of wine!"

Hayley's career has been incredibly successful so far, and she wants to protect the root of that success. "Some people strive to continue to grow and grow," she says. "But my success has come from my relationships, and if I grow too much I'm going to lose touch with my clients. Right now I'm at a place where I'm happy, and I want to maintain while still getting better at what I do. By that I don't mean making more money or having more clients, but working harder and smarter for them - to improve their experiences and make sure I'm helping them find the home that will make them happy."



To find out more about Hayley Westhoff,
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