

featuredagent

magazine



Hani Ali



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Hani Ali has carved out a masterful career defined by professionalism, industry expertise and a relentless commitment to the success of his clients. After earning an undergraduate degree in Finance and Economics and an MBA in Business Economics from DePaul University, Hani was ready to make waves in his hometown of Chicago.

In 2013, Hani earned his originator license and swiftly met success, achieving \$30 million in volume

during his first full year. He quickly caught the eye of Guaranteed Rate, and joined the company to continue growing his business. As Senior Vice President of Mortgage Lending, Hani is now one of the Top Loan Originators in the country.

Hani conducts business in all 50 states, but his primary service areas include Chicagoland and the Midwest, California and Florida. All told, about 85% of his business is generated by repeat and referral

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clientele stemming from past clients, real estate agents, CPAs and financial advisors. Hani credits his strong referral business to his tried-and-true market understanding and education.

“To me, the most important thing is to know what you’re working with,” he says. “I push myself to be the guru of guidelines and product knowledge, to be an expert.” Hani heads a capable team of professionals who each play an integral role. “It’s very important to make sure you’ve hired committed key players,” Hani says. “I’m very big on process and flow and strategically enabling each individual on our team.”

Beyond his razor-sharp understanding of the mortgage world — from shifting regulations to the details of product options — Hani believes in communication, accessibility and transparency. While he closes roughly 500 loans a year, his focus remains on the client, the milestone of homeownership, and the nuances of each transaction.

“I’m dialed in seven days a week,” Hani says. “Transparency is everything. It’s so important to ensure that clients know what the process entails, understand what’s going on, and that they’re being educated on their options. I’m also really big on accountability. When you take on a mortgage, it’s a huge responsibility. As a lender, you’re impacting the homeownership process in a very intense way, and despite how transactional it can seem, I take my role very seriously.”

Beyond his knowledge and personal integrity, Hani offers efficiency and speed to his clients and REALTOR® referral partners. He and his team take files from start to finish in an average of 14 days — a figure that’s far ahead of the national average.

Outside the office, Hani gives back through civic and charitable work. He’s an active alumnus of DePaul University and serves on the executive voting board for the Guaranteed Rate Foundation, an organization devoted to partnering with community members in need. Most recently, the Foundation joined forces to support the work of a local battered women’s shelter. Additionally, Hani supports causes related to children’s welfare, including the St. Jude’s Children’s Research Hospital. Hani also enjoys time spent with family and friends, boating and snowmobiling.

Looking toward the future, Hani plans to continue taking his business to new heights, capitalizing on the exemplary presence he’s built on a national level. His goal is to become the number one originator in the country, and he plans to get there by staying ahead of the curve. “Our business is constantly changing, so you have to be innovative in your process and your flow, predicting what consumers want before it’s needed,” he says. “It’s my goal to always stay ahead of that curve and be able to determine how to change the process for the better.”

At the end of the day, Hani is inspired and driven forward by the people he’s committed to serve. “I recently sold my home and bought a new one, and I



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got to experience that feeling again,” Hani says. “Buying a home is such an exciting time; your life is changing. It’s so rewarding to help a client go through that experience and make it an easy, efficient process that takes some stress off their shoulders. I also love helping clients who haven’t been able to

get approved in the past, to achieve that goal of homeownership. To be able to turn that around for them is so gratifying. I love making people’s dreams come true and I’m a big believer that when you’re willing to help people and give freely, it always comes back around in a positive way.”

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