

TOP AGENT

MAGAZINE

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With a minister for a father who built a career first by faith and erecting churches, then by turning his talents toward construction, Dan Jones' exposure to the real estate industry began early. He even remembers that at the age of two, he sat at the top of a new-build church and watched his father assemble the roof. Then, after a successful career in corporate advertising, Dan returned to his roots and transitioned to the role of real estate agent. That was twelve years ago, and today Dan is a thriving agent who has earned multiple honors and designations, including as the top agent in his area at his office, Better Homes and Gardens Real Estate Metro Brokers. He is also a member of the Better Homes and Gardens Distinctive Collection Group, tailoring his services to buyers and sellers in the area's luxury home market.

Primarily serving the north Atlanta area with an office based in Roswell, Dan prefers to work solo—acting as the primary point of contact for all transactions in order to ensure five-star service to each of his clients. With an impressive 95% percent of his business stemming from pleased referrals and repeat clientele, Dan's dedication to comprehensive, effective service is unequivocal. Having grown up in a family of ministers, Dan understands his work as a calling and thus, it is his mission to make a positive contribution to the lives of others. "I treat every single client with respect, no matter the deal," he explains. "I want to help each client find their dream home, because every house is someone's castle." Likewise, Dan's fruitful turn in the world of corporate marketing has allowed him to cultivate a nuanced understanding of people and their needs. Accordingly, he passes along his keen interpersonal insight to those he serves, particularly those going through the often stressful process of a relocation. Dan has also forged a special connection with the USAA, and his brokerage is one of the most highly praised USAA partners.

Astutely recognizing that the vast majority of homebuyers begin their search online, Dan takes special care with the presentation of each and every listing he's responsible for. Knowing that high quality images are of foremost importance, Dan hires a professional photographer to capture the unique charm of each home for sale. What's more, Dan ensures that every property enjoys maximum exposure, marketing across a multitude of digital listing platforms and even in print. Taking an unconventional yet inspired approach to publicizing his listing, Dan also hosts effective, popular open houses—drawing crowds by running a \$1000 raffle at each showing. To keep in touch with past clients, Dan reaches out personally—through e-mails and phone calls—and also sends out regular newsletters to keep clients up to date on industry developments and his business's updates.

Positioning his natural spirit of service toward his community, Dan is actively involved with Habitat for Humanity—a charitable effort and proficiency that seems to run in the family. When he isn't working, Dan enjoys getting out onto the water and sailing. During his younger days, he even mounted a voyage from Philadelphia down to the Florida Keys and the Bahamas—a testament to his taste for adventure and his ability to be undaunted by a challenge. Dan is also a private pilot, canoer, and outdoorsman.

As for the future, Dan has plans to keep growing his business and enjoying his adventurous life outside the office. Guided by the foundational principle of treating his clients with respect, sincerity, and effective service—no matter their homeownership goals—Dan lives life to the fullest outside the office and on the job, too. With more than a decade of industry experience already under his belt, and an ethos fixed on memorable client care, the years ahead are sure to be bright for Dan Jones.



To learn more about Dan Jones,
visit DreamHomesInformation.com, MetroBrokers.com,
BHGRestEstate.com, e-mail Dan.Jones@MetroBrokers.com,
or call (678) 372-7207