



DAN Jones

agency profile

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Helps Others Discover Their Direction!

If you could do anything in the world, what would you do? Dan Jones spent nine years exploring that question. Ultimately, he decided he wanted to be better at life while impacting others. Real Estate provided the perfect opportunity. Carolina Real Estate Experts, Dan Jones Group, closes on hundreds of properties a year—but money is not their primary motivating factor. Being better people and leaders amongst friends and family is what counts to them.

“We look at everything through the triangle of life: time, stress, and money,” Dan explains. “Are your choices in business and life worth the impact of one on the other? All of our agents are full-time, hard-working, exceptional REALTORS®. We give them the flexibility to define their own goals, the support they need to reach them, and the opportunity to live balanced lives.”

Having lived off about \$7 a day in Europe after he graduated college, Dan fully embraced life’s adventures without making money his top priority. Sadly, his father’s passing led Dan to rethink what he wanted to get out of life. Ditching his law school applications, he traveled around different countries for four years instead. “When I lost my dad, I immediately knew what I did not want to do,” Dan says. “I didn’t want to sit behind a desk and be tied down to a job I didn’t love. So I gave myself the freedom I needed to figure out what was important to me and how I could live my most fulfilling life.”

After a wide variety of jobs like teaching English/Spanish to young kids, washing dishes in restaurants, and playing the guitar in the metros, Dan helped sail a boat across the Atlantic Ocean. In 2004, he moved to Hilton Head Island, where he spent five years living a beach lifestyle and nar-



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rowing down what direction he wanted to take his life. As Dan was contemplating purchasing a waterfront restaurant in 2008, he got the news that his mother had Stage 4 colon cancer. He quickly moved back home to Charlotte to be her caregiver.

In 2009, Dan met his coach and mentor—Lars Hedenborg. “I thank Lars for my real estate career, and Bill Charles for me meeting my beautiful wife, Nadia, who was an assistant in his office,” Dan smiles. “I got my

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license in 2010 and worked on Lar's team for three years before setting out on my own in 2013. I have an open-heart and an open-mind, but I'm very disciplined when I want something. I credit Lars with organizing my skillset, energy, and passion for positively impacting the world."

Dan was closing on about 50 transactions a year when he decided to start his team in 2015. His business doubled the next year, and it's continued a sharp, upward trajectory every year since.

"Our number one goal is to provide a world-class experience for our clients," Dan says. "I enjoy moving people forward in life, including clients and our team. It's thrilling to see people achieving their dreams. That's part of the reason I don't sell homes anymore. I give all of my business to my team, including my sphere of influence and past clients. We have several 'plug and play' systems in place for new agents to jump in and get right to work."

While there is a minimum requirement to sell 30 homes a year to stay on the team, Dan helps his agents develop a roadmap to find the work/life balance they want. The first year is generally a major hustle and a lot of hours. By the second year, Dan's role-play scripts and converting systems help agents maximize their time and become highly efficient. Consistency is critical. Agents also benefit from simplifying their lives and holding themselves accountable. Dan's ultimate goal is for his team to work, have a healthy work-life balance, and be as wildly successful as they want to be.

"Our team makes a lot of money, but it's not our number one driver," Dan says. "Personal growth and development are. I've surrounded myself with humble and grateful people who enjoy giving back. Our team enjoys life, doing fun things, taking vacations, and having free time out of the office. Personally, I love spending time with Nadia and our 3-year-old daughter, Charlotte Francesca (Charlottebear). That's what life is about for me now. Nine years of living free helped me discover my direction, and I have no regrets. I'm fortunate to be able to use what I've learned to help others."



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