

kw FORT WORTH

KELLERWILLIAMS. REALTY



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REPRESENTING YOUR HOME

Real Experience Real Expertise

As a seasoned Realtor with 10 years of experience, I specialize in both listing and buying properties in Fort Worth and the surrounding areas. My expertise also includes helping clients with their relocation needs, making the transition as smooth and stress-free as possible. I take pride in my status as one of the Top 1% of DFW realtors, having assisted over 40 families in 2023 with over \$15.1 million in sales.

Aside from my professional background, I am also a proud mother of three and an active member of the community. I understand the importance of finding a home that not only meets your needs but also fits your lifestyle. Whether you are looking for a family-friendly neighborhood, a place close to work, or a property with a great view, I am here to help.

My commitment to providing exceptional service has earned me a reputation as a reliable and trustworthy Realtor. I take pride in keeping up-to-date with the latest market trends, so I can provide my clients with accurate and timely information. My goal is to make your real estate experience as smooth and enjoyable as possible, from start to finish.

In addition to my professional achievements, I also hold a degree from Texas A&M University, which has equipped me with the skills and knowledge needed to excel in the real estate industry. I am excited to work with you and help you achieve your real estate goals. Let's get started!

Danielle Farr

CREDENTIALS

Bachelor of Science | Texas A&M University

Top 1% of Tarrant County Realtors 2021

#288 out of 30,413 Tarrant County Realtors

2021 & 2022 Real Producer Top 500

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A SIMPLE VALUE PROPOSITION

LESS TIME

My marketing firepower and exclusive tech tools will maximize your property's exposure to active buyers who want to know about your home.

LEAST AMOUNT OF HASSLE

I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

MORE MONEY

By attracting the maximum amount of interested buyers, your property will sell for the highest marketable price possible.

10

**YEARS IN
BUSINESS**

YOUR PROPERTY

Your Needs Come First



Visualize your dream scenario for selling your home.

What's the one thing that has to happen to make that dream scenario a reality?

How can I make that happen for you?

Why is that important to you?

If we could add just one more thing to make this process even better, what would it be?

Why is that important to you?

Marketing Plan

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

DIGITAL MARKETING THAT DRIVES RESULTS



A Portfolio of Excellence



3933 Lakewood Heights Ct
4 Bed, 4.5 Bath, 4,112 Sq. Ft.
List Price \$899,900

Sold for \$953,500 in **3 DAYS**



6125 Plum Orchard
5 Bed, 3.5 Bath, 3,315 Sq. Ft.
List Price \$395,000

Sold for \$395,000 **11 DAYS**



307 Arapahoe Ridge
4 Bed, 3.5 Bath, 3,728 Sq. Ft.
List Price \$749,900

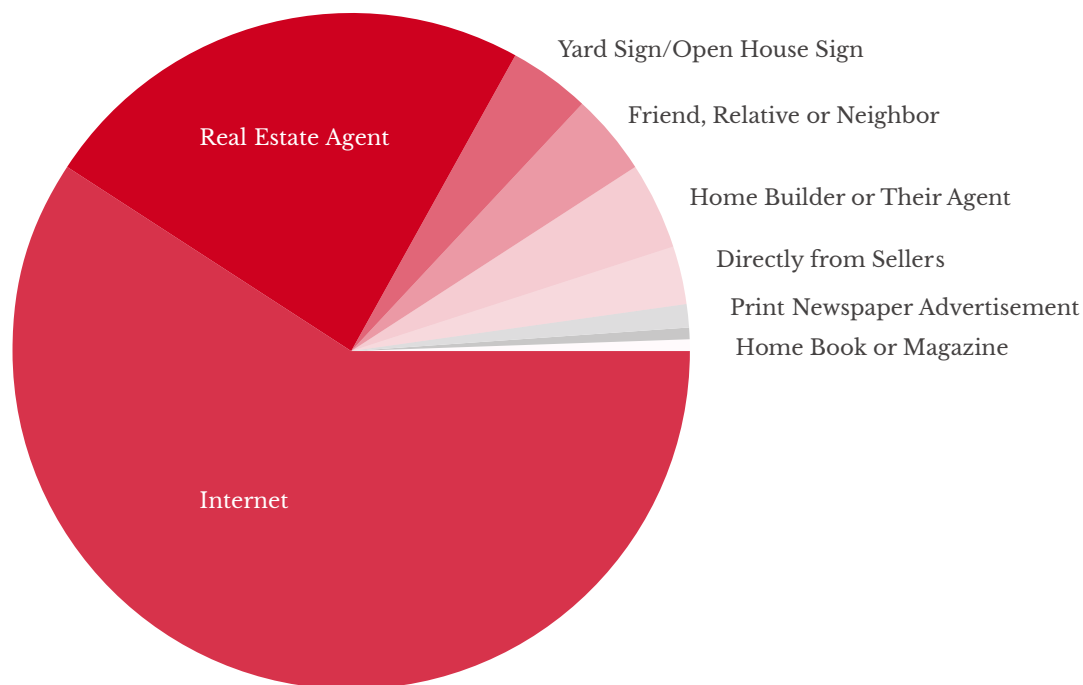
Sold for \$763,000 **15 DAYS**

Finding Your Buyer

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

HOW BUYERS FIND THEIR HOME

National Association of REALTORS®
Profile of Home Buyers and Sellers 2018



Strategic Promotion

COMING-SOON CAMPAIGN

- Walk-through and needs analysis
- Professional photography and videography
- Professional yard signage
- “Coming soon” email blast to database
- “Coming soon” social media touch on Twitter, Instagram, and Facebook
- “Coming soon” callout campaign to highly qualified buyers

JUST-LISTED CAMPAIGN

- Launch listing on KWLS, MLS, and other syndication websites
- Professional yard signage and takeaway fliers
- “Just listed” email blast to database
- Custom landing webpage and funnel campaign promoting open house
- “Just listed” social media video on Twitter, Instagram, and Facebook
- “Just listed” callout campaign to highly qualified buyers
- Open house three days after listing, if needed

It's in the Details

EYE-CATCHING YARD SIGNS

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood - and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way - by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

YOUR LISTING, AMPLIFIED

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites.

DOOR-KNOCKING

While online marketing is critical in today's business environment, sometimes nothing beats

grabbing a pair of comfortable shoes, some fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, I'll do it.

HIGH-QUALITY PROFESSIONAL PHOTOGRAPHY

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

ENGAGING VIDEOGRAPHY

Video is at the heart of an effective digital marketing campaign and can provide a distinct advantage in a competitive market.

MASS MOBILE MARKETING

When you choose to work with me, your home will be listed on my mobile app and will be put in the hands of millions of buyers!



Leading the Industry

When you work with me, you work with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged in what's happening in your neighborhood.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.

WIN-WIN

or no deal

INTEGRITY

do the right thing

CUSTOMERS

always come first

COMMITMENT

in all things

COMMUNICATION

seek first to understand

CREATIVITY

ideas before results

TEAMWORK

together everyone achieves more

TRUST

starts with honesty

EQUITY

opportunities for all

SUCCESS

results through people

REPRESENTING YOUR HOME

“

"Danielle is absolutely the best. She is attentive, professional and has been an absolute pleasure to work with. She knew what we wanted and found us exactly that. She was available 24/7 and always made us feel represented and always had our best interests in mind. By far, hands down, Danielle is the best at what she does and are very thankful we got the chance to work with her!"

SARAH R.

“

“Danielle is absolutely amazing! From the moment you meet her down to earth, outgoing personality you feel at ease. We were looking in North Fort Worth and she knew the area inside and out. She was thoughtful of the whole family and our needs and found exactly what we needed!! We always knew she had our back and was willing to work for us. She was also quick to respond to my million concerns/questions answering them thoroughly through the entire process. Thank you Danielle for your hard work and friendship.”

AMANDA B.

“

“Danielle went above and beyond for our relocation. She showed us homes in various areas, and really listened to what we were looking for. We spent our time efficiently, and she found us a home that was exactly what we were looking for! The entire process, including closing, was a breeze with her leading the way. We highly recommend Danielle !”

KARNIE W.

A Promise



To serve the community as a leader in the real estate industry and as a friend and neighbor

To always do the right thing, even if it isn't what is easiest

To take care of your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small

To serve as a trusted local expert and adviser by your side

To consistently and clearly communicate with you in the manner and frequency that you prefer

To treat you and your family with straightforwardness, integrity, and respect at all times

To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond

To hold myself accountable to selling your home for top dollar – after all, that is what my business is built on

The Bottom Line



Real estate is complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the experience of selling your home exceeded all your expectations, so throughout all of our interactions – from listing to closing – I will work hard to achieve that goal.

When you choose me as your partner, you are not just getting a trusted, respected agent – you are getting a local expert who is passionate about serving our community and those who call it home.

Let's get started.