

BUYERS CONSULTATION



Daniel Kracer GROUP

"DELIVERING PERFORMANCE, NOT PROMISES."

BIO

Daniel Kracer started at UNC-Chapel Hill with an MBA in Marketing. He worked at 5 of the top Fortune 500 companies leading all marketing and branding efforts which includes planning and implementing of online and retail strategies for well known brands like Windows, LG Electronics, Kit-Kat, Colgate, Crest to name a few. Daniel took his marketing, project management, and business development skills and 10+ years corporate experience and transitioned into the South Florida real estate market where he signed up with Keller Williams Realty East Boca Raton and has since partnered with top performing real estate teams to bring buyers and sellers knowledge, performance, and reliability. Daniel's expertise is focused on the Delray Beach, Boca Raton, Deerfield Beach, Coral Springs, Coconut Grove, Boynton Beach, Lake Worth, Hallandale, Hollywood, and Aventura markets. Daniel specializes in selling and buying single family homes, condos, villas, town homes, waterfront properties, distressed property sales and new construction. He helps clients in every aspect of the real estate transaction, from pricing, marketing, staging, screening, prospecting, negotiations all the way to closing the deal. Daniel leverages the power and performance of the internet, using cutting edge technology to promote his listings to drive awareness and consideration. Combines a customer service mindset, determination, a strategic approach, and attention to detail to keep exceeding expectations in each and every deal. Daniel's 12 years of real estate experience through investing, renting, and re-selling of properties, combined with his Corporate America background, harnesses the power of technology and personalized attention to each deal provides a unique approach to real estate for his clients.



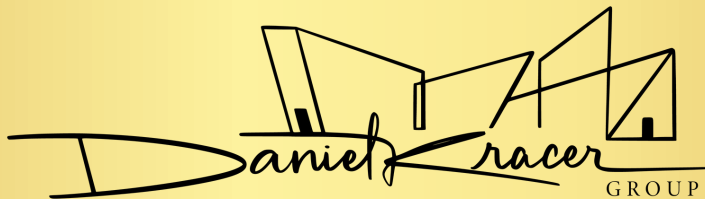
Daniel
Kracer





OUR COMMITMENT

"Our purpose is to help people looking to sell, buy, or invest in real estate. We have a true passion for all things real estate related. We deeply care for our clients and show pride in all we do. We treat our clients as we would for those who are closest to us. We're excellent at what we do because our clients deserve that level of expertise. We're proactive in our approach and relentless in our determination to outperform our competition and the market. We hold true to the KW values as those are our guiding principles. We're accountable to ourselves and everyone we represent. Our actions will always speak louder than our words. We believe there is always room for improvement and strive to be 1% better each day and keep failing forward as we perfect our craft. We have an obligation to those who have bestowed their trust in us to ensure we provide the best talent and tools that we have at our disposal. We are always in the spotlight, so our actions and how we express ourselves need to always align with our values. We love healthy competition and we strive to learn from their many success and failures. We also care in helping our partners and sponsors success as we grow in our success. We are grateful for what we have and never forget where it came from. We aim to give back to those who have helped us, to those who strive to be better and good to others, and to the communities we represent, support, and associate with."



WHY DANIEL

- 20+ years of real estate experience
- Deep knowledge of the market, trends, and consumer behaviour
- 10+ years of core marketing experience in 5 Fortune 500 Co
- Top Performer in South FL, #4 out of 280 agents in KW office
- Skilled negotiator with a 98% list-to-sold and 93% buy-to-sell ratio
- Expertise working with local, out of state, international clients, empty nesters, 1st timehome buyers and families
- 100% involved throughout the entire transaction
- Thorough knowledge of residential and investment properties
- In constant communication with clients
- Professional, ethical, out-of-the-box thinker
- Inquisitive, driven and goal-oriented
- Passionate about all real estate related topics
- Truly cares for clients best interest
- 100% Bilingual (Spanish/English)



REVIEWS

"I HIGHLY RECOMMEND HIS SERVICES

In the past five years, my wife and I have worked with Daniel Kracer on multiple deals. He is a generous and kind hearted person who I wouldn't hesitate to hire again and again to work for me. I highly recommend his services to anyone who wants to work with a true professional in every sense of the word."

- MANUEL P.



"THANK YOU DANIEL FOR ALL YOUR HELP

Simply the best realtor! He helped us find our first home and was very very patient with the little knowledge we had with the home buying process. I would recommend Daniel to anyone that is looking for a home! Thank you Daniel for all your help."

- PAULA A.



"DANIEL IS EXCELLENT TO WORK WITH

In either the sale of your home or the acquisition of new properties - we have used him in both contexts and will continue to do so. Daniel is an agent who cares and goes the extra mile for his clients. Even while we tried to navigate the complexities of selling a home and a home search in the height of COVID, and the delays and challenges that entailed, Daniel assisted us at all times with valuable insights and a smile on his face. It is so hard to find a real estate agent that is both knowledgeable and reliable - Daniel is both and we look forward to conducting many more transactions with him in the months and years to come."

- MARK STEPHEN KING



PRESS AND RECOGNITION



TOP AGENT MAGAZINE

DANIEL KRACER



Having worked with 5 Top Fortune 500 companies as a Marketing Consultant, Daniel Kracer entered the real estate industry with a very strong skillset and understanding of what it takes to efficiently market and promote products. He first started out as an investor, but after feeling let down by many of the agents he was working with, he decided to obtain his own license. "I was working with real estate agents while buying and flipping my properties, and many of them weren't picking up my phone calls, would delegate their work, and that's when I said if this is my competition it's going to be really easy. In that moment I decided to jump into real estate and transform the entire customer experience." Currently affiliated with Keller Williams Realty, he serves sellers and buyers from Palm Beach County all the way down to Miami-Dade.

Understanding how important this process is for his clients, Daniel goes above and beyond to exceed their expectations. He was born and raised in Mexico so he's 100% bilingual in Spanish. His MBA from UNC Chapel-Hill has been fundamental in helping many investors, and his unparalleled expertise with flipping properties allows him to guide clients on any property concerns they might expect. "I've updated and flipped many properties so I have the investor mindset and if a home needs to be renovated, I can give my clients a fairly accurate idea of how much it's going to cost and a list of trusted contractors who can help them do the work. It's an all-in-one package for my buyers."

Daniel as a single agent thrives on getting to know his clients and building close bonds with them. "It's an honor to be there for my clients

through such a stressful and important moment in their lives. The trust that's built helps form amazing relationships with my clients, going beyond real estate where sometimes I'm even learning about their unique hobbies. Very few industries lend themselves to that and I'm truly grateful to have such opportunities."

With his background in marketing, analytical mindset, and real estate expertise, Daniel has a strong go-to-market strategy he utilizes with every listing which includes pricing it correctly, highlighting unique features, and targeting the right audience. "Before I even put a property for sale, I've identified who's my competition and what makes my property different and unique. Every property has its unique character and features, my job is to highlight them to the right audience at the right price and that's when magic happens." His successful strategy has led him to be on track to generate over \$10,000,000 in sales volume this year, and set himself apart from the thousands of agents in his market.

Outside of work Daniel is invested in his community. He works with various organizations to help underfunded kids with school supplies. This year he is involved with Best Christmas Ever (BCE), an organization that helps families who are going through very challenging times have their best Christmas ever and provide them with the power of hope and generosity when they need it the most! In his free time, he likes to cook, go to the beach, read, travel, and spend time with family and friends.

The future of Daniel's business looks truly bright. He is currently hiring for multiple key positions to continue helping his clients reach their real estate goals.



To learn more about Daniel Kracer
call (717) 364 - 8211,
email danielkracer@gmail.com
or visit danielkracer.kw.com

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CONGRATULATIONS

THE AWARD
**TOP INDIVIDUAL LISTINGS
TAKEN UNITS**
IS PRESENTED TO

**DANIEL
KRACER**

March 2023

IT'S AN HONOR TO BE
IN BUSINESS WITH YOU!

kw KELLER WILLIAMS
REALTY SERVICES
Each Office is Independently Owned and Operated



INDIVIDUAL
LISTINGS TAKEN UNITS

March 2023



Mitchell Smith
1st Place



Daniel Kracer
2nd Place



Eugene Cornick
3rd Place



Warren Schellberger
4th Place



Jean-Luc Andriot
5th Place

CONGRATULATIONS

THE AWARD
**TOP 10 INDIVIDUAL
CLOSED VOLUME**
IS PRESENTED TO

**DANIEL
KRACER**

March 2023

IT'S AN HONOR TO BE
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kw KELLER WILLIAMS
REALTY SERVICES
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WHY KELLER WILLIAMS

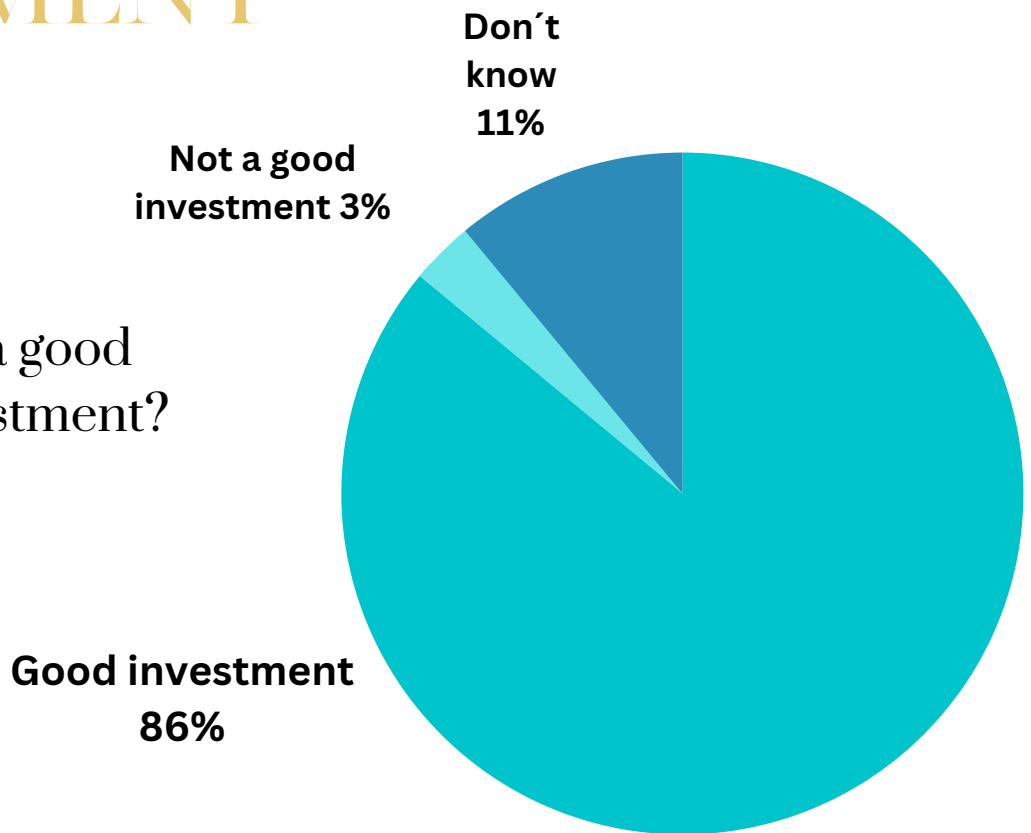


Keller Williams is not your traditional Real Estate company. It is the fastest growing real estate company in North America and is #1 globally. Keller Williams thinks like a top producer, acts like a trainer-consultant, and focuses all its activities on service, productivity, and profitability. Our phenomenal growth is only part of the story:

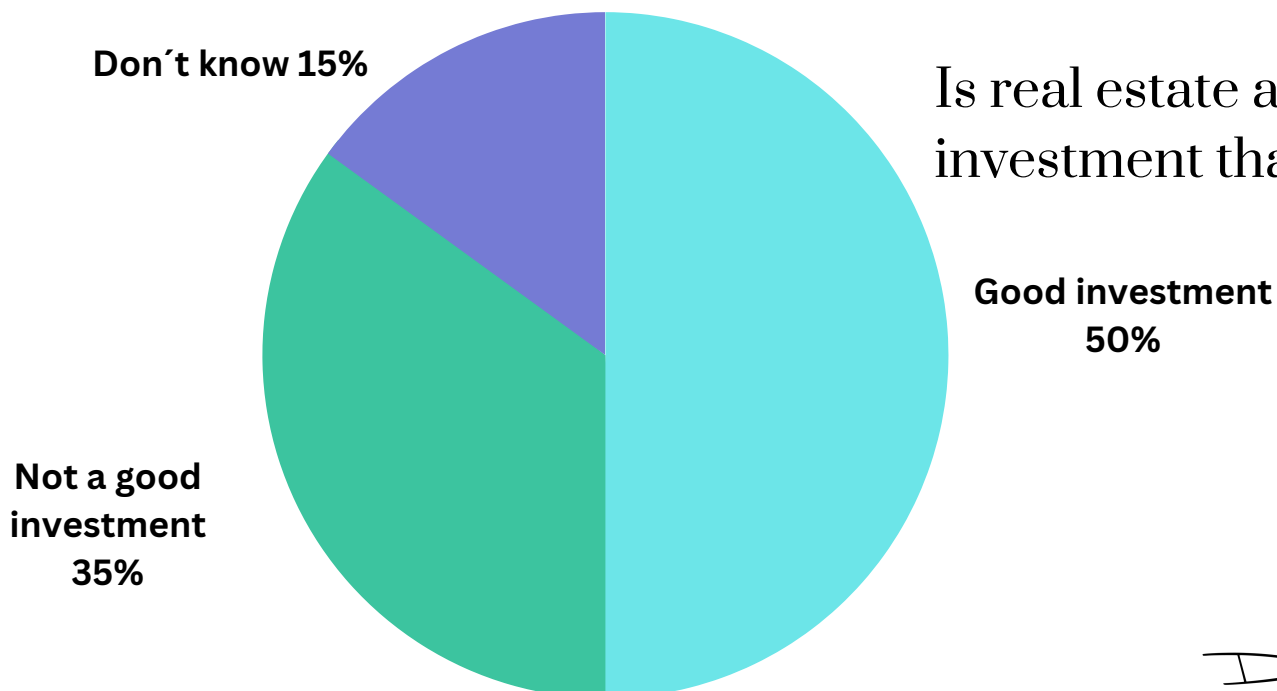
- Largest independent real estate franchise
- A network of over 191,000 real estate consultants with a projected growth of 300,000
- 1100+ offices in the US and Canada (50 Major Markets)
- KW has 11.3% market share in the U.S. based on sales volume in 2022
- Excellence in cutting-edge real estate training, coaching and education
- Powered by AI and machine learning, this leading edge ecosystem is top of line in technology.
- America's Most Innovative Companies - Fortune
- The World's Top Female-Friendly Companies 2022 - Forbes

HOME AS A FINANCIAL INVESTMENT

Is real estate a good financial investment?



Is real estate a better investment than stocks?



A, B OR C BUYER?

A.

"It's go time! You have to buy a home and quick. You have either sold your existing home, have moved or are moving into town, your lease has ended/ending very soon, or a change in living situation is a TOP PRIORITY.

You might know you are Buyer A, if you have recently said any or all of the following:

- I'm not staying with your parents!
- These Air BnB and short-term rentals are way too high.
- I guess my car is comfortable enough.

B.

The time has come! You are ready to buy but you have to sell a home first, have a lease to fulfill or are in the process of getting pre-approved. Its time for a change, maybe something bigger or smaller, or even closer to work.

Some signs you are Buyer B are:

- You have a storage unit and have no idea what is inside those layers of stuff.
- You have just heard the words: "I'm pregnant" or "again".
- There's at least one room in your home that has not been occupied in years or has even become storage.

C.

Just dipping your toes in the water. You will buy a home when the right one comes. You are ok with your current situation or are cashing in on your current home equity. Perhaps you realized paying rent is just paying someone else's mortgage.

Some signs that you are Buyer C are:

- You just said Love It and decided to try it out

THE FIVE MUST-HAVES



What are the five must haves for the home you want to purchase?

1 _____

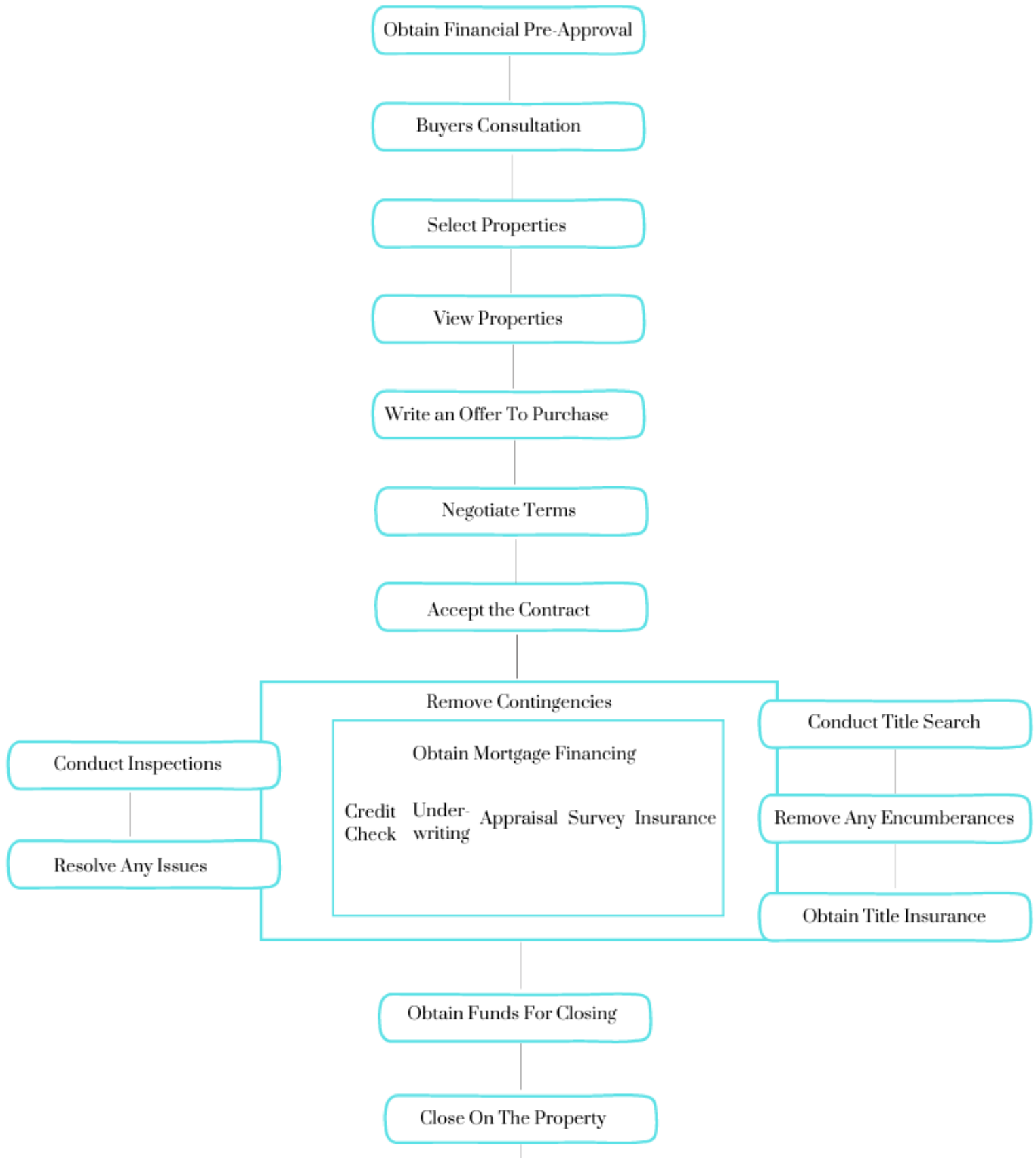
2 _____

3 _____

4 _____

5 _____

PURCHASING PROCESS



BUYER'S ADVANTAGE PROGRAM

1. Sell it or lease it for free
 - If you buy a house and you need to sell it during the first 2 years, we will do it for free. There is still a chance you will need to pay a Buyer Agent Commission, but the Daniel Kracer Group will charge nothing for listing the property. This only applies when the Buyer is purchasing another property with the Daniel Kracer Group.
2. Client concierge program
 - The Daniel Kracer Group will offer any assistance needed to make your move in as easy as possible. These services vary from contractors, cable/internet & utility information, security set-up assistance and many more.
3. Reverse appraisal package
 - If you are buying a property and we find ourselves in a competitive offer situation but you are willing and able to pay above asking price, the Daniel Kracer Group will work with the selling agent to create an appraisal package. This package will demonstrate the value of your new property among other similar properties. With this we want to make your home value dictated by the appraiser as high as possible.
4. Cancellation guarantee
 - if you feel we are not working as good as you wanted us to work or you feel that we aren't a good match, you can cancel our services at any given time. There is no additional cost or obligation for you to keep working with us.
5. Home hunter services
 - The Daniel Kracer Group provides its clients with exclusive access to the MLS via our website. This access will allow you to create alerts that will let you know there is a new listing that matches your description. The beauty of this is that it refreshes every 15 minutes so you will find new properties before other buyers or even realtors do.
6. Distressed seller program
 - Sometimes sellers are in an urge to get their property out of their hands. The Daniel Kracer Group gives you access to motivated sellers who want to sell their property below market value. The list includes: foreclosures, short sales, Bank owned homes, and more. We want the best deals for our customers.
7. Access to off-market housing inventory
 - We have a list of sellers with properties off-market, For Sale by owners, investor inventory, canceled listing, expired listings, and more.
8. Custom loan programs
 - The Daniel Kracer Group assist you pre-approvals and find the best financing your each situation. As part of that, we get the best interest rates and give you leverage when placing offers.
9. Strategic negotiations advantage:
 - Our agents are fully trained experts that can handle any negotiation. We will provide all our clients with sold properties similar to the ones you are looking and evaluate the Market Value to ensure the best negotiation advantage. Negotiations might include sellers to pay the closing costs. We take pride in having the best strategies for getting the best price, terms and closing costs for our clients.

The Daniel Kracer Group realty's fee is 3% of purchase price and a \$495 administrative fee (this fee might be paid by the seller of the property or the buyer at moment of closing, depending on negotiations). Buyer is not obliged to purchase a property with The Daniel Kracer Group. However, if the buyer purchases any property within 180 days after this agreements concludes, the buyer will be held responsible for paying the Broker's compensation.

Buyer 1

Date

Buyer 2

Date

The Daniel Kracer
Group

Date

VIP BUYER AGREEMENT

Daniel Kracer will provide you with a number of very important benefits:

1. We will assist you in securing the best financing program for your specific situation.
2. We will automatically update you daily with any properties that match your buying criteria. This will allow you to drive by at your convenience and determine which properties you want to review.
3. We will arrange a private showing for any property you want to see including new construction and For Sale by owner properties, subject to their consent.
4. When you find a property you like, we will use our special knowledge and discuss strategy with you regarding offer price, financing, possession date and anything else you know.
5. We will provide information about the property that will enable you to make an informative decision, about purchasing the property (Ex. Listing history, public information, taxes, etc)
6. We will help you prepare the offer with the terms, provisions and agenda weighted in your best interest to help you secure the property at the best possible price and terms.
7. We will help you facilitate the necessary steps to purchase including lender, title company, inspection, appraisal, home insurance, etc.
8. We will be available to answer any questions before and after an offer is submitted and will check in with you at least every other day to keep you informed next steps.

In return for these services, you agree to:

1. Seek pre-approval from a lender prior to viewing properties or proof of funds for cash purchase.
2. Notify us of any listed properties you wish to view and inform all other agents, for sale by owners, or new home builders that Daniel Kracer is working with you.
3. Have a member of our team formulate an offer on any property (new or resale) through us.
4. You are not under any obligation at anytime to buy or build a property.
5. Pay a client standard transaction fee of \$495 to Daniel Kracer.
6. This agreement expires 180 days from the date this agreement is signed.
7. Acknowledgement that the broker is being retained solely as a real estate agent and not as an attorney, tax adviser, lender, appraiser, home inspector or any other professional service provider. Buyer has been advised to seek professional advice concerning the condition of the property, and legal & tax matters.

Buyer has a \$0 cancellation fee and is voidable at any time.

Please see attached Easy-Exit Buyer Agreement.

<div>_____ Buyer 1</div> <div>_____ Buyer 2</div>	<div>_____ Date</div> <div>_____ Date</div>	<div>_____ The Daniel Kracer Group</div> <div>_____ Date</div>
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EASY-EXIT BUYER AGREEMENT

What's one of your biggest fears when buying a home?

You worry about being locked in a lengthy agreement with a less than competent Agent, costing you valuable time and exposure on the market.

Well worry no more!

Daniel Kracer takes the risk and fear out of buying your home.

How?

Through this EASY EXIT AGREEMENT. When you purchase your home through Daniel Kracer's easy exit agreement allows you to **CANCEL YOUR BUYER'S AGREEMENT AT ANY TIME!**

- You can cancel your buyers agreement at any time
- You can relax, knowing you will not be a contract
- You can enjoy the caliber of service from an Agent confident enough to make this offer

Daniel Kracer has strong opinions about customer's service. We believe that if you are unhappy with the service you are receiving, you should have the power to terminate that service.

It takes a strong belief in the quality of one's service to make this kind of offer , but at Daniel Kracer we never settle for less than a 5 star experience. Daniel is confident that you will be more than happy with the standards set for himself and his team at Daniel Kracer. The only time your right to cancel the Buyer's Agreement is not applicable is once you have your home under contract.

<div><div>_____</div><div>Buyer 1</div></div> <div><div>_____</div><div>Date</div></div>	<div><div>_____</div><div>The Daniel Kracer Group</div></div> <div><div>_____</div><div>Date</div></div>
<div><div>_____</div><div>Buyer 2</div></div> <div><div>_____</div><div>Date</div></div>	

THE PROMISE

We really appreciate that and we don't take it for granted. So I want you to know that right up front and thank you so much for the opportunity.

What our team is all about is delivering a 5-star experience that we call the Promise. And we want to give you the best experience you could ever imagine receiving.

So if we're able to deliver you that 5-star experience, is it okay if we asked for two things from you?"

The first thing is we want to know is how did we do? We wouldn't know how we did without feedback and the way we get feedback is that we're going to ask for you to do an online review on seven key websites for us. We just want to know how we did. Did we deliver the Promise? Is there some room for improvement? We'd love to get that feedback from you!

The second thing is we want to earn a referral sometime between today and closing because on average people meet seven people in a year that have real estate needs and we would love to be introduced to just one of them. And of course, we have to earn that right by giving you this unbelievable real estate experience first, but would you be willing to do that? Yes___ No___

Let me just share what the Promise is not. I'm not saying everything's going to go exactly perfect because there are human beings involved in real estate and I can pretty much guarantee there's going to be some things that go sideways on us at different times through the transaction. But that's actually why people hire us so that through the challenges they understand that we've been there and we've probably dealt with those situations before. And I just want you to know that upfront, the Promise doesn't mean everything's all peaches and cream. There are actually going to be some challenges and we'll make sure we get you through them together.

<div>_____</div> <div>Buyer 1</div>	<div>_____</div> <div>Date</div>	<div>_____</div> <div>The Daniel Kracer Group</div>	<div>_____</div> <div>Date</div>
<div>_____</div> <div>Buyer 2</div>	<div>_____</div> <div>Date</div>		





GET IN
TOUCH
WITH US



717 - 364 - 8211



danielkracer@gmail.com



LuxuryHomeSouthFlorida



Daniel Kracer, LLC



<https://danielkracer-new.brivityidx.com/>

