

# LISTING 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](mailto:danielkracer@gmail.com)  
or visit [danielkracer.kw.com](http://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  
2nd Place



Jean-Luc Andriot  
3rd 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

# WE PROMISE TO:



- ✓ Help finding the right home to purchase or sell your home
- ✓ Help negotiate sale terms
- ✓ Help with paperwork
- ✓ Help find and arrange financing
- ✓ Help find buyers or renters for my property
- ✓ Help negotiate sales price
- ✓ Help with closing





# WHAT YOU SHOULD EXPECT FROM YOUR REALTOR

- Consulting
- Pricing Strategy
- Marketing Experience
- Project Management
- Staging Expertise
- Background and Screening
- Lead Generation
- Negotiating
- Paperwork
- Managing Closing Process
- Support during week and weekends

# SERVICE AREAS



## SOUTH FLORIDA



Broward County



Miami-Dade  
County



Palm Beach  
County



# 16 Step Marketing Plan

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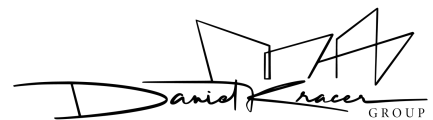


Designed to  
capture the  
maximum  
exposure for  
your home in  
the shortest  
period of  
time.

We will:

1. Price your home to sell.
2. Stage your home to WOW.
3. Professionally photograph home.
4. Do an amazing write-up.
5. Place “for sale” signage.
6. Distribute “just listed” notices.
7. Optimize home’s internet exposure.
8. Produce video of your property.
9. Target marketing to real estate agents.
10. Target renters and business.
11. Include your home in our meetings.
12. Advertise your home in magazine.
13. Promote home via social media.
14. Host bi-weekly open houses.
15. Target active buyers and investors.
16. Reverse prospect.

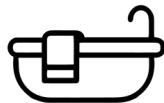


 GROUP



# STAGING

We want your home to be shown in the best possible light to prospective buyers to get you top dollar in the shortest amount of time.



We will create a warm and inviting environment focusing on the best architectural features and selling points of your home.



# PROFESSIONAL PHOTOGRAPHY



We will have professional photos taken of your home to showcase its best features.



# PRINT MEDIA



We strategically advertise in several publications. Our display advertising appears in local, regional and national / international publications, which target specific audiences for unique or estate properties. We will select the publications appropriate for the marketing of your property.



# PROPERTY FLYERS AND POSTCARD MAILINGS

We will send postcards and flyers with your property information to the surrounding neighborhood to get the most potential visibility for the sale of your home.





ROYAL ESTATE

PRICE STARTS AT  
\$15,00,000

ELEGANT  
HOME



**SPECIAL  
FEATURES**

- ★Swimming Pool
- ★2 Living Rooms
- ★Guest Rooms
- ★Spacious Kitchen
- ★Laundry Room
- ★Study Room

The Perfect Home  
To Start A Family

Lorem ipsum, or lipsum as  
it is sometimes known,  
it is sometimes known,

 03121212121

 Royalestate12@gmail.com

 street # 12 park view lahore

Quick Response  
Codes -  
Designed to direct  
user to another  
destination.  
We will add to all  
Marketing  
Materials.



# TECHNOLOGY DRIVEN MARKETING



# EXTENDED MARKET RESEARCH

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. A proprietary, exclusive system which ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites.



*Daniel Kracer*  
GROUP

# WHERE WE ADVERTISE YOUR PROPERTY



Google Maps





# WEBSITE EXPOSURE

My website will help promote your property and also make sure you find a right property. We will also create an individual website just for your property.

# SOCIAL MEDIA



Reach the Influential  
Find “Hidden Buyers”  
Create Excitement  
Invitations to Open Houses



# OPEN HOUSE

## EXTENDED MARKET REACH

### TAKING OPEN HOUSES BEYOND THE BASICS

Holding an open house is serious business. Below is a chart that shows you exactly how we can maximize open houses to sell your property.





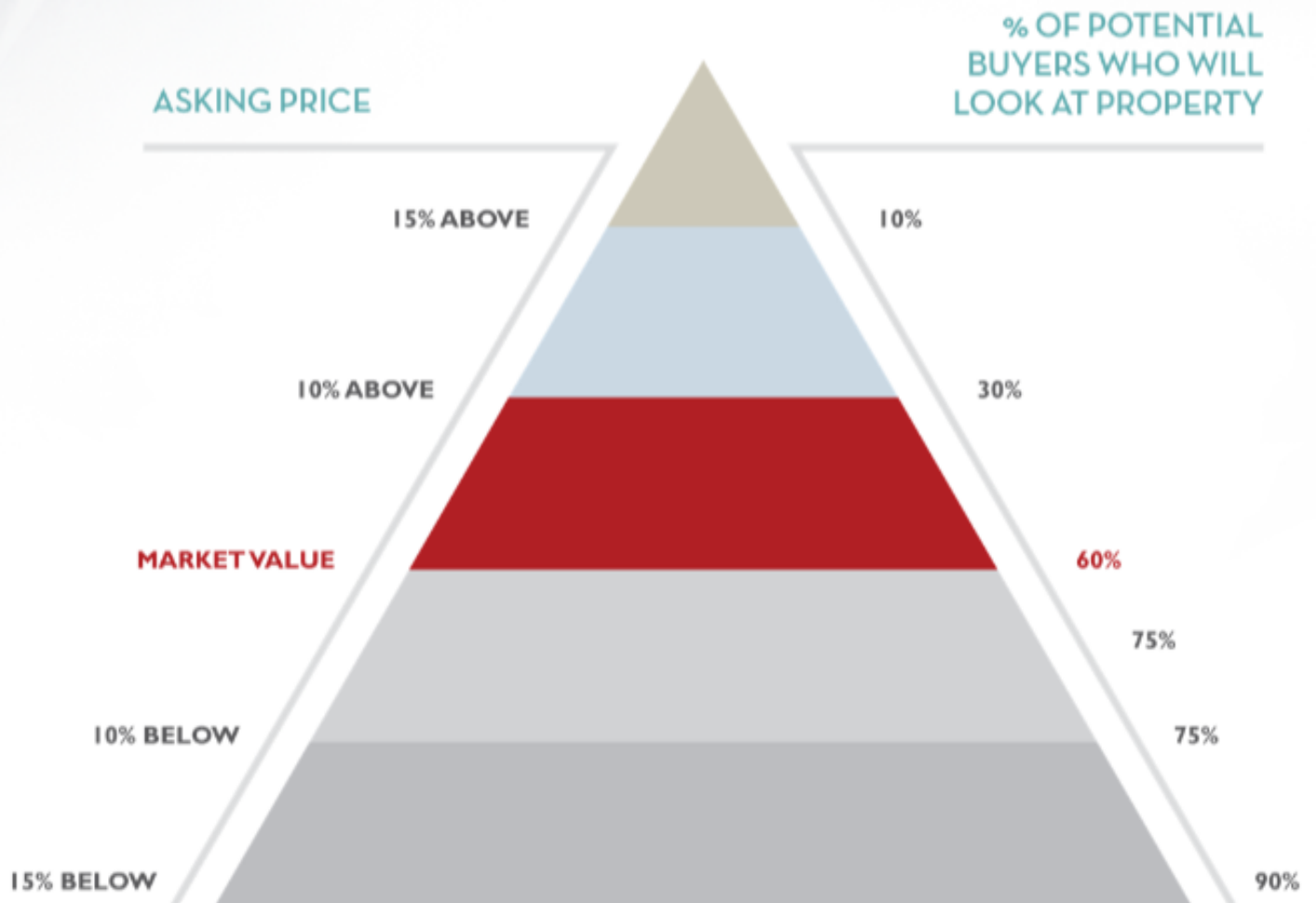
# PRICING STRATEGY



# PRICE RIGHT – ATTRACT BUYERS

Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well priced listings.



# PRICING MISCONCEPTIONS

It is very important to price your property at market value when we finalize the listing agreement.



What You Paid



What Your Neighbor Says



What You Need



What Another Agent Says



What You Want



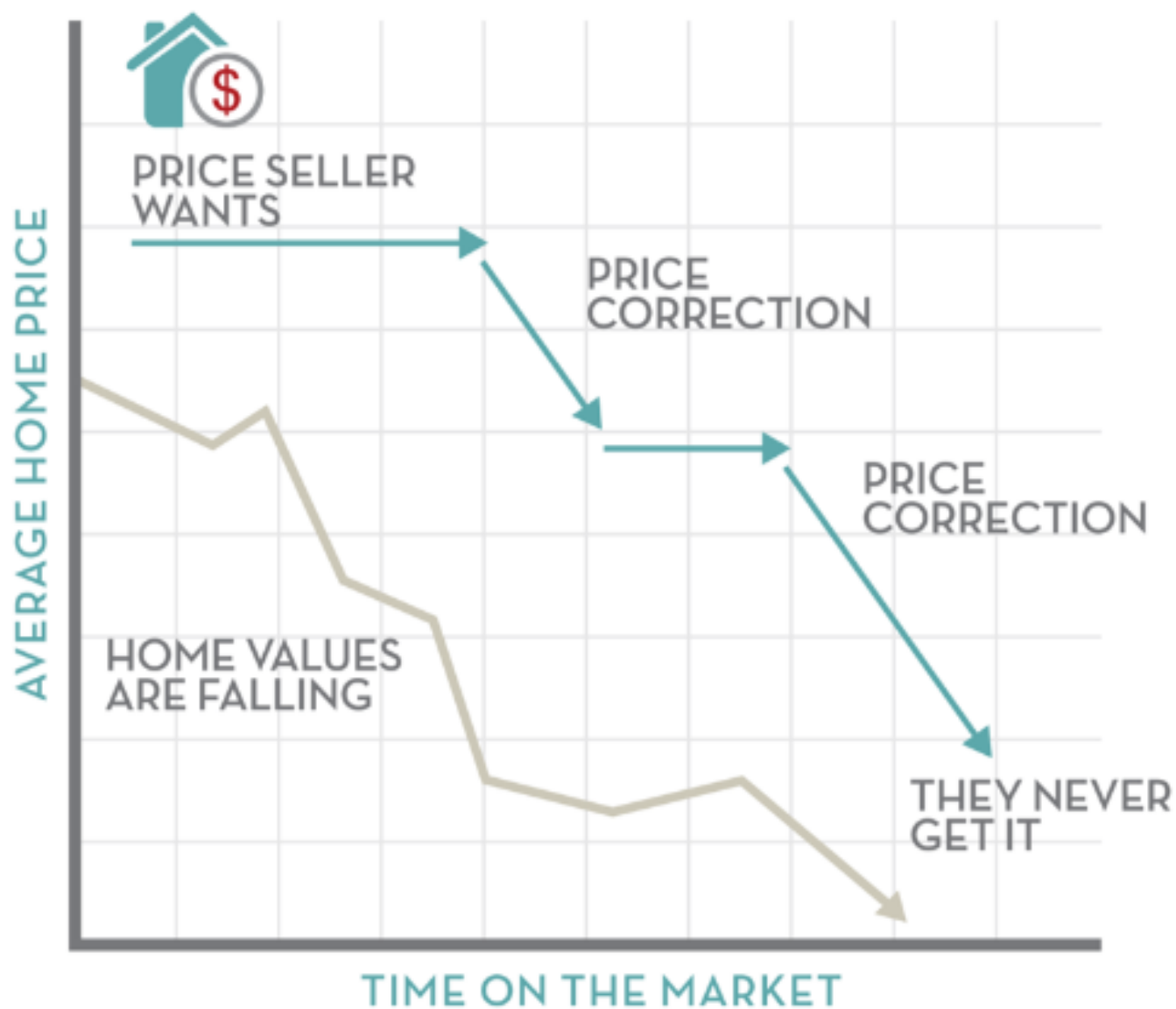
Cost To Rebuild Today



# PRICE AHEAD OF THE MARKET



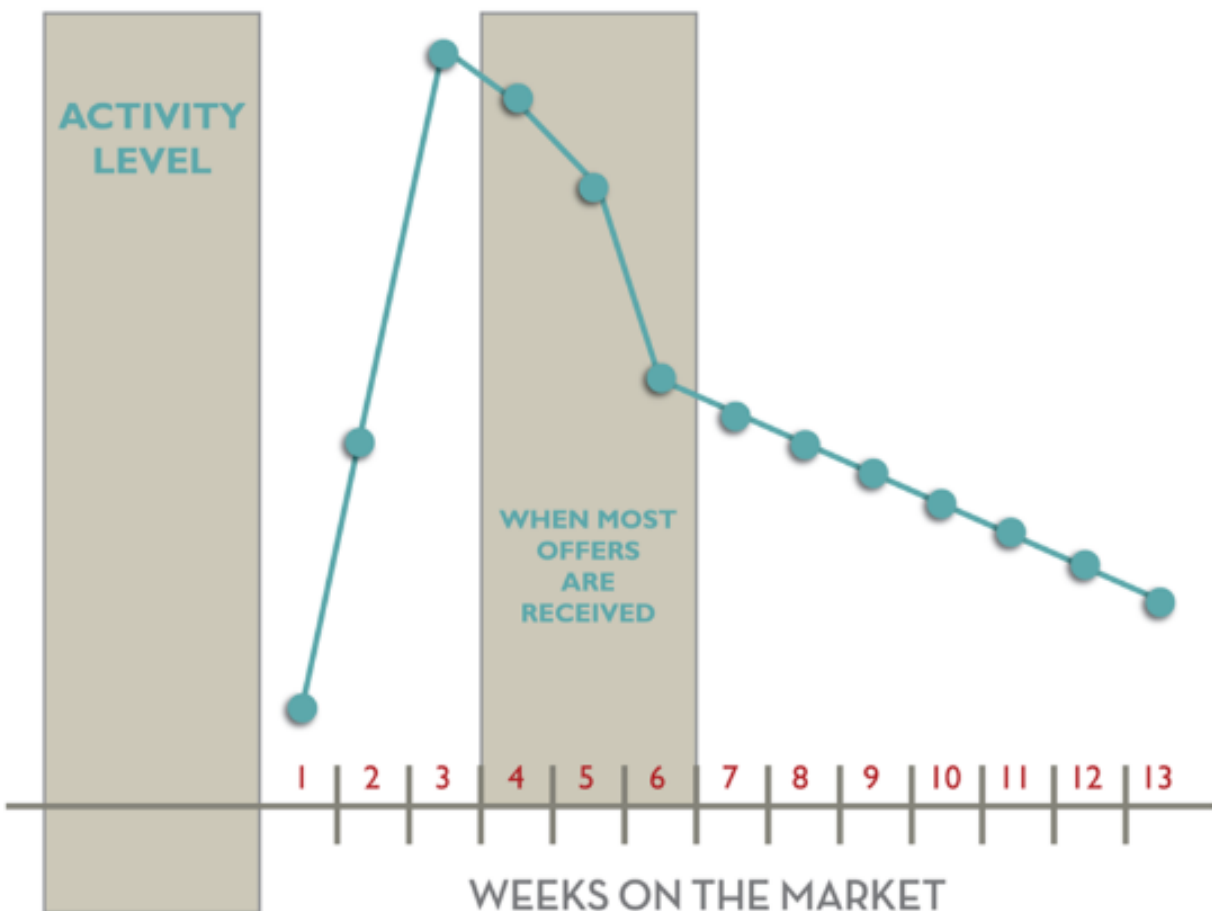
# PRICE AHEAD OF THE MARKET



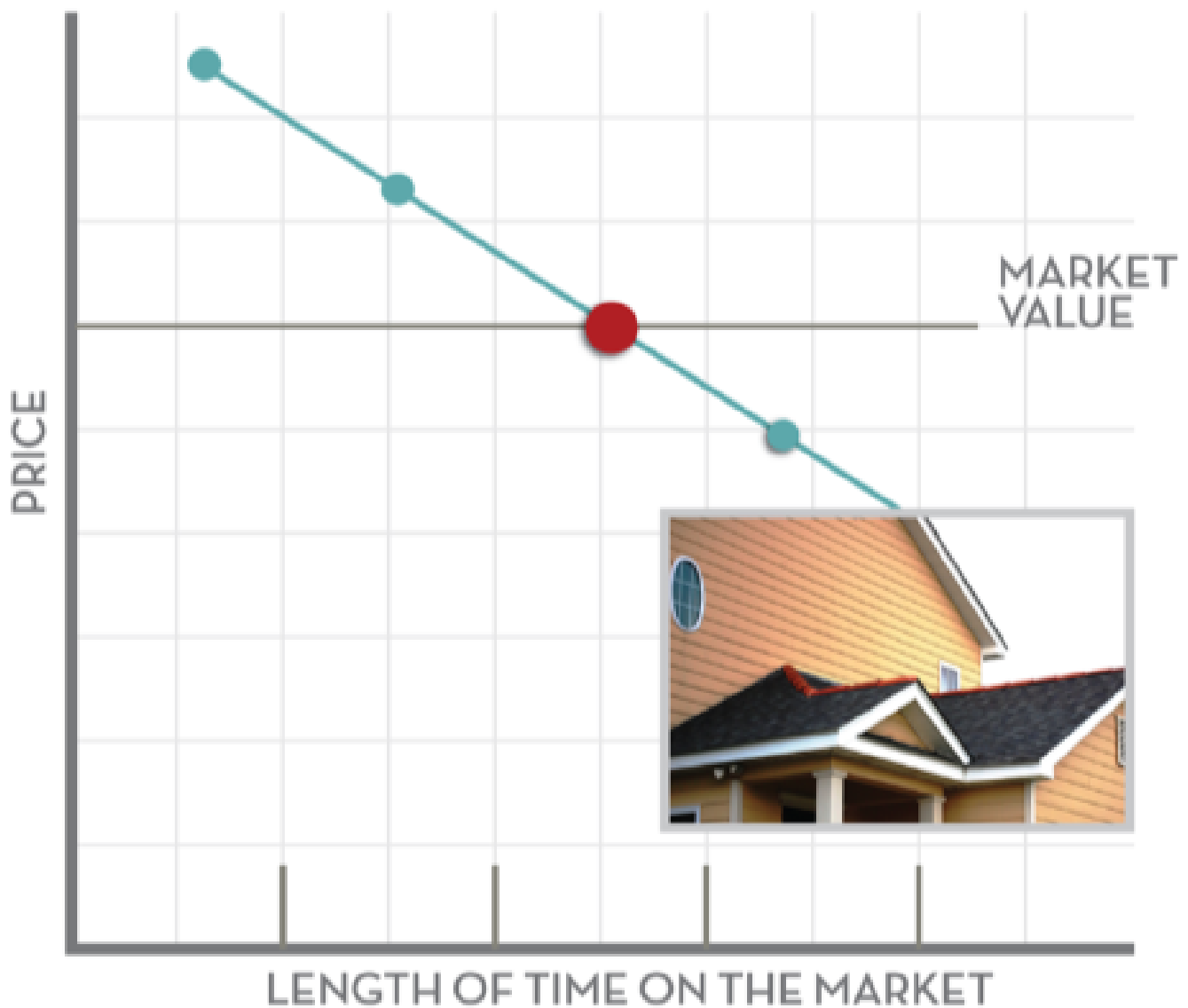


# THE RIGHT PRICE IS IMPORTANT

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if its is priced at realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.



# TIME RIGHT, PRICE ON THE MARKET WORKS AGAINST YOU





# Q1 MARKET REPORT PALM BEACH COUNTY

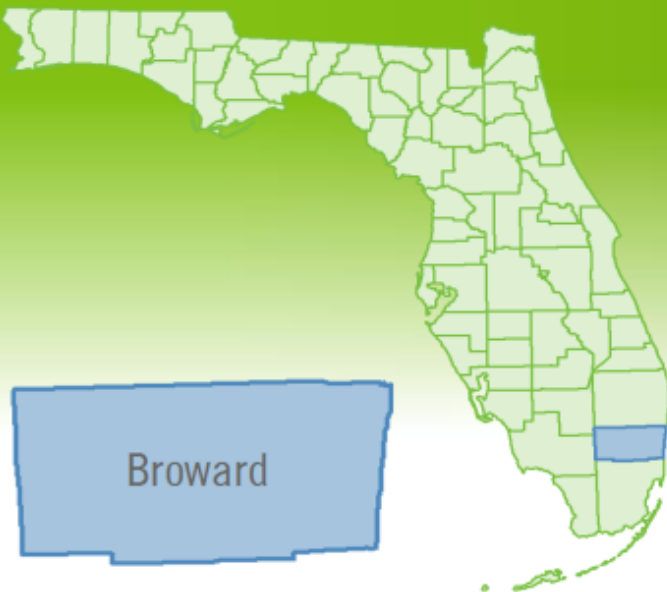
Quarterly Market Detail - Q3 2023  
Single-Family Homes  
Palm Beach County



Summary Statistics	Q3 2023	Q3 2022	Percent Change Year-over-Year
Closed Sales	3,515	3,652	-3.8%
Paid in Cash	1,522	1,547	-1.6%
Median Sale Price	\$600,000	\$580,000	3.4%
Average Sale Price	\$973,074	\$899,933	8.1%
Dollar Volume	\$3.4 Billion	\$3.3 Billion	4.1%
Median Percent of Original List Price Received	96.0%	96.8%	-0.8%
Median Time to Contract	25 Days	18 Days	38.9%
Median Time to Sale	69 Days	61 Days	13.1%
New Pending Sales	3,573	3,616	-1.2%
New Listings	4,596	5,251	-12.5%
Pending Inventory	1,667	1,740	-4.2%
Inventory (Active Listings)	3,765	3,977	-5.3%
Months Supply of Inventory	3.3	2.9	13.8%

# Q1 MARKET REPORT BROWARD COUNTY

Quarterly Market Detail - Q3 2023  
Single-Family Homes  
Broward County

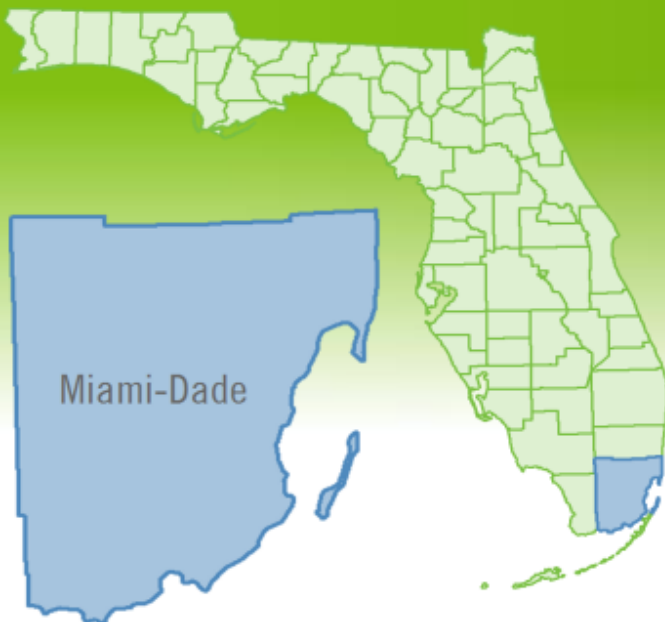


Summary Statistics	Q3 2023	Q3 2022	Percent Change Year-over-Year
Closed Sales	3,286	3,448	-4.7%
Paid in Cash	853	878	-2.8%
Median Sale Price	\$600,000	\$570,000	5.3%
Average Sale Price	\$810,609	\$754,503	7.4%
Dollar Volume	\$2.7 Billion	\$2.6 Billion	2.4%
Median Percent of Original List Price Received	97.4%	98.5%	-1.1%
Median Time to Contract	23 Days	18 Days	27.8%
Median Time to Sale	63 Days	57 Days	10.5%
New Pending Sales	3,444	3,607	-4.5%
New Listings	4,384	5,093	-13.9%
Pending Inventory	1,543	1,683	-8.3%
Inventory (Active Listings)	3,107	3,531	-12.0%
Months Supply of Inventory	3.0	2.7	11.1%



# Q1 MARKET REPORT MIAMI-DADE COUNTY

Quarterly Market Detail - Q3 2023  
Single-Family Homes  
Miami-Dade County



Summary Statistics	Q3 2023	Q3 2022	Percent Change Year-over-Year
Closed Sales	2,752	2,900	-5.1%
Paid in Cash	750	787	-4.7%
Median Sale Price	\$615,000	\$560,000	9.8%
Average Sale Price	\$1,028,325	\$960,951	7.0%
Dollar Volume	\$2.8 Billion	\$2.8 Billion	1.5%
Median Percent of Original List Price Received	97.6%	97.9%	-0.3%
Median Time to Contract	23 Days	22 Days	4.5%
Median Time to Sale	68 Days	65 Days	4.6%
New Pending Sales	2,899	3,077	-5.8%
New Listings	4,072	4,563	-10.8%
Pending Inventory	1,388	1,605	-13.5%
Inventory (Active Listings)	3,318	3,912	-15.2%
Months Supply of Inventory	3.8	3.5	8.6%

# 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>Seller 1</div><div>Date</div></div> <div><div>Seller 2</div><div>Date</div></div>	<div><div>The Daniel Kracer Group</div><div>Date</div></div>
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GET IN  
TOUCH  
WITH US



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danielkracer@gmail.com



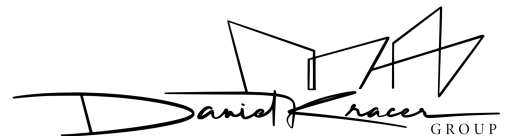
LuxuryHomeSouthFlorida



Daniel Kracer, LLC



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



Daniel Kracer GROUP



**kw**  
KELLERWILLIAMS  
REALTY SERVICES