



“I was working in construction and looking for a home to settle into with my family. So, I was doing the research, and I saw just how time consuming it was. I realized that there was no way people who had a traditional 9-5 job would be able to devote that much time to the home buying process,” he explains.

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Furthermore, he says, “No one teaches you how to buy real estate in high school, or even in college. Average homes in this area are \$500,000. So, it’s a huge financial decision, yet no one is taught how to do it.” To that end, Dan realized that his unique construction background would be a huge advantage to his clients. He launched his career in 2010 and has never looked back.

As a REALTOR® covering Monmouth County and Ocean County, Dan’s background in construction has proved to be instrumental in his success. In particular, he says that first-time home buyers and investors are grateful that he can provide guidance and suggestions based on hands-on experience, and unmatched construction knowledge. That coupled with his utter devotion to customer service has resulted in a business today which is more than 75% by referral.

“My clients know that they can trust my answers when they have questions. I make it clear to them that I have their best interests at heart. I’m here to help them make good decisions. That’s why they refer me to others. I’m not selfish. If you’re selfish, you’re in the wrong business, because you’re doing people a disservice. Being in real estate is about providing guidance that is always in your clients’ best interests,” he says.

The rewards he reaps from working with clients come in the form of sheer gratitude, according to

“I don’t think I chose real estate... real estate chose me,” jokes Dan Black, REALTOR® with Patrick Parker Realty in Bradley Beach, NJ. However, there is a whole lot of truth in Dan’s jest. “My father and grandfather both had construction companies when I was growing up. They still do, actually. I’ve been around homes, the housing industry and on construction sites since I was a kid.”

The immersion in all things housing related would turn out to be incredibly advantageous to both Dan, and his clients from the very start of his career. In fact, it was part of the reason Dan decided to dedicate his professional life to helping “one person at a time” through the process of buying or selling a home. The final deciding factor came as the result of his own experience as a first-time home buyer.



Dan. “Awards are great, but the most rewarding thing of all is having clients who have been happy with their experience. When the transaction is done, and they are appreciative that I helped make the process less daunting, that’s a great feeling.”

Dan’s clients are happy to tell others about their experience with him, not only through referrals, but also through online testimonials, where Dan has numerous raving reviews. Though he says that in the future he plans to grow his business, he is not looking to completely dominate the market. “I got into real estate thinking I could help people. I’ve been successful at that. I don’t want to grow too big, because my focus is on service. Growing too much means sacrificing customer service, and I’m not willing to do that.”

Dan Black

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