

featured agent

magazine

*Danielle
Seifert*



Danielle Seifert

Being a people person is often a reason many people get into the real estate industry in the first place. The aspect of getting to meet so many new people on a daily basis and forming relationships with clients is usually the highlight of any agent's job. And it's definitely the story behind Danielle Seifert of Real Estate Professionals Group at RE/MAX Concepts in Ankeny, Iowa.

Before she got started in real estate 18 years ago, Danielle graduated from Iowa State University with a degree in Management Information Systems. She began her computer-based career with a national bank and soon realized it wasn't the right fit for her. "When I worked for the bank, I volunteered to be in charge of all the potlucks — and I don't even like potlucks! I did it just so I could talk to people," Danielle said with a laugh. "That corporate cubicle life was not for me. I'm much more of a social

person, so I reached out to my REALTOR® and asked if she thought I would be good at it and she immediately said yes. I got licensed and I've never looked back from that moment on."

Today, Danielle leads her team of agents and specializes in assisting both buyers and sellers in the Des Moines/Ankeny areas including Prairie Trail. Danielle takes pride in the fact that her team is set up a little differently than many others. "It's more of a mentorship team. I want my agents to build their own brand and businesses while I support them," says Danielle. "One of the best pieces of advice I ever received was, 'It's not who owns the shingles on the roof, it's YOU.' That gave me a lot of confidence early on in my career to just be myself and know that it's me who my clients trust and that I bring value to the table. It's also helped me in leading my team.



“Relationships are at the heart of my business. And those genuine relationships are why so many of my clients come back to work with me or refer me to others. People can tell that I’m in this because I truly care and want what’s best for them and their families.”

I want them to know they are valued and for them to have that confidence as they grow in their business, too.”

Although mentoring her agents is a priority, communication and building relationships with her clients is equally important, if not more so. And with almost two decades of experience in doing just that, Danielle easily and expertly guides her clients as they make their way through one of the most important decisions in their lives. “I am not a transaction-based agent — that’s not why I do what I do. Relationships are at the heart of my

business,” Danielle stated. “And those genuine relationships are why so many of my clients come back to work with me or refer me to others. People can tell that I’m in this because I truly care and want what’s best for them and their families. These are my friends, this is my community, and I care about what’s happening.”

The love she has for her community goes far beyond her clients. Danielle also prioritizes giving back to her neighbors, colleagues, and friends. “Our high school is building a new weight room and I was happy to contribute





“It’s more of a mentorship team. I want my agents to build their own brand and businesses while I support them... I want them to know they are valued and for them to have that confidence as they grow in their business, too.”

to that recently. I also like donating to our local sports teams like Little League and other club teams,” says Danielle. “I love seeing all the kids’ happy faces as they report back to us on how many games they won during the season. Giving back is one of the best things this career has afforded me and I’m very grateful for it.”

Danielle’s future plans for her business include getting licensed in Florida. She travels there often with her family and sees an opportunity for herself there in a few years. “As our kids get older and life changes, we’ll be

able to spend more time there, so it makes sense to have the option to expand there and build relationships and help more people.”

Since the very beginning of her career, real estate has really become a part of who Danielle is and she wouldn’t have it any other way. “It doesn’t feel like a job at all. This is a lifestyle and it’s part of who I am,” said Danielle. “Yes, this is my work, but it’s also my passion. I’m so lucky that I get to go out and talk to people every day. I just happen to have to show houses in order to do it!”

Danielle Seifert

RE/MAX Concepts | Ankeny, Iowa

515.208.4220 | danielledseifert@gmail.com

www.danielleseifert.com