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DANNY **FORCE**

Lessons Learned: From the
Ice to the Closing Table



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“Sports serve as life lessons. You learn how to work hard. Nothing is given to you. You always want to get better, never satisfied. The second you become satisfied is the second someone is getting ready to take you over.”

Prior to getting his start in real estate almost a decade ago, Danny Force worked a multitude of differ-

ent jobs. Or, as he says with a smile, “about 9,000 different things.” One of those “things” was a professional hockey player.

“Everybody who ever laces up skates has a dream of one day playing in the NHL. A small fraction of a fraction actually do. In high school, hockey was something I was great at. My

team set national records, won two state championships, and played in national high school all-star games. My high school team set a record for 76 consecutive games without a loss,” Danny reflects.

Danny traveled up to Boston to play junior college hockey and eventually was a part of the very first team the University of Oklahoma ever created. He played there for four years, and in his senior year, was a part of the US National Team.



a deviated septum, broken teeth, and more scars than fingers,” Danny recalls, which was another reason he decided to retire from professional hockey at age 24.

So after bouncing around the professional world for some time, in 2010, Danny landed in real estate. He’s found, unsurprisingly, the skills he learned during his time on the ice have translated well to the business.

“In real estate terms, you have to be working harder than other people. I build my business off that same sense of hard work that I learned playing hockey,” Danny says. “I have from when I’m awake until when I’m falling asleep. You have to be doing something at every point of the day.”

Lessons Learned

It has now been almost ten years in the real estate business for Danny Force. As a DFW native growing up in Southlake, Danny has been able to successfully build a business off his knowledge of his home, his work ethic, and his communication skills. He’s always learning, ever-humble in the ways in which he approaches the real estate business.

“I’m in this business ten years now, and I’m still learning on a daily basis. I’m constantly updating myself to stay afloat,” Danny says. “This industry is always changing. There’s always something new to learn.”

Danny is regularly preaching the value of education, and that extends beyond his own learning into educating his clients on the home buying or selling process. He’s found great success working with first-time homebuyers, and a lot of the work with those individuals and families is around education.

“I will be the first to admit if I don’t know the answer to something. But I’ll go find the answers,” Danny continues. “I am all about communication. There’s not going to be a time where a client can’t get a hold of me throughout the process, even if I have nothing to tell them. I’ll still check in with them.”

Words of Wisdom

“One of the things people tried to teach me [when I was getting started in real estate] was cold calling and door knocking. But, that’s never been my style,” Danny says. “I don’t like when people cold call me.”

“It was an incredible experience,” Danny reflects. After college, he moved on to play pro hockey at the minor league level, but by age 24, it became apparent his NHL dreams weren’t going to pan out.

“At some point, you realize \$335 a week isn’t going to cut it anymore,” Danny quips.

“I also blew out my knee in college when I was 20, which still affects me to this day. I’ve had wrist surgery, four concussions,

Instead, Danny preaches the value of finding your own way in the business. “Find something that works for you, and be the best at it. That’s the biggest thing. What works for someone else isn’t going to work for you, necessarily.”

Danny has found a niche with first-time homebuyers, and that’s where he puts the majority of his effort and energy. He’s set his sights on

being the premier real estate agent for first-time homebuyers in the state of Texas.

Beyond Real Estate

“Life outside work...It’s about to get a whole lot busier.” Danny and his wife, Kim, have a two-and-a-half-year-old-son, and as of the interview for this article, are any day from welcoming their second child into the world.

Danny has a love for travel — he’s been to 14 countries — and at home, still plays competitive hockey. “I

enjoy staying athletic and competitive. That keeps the competitive fire in me. I love being able to do that,” Danny says.

“I’m most grateful for the ability to continue to do this job at the level I have been...for the trust of my partners and clients who refer me business. I’m thankful that I’m still (relatively) healthy. I’m thankful I get to get up every day and have a family who loves me.”



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