

BNA



▶▶ partner spotlight
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BOSTON NATIONAL TITLE

RESPONSIVE COMMON SENSE

In a segment of the industry where there isn't a big difference in the products being offered, the other parts of the service equation can make all of the difference for your clients and you.

That's what you'll find when you work with Boston National Title and their TX Director of Operations, Danny Helms.

"In every meeting I have with a loan officer, a commercial broker, or a real estate agent, the common question I get asked is, 'What makes you guys different?' I think it's really the relationships," Danny says. "If you pick Boston National Title, I think you'll see from top to bottom that we all have that same entrepreneurial mindset, where customer service comes first. We're not afraid to dive right into something and lend a helping hand."

An Individual Approach

You deliver solutions each day that are based on the unique needs of your individual clients. Danny and his team feel the same way about their work with you.

"With Boston National Title, we offer a pretty customized module approach. I think we certainly have a firm process in place that makes sense for the majority of people. But at the end of the day, there are so many little things here and there that you can customize to make it a more convenient

experience for REALTORS® and their clients. And that's something we certainly look at."

Boston National Title got its start in Florida in 2006. Over the past 14 years, the organization has become a true national force, conducting business in all 50 states.

"This company was founded on the idea that it's okay to be entrepreneurial-minded. There has always been a huge focus on customer service and building/maintaining a fantastic culture. And we've just really been all about growth," Danny emphasizes. "We got into the Texas market in 2011, and from there, we've been finding ways to make our mark in the market."

Danny was born and raised in Charlotte, North Carolina, and moved to Frisco two years ago with his wife and their three children, including their five-year-old son, Pierce, who his father says is an avid golfer already, and their twin two-year-old girls, Emelia and Isla.

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In their free time, the Helms family enjoys taking in all that the area has to offer, including going to the Fort Worth Stockyards, local museums, parks, and other family-friendly spots.

As a lifelong athlete, Danny played a variety of sports growing up, including football, baseball, and basketball. He attended UNC-Charlotte and had his sights set on a career as an NFL scout. He worked for a time with the Carolina Panthers, but then had a chance



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meeting with Boston National Title CEO, John Keratsis, in a coffee shop. The two struck up a conversation, quickly found common ground, and that led to Danny joining the BNT team.

When you talk with Danny, it's clear to see the passion and spark he has for the work he does with his team and clients.

Growing Through Success

“As we have transitioned into this market, it's seeing people really buy into you and your vision, and they see your work paying off and taking the company to new strides. That's probably the most rewarding thing ... actually seeing it come together,” Danny explains. “You put a lot of work into something, a lot of time and energy, a lot of focus and cultivating people to buy into that and to buy into the culture, and when you see it start to happen, it really is pretty rewarding.”

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Danny with his wife, Veronica, and kids, Pierce, Emelia, and Isla.

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That mindset comes down to being the kind of resource that adds value to the entire equation. For Danny, he says it involves a basic concept.

“To be honest, I believe it’s about common sense and hard work. I know that sounds a little odd, but I think everyone gets stuck in their ways, as a company or as a person, where it becomes easy to say, “This is how we do things. This is how we’ve always done things,”” Danny explains. “But I think it’s important to partner with people who are adaptable ... that can offer the real estate agents a customized experience.”

Achieving by Adapting

As Danny says, it’s important to work with a partner who is on your same wavelength and understands various situations and who also brings the capability to adapt.

“Look at what technology has done to our business over the past four or five years. If you haven’t jumped on that train, then you’re pretty far behind at this point. I think the

presence of technology makes relationship building that much more important,” he says. “And if there are certain things that you can tweak here and there to make it more convenient for clients, then why not? I don’t think it’s a good business model to be stuck in your ways. Why not take your clients’ advice or your clients’ recommendations and implement them if you can?”

In a world of options and challenges, it means a lot to find a partner who wants to be just that—someone who will engage with you and come alongside you to help meet the challenges in your business.

That’s the difference that’s alive and well with Danny Helms and his team at Boston National Title ... where responsive customer service is at work each day.

**For more information,
contact Boston National Title today!
Web: www.bnttexas.com**