

Dani Burns

Keller Williams Lanier Partners



THE KEY TO REAL ESTATE LONGEVITY

WRITTEN BY REBECCA WILSON

In the hustle and bustle of real estate, finding a healthy balance between work and life is crucial to avoid burnout and ensure the longevity of a successful career. Veteran agent Dani Burns has mastered this balance over her 24-year career and has implemented various tips and techniques to sustain her success.

“It’s not easy, as any agent can likely agree, but having boundaries around working hours and days is key,” said Dani. She recommends setting clear expectations with clients ahead of time so they understand your availability and why it is important. “I recently decided to start taking Sundays off from work. Now, I tell my clients ‘I’m the Chick-Fil-A of realtors,’” she said jokingly.

To avoid getting overwhelmed by all the required work duties, Dani prioritizes the art of having a routine. “Every day will have its different tasks, but with a detailed Google Calendar, you can lay out even the tiniest of details and get everything accomplished,” she shared. Another practice she prioritizes is not making plans on weekday evenings, to ensure she goes to bed by 9:30 each night. “Lack of sleep leads to moodiness, frustration, and fatigue,” stated Dani.

Dani believes that ‘your mindset matters.’ She regularly writes in a gratitude journal, jotting down five to ten gratitude statements every morning. She also suggests reframing your thinking from ‘I have to’ to ‘I get to’. Dani says that her ‘secret sauce’ has always been a mix of mindset, visioning, and prayer, which she attributes to reading *The Secret* by Rhonda Byrne.

One major way to avoid getting burnt out in your real estate career, according to Dani, is to implement self-care practices. For her, these include shopping trips, manicures, pedicures, facials, massages, and traveling to St. Simon’s Island to relax and recharge.

If you are looking for inspiration on how to stay motivated, Dani says to focus on this quote by Tyler Perry, “If you want to succeed, work like you’re broke.” She says this mindset practice can always help you—whether you are struggling financially or saving for your retirement.

Dani understands that there is a lesson to be learned in both your real estate successes and failures. Throughout the highs and lows of her career, she has affirmed that ‘God’s timing has always been perfect.’ She urges the importance of always focusing on who you are helping, rather than how much money you are making. As for failures in real estate, Dani advises remembering that you cannot please everyone and to not take things personally. “If you’re in the wrong, though, you should own it,” urged Dani. “We can’t go back once the wrong is done, but we can own our mistakes, apologize, and move forward.”

Some additional advice Dani has about achieving and

maintaining a successful real estate career includes setting regular business goals (which she says distinguishes top producers from agents who plateau), finding an accountability partner or coach, making visual aids to track achievements, keeping up with expired listings, and regularly posting to and interacting with social media platforms. “Networking is also huge. I network no matter where I am. It’s my #1 source of lead generation,” added Dani. She even does business-to-business referrals with other companies.

“I want to encourage this next group of agents coming up to not become part of that 87% statistic—who give up within their first five years in the real estate industry. Don’t let the most amazing career in the world slip away because of self-doubt. Find your balance and build a community with other agents to truly thrive.”

Dani has managed to remain consistently relevant in the real estate industry by always focusing on career growth. She attends conferences and training regularly, watches YouTube videos, listens to podcasts, and reads books about both real estate and self-improvement. Overcoming personal business challenges and asking for help when needed have remained two of her top priorities. Dani ensures her clients have a positive experience throughout their real estate journeys by maintaining constant communication. She even continues that communication after their initial journey ends to stay ‘top of mind.’

“I always like to respect my past and what it took for me to get to where I am today,” shared Dani. After consistently earning six figures for over 24 years, she is at a place in her career where she is ready to ‘give back’ to other agents. “I want to encourage this next group of agents coming up

to not become part of that 87% statistic—who give up within their first five years in the real estate industry. Don’t let the most amazing career in the world slip away because of self-doubt. Find your balance and build a community with other agents to truly thrive,” she concluded.



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