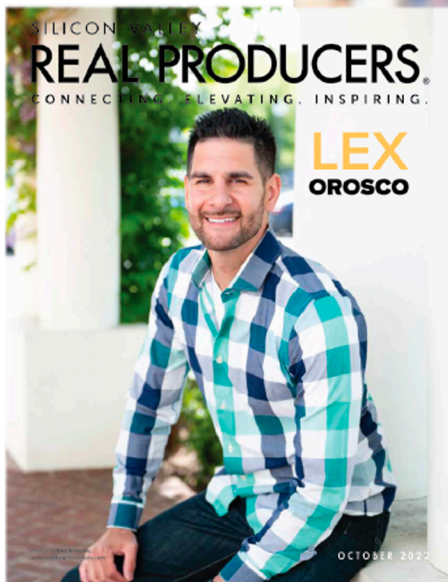


# DANA *Carmel*



LIFTING OFF





ana has a vivid memory of the first time she saw the house in which she and her family now live. It was the early 2000s, and she was touring open houses as her son napped in the backseat of the car.

“We saw this house that needed a good amount of work. It was tired looking,” Dana admits. “But I loved it. I saw the potential. It had good bones.”

Dana recognized something in that home that other buyers didn’t. She and her husband, Charles, purchased the house and did a complete interior renovation to make it a place they loved.

Years later, with three boys and growing family needs, Dana spearheaded a project to completely reshape the property. This time, she designed and project-managed the work to take her house down to the studs, add an addition and rebuild it in a new vision.

Meanwhile, Dana kept one eye on the real estate market. She was constantly searching for homes online or attending open houses for fun. Friends and family members would call her for her advice.

These personal stories are the beginning of an even larger story. Dana first fell in love with real estate through her own experiences buying and remodeling her home. Since 2018, she has committed herself to helping others navigate the challenges of buying and selling.

“Through the years, people have suggested that I get into real estate,” Dana reflects. “So after we finished the remodel, I decided it was time. I had been talking about it for a while.”

#### **Rewind: Coast to Coast**

Dana is originally from northern New Jersey; she graduated with a degree

in marketing from Cornell University and began her professional life working for a consulting firm out of New York City. In 1999, she moved out to the Bay Area alongside her husband, who had been accepted to Stanford’s business school.

“We moved out to the Bay Area ‘for a few years,’” Dana quips. “I remember

telling my mom, ‘I’ll come back.’ And she cried, saying, ‘No one comes back from California.’”

Dana’s mother turned out to be correct. First, it was Dana’s career that kept her in California. She carved out a successful career path in marketing, first for several tech companies before founding her own marketing agency.



#### ▶ profile

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# DANA Carmel



LIFTING OFF





WHATEVER I PUT  
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FULL STEAM AHEAD.



Dana continued setting down roots in the Bay Area. Her family grew, and she now has three sons (ages 16, 14 and 11).

## FUN FACT

Dana and her family have an extensive magnet collection with over 1,000 individual pieces. As a part of their recent remodel, they added a large metal wall in the kitchen. When Dana and her family travel to a new place, they buy another magnet to add to the collection.

“We settled in, bought our first home. Year after year went by, and here we are. We have great weather, a nice community. We feel fortunate to raise our family in this area,” Dana says.

When her sons were younger, Dana scaled back her marketing business to focus on being a present mom, but by 2018, she was ready to re-enter the work-force full time.

“Whatever I put my mind to, I go full steam ahead. I joined Alain Pinel (which became a part of Compass), went through their master’s training program, and we finished right as COVID-19 hit.”





### *Lift Off*

Despite the challenge of starting her business amid a pandemic, Dana has enjoyed tremendous success. In her first two years, she closed north of \$60 million.

“I’ve been fortunate to build one transaction after the next. The business has really blossomed,” she smiles.

Dana has leveraged the marketing expertise she developed in her previous career. She stays up to date with movements in the real estate market, and she is both proactive and communicative. Dana also has the advantage of being a long-time Bay Area resident deeply entrenched in her community.

“I’m very active in the schools and community,” she explains.

“

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”

One such way that Dana supports her community is through Make a Move, a program she founded to support local public schools. She donates \$5,000 from every sale to the education foundation of the client’s choosing.

### *Settling In*

Dana couldn’t be happier with the results from her first two years in the business. As she looks ahead, she hopes to continue to leverage the flexibility that life as a REALTOR® offers. She enjoys volunteering at the local schools, getting outdoors with friends and traveling.

“I hope to build on my initial success and continue to grow a leading luxury brand for real estate in the Menlo Park/Atherton area,” Dana says. “I truly love working with my clients, and I feel like I have a lot more to give this community.”