

# TOP AGENT MAGAZINE

## DIANNE CHRISTIAN & MATT DANIEL

Dianne Christian made her first foray into the real estate world back in 1986. Years earlier, she worked in a real estate office as a receptionist before deciding to earn her license and put her first-hand knowledge to the test. When her son, Matt Daniel, finished college, he too considered pursuing a career in real estate, an industry he'd grown up in and had long served as a source of inspiration. What's more, Dianne's husband was also making the transition to the industry and together, their family decided to create the imprint Daniel-Christian Real Estate. That was six years ago and today, Matt serves as the company's Managing Broker, with his mother Dianne also a licensed broker. Along the way, Dianne and Matt have established a tried-and-true reputation for client-centric service that goes above and beyond. "We don't know any other way to do it," Dianne explains. "We like being a tightknit, boutique company with deep family roots in the area, as well as having great knowledge of the area."



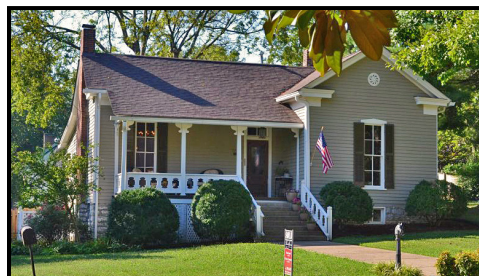
Based in Franklin, Tennessee, Daniel-Christian Real Estate primarily serves Williamson County and southern Davidson County, though they also travel wherever clients may lead. In addition to Matt's leadership as Managing Broker and Dianne's status as Co-founder, Broker, and Owner, this mother and son duo partner alongside long-time agent Laurie Williams, a consummate professional who has worked with the pair for years. Together, Matt and Dianne earn roughly 90% of their business through repeat and referral work—a testament to the lasting bonds forged with those they serve. Reflecting upon their professional philosophy, Dianne cites old-fashioned hard work, straightforward communication, and a personal touch as the key drivers of the team's steady success to date. "We believe in taking care of people," Dianne says. "If you treat people right, then they'll always come back to you. We also try to help our clients understand and feel comfortable with as much of the process as possible. If they have all the information and understand all the details involved, then they can make the best decisions."

Considering Dianne's been in the business for more than thirty-two years, with Matt recently completing his sixteenth year in the industry, it's little wonder that clients choose to work with a team of professionals so keenly steeped in experience and knowledge. Likewise, Dianne and Matt are part of seven generations of family born and raised in the Franklin area and have witnessed first-hand the evolutions of the market-

place and local inventory. For clients competing to close one of life's biggest, priciest milestones, this value-add provides a desirable edge when it comes to sourcing property or pricing listings. In fact, Dianne and Matt's approach to listing property is as comprehensive as their regional knowledge. Dianne begins by putting her creative eye to good use, assessing homes for staging and decluttering opportunities ahead of professional photography. Likewise, Dianne and Matt each connect with their trusted network of fellow agents to get the word out regarding homes headed to market and rely on open houses and the leading virtual listing platforms to generate maximum visibility in person and online.

To give back to the Franklin community they call home, Dianne and Matt are each involved in variety of civic and charitable organizations. Dianne is a board member of the Downtown Neighborhood Association, as well as a member of the Downtown Franklin Association comprised of area businesses. She and her son each serve as members of the Heritage Foundation, and Dianne has also served on the Mayor-appointed Historic Battlefield Commission. Matt is a member of the Franklin Rotary Club and currently serves as President for the Williamson County Association of REALTORS®. In their respective free hours, Dianne most enjoys travel and spending time with her grandchildren, while Matt enjoys watching his boys play sports and relishes time spent with family and loved ones.

As for the future of their enterprise, both Matt and Dianne plan to continue growing their business mindfully and steadily—maintaining the boutique-level service their clients have come to rely upon. Lastly, in considering what each enjoys most about the world of real estate they're leaving their mark upon, Dianne reflects on the everchanging nature of her long-lasting career, while Matt considers the interpersonal component of his daily work. "Every day is different," Dianne says. "That's one of the things that's kept me in this business for so many years. You have to love it to stay with it." For his part, Matt values the trust placed in him as a counselor and facilitator during one of life's biggest transitions. Both mother and son take seriously their roles in shepherding clients toward the American Dream of homeownership. Together, the team at Daniel-Christian Real Estate is surely treading the right road toward a bright future.



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