



Danna Aaron

432.203.4567 | www.SimplyWestTexas.com
| Danna@SimplyWestTexas.com

JOIN US AT

SIMPLY  WEST TEXAS

REAL ESTATE GROUP
REAL BROKER

EVERYTHING YOU NEED TO KNOW ABOUT WHO WE ARE,
WHAT WE STAND FOR, AND WHY YOU'LL LOVE WORKING
WITH US.

Welcome - I'm So Glad You're Here!

If you're reading this, you're either brand new to real estate or you're ready for something more aligned, more intentional, and more professional.

I believe real estate should be done with integrity, excellence, and heart.

At Simply West Texas, we build lasting relationships. We serve people well.

Whether you are just getting started or you're an experienced agent looking for mentorship, clarity, and support, I'm excited to show you what's possible here.

Danna Aaron



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"We believe in leading with integrity, serving with heart, and stewarding every opportunity well."

A photograph of a wooden shelf with a white ceramic vase, dried eucalyptus branches, and a framed botanical print. The vase has a geometric pattern. The eucalyptus branches are green and brown. The framed print shows a dried leaf. The background is a light gray wall.

section 01

SECTION ONE : WHO WE ARE
GET AN INSIDE LOOK AT
WHAT WE BELIEVE IN.

I can't wait to get to know you better

Simply West Texas is a relationship-based real estate business rooted in professionalism, market knowledge, and service.

I was born and raised in West Texas, and after nearly 20 years in Dallas working in development and commercial real estate accounting, I came back home to do what I truly felt called to do — help people navigate one of the biggest decisions of their lives with confidence and clarity.

We specialize in:

- Residential resale
- First-time homebuyers
- Move-up buyers
- Strategic pricing and negotiation
- Relationship-driven repeat and referral business

Our listings are thoughtfully prepared, professionally marketed, and positioned to stand out — not just listed.

Our buyers are educated, protected, and well-represented.

We don't just "sell houses."

We steward investments and relationships.

At Simply West Texas, we believe real estate should be done with integrity, professionalism, and heart.

We are intentional about who we align with — seeking agents who value growth, relationships, and doing business the right way.

OUR MISSION

To serve our clients and our agents with integrity, professionalism, and excellence — creating confident decisions, strong negotiations, and long-term success

OUR VISION

To be known in West Texas as a trusted name in real estate — where faith, honesty, and high standards guide everything we do.



MEET THE TEAM

Right now, this is a mentorship-based model — not a large team.

You will work directly with me and my partner team in Dallas.

I intentionally grow slowly and carefully. I would rather mentor the right agents deeply than build something big and disconnected.

If you join, you are not “one of many.”
You are someone I am investing in.



Danna Aaron

Danna Aaron - REALTOR

432.203.4567

Danna@SimplyWestTexas.com

IG @DannaAaronRealtor



SIMPLY TEXAS FAMILY

Simply Texas Real Estate Group
Partner Team covering 8+
states, and over 200+ agents



**TRANSACTION
COORDINATOR**

Interviewing for new TC

GIVING BACK TO OUR COMMUNITY

West Texas is home.

Giving back matters to me personally, especially in areas close to my heart like:

- Local pet rescue organizations
- Breast cancer awareness and support groups

As we grow, my vision is to donate a portion of closings and serve through hands-on volunteer efforts. I want our business to be a blessing beyond transactions.





section 02

SECTION TWO: AGENT BENEFITS
WORKING WITH HEART &
HOME COMES WITH MANY
PERKS.

What I provide for you

YARD SIGNS

I will provide you with yard signs, riders and open house signs.

BUSINESS CARDS

You will receive 500 custom business cards when you sign up as an agent with us.

PRESENTATION MATERIALS

Access to my listing and buyer presentation materials

RESOURCES

Templates, checklists, scripts, and marketing resources I've built over years in the business

AND MUCH MORE!



AGENT TRAINING

TOPICS LIKE:

1/ How to Build and Nuture a Database

2/ How to Structure Your Week

3/ How to Handle Your First Commission Check Wisely

4/ How to Manage Time Without Burnout

5/ How to Build Confidence in Conversations



WEEKLY

TRAINING FOCUS AREAS

NEGOTIATION MASTERY

Real estate is not about unlocking doors — it's about protecting your client's investment.

You will learn:

- Strategic pricing conversations
- Offer positioning
- Inspection negotiations
- Conflict resolution with professionalism

WRITING STRONG COPY

Professional marketing matters.

You'll learn how to:

- Write compelling listing descriptions
- Highlight value, not just features
- Create marketing that attracts the right buyers

HANDLING OBJECTIONS WITH CONFIDENCE

Objections are not rejection — they're opportunities.

We will practice:

- Commission conversations
- Pricing objections
- Buyer hesitation
- Difficult conversations with calm authority

PRESENTATION SKILLS

Whether it's a listing appointment or buyer consultation, confidence comes from preparation.

We refine:

- Listing presentations
- Buyer consults
- Professional communication

LOCAL MARKET KNOWLEDGE

You must know West Texas

We study:

- Market trends
- Pricing shifts
- Inventory patterns
- Neighborhood insights

Confidence comes from competence.



section 03

SECTION THREE: AGENT SPLITS
GETTING CLEAR ON THE
BROKERAGE SPLITS AND
FEES.



COMMISSION SPLITS

REAL Broker structure is 85/15 until \$12,000 annual cap for solo/team leaders. Team Members have a reduced annual cap of \$6,000.

Once you reach your \$12,000/\$6,000 cap:

- You keep 100% of your commission for the remainder of your anniversary year.
- \$285 transaction fee or 15% (whichever is less) after cap
- \$40 CBR fee (Compliance and Broker Review)
- \$750 annual brokerage fee, paid as \$250 across first 3 transactions per anniversary year

Because we are brokerage affiliated, you also have access to:

- Stock Equity Plan
- Agent Award Programs
- Revenue Share Opportunities

This model rewards productivity and growth.



section 04

SECTION FOUR: WHO WE WANT
ARE YOU THE RIGHT FIT
FOR OUR TEAM?



WHO WE'RE LOOKING FOR

CULTURE MATTERS MORE THAN PRODUCTION.

You don't have to know everything. But you do have to care deeply about doing things the right way. We are looking for agents who are:

INTEGRITY DRIVEN

GOAL-ORIENTED

RELATIONSHIP
FOCUSED

GRIT & RESILIENT

POSITIVE

SERVICE-MINDED

SELF-MOTIVATED

COACHABLE

NOTES:

Our culture is everything

YOUR NEXT STEPS

Joining is simple. Then we build your business - strategically and sustainably.



FILL OUT STATE FORMS

When you are a new agent or transferring from another brokerage, it is important to fill out all the necessary documents.



TRANSFER MLS (IF APPLICABLE)

Once we have all your forms filled out, we will submit and get your license transferred on all platforms.



SELECT YOUR TRAINING

You will pick what days you will participate in new agent training.



ORDER SIGNS AND BUSINESS CARDS

When you are a new agent or transferring from another brokerage, it is important to fill out all the necessary documents.



ORGANIZE YOUR CRM

We will want you to hit the ground running, so having your contacts organized is a must in our brokerage.



MAKE YOUR ANNOUNCEMENT

Finally, it is time to announce to the world you have joined the best real estate group in our area!

NOTES:

FINAL THOUGHTS

If you're looking for mentorship, professionalism, integrity, and a long-term vision — I would love to talk.

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thank you

<https://linktr.ee/DannaAaronRealtor>

