

The Business of Precision

How One Realtor® Turns Data Analysis and Personal Attention Into Record-Breaking Sales

With engineering precision and a family-powered team, Dania Perry blends data, marketing and hands-on service to deliver standout results in Tampa Bay's luxury market.

With a master's degree in electrical engineering and years of corporate and sales training at GE and Progress Energy, Dania Perry knows how to break down complicated information, study it from every angle and explain it in a way that makes sense. "I feel like I've trained my whole life to do what I do today," says the sales associate with Century 21 Jim White & Associates in Treasure Island.

That means when she's pricing a home, advising a seller or guiding a buyer, her advice is grounded in facts, not guesswork. She runs the business with her husband, Rick, who manages all marketing, and her son Donovan, who handles detailed market analysis. Another son, Brendon, recently got his real estate license and plans to join the team after he finishes his college degree. "Nobody cares more than my family," she says.

Since 2006, Dania Perry has built a luxury-focused business that spans Tampa Bay's most sought-after communities—from Clearwater and Belleair Beach down to Tierra Verde and Snell Isle. Working across multiple high-end markets gives her a broad view of trends and buyer behavior. "My view of the market isn't [limited] to just one area," she explains. "That gives me a good pulse on what the market is doing."

Here's how she applies that expertise:

1. Earn Trust

Dania Perry's business is built on word of mouth rather than cold calls or buying leads. Clients hire her for her expertise and personal attention and then recommend her to friends and family.

"When I'm hired by someone, I view it as a huge privilege, and I give them the best of me," she says. "When you consistently do that, you develop a reputation as somebody who does the right thing."

2. Put Data to Work

Donovan Perry's in-depth market analysis isn't just number crunching. It's essential to the team's pricing strategy. He uses his reports to help sellers understand where their property fits in the market and to give buyers confidence that they're making smart offers. He explains market shifts in plain language, so clients feel informed instead of overwhelmed. "We offer a boutique level of service rarely seen among top agents," he says. "I make the final call on market value, which I see as a range—not a certain number."

3. Control the Narrative

Every listing's story starts with Rick Perry, who creates all the marketing from scratch. "My husband takes an entire day for his written media," she says. "I don't view that as a waste of time; it shows we care enough to put the work in." She reviews every piece to ensure it reflects the home's unique appeal and attracts the right buyers. That attention to messaging helps listings stand out in a competitive luxury market.



Dania Perry helps buyers and sellers by offering them a clear pulse on the local market.

Boots on the Ground

Dania Perry personally handles negotiations and attends as many showings as possible herself. Being there allows her to read the room for buyers' reactions, address concerns in real time and adjust how she presents the property. This helps her discern whether something is resonating or if there's an objection she needs to overcome. "That person hired me, and they get me," she says. "I'm there for their showings, giving feedback [afterward]. I'm old school and feel communication is critical." She doesn't even use a transaction coordinator. "Donovan and I handle that ourselves," she adds. "For the type of volume I do, I can still be hands-on—and I am."

By pairing sharp data analysis with personal attention and family-driven care, Dania Perry has built a reputation that extends well beyond one neighborhood or one transaction.