



Daniel Jones | CEO Hive MLS

Daniel Jones: The quiet thought leader for one of the nation's most innovative MLSs

Daniel Jones serves as the Chief Executive Officer of Hive MLS, one of fastest-growing multiple listing services in the nation. Since taking the helm in 2019, Jones has led the reimagination of Hive MLS through an accelerated evolution. Hive has grown from a regional system with just over 6,000 subscribers and a handful of shareholder associations into a multi-state network supporting more than 19,000 real estate professionals and 18 shareholder MLSs across North Carolina and Georgia.

Daniel Jones doesn't chase the spotlight. In fact, he's more likely to deflect praise than accept it. But behind his humble presence is a builder's mind and a teacher's heart – qualities that have quietly transformed Hive MLS into one of the most forward-thinking multiple listing services in America.

Daniel is a champion of open data access, broker-centric tools, and training programs that meet people where they are. As a lead architect of the innovative data exchange [MDX](#), Daniel loves experiments, then adjusts, seeing every misstep as a learning opportunity. "I love change," he says. "And I love the opportunity that comes from not getting something right the first time."

Though Hive MLS has racked up awards under his leadership – including multiple "[Best MLS](#)" honors from WAV Group and leadership recognition from [RISMedia](#) and [Inman](#) – Jones doesn't keep a list. What he keeps are stories. Stories of brokers who feel supported. Of board members who feel empowered. Of a growing company that still feels like a community. He celebrates the team over the individual.

He lives in Wilmington, North Carolina, not far from where he was raised, Daniel is a seeker of quiet places off the tourist path. On Thursday nights, you'll find him playing board games with his sons. Over the weekend, he frequently travels to Albemarle to visit his daughter. On Sundays, he might be driving in silence, thinking, pulling over to write down a note, and always reflecting.

He doesn't measure his impact by headlines or hashtags. He measures it in moments – when someone felt heard, found clarity, or stepped into their own strength. "I hope the help I offer comes to someone at the right time and the right place," he says. "I want to be the person who helps others do well and live fully."

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