

Thank you for helping our business shine!

## RISING STARS



the dailey group

Buy. Sell. Live. SMART.



# SETH & ALYCE DAILEY

“The Dailey Group” of RE/MAX American Dream

**WHEN DID YOU START IN REAL ESTATE?** In May 2005, we moved out to Baltimore to go into business for ourselves. We got into real estate five months after relocating and two months before having our second daughter. We didn't know anyone in the area, but we knew we wanted to go into business together. So we did our research and hatched a plan. We said to each other, “Alright, you have the fish and I'll have the steak and we'll see what works.” Alyce went into real estate and Seth went into the lending side of things. We divided up all of our job descriptions based on our D.I.S.C. profiles and realized that the two of us could do the work of three. As it turned out, both areas worked really well for us so we stayed focused on each of our roles and just kept growing.

**WHAT PROMPTED YOU TO MAKE THE TRANSITION INTO REAL ESTATE?** We both had our Master's degrees and Alyce was working in human resources in the non-profit sector and Seth was a CPA. But, it just wasn't fulfilling. We wanted to be small business owners—we just didn't know which industry.

One of our first introductions to real estate was a Brian Buffini event. We walked into it, met top producers and left with an overwhelming feeling that real estate was a business where you could have a very rewarding career. In college, we both thought we would go into the ministry

together. We had met business people who made money but we didn't care for their character. After that event, we saw enough people grow a real estate business and help people in the process. Having young children, we wanted to adopt a business model that would allow us to grow a thriving business *and* a healthy family at the same time—not one to the detriment of the other. We wanted our clients to be our friends and an extension of our family. When we succeeded, we could look back and see a lot of deep relationships as a result.

So we decided right then and there that we were going to build a real estate business and we were going to grow it through relationships. We did our research before we even got licensed and realized real estate agents are the last person paid. You have to serve a lot of people before that reward comes back to you, and Zig always says to serve people first.

**WHAT IS YOUR BUSINESS FOCUS?** Deepening relationships—getting to know our clients and in turn, earning their referrals. We wholeheartedly believe in sowing and reaping. Giving first and knowing that it will come back to us.

**WHAT WAS THE TURNING POINT IN YOUR BUSINESS GROWTH?** Our turning point happened before we decided to get

into real estate. We made a commitment to grow our business by referral on day one. We've never farmed or cold called. We were proactive about fostering relationships; it's why we're here. We always asked ourselves, "Who do we know and how can we add value?" We set out to serve people, we had character, and we were confident in our abilities. Since this whole method has been about planting seeds and sowing

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and reaping, you don't reap in your work the next day. However, we did realize in 2009 that our business was healthier than we thought. We really noticed when everyone was down 30 percent and we were up 30 percent because our methods hadn't changed. It's more evident in a recession that if your fundamentals are strong, your business will shine.

**WHAT HAVE YOU DONE TO CONTINUALLY IMPROVE YOUR BUSINESS?** We are always seeking out others who are where we want to be or who are a few steps ahead of where we are now. We learn from the successes and mistakes of others. This is done through conferences, personal mentors, books, CDs, etc. We believe in having a coach for all areas of life. We hired a business coach three weeks before we were licensed. None of us can see our own stuff—good or bad. A good coach brings things out in us we didn't even know were there.

We believe in continual education and continual process improvement. Some people claim to have 20 years of experience, but they don't—they have one year repeated 20 times. So, we try to get better every year.

**WHAT ARE THE MOST EFFECTIVE SYSTEMS YOU HAVE IN PLACE?** Parties. We've built our business around throwing parties. We throw a large client party at our home every January. Some people worry about over communicating with their clients—you're not bothering them when you're inviting them to a party! We rent out a movie theater twice a year for kid's movies. We host happy hours throughout the spring and summer months for our clients without kids (and for those who need a night out). And finally, we host housewarming parties. We tell our clients, "Many agents will spend up to \$300 on postcards to send to all your neighbors to tell them just how great they are for selling this house. Our approach is to take that money and throw you a party. We'll pay for the food and drinks and you invite your guests. Good people like you know other good people. And we just ask that if one of them is looking

to relocate or is having a baby and needs a new home, please give them our names. We'd love to help."

We've created an amazing community among our clients. We love bringing people together!

**WHAT'S THE NEXT CHALLENGE FOR YOUR BUSINESS?** When you build a team you lose a bit of control. Delegating never comes easily and we're looking to build a scalable business. We're a husband and wife team, so the question is, "How do we grow our business and our team so we can take more time off?" We actively seek out other husband and wife teams that are making it work and gravitate toward them. We want to be where they are: fostering their business relationships while taking the time to grow the important ones—the ones with our kids and each other.

**WHAT'S YOUR GROWTH STRATEGY FOR THE NEXT FIVE YEARS?** We want to build to a team of six to eight and add more licensed agents. We make business plans annually and review them quarterly. We look to become part of more influential organizations, continue our training and learn from our coaches and mentors everyday. We love what we're doing, and we want to keep that going, learn more, hire the right talent and take it to the next level. 🚀



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## THE DAILEY GROUP'S STATS

2007

GROSS SALES VOLUME: \$8,604,300

TOTAL TRANSACTIONS: 29

TEAM SIZE: 1 LICENSED, 1 UNLICENSED

2008

GROSS SALES VOLUME: \$8,132,000\*

TOTAL TRANSACTIONS: 31

TEAM SIZE: 2 LICENSED (Seth joined), 1 UNLICENSED

2009

GROSS SALES VOLUME: \$12,179,350 (and had a baby)

TOTAL TRANSACTIONS: 49

TEAM SIZE: 2 LICENSED, 2 UNLICENSED ASSISTANTS

\*(More gross commission was earned this year than in 2007)