



Alyce Dailey

Managing Partner, Licensed Realtor, CRS
Keller Williams Gateway

High Tech and High Touch

*Practical Tools to Keep
Your Business Moving Forward*



TheDaileyGroup.com



Meet Alyce

Alyce is the founder of both The Dailey Group and Keller Williams Gateway of Baltimore.

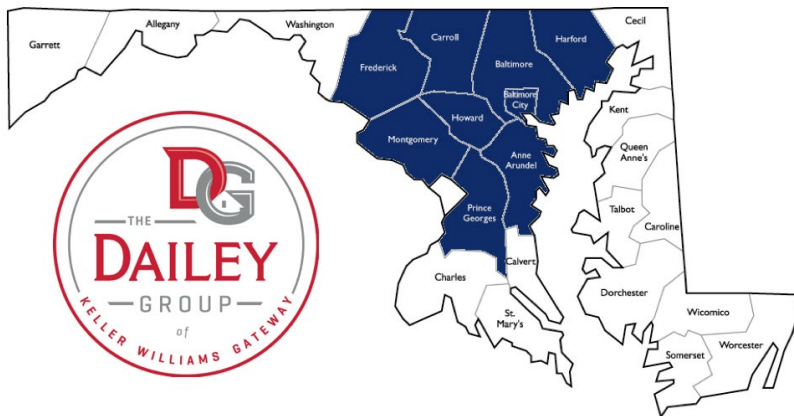
The Dailey Group has had year-over-year growth for the last 13 years, and consistently sells 150+ homes annually. Alyce is passionate about building community and empowering these communities to inspire change.



Alyce has been married to Seth for 18 years, and they are the parents of four young daughters. She has been known to sing the National Anthem for Major League Baseball teams, and in 2016 climbed Mt. Kilimanjaro to raise awareness for women affected by violence. She holds two undergraduate degrees from Wheaton College, and an M.A. in Organizational Leadership from Regent University.



The Dailey Group: Baltimore, MD



Your Business IS YOUR DATABASE

Create it. Grow it. Nurture it. Harvest it.



The Dailey Group.com

You will succeed in real estate to the degree that when people think of real estate, they think of YOU.

**People want to do business with
someone that they KNOW, LIKE,
TRUST, and are in FLOW with.**



DO THEY LIKE YOU?

- Build Rapport with FORD
 - Family
 - Occupation
 - Recreation
 - Dreams
- Our approach: ASK FORD —Find Opportunities to ADD VALUE
- DISC

Source: Larry Kendall - Ninja Selling



The Dailey Group.com



CAN THEY TRUST YOU?

- Character
- Competency
- Capacity —do you have time for me?
- Consistency



ARE YOU IN FLOW?

- Real Estate is a contact sport
- See people every day
- Systematize



ReadyToBuySmart.com

www.ReadytoBuySmart.com



ReadyToBuySmart.com

Are you ready to Buy SMART?

We are so honored to have the opportunity to talk with you! Please fill out our profile so we can be educated on how to best serve you.

Basic Information

Name

First

Last

Who referred you to The Dailey Group? What made you choose to contact us about buying?

Which team member have you been in contact with?

Seth Dailey



What makes you want to buy a home right now?



ReadyToBuySmart.com

What are the top three things you are looking for in the real estate team that you hire?

General Information

Tell us a little about yourself.

Current Address

Street Address

Address Line 2

City

State / Province / Region

Postal / Zip Code

Country

Preferred Email

Preferred Phone Number

 - -

####

Birthday (MM/DD)



ReadyToBuySmart.com

If we asked your best friend to describe you, which of the following statements would they choose?

Spouse/Partner's Name (if applicable)

First

Last

Spouse/Partner's Preferred Email

Spouse/Partner's Preferred Phone Number

 - -

####

Spouse/Partner's Birthday (MM/DD)

If we asked you to describe your spouse/partner's which of the following statements would you choose?

Who should we use as our main contact?

What are the best days and times for you to look at properties?



ReadyToBuySmart.com

Your New Home

Now that we know you a little better, tell us what you are looking for in a home.

of Bedrooms

of Full Bathrooms

of Half Bathrooms

Yard Size (in acres)

Square Feet

Now, please describe your ideal home (floor plan, decor, yard, style, features) and anything else that is important to you.

What specific neighborhoods, communities or areas do you have in mind? What attracts you to these areas?

The three most important factors when buying a home are location, size, and condition. What do you think will be the biggest factor in your purchasing decision?

Why?



ReadyToBuySmart.com

Have you done any research on your own? What specifically? (Open houses, online browsing, etc.)

Have any specific homes caught your eye? If so, please list the properties (address or MLS #).

How can we make this process as smooth as possible for you?

Everyone knows someone that has been through the home buying process before. No doubt, every transaction is as unique as a snowflake. But knowing what you've experienced personally, what you've heard from friends, what are your biggest fears and concerns? What can you tell us that would help us make this as stress-free as possible for you?

What is your time frame for moving?

What will you do if you do not find a home within that time frame?

Have you previously owned a home or other real estate?

Do you currently own a home? If so, do you need to sell first and is it on the market?

Do you understand how the agent who helps you find and purchase your home is paid?



ReadyToBuySmart.com

Let's talk about money

Money is a big deal, especially when it comes to buying a home. After all, for most people, this is the single biggest asset they own, and the biggest debt they ever incur. Our goal is to help you get the answers you need to find the best house and to help the house fit in with the rest of your short and long range financial goals.

What is your minimum price?

\$.
Dollars Cents

What is your maximum price?

\$.
Dollars Cents

What is the absolute most you would consider spending if you found the perfect house?

\$.
Dollars Cents

Will you be making an all-cash purchase?

If no, how much money do you have set aside (for down payment and closing costs)?

\$.
Dollars Cents

Do you know how financing a home works?

What is a comfortable mortgage payment?

\$.
Dollars Cents



ReadyToBuySmart.com

What are your current housing expenses?

\$.

Dollars

Cents

Are you familiar with the tax benefits of buying a home?

Do you have financing available through work, family or other means?

If yes, please explain.

Have you spoken with a lender and been preapproved for a loan?

If yes, what is the maximum purchase price and the maximum payment you are qualified for?

\$.

Dollars

Cents

If you have not already been preapproved for a loan, would you like us to recommend a mortgage representative who will preapprove you and review exactly what is needed to get the best rate and terms?

If already approved, please list the mortgage representative's name, phone number, and email.

Do you have any additional financial questions or concerns?



ReadyToBuySmart.com

What (and who) else is important to you?

We are busy professionals and parents, and we know firsthand how complicated life can get. We'd love to know a bit more about family (pets included!) and any particular concerns you might have about navigating through a successful move with them in mind.

Please tell us your children's names and ages (if applicable) -- and pets, too!

It's time to meet our team!

Here at The Dailey Group we take a consultative approach to helping you achieve your goals. You benefit from the expertise of a team of professionals working full time on your behalf! We're excited to get to meet you in order to develop the best strategic plan for your situation.

Once we assess the information you've shared in this survey, we will assign a lead agent to work with you throughout the process of buying your new home. Our next step will be to set up a meeting at the office to discuss the best strategy to meet your goals. When would you like to meet?

What are your biggest fears or concerns regarding the home buying process?

Is there anything else you would like for us to know?



ReadyToSellSmart.com

www.ReadytoSellSmart.com



ReadyToSellSmart.com

Are you ready to Sell SMART?

We are so honored to have the opportunity to talk with you! Please fill out our profile so we can be educated on how to best serve you throughout the process of selling your home.

Basic Information

Name

First

Last

Who referred you to The Dailey Group? What made you choose to contact us about selling your home?

Which team member have you been in contact with?

Address of Property for Sale

Street Address

Address Line 2

City

State / Province / Region

Postal / Zip Code

Country



ReadyToSellSmart.com

What makes you want to sell your home right now?

What are the top three things you are looking for in the real estate team that you hire?



ReadyToSellSmart.com

Tell us about your home

You are the expert when it comes to the condition of your home. What do you love about it? It's highly probable that the same things that attracted you to it will be features that the new buyer will love as well. What are the quirks of the house? The more you share, the better we can help you market it to the fullest potential.

Type of residence

of Bedrooms

of Full Bathrooms

of Half Bathrooms

What is the name of the subdivision or neighborhood you reside in?

Check All That Apply

- | | | |
|--|--|---|
| <input type="checkbox"/> Hardwood floors | <input type="checkbox"/> New kitchen | <input type="checkbox"/> New windows |
| <input type="checkbox"/> Wall-to-wall carpet | <input type="checkbox"/> Built-ins | <input type="checkbox"/> New roof |
| <input type="checkbox"/> Central air | <input type="checkbox"/> Extra storage | <input type="checkbox"/> Fresh paint |
| <input type="checkbox"/> Window units | <input type="checkbox"/> Basement | <input type="checkbox"/> Recently renovated |
| <input type="checkbox"/> Gas cooking | <input type="checkbox"/> Attic | <input type="checkbox"/> Deck/patio |
| <input type="checkbox"/> Fireplace | <input type="checkbox"/> Outdoor space | |



ReadyToSellSmart.com

Does your home have any other notable features?

In the last five years, what upgrades or improvements have been made to your home?

If you were to stay in your home for another five years, what maintenance, improvements or projects would you need or want to make?

On a scale of 1 (worst) to 10 (best), how would you rank your home in comparison with other homes in your neighborhood?



ReadyToSellSmart.com

How can we make this process as smooth as possible for you?

Everyone has their own unique goals when it comes to selling their home. We want to make sure we clearly understand yours so that we can give you the best information to help you sell smart. If we could wave a magic wand right now, what would YOUR ideal selling process look like?

In a perfect world, how soon do you want a sign in your yard and buyers walking through your house?

Ideally, when would you like (or need) settlement to occur?

Will you need to negotiate a post-occupancy agreement?

Where are you moving to?

If you are moving out of the area, would you like us to refer you to a buyer's agent there?

Have you sold a home before?

If yes, what went well? What did not go well?



ReadyToSellSmart.com

Let's talk about money.

When it comes right down to it, every seller wants to scream, "SHOW ME THE MONEY!"

By giving us some information about the finances, we will create a personalized net sheet for you that will cover different scenarios and possibilities so that surprises are saved only for your birthday, not for the home selling process.

Do you own your home free and clear?

If no, are your payments current?

1st mortgage balance

\$.
Dollars Cents

2nd mortgage balance/home equity balance

\$.
Dollars Cents

What is your total monthly payment? (including taxes, insurance, HOA, etc.)

\$.
Dollars Cents

What do you think your home was worth at the peak of the last market?

\$.
Dollars Cents

What do you think your home is worth now?

\$.
Dollars Cents



ReadyToSellSmart.com

It's time to meet our team!

Here at The Dailey Group we take a consultative approach to helping you achieve your goals. You benefit from the expertise of a team of professionals working full time on your behalf! We're excited to get to meet you in order to develop the best strategic plan for your situation.

Once we assess the needs and goals you've shared in this survey, we will assign a lead listing agent to work with you on your home sale. Our next step will be to set up a meeting at the office to discuss the best strategy to meet your goals. When would you like to meet?

When is a convenient time for you to come in to our office for a selling strategy meeting.

What are your biggest fears or concerns regarding the home selling process?

Is there anything else you would like for us to know so that we can help you sell smart?

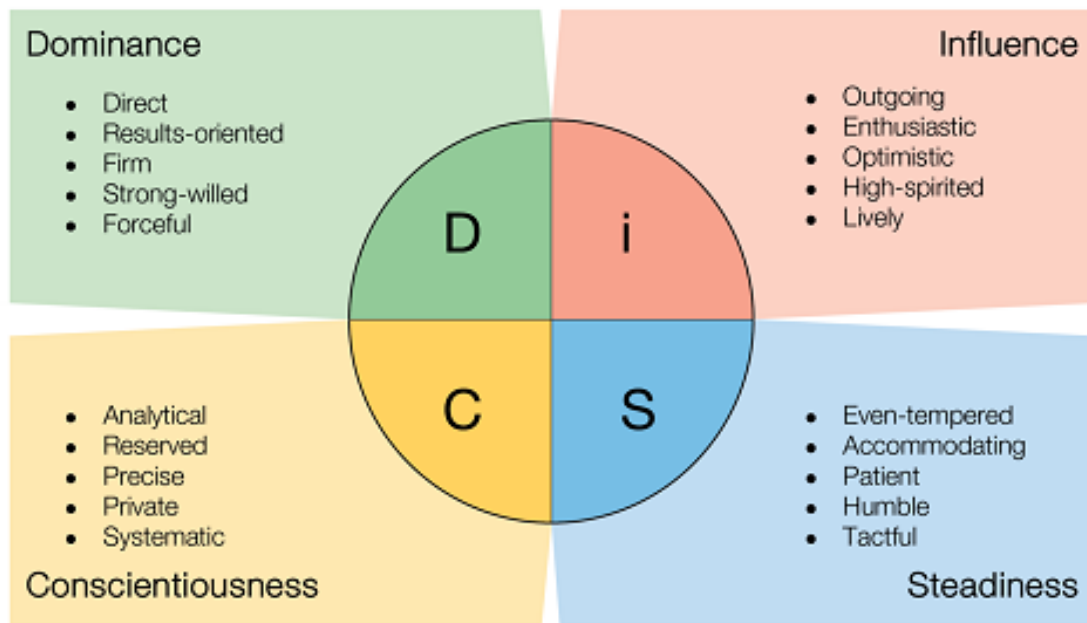


ReadyToSellSmart.com

We have an agenda for our first meeting, but we want to tailor it based on your questions, concerns and past experiences with real estate.

Please rank the following items from 1 (not important) to 5 (very important):

	1	2	3	4	5
What kind of financing can a buyer obtain?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
What will I walk away with after my home sells?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
How and how often will your team communicate with me?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
How will my home be marketed?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
What makes The Dailey Group different from other Realtors?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
How do I price to sell without giving it away?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Is selling REALLY my best option at this point in time?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
What are my chances of selling in this market?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5





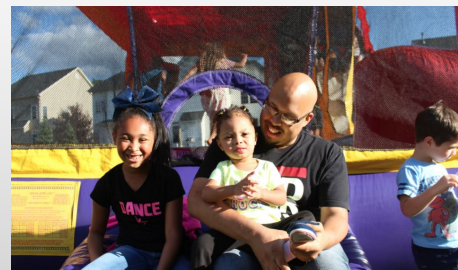
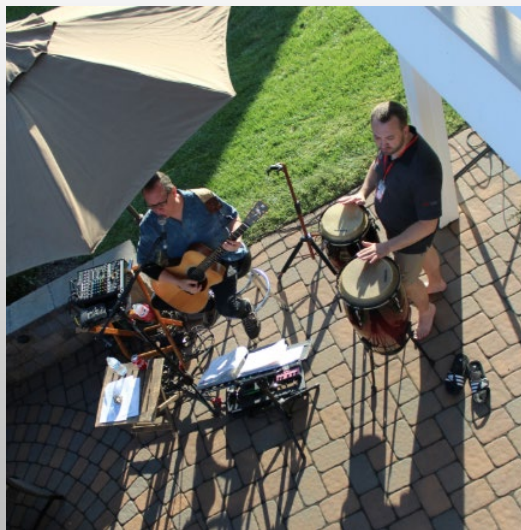
Thanksgiving Pie Party



The Dailey Group.com



Labor Day BBQ



The Dailey Group.com



Frosty Party



The Dailey Group.com



Movie Party



The Dailey Group.com



Santa Visits!



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Seller System

PROFESSIONAL PHOTOGRAPHY

The way your home is presented is critical to the amount of attention it receives.

Over 98% of homebuyers ranked photography as the most important feature on a real estate website. If buyers are not excited by the on-line images, chances are they will move on. Showcasing a home through pictures tells a story behind words. We meticulously stage, light and strategize photography of the highest caliber by the area's best professionals.

Great images have six factors that are considered...art direction, staging, shooting at the right angles, scouting before a shoot, creating perfect composition and post production editing. Our goal is to create excitement, interest and showing activity!

www.thedaileygroupsells.com





YOUR EMAIL WAS OPENED

The Daileys

opened your email

Alyce Dailey Invite to August 16 Happy Hour

TRACK IT 

Email sent August 15, 2017 at 07:31:42.

Email opened August 15, 2017 at 07:48:48.



The Dailey Group.com



YOUR VIDEO WAS PLAYED

bethlacey@thedaileygroup.com

played your video

Mobile Upload Video

in your email

Video: Mobile Upload Video

TRACK IT 

Email sent August 15, 2017 at 04:28:11.

Video played August 15, 2017 at 05:00:04.



[Click to play this video.](#)

Hope you can **join** us **TONIGHT**, 5-7 PM, at Red Brick Station!

Appetizers and first drink on us! [Click here for details](#) on our Facebook event page. See you soon!

Thank you for your support and continued referrals!
Alyce and Seth



BoomTown!

<div> NEW QUALIFY HOT NURTURE WATCH ALL ACTIVE </div>									
Lead Type	Category	First Name location	Last Name phone number	Actions	status Calls Made last call	status Emails Sent last email		To-Do due date	
SELLER	WATCH	Julie C location unknown		Actions ▾	✗ 2 calls 269 days ago	OK 42 emails 38 days ago	💧	None set to-do	
		Manny Lovgren Elizabeth City, NC		Actions ▾	OK 2 calls 137 days ago	OK 10 emails 33 days ago	💧	None set to-do	
BUYER/ SELLER	QUALIFY	Ramy Maybin ashville, nc		Actions ▾	OK 5 calls 70 days ago	OK 21 emails 175 days ago	🔴	None set to-do	
BUYER	WATCH	Allyson Casby Sterling, VA		Actions ▾	✗ 1 call 86 days ago	OK 10 emails 6 days ago	🟢	None set to-do	
BUYER	QUALIFY	Steve Lancour Gardiner, ME		Actions ▾	📞 0 calls -NA-	OK 5 emails 31 days ago	🔴	None set to-do	
BUYER	WATCH	Ron Randolph Dunedin, FL		Actions ▾	OK 4 calls 4 days ago	OK 19 emails 12 days ago	🔴	Follow-up Aug 15	
BUYER	WATCH	Heather Galloway Mount Pleasant, SC		Actions ▾	✗ 1 call 501 days ago	OK 32 emails 38 days ago	💧	None set to-do	
BUYER	WATCH	Iori walker location unknown		Actions ▾	OK 9 calls 31 days ago	OK 51 emails 4 days ago	🔴	None set to-do	

Workplace by Facebook



Software that gets better the more people use it

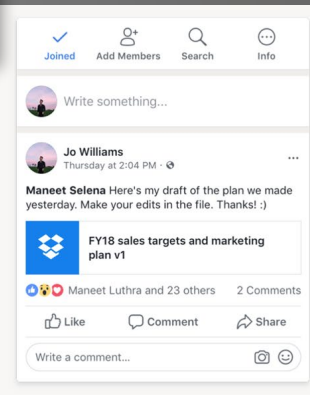
Most collaboration software becomes harder to use the more popular it gets - like trying to have a quiet conversation in a crowded bar. Workplace combines the real-time urgency of instant messaging with more deliberate discussions in groups. So it doesn't break under the strain of global scale.

- Get real-time responses in Workplace Chat
- Use project groups for more considered conversations
- Machine learning means Workplace gets smarter and more relevant over time

Engage employees to drive culture

Great organizations focus on their people, not technology. That's why Workplace promotes openness, feedback and diversity to engage employees and drive cultural change.

- Run polls in Groups to get a quick pulse on company issues
- Use Workplace Chat bots to make payroll, benefits or onboarding processes quicker and easier
- Share Live Videos, webinars and articles for more efficient training
- Connect new hires to the team (and each other) using Multi-Company Groups
- Recognise employees quickly and easily in News Feed with a simple Reaction or even a GIF



Slack

The Dailey Group

Ashley

Jump to...

All Threads

Channels

bigrocks

consultations

daileyevents

everyone-except-seth

general

marketing

random

Direct Messages

Ashley (you)

alycedailey

BrianWarner

Debi Collins

Erica Nickel

Erica Nickel, BrianWarn...

katrina

katrina, sethdailey

sethdailey

Apps

bigrocks

7 | Add a topic

Thursday, November 8th

sethdailey 9:19 AM

@channel

sjanuary 9:36 AM

Prep for settlements and Wrap up the home inspection repairs for buck thorn

katrina 11:35 AM

sorry guys. coaching call this morning, working with ashley

Friday, November 9th

sjanuary 7:37 AM

Settlement for emmy Dee at 230 in Bel Air. Process Catron Contract

Ashley 9:10 AM

joined bigrocks by invitation from Erica Nickel.

Erica Nickel 9:22 AM

Transition stuff to Ashley, admin MM

Ashley 9:32 AM

Mastermind Meeting, get my arms around software/file storage

andreadb 9:34 AM

css and seller calls, cma for 2865 plainfield dr, cma for 1101 St paul, prep 5 consult binders and some additional ones for the weekend

Today

Erica Nickel 8:36 AM

Onboarding meeting with Debi, Meeting with Alyce & Corrine

andreadb 8:53 AM

CSS & seller calls, activate 5304 Leavers ct (edited)

katrina 9:46 AM

meeting with @sjanuary to go over C2C systems

+ Message bigrocks @ 😊

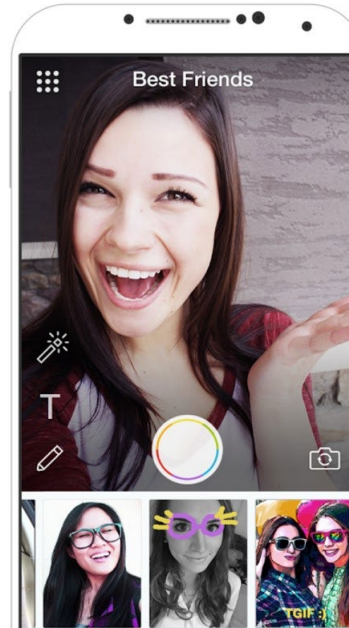


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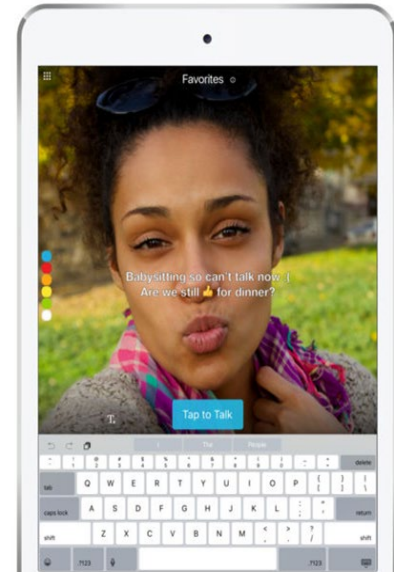
Marco Polo

PUSH TO TALK VIDEO CHAT

Just tap the button & start talking



TEXT WHEN YOU CAN'T TALK



Explore The Marketplace

Get inspired to build your business



Graphics & Design



Digital Marketing



Writing & Translation



Video & Animation



Music & Audio



Programming & Tech

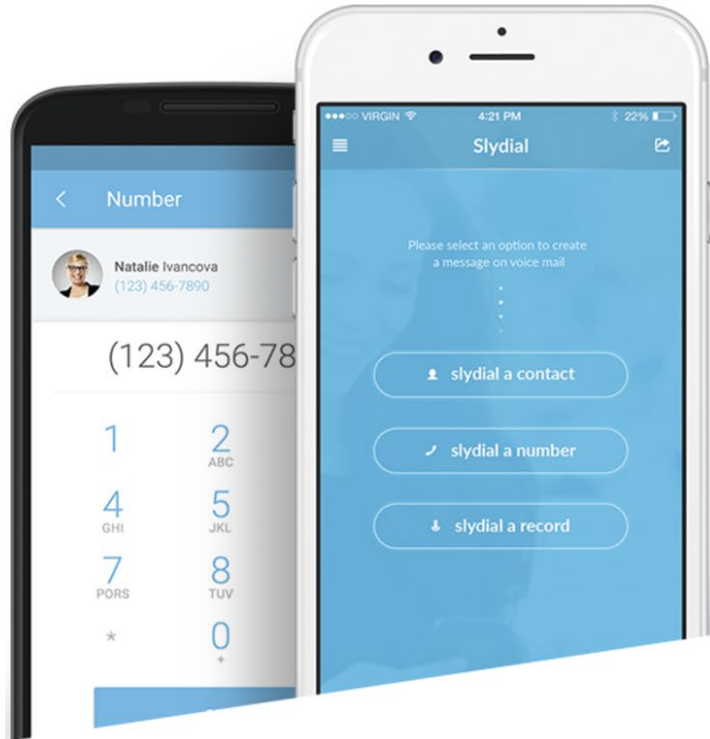


Business



Fun & Lifestyle

Slydial



Slydial direct to voicemail messaging

Slydial connects your call directly to someone's voicemail, allowing you to leave a message in their mailbox. And with its new group messaging feature, you can now send a voicemail to ten people at once!



The Dailey Group.com

WUFOO

WuFoo

Join our Mailing List

Stay up to date on the latest news and info!

Your Email Address *

Submit

Mailing List

WuFoo

Contact Form

Message *

Email Address

Submit

Contact Form

Upwork

Build a pool of trusted experts for your team



Web Developers



Mobile Developers



Designers & Creatives



Writers



Virtual Assistants



Customer Service Agents



Sales & Marketing Experts



Accountants & Consultants

Trello

The screenshot displays a Trello board titled "My test scrum board" with a dark blue header. The board is organized into eight vertical columns, each representing a stage in a Scrum process. Each column has a title, a count of cards, and a progress bar. The cards are uniform in design, featuring a title, a description, a status bar, and a "Add a card..." button at the bottom.

- Bugs (23):** Contains three cards, each with the text "This is what a printed card looks like".
- New features (36):** Contains four cards, each with the text "This is what a printed card looks like".
- Nice to have (23):** Contains three cards, each with the text "This is what a printed card looks like".
- Never going to happen (36):** Contains four cards, each with the text "This is what a printed card looks like".
- Incoming (23):** Contains three cards, each with the text "This is what a printed card looks like".
- Work in progress (23):** Contains three cards, each with the text "This is what a printed card looks like".
- Done (5):** Contains one card with the text "This is what a printed card looks like".
- Done (5):** Contains one card with the text "This is what a printed card looks like".

Each card also includes a small status bar with a green, yellow, and red segment, and a "Add a card..." button at the bottom. The board is set to "Private" and includes a "Help" link in the top right corner.

Acuity / Calendly / Doodle

Acuity Scheduling isn't just a scheduling tool—it's a full-blown, beautiful, incredibly user-friendly system for running your business end-to-end



Easily share

your calendar via Facebook, Twitter, Google+ or email



Customize everything

to match the existing look & feel of your business



Feel confident

knowing client information is 100% private, in accordance with HIPAA



Embed your calendar

right on your website for a seamless booking experience



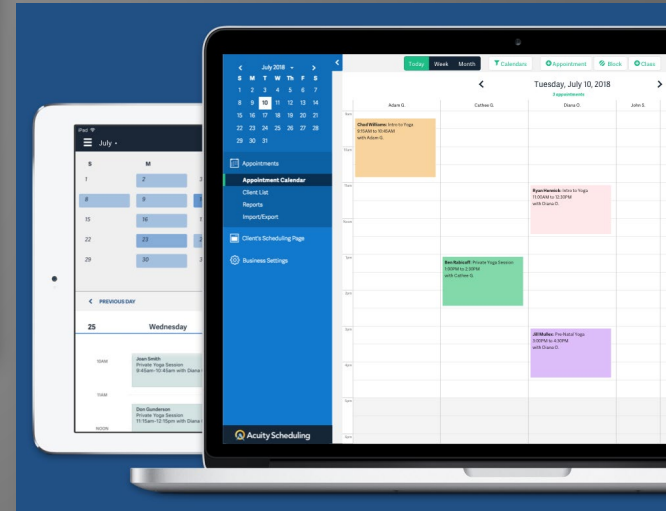
Sell gift certificates & subscriptions

set up packages, memberships, and even give group classes



See a snapshot of your revenue

paid & unpaid appointments, and a list of any no-shows



The Dailey Group.com

Zoom

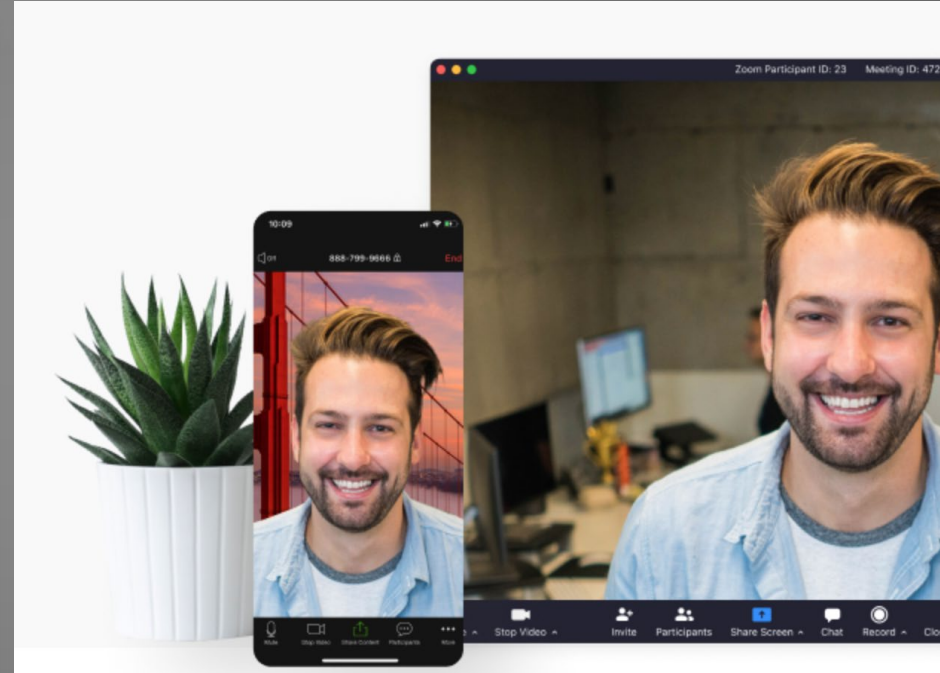
Modernize your meeting solution

Zoom Meetings for desktop and mobile provides the tools to make every meeting a great one.

- Focus on your meeting – click record to leave the note taking to Zoom's auto-generated, searchable transcripts
- Share and play videos with full audio and video transmit without uploading the content
- Look meeting-ready with Virtual Backgrounds and Touch Up My Appearance

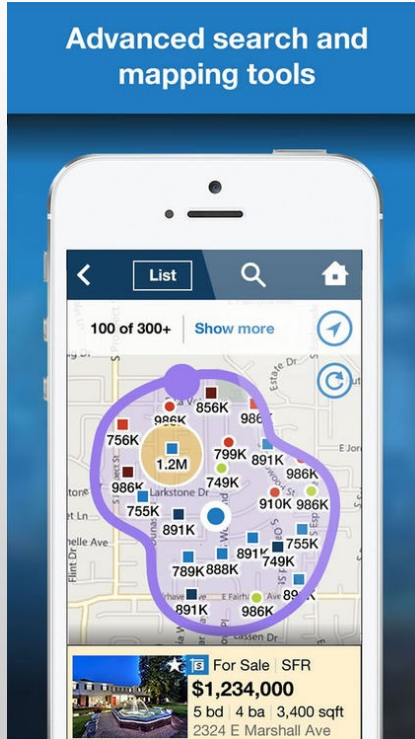
Download Zoom Mobile Apps for [iPhone](#) or [Android](#)


Download [Zoom Client for Meetings](#)





NARRPR

Advanced search and mapping tools



 **RPR**®
REALTORS
PROPERTY
RESOURCE

Welcome Tamara • Commercial • Data Tools • Admin • Help • Sign out

Home | **Results** | Details | Reports |  | 

1

List View | Map View

Search Results for: Colorado Springs, CO 80919

6 schools

Show: 10 results | Sort list by: Proximity

Filter these results

Clear Apply

School Type

☒ Elementary

☒ Middle

☒ High

Filter by School Name

Enter school name

Clear Apply

Trailblazer Elementary School

Type: Public

Grades Served: PK-5

School District: Colorado Springs School District 11

Address: 2015 Wickes Rd, Colorado Springs, CO 80919

Phone: (719) 328-6300

Test scores | Get Report | Nearby properties for sale

8
out of 10

Chilpeta Elementary School

Type: Public

Grades Served: PK-5

School District: Colorado Springs School District 11

Address: 2340 Ramagate Terrace, Colorado Springs, CO 80919

Phone: (719) 328-5500

Test scores | Get Report | Nearby properties for sale

10
out of 10

Eagleview Middle School

Type: Public

Grades Served: 6-8

School District: Academy School District No. 20 In The County Of El Paso An

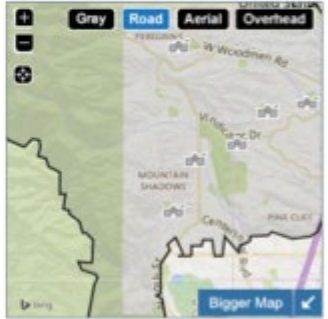
Address: 1325 Vindicator Dr, Colorado Springs, CO 80919

Phone: (719) 234-3460

Test scores | Get Report | Nearby properties for sale

7
out of 10

MAPS

 Gray Road Aerial Overhead

HEATMAPS

Heatmaps graphically represent data by using a color scheme to indicate variation in data values.

Select an indicator to display:

None

HOW THIS NEIGHBORHOOD COMPARES

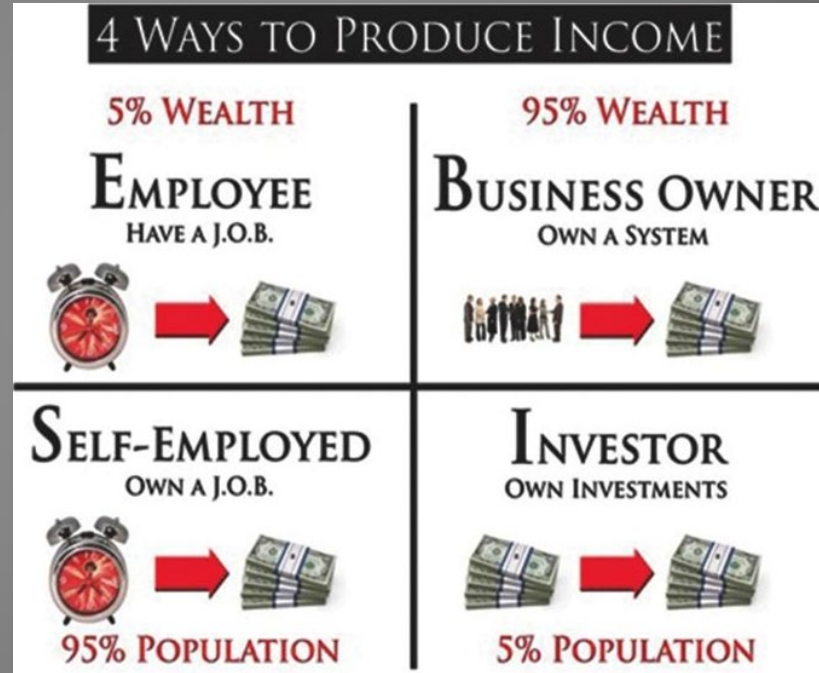
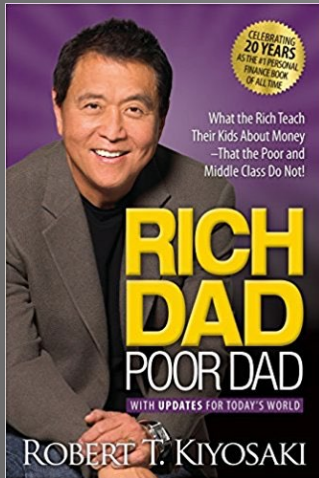
Colorado Springs, CO 80919



The Dailey Group.com

Rich Dad / Poor Dad

“Cash Flow Quadrant”



**Most: Run it like a Job, Treat it like a
Business**

**You: Run it like a Business, Treat
it like a Job.**

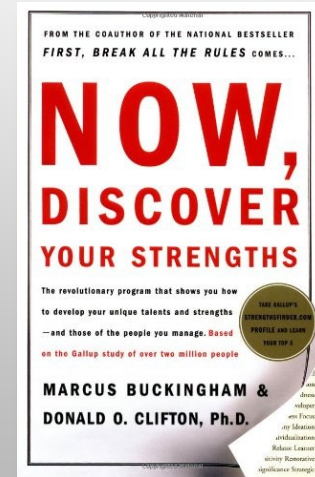




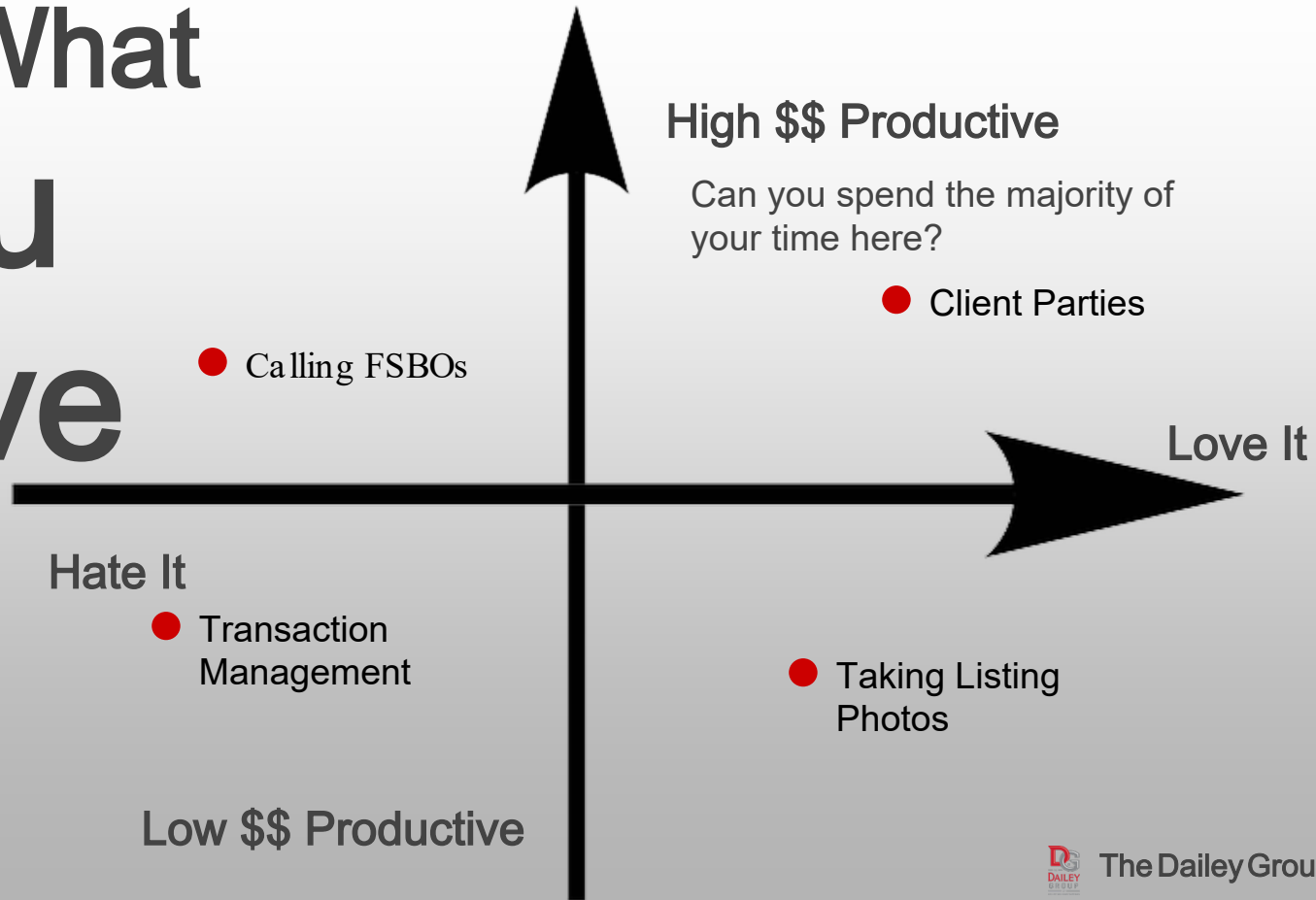
Do What You Love and Are “Wired” To Do

Behavior/ Personality Inventories

- DISC
- Myers Briggs
- KPA
- Calliper
- Strengthsfinder
- Howtofascinate.com

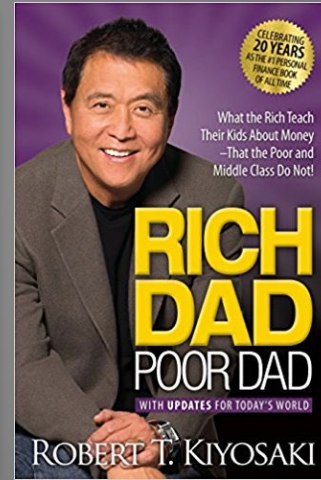
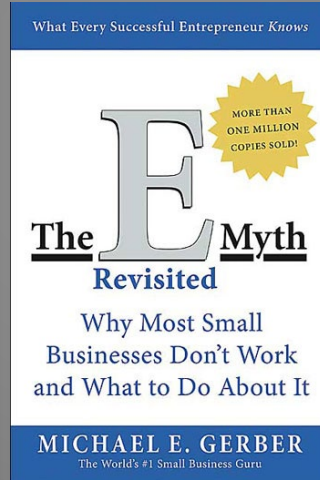
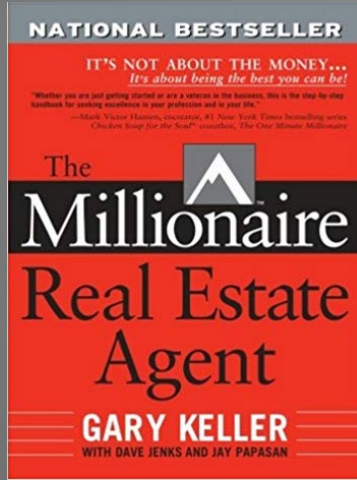


Do What You Love



Mindset: 3 Books to Read

Business Building Mindset

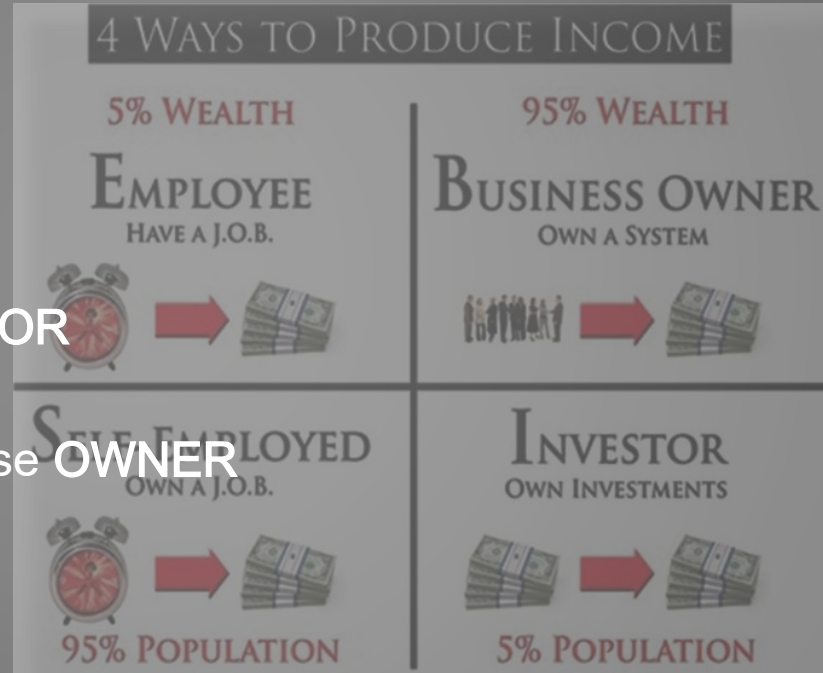


Owner vs. Operator

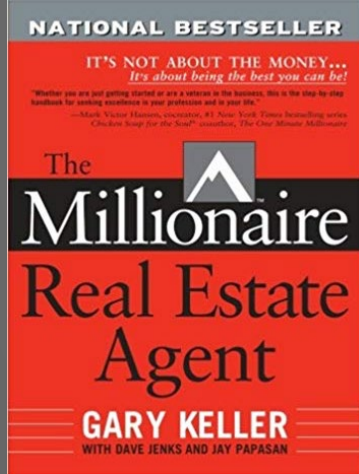
We Get Paid As Both:

The Business **OWNER**
and the Business **OPERATOR**

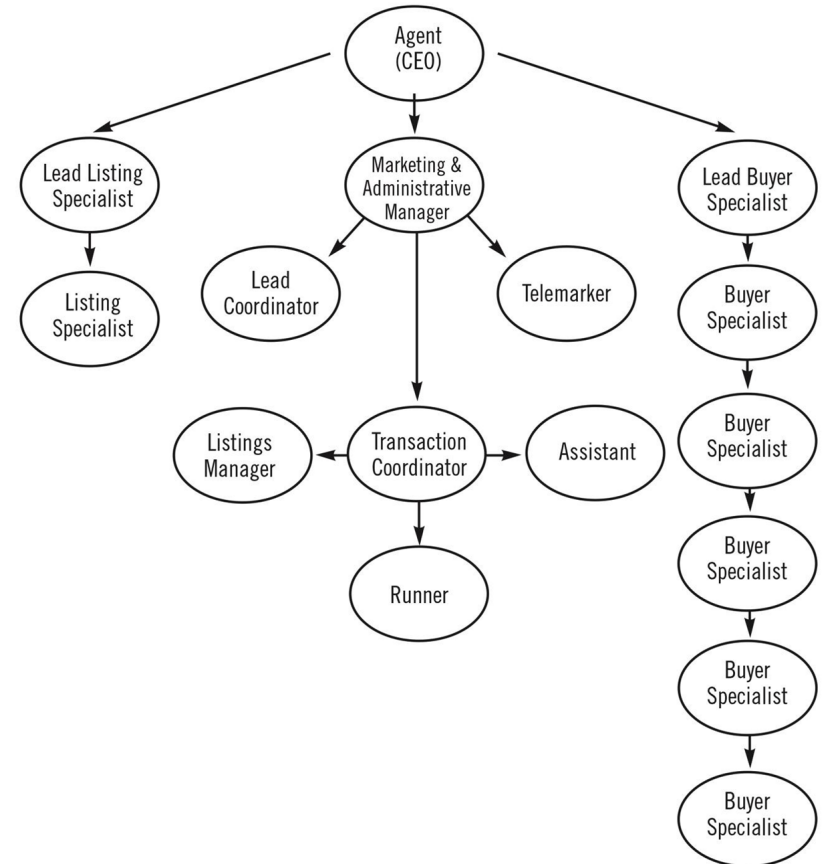
The goal is to constantly increase **OWNER**
income



Here's What A Business Looks Like



THE ORGANIZATIONAL MODEL OF THE MILLIONAIRE REAL ESTATE AGENT

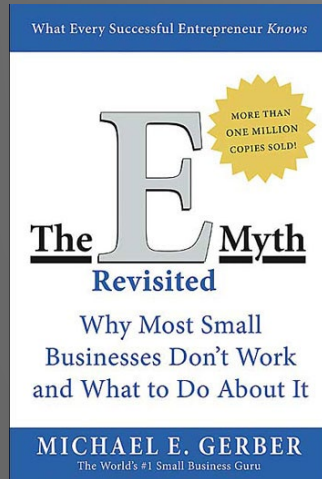


Source: The Millionaire Real Estate Agent, pg. 197, Figure 42

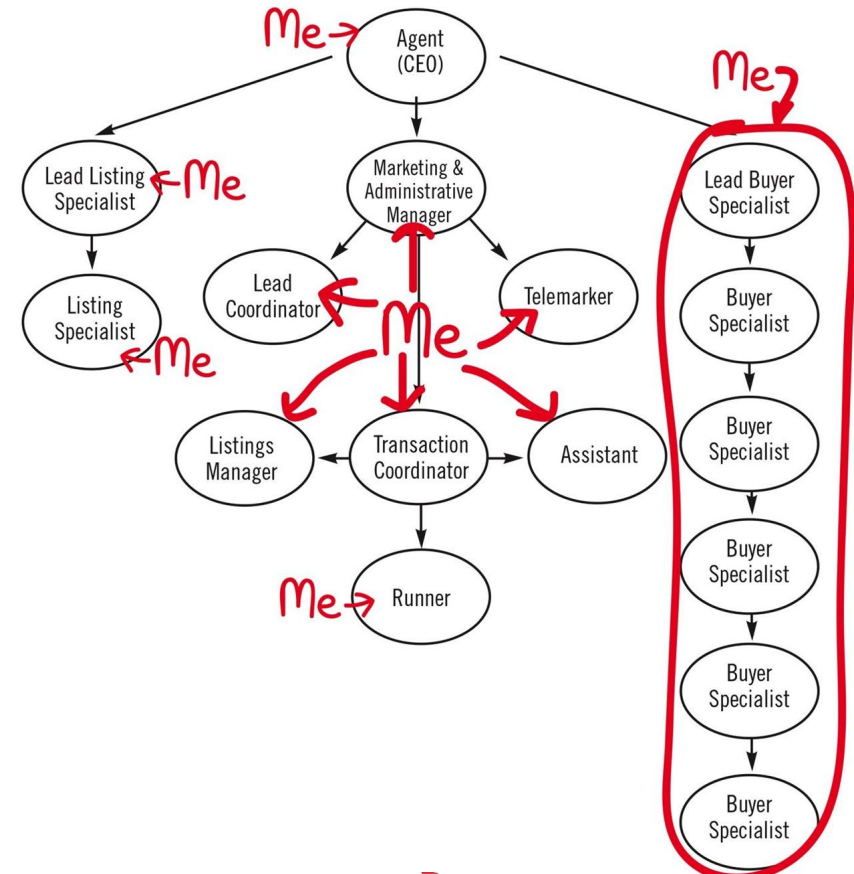


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Here's What it Looks Like at first!



THE ORGANIZATIONAL MODEL OF THE MILLIONAIRE REAL ESTATE AGENT



Source: The Millionaire Real Estate Agent, pg. 197, Figure 42



The Dailey Group.com



Q & A

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