



WE ARE CRS

SELL-A-BRATION 2019



FEBRUARY 1-2, 2019 • CAESARS PALACE, LAS VEGAS



Meet Seth

Seth Dailey is both a successful REALTOR and an entrepreneurial leader. He operates the Baltimore-based brokerage Keller Williams Gateway with and leads The Dailey Group, which he founded in 2005 with his wife, Alyce. He is passionate about empowering both agents and future leaders to make smart financial moves.

Media

Website: www.TheDaileyGroup.com

Facebook: Facebook.com/TheDaileyGroup

Linkedin: Linkedin.com/company/the-dailey-group-of-keller-Williamsrealty



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.

Media

Website: www.TheDaileyGroup.com

Facebook: Facebook.com/TheDaileyGroup

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Agenda

1. Perspectives for building your team
2. Critical Hire: The Executive Assistant
3. Specialty Roles
 - a. Showing Specialist
 - b. Inside Sales Agent/ Telemarketing (ISA)
 - c. Admin Support (Runner, Intern/VA)



Perspectives for Building your Team

1. Becoming a business owner requires skill and habit development
2. Follow the 80/20 rule AND do what you love
 - a. Know yourself/Know your team
 - b. Play to your strengths
3. The cost of administrative help: Expense vs. Investment
 - a. Buying your time back
 - b. Learn to hear the language of talent
 - c. Build a bench and recruit by Referral

“No Team,
No Dream

Team Building Mindset



Employee
5% of Wealth



Business Owner
95% of Wealth



4 Ways of
Producing
Wealth

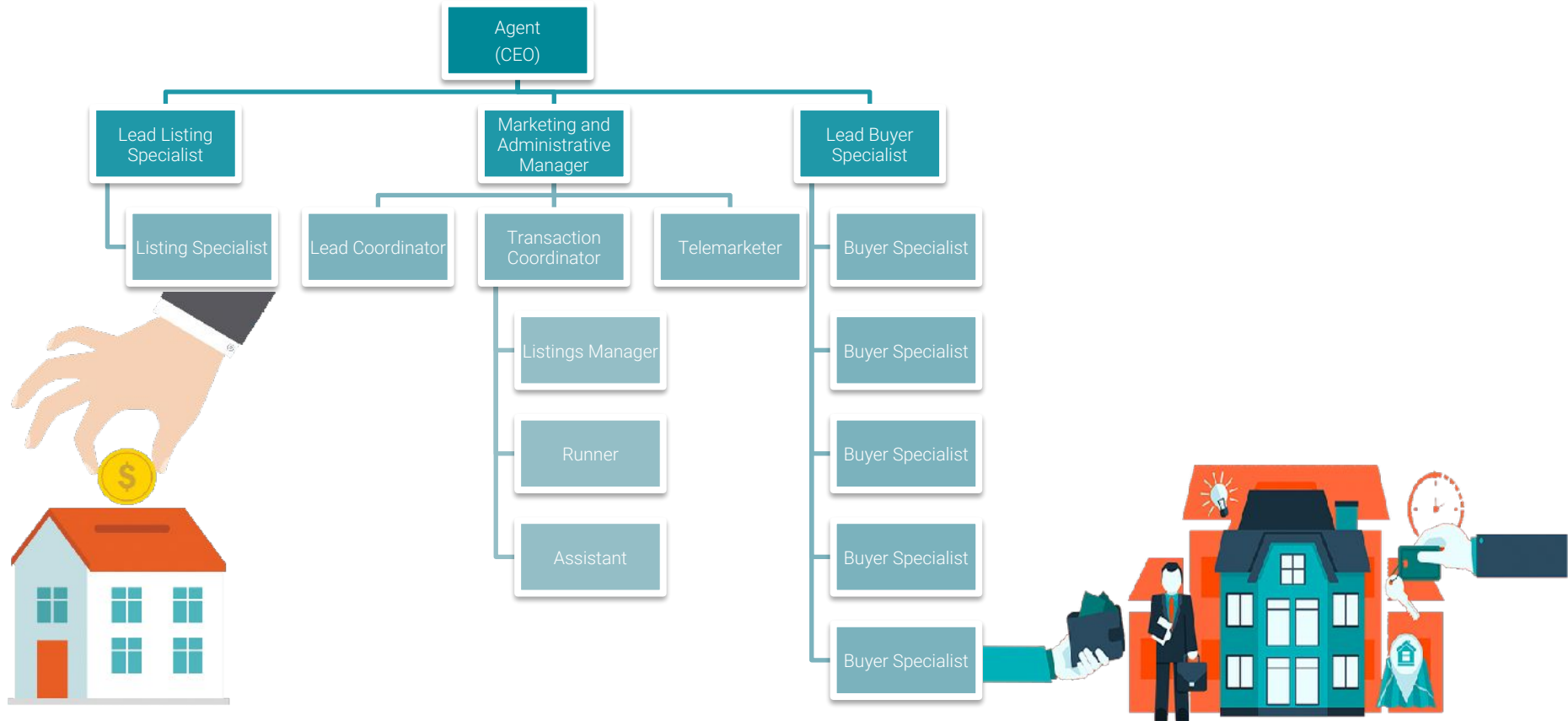


Self Employed
95% Population

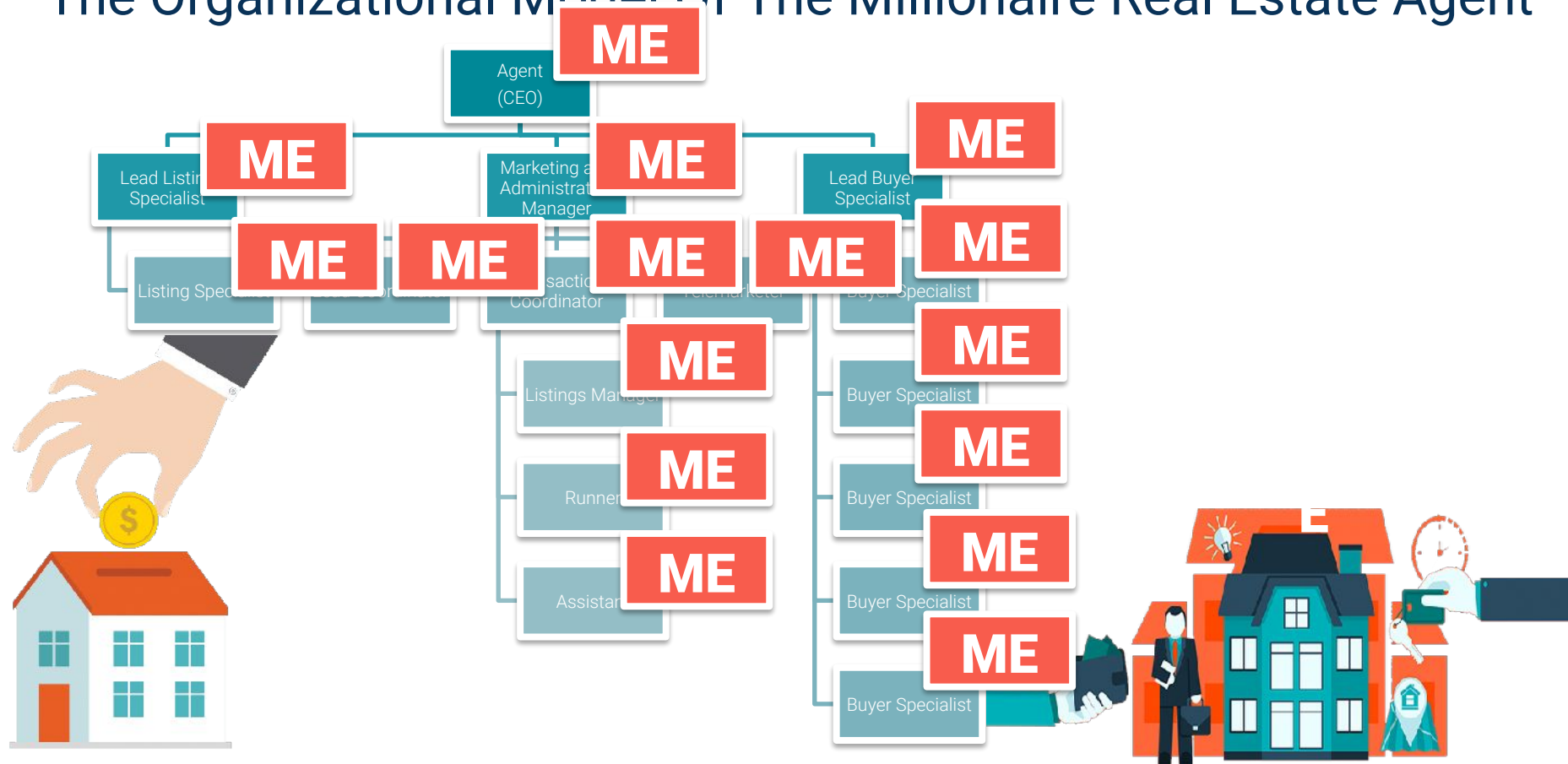


Investor
5% of the Population

The Organizational Model Of The Millionaire Real Estate Agent



The Organizational Model Of The Millionaire Real Estate Agent



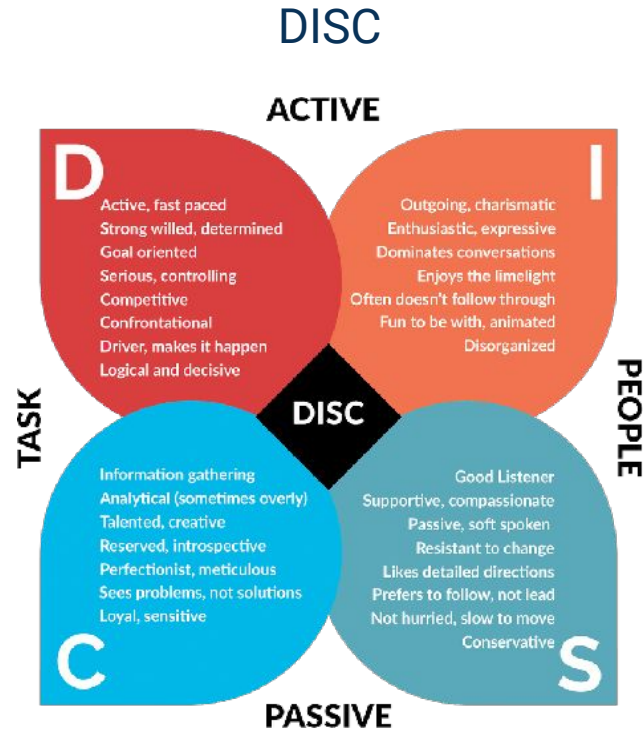
Dollar-producing
Activities!
Be the Surgeon!



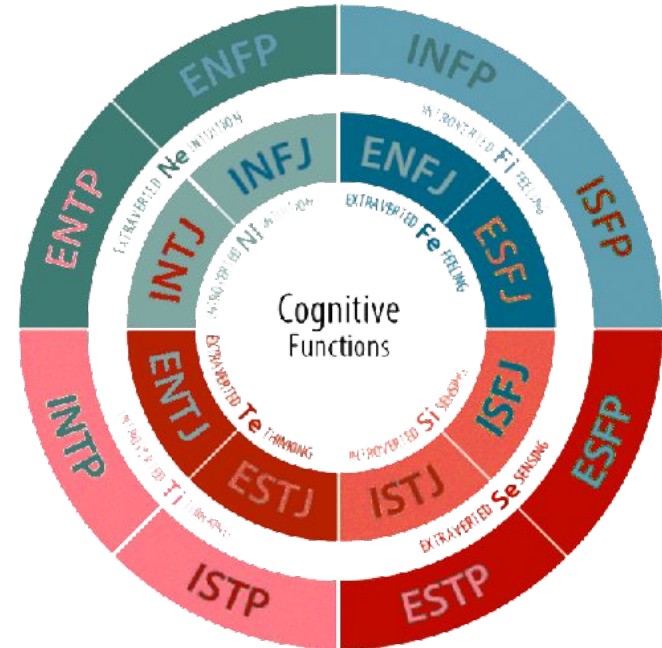
**Let's calculate your
dollar per hour**

Do What You Love AND What You're Wired to Do

Behavior/Personality Inventories



Myers Briggs



High \$\$ Productive



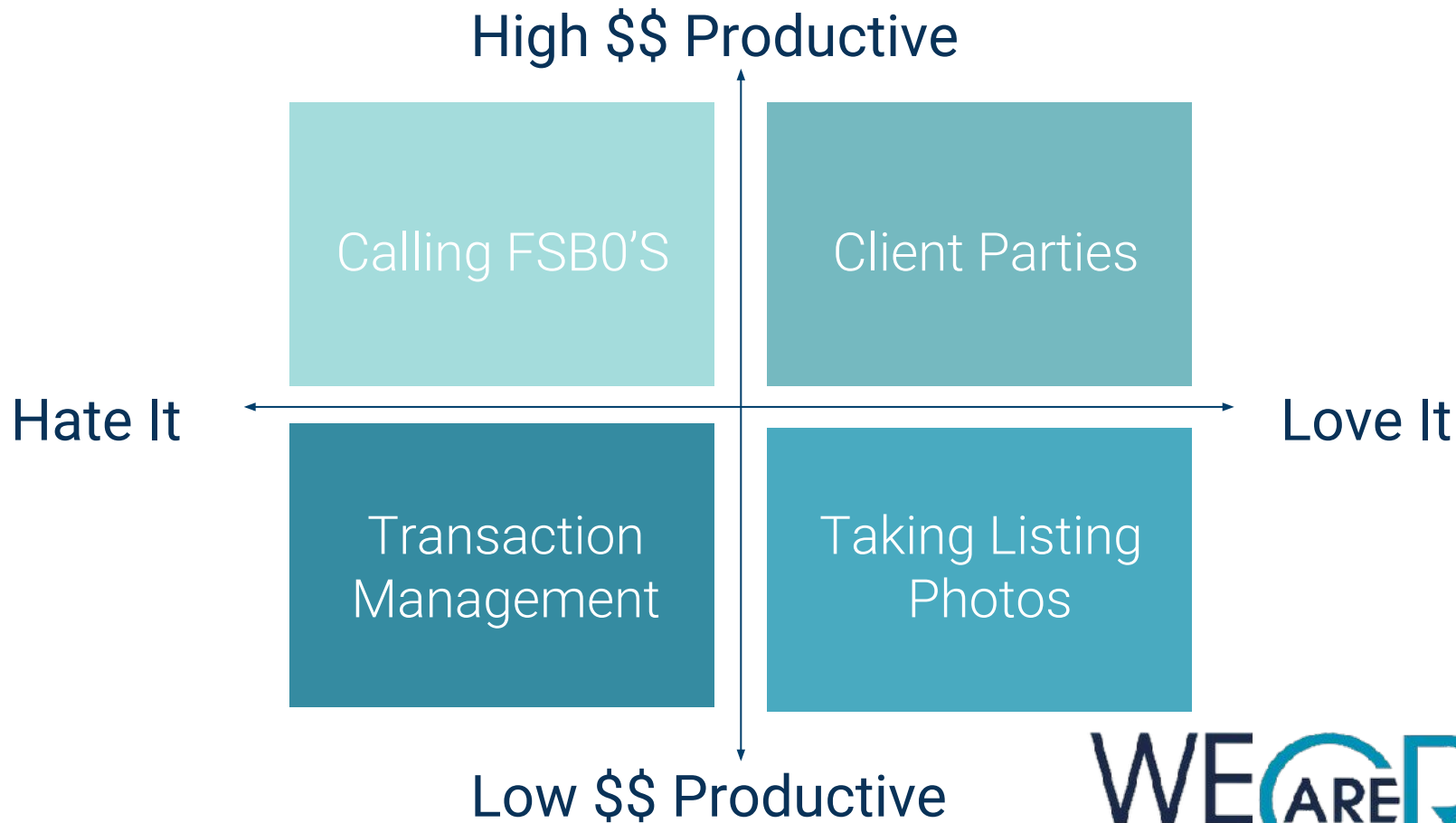
Low \$\$ Productive

High \$\$ Productive

Hate It

Love It

Low \$\$ Productive



Can You Afford Administrative Help?



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The Cost of Hiring Support

1. It is an INVESTMENT, not an EXPENSE
2. 3 Months reserves for the position; then lead with revenue
3. Source of the budget:
 - a. Admin Expenses (12-15%)
 - b. Lead Gen Expenses (10%)
 - c. Buying back our time (owner profit)
4. Good vs. Great: often \$1,000 a month
5. 1099 vs. W-2 Benefits



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The Cost of Hiring Support



Four Compensation Questions

- What is your “pay the bills” number?
- What is your “sometimes” number?
- What is your success “good life” number?
- What is your dream number?

Identifying Talent

Non-talent:

Doesn't fulfill your needs and ends up giving you back pieces of their job

Talent:

Shares your goals and fulfills your needs as a natural byproduct of fulfilling their own

Non-talent:

Doesn't know what they want and isn't searching

Talent:

Knows exactly what they want or is actively searching to know



Non-talent

Requires you to
push them



Talent

Pushes you
constantly





Non-talent

May not know where the existing bar is set or even that bar you're talking about



Non-talent

Talks about anything, and when they emulate the talk of talent, it is just rhetoric



Talent

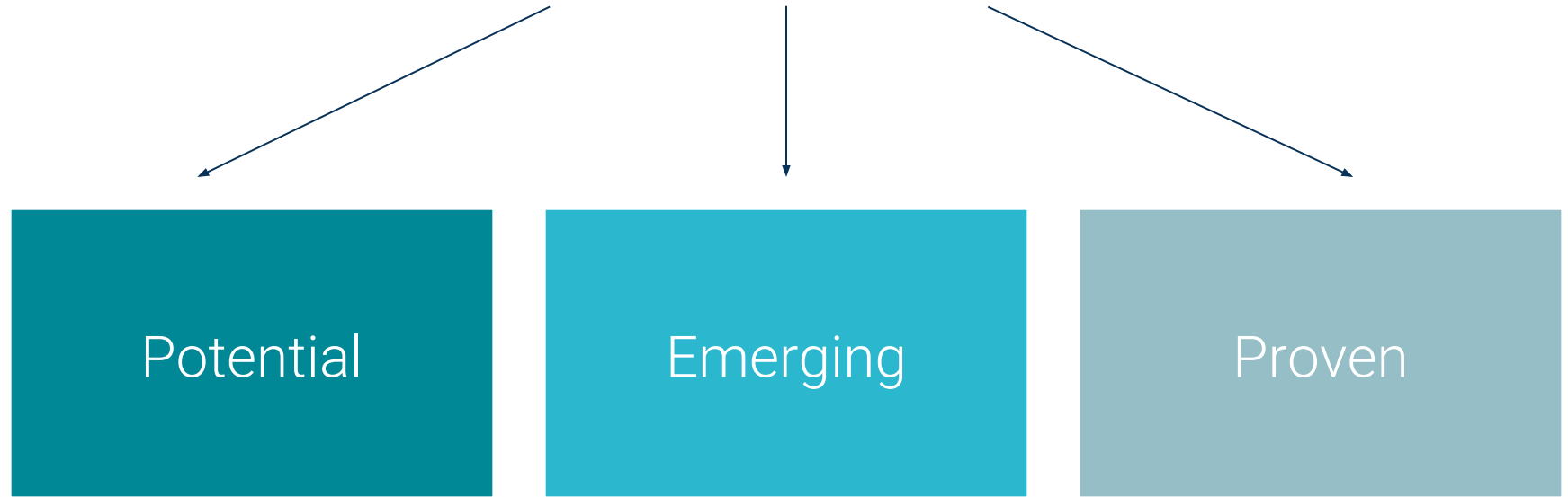
Is continually raising the bar and wants to be associated with talent



Talent

Usually focuses their talk on the language of challenge & achievement

3 Types of Talent





1. Talent will leave you when they feel you are no longer the vehicle of their success
2. Things to Identify:
 - If ___ accomplishes his/her goals, will the team accomplish ours?
 - Will this person be WILDLY SUCCESSFUL next year WITH or WITHOUT me?

The Many Hats of Admin Support



Marketing Manager

- Manage client database program & system
- Track and coordinate all inbound leads
- Create and prepare all buyer and seller consultation packages, listings and open house flyers, graphics, and signage
- Manage and update agent website(s), blog(s) and online listings, manage social media, obtain client testimonials for websites, social media and other marketing materials, email and video strategies
- Coordinate all client and vendor appreciation events.



Admin Manager

- Create and manage systems for sellers, buyers, client database management, lead gen tracking, lead follow-up and office admin
- Maintain agent financials and coordinate business related supplies and materials
- Create and update an operations manual including job descriptions and employee contracts for future hires
- Hold agents accountable for conducting lead gen activities
- Ensure that agent activities are limited to listing properties, showing properties, negotiating contracts and lead gen.



Listing Manager

- Oversee all aspects of seller transactions
- Prepare all listing materials: pre-listing presentation, Listing Agreement, sellers' disclosures, comparative market analysis, pull online property profile, research old multiple listing service (MLS)) listings, etc.
- Consult & coordinate with sellers all property photos, staging, repairs, cleaning, signage, lockbox, access requirements & marketing activities
- Obtain all necessary signatures on listing agreement, disclosures and other necessary documentation
- Coordination showings & obtain feedback. Provide proactive weekly feedback to sellers regarding all showings and marketing activities
- Coordinate showings & feedback. Provide weekly feedback to sellers regarding showings and marketing
- Coordinate public open houses and broker open houses. Input listing information into MLS and marketing websites and update as needed
- Submit all necessary documentation to office broker for file compliance



Transaction Manager

- Oversee all aspects of buyer and seller transactions from executed purchase agreement to closing
- Coordinate title/escrow, mortgage loan and appraisal processes.
- Coordinate inspections, assist in negotiations regarding repairs, and coordinate completion of repairs
- Regularly update & maintain communication with clients, agents, title officer, lender, etc. Coordinate moving/possession schedules.
- Schedule, coordinate and attend closing process
- Submit all documentation to the office broker for file compliance.
- Input all client information into client database system
- Schedule 30 day, 90 day, and 120 day client customer service follow up calls for assist for any home improvement provider recommendations and to ask for referrals



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3 Positions To Add Leverage And Leadership Responsibility

Virtual Assistant

Data input, lead tracking, routing, voicemails, schedule showings, & prep offers. ** Bridge the technology gap**

Runner

Lockboxes, brochures, checks, and misc.

Intern

Marketing, blogging, social media.

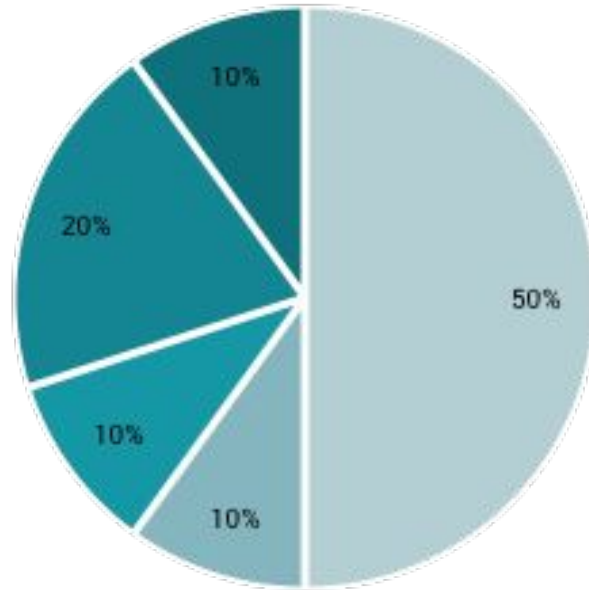
Showing Assistant/Agent

- Who (I-S or S-I).
- Compensation: 20% of commission on showing agent role.
- Could be combined with ability to generate other business from sign calls/ sphere of influence.



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Commission Breakdown for Buyer Transactions



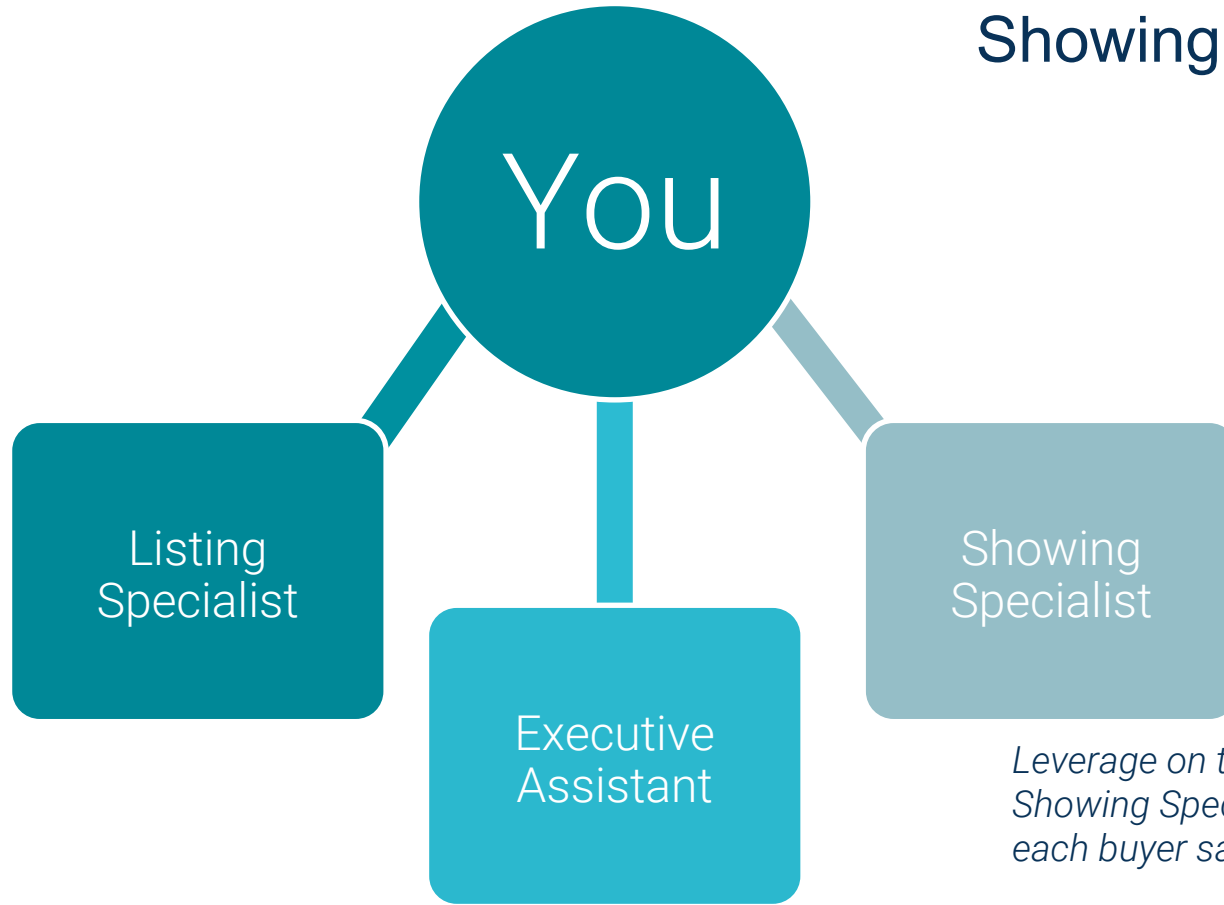
Overhead & Contracts
Showing houses

Lead Conversion
Contract Negotiations

Buyer Consultation

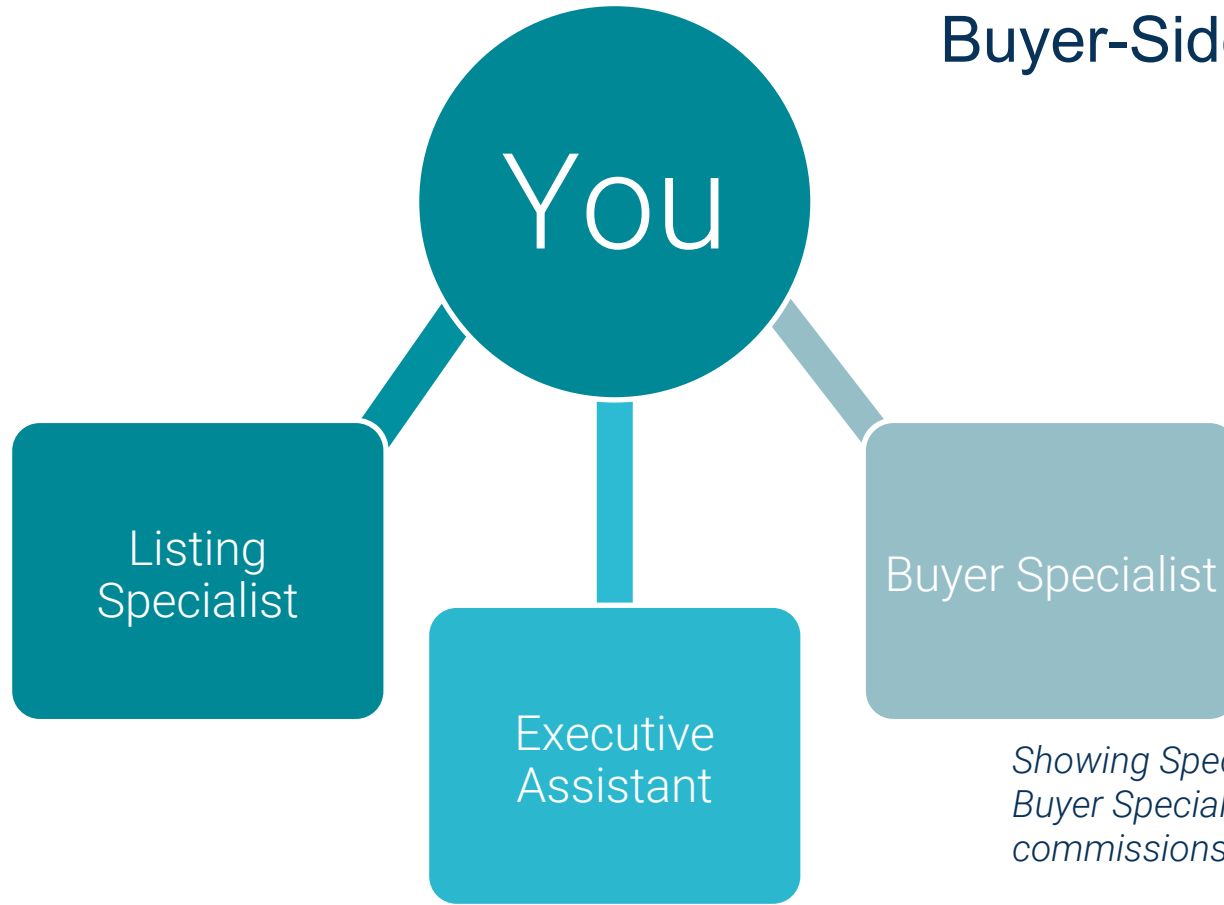
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Showing Specialist



Leverage on the buyer side begins with a Showing Specialist who earns a 20% bonus for each buyer sale.

Buyer-Side Specialist



Showing Specialist evolves into a Licensed Buyer Specialist who earns 50% of the buyer commissions.

Buyer Agent Division



Buyer Specialist earns the right to have Showing Assistants.

Earnings are split 50/30/20-50% of the commission to you, 30% of the commission to the Buyer Specialist, and a 20% Bonus to the Showing Agent.

Specialization Leads to Success

“

In other
successful companies,
one person is never expected to do
every role in the
life cycle of a deal

-Tim Heyl

Questions?

Seth and Alyce Dailey can be reached at
agent@thedaileygroup.com

For a link to the updated slide presentation, email
SAB19@thedaileygroup.com



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