

# THE DAILEY GROUP VALUE PROPOSITION

## Why work for The Dailey Group?

The Dailey Group has an inventory of desirable listings throughout the Baltimore area. These listings bring in buyer leads for you to service. Open houses on these listings bring in potential buyers.

Keller Williams provides a library of tools and training materials to which you will have access.

The cost of the systems, infrastructure, training, etc. you receive from The Dailey Group would cost you over \$100,000 and years of effort if you were to purchase/develop it on your own!

The Dailey Group loves to have fun. If you don't like to have fun, you probably don't want to work here.

The Dailey Group has systems, tools and administrative staff in place to help you focus on your 20% and still be assured that the 80% is taken care of!

The Dailey Group has built a reputation as a team of agents who are trustworthy, knowledgeable and some of the best in the business with whom to work. When you work for The Dailey Group you inherit that reputation.

The Dailey Group provides a steady stream of leads for buyers agents. You will be set up for success with lead follow-up.

The Dailey Group provides instrumental knowledge of our own failures. Everyone fails. You can learn from our past failures rather than making them on your own.

Benefit of being a Dailey Groupie	Cost	Frequency	Total Value
Reduced company split	\$12,500.00	1	\$12,500.00
Weekly coaching by award-winning agent	\$500.00	12	\$6,000.00
Listing and Marketing Assistant	\$600.00	12	\$7,200.00
Closing and Customer Care Assistant	\$300.00	24	\$7,200.00
Family Reunion Admission	\$500.00	1	\$500.00
DocuSign	\$180.00	1	\$180.00
Buyer Acquire	\$35.00	12	\$420.00
Websites/BoomTown	\$2,500.00	12	\$30,000.00
Settlement Gifts	\$30.00	24	\$720.00
Business cards	\$50.00	2	\$100.00
Database mailings	\$100.00	4	\$400.00
House Warming Parties	\$200.00	24	\$4,800.00
Client Appreciation Events	\$14,000.00	1	\$14,000.00
Access to Trademarked Marketing Pieces	\$50.00	50	\$2,500.00
Copier Expenses	\$300.00	4	\$1,200.00
Team Phone System	\$180.00	12	\$2,160.00
Care for business while on vacation	\$5,000.00	1	\$5,000.00
Buyer Leads	\$500.00	12	\$6,000.00
ISA Appointments Set	\$500.00	12	\$6,000.00
Box.com	\$45.00	12	\$540.00
Monthly KW Fees	\$50.00	12	\$600.00
Team Office Space	\$200.00	12	\$2,400.00
Graphic Designer Support	\$200.00	12	\$2,400.00
Systems			Value!!
Plans			Value!!
Checklists			Value!!
Scripts			Value!!
Leadership			Value!!
Marketing coordination			Value!!
Presentation materials			Value!!
No administrative expenses			Value!!
No marketing expenses			Value!!
Team support and encouragement			Value!!
TIME			Tremendous Value!!!
<b>To try to recreate what we provide would cost you ...</b>		<b>TOTAL</b>	<b>\$112,820.00</b>