

**Bill Hart**

TalkJet Audio Interviews

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This month's TalkJet interview is with Seth & Alyce Dailey in Baltimore, MD. These are the things I would ask for you to focus on in order to capitalize on the value of the interview.

**Seth & Alyce Dailey**

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2007	\$8,604,300	29
2008	\$8,132,000	31
2009	\$12,179,350	49

Seth & Alyce observe that their DISC (behavioral) styles are completely complementary; Seth is a High "DI" while Alyce is a High "SC". This creates a natural advantage in business, or as they put it - "one plus one equals three."

**Key Points:**

- Seth & Alyce's business is up 30% over last year, while most people are down 30%.
- "Buy. Sell. Live. SMART." This simple belief describes the Dailey's philosophy; to make sure that people are educated and informed about the market, their choices and their options. If this means that now is not the time for someone to sell, then that is their advice.
- Q: "How do you stay in touch with your people?" A: "Parties!" Seth & Alyce throw an annual party the last weekend of January - the "No Football Weekend". They refer to it as the "Frosty (the snowman) Party". There are also two movie events throughout the year - typically Disney films and "Housewarming Parties" when clients move into their new homes. Additionally, they hold "Happy Hour" events for their target market of "DINKS" (Dual Income No Kids), and specifically encourage them to invite other, similar friends to join them.

**Listen For:**

- Building relationships creates quality of life for Seth and Alyce. This is a less a business strategy than it is a choice of how to live their lives. 85-90% of their business is from direct referral, or as Alyce puts it, "I get them from my friends".
- Facebook: Seth & Alyce each have a personal page, they have a "The Dailey Group" Fan page and Alyce maintains a "365 Things To Do In Baltimore" Page.