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VOLUME 1



PARTNER SPOTLIGHT:
InSpec Property Services

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THE RILEY TEAM

Better Together

Rachel Riley Broderick of the Riley Team with RE/MAX One shares why family and business are better *together*.

Tell us about your family members who work in the business with you.

“My mom, Dawn, is a veteran agent of 20-plus years. She is the team leader and an Associate Broker with RE/MAX One. Before real estate, she worked in systems development and medicine. I got licensed at 18, with an educational background in Residential Design.”

How did the family element of your business come about?

“My parents, Dawn and Roger, got licensed while I was in high school. I was excited to join their team and was one of the youngest REALTORS® in Southern Maryland.

“Fast forward a few years to when I moved to Florida and was looking for a part-time job as the economy was recovering. I had two toddlers, so I needed a work-from-home position. My mom was looking for a Transaction Coordinator. I already knew how to read, write, and interpret contracts, manage transaction flow, and how to use MRIS. It was a full-speed-ahead-on-day-one type of job. I set us up with transaction management software, completely digital files, and a 100% digital workflow. I was the world's first virtual assistant, a decade before every team had a virtual assistant. By the time my boys were school-aged, we had moved back to Maryland, and reactivating my license was a no-brainer.”

What do you enjoy the most about working together?

“We talk every day! Having that type of communicative relationship is amazing. Also, we have a lot of fun!”

Have there been challenges that come as part of working as family members? If so, how do you work through those?

“Funneling the frank mother/daughter relationship that we have into a functional workplace environment is sometimes a challenge. We both have strong personalities, and we can say anything to each other, which is great and also a big challenge a lot of times. Also, what do you call your mom at work? Mom? Dawn? I'm still figuring it out.”

How do you handle role divisions and responsibilities at work?

“We are a proactive team, and we constantly strategize to evolve our team and our work responsibilities. The team is set up with Dawn at the top and me directly under as a co-leader, and all of the other teammates know that if Dawn isn't available, I'm the go-to.”

Do you draw a line between work and home life with your family member(s)?

Or do you find that work and family time are blended together?

“There's always the random work question or quick conversation that will pop up at a family dinner, but we have a support system that is quick to remind us that we should be clocked out.”

Do you find that you have a different leadership dynamic at home than you do with your family members at work?

“As a mother/daughter duo the dynamic is pretty set, but also, as I get older, and since we are such good friends, sometimes the lines do get blurred.”

What is the overall legacy you want to leave behind for your family?

“It's most important that my boys see that women are capable of excelling professionally. If they grow up not even questioning gender equality and workforce equality, then I have done my job. To see both your mom and your grandmother rock such a high-demand, high-stress job is foundational for them.”

For Dawn, “The legacy I want to leave

is not only a strong work ethic, but also having a set of systems that will keep my team organized and productive in the future.”

Anything else you'd like to share?

“How awesome is it to have one mentor for everything in your life? I have the best mom and the best team leader, all rolled up into one. Work problem, call Mom. Kid problem, call Mom. Can't remember the difference between Tylenol and Advil? Mom is quicker than reading through Google. Every part of me has so much of her wrapped up into it. Ending every call with ‘love you’ really helps puts work challenges into perspective. It says, ‘I know you can handle it; I'm here for you.’”