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BUILDING A PRESENCE

DAWN RILEY

PARTNER SPOTLIGHT:

John Rivers

ON THE RISE:

Michele Deckman

MAKING A DIFFERENCE:

Linda Austin

CELEBRATING LEADERS:

June Steinweg

**TOP 100
STANDINGS
BY VOLUME**

**TOP 100
STANDINGS
BY UNIT**

Photo by CM Photography

NOVEMBER 2020

▶▶ real producer
Written By Deb Nicholson
Photos By CM Photography |
Beth Graeme Photography

DAWN

RILEY

BUILDING A PRESENCE



Photo By CM Photography

Dawn Riley is a self-professed computer nerd, who combines her love of Web design with uber-talented professionals to form The Riley Team with REMAX ONE on Main Street in Prince Frederick.

Originally from Prince George's County, Dawn moved to Calvert County in 1984 and began her career path in nursing. "I had almost completed my BSN and had started doing my first hospital rotation, which included working on holidays. With

four young kids, I decided to rethink that path and switched to the technology industry and began building databases."

Soon thereafter, Dawn launched her own business called Data Systems Management, in which she built databases for hospitals and the armed forces. "I built front-end systems—essentially dashboards that were user friendly. I've always been into math and science."

In 1999, her career path took a new turn when she and her husband start flipping houses. "We bought two or three little houses, did all the work, and flipped them. After that we both decided to get our real estate licenses. I built my first real estate Website back in the early AOL days, and was honored to receive 'Rookie of the Year.' I sold off my computer business, dove into real estate full-time, and never looked back," says Dawn.

The Riley Team

Dawn is immensely proud of her team, which has grown to include eight talented team members. "I am where I am today because of the systems that I've built and the team that I've put together. It is important to me to have them stand on their own. I don't want their production."

Rachel Broderick, a REALTOR® on The Riley Team and Dawn's daughter adds, "The ability to work under my own number gives my career substance. If I was writing under Dawn's number, I'd have no resume."

Joining Rachel on the team are: Dwayne Gantt, who works with veterans; Nikki Threatt, a military spouse who can relate to all aspects of military moves; Jose Monterroza, who is fluent in Spanish; Furman Blue, Army Veteran and public-school educator; and Danielle Rowe, who also owns a daycare center. Corbett Frazier is the team's Transaction Coordinator and a graphic artist with an eye for creativity and flair. Each team member offers a unique perspective and adds a unique skill set to better serve their clients.

Most importantly, Dawn and her team follow the Golden Rule and use empathy to guide their relationships with clients. "Be a calming presence—that leads to confidence and trust. Whatever the client feels is a big deal is what matters," says Dawn. ●●●



Photo By CM Photography

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Web Works

Internet capabilities have dramatically evolved over the years, and so has Dawn's Web presence. With respect to Instagram, Dawn says, "That's all me. I have 24,000 followers—but it's not all about real estate. My IG is very visual, highlighting attractive kitchens, etc., and then at the bottom, I add, 'By the way, it's for sale.' I used to be *Dawn Riley* on Instagram but have changed it to *I Love Homes*, so I can get listings out there without spamming my followers."

Always proactive and forward-thinking, Dawn recently revamped her *Dawn Riley* Website to include content written in Spanish and pages geared toward the military. She also built a team Website that features each team member with the same consistent look. "Each has his or her own Website, but it all filters back to our main database. I want my team members to do what they do best, and I manage the backend of Website and lead generation."

Rachel adds, "With our own subpages we can link to our social media platforms and generate branded content." Dawn continues, "From my perspective, a strong brand is the core to strong marketing. We're not just marketing houses, we're also marketing The Riley Team. I want someone to see my FB, my IG, my listings and know that they're mine even without seeing my name."

Dawn is driven by her team and embraces her role as team leader. "I'm responsible for the livelihood of my team. It's important to think outside of the box and be proactive. I have 12 designations and encourage my team members to continually add to their own."

In addition to leading her team, Dawn continually finds ways to become more ecofriendly. How many people do you know of who have not pumped gas in four years? Dawn hasn't!

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Photo By Beth Graeme Photography

"Every year I choose a way to reduce my carbon footprint or save the small animals that we share this planet with. I'm proud of my Green designation, which is super important to me!"

In support of the environment, Dawn has been paperless for 12 years, hasn't used Styrofoam in four years, plastic straws in three years, or had a drink from a plastic bottle in two years. Dawn doesn't just talk the talk, she walks the environmental walk!

The More, the Merrier

Family is a source of great pride for Dawn, who enjoys spending time with her four grown children—Rachel, Jessica, Philip, and Sam—and her

growing brood of grandchildren. And sharing her love of Harry Potter with her grandkids makes her one super cool grandma. "She has a playhouse for the grandkids decorated all in Harry Potter with keys hanging from the ceiling. Everyone has a wand and a broomstick, and it's always the more, the merrier," smiles Rachel.

After more than two decades in the real estate industry, Dawn is in no rush to give up the business she loves. "There's still so much to learn, and so much to teach my team."

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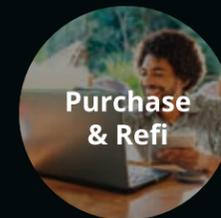


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