

**RMS**

*Elite Properties*

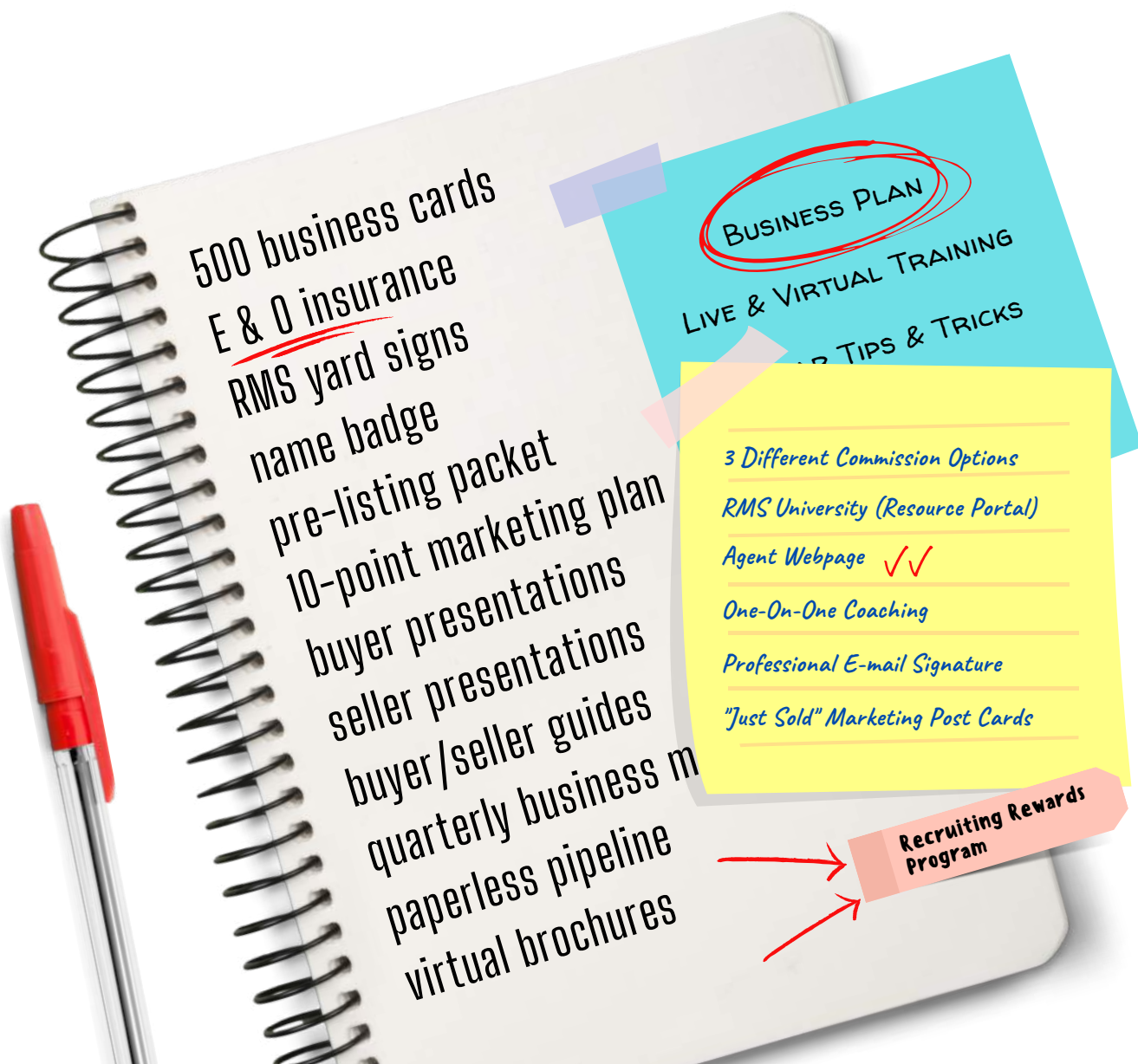
*Discover the  
Difference*

**Agent Handbook**

# Discover the Difference

Inside this Agent Handbook, you can discover how RMS is different from most brokerages in the area. As an RMS Elite Agent, you get access to a wide variety of resources and tools to enhance your skills and grow your business. We are invested in your success and want to provide you with whatever it is you might need to be successful, from one-on-one coaching to your very own agent webpage.

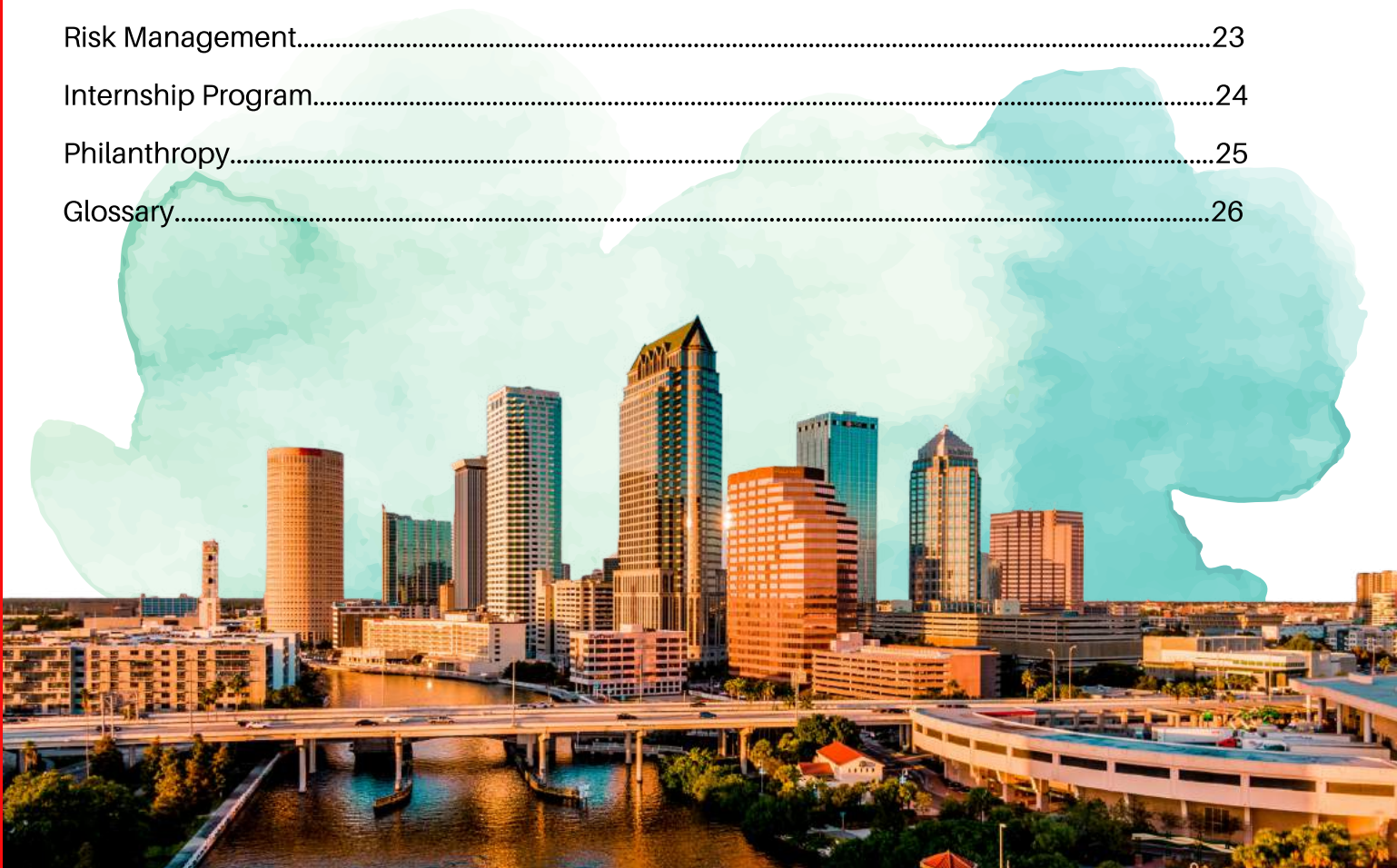
**As an RMS Elite Agent, you get:**



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# Mission & Core Values

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## Our Mission:

At RMS Elite Properties, our mission is to provide consumers with a complete, first-class real estate experience, designed to enhance their lives and satisfy their diverse goals.

## Our Core Values:

1

We strongly believe that honesty & integrity should be a way of life

2

We believe in having the "customer for life" mentality

3

We expect our staff to conduct themselves with respect & professionalism in all aspects of their work

4

We understand that a positive attitude, along with working collaboratively, will enhance all of our actions and provide everyone with an exceptional experience.



# Office Staff

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Mike D'Aloia | President and Principal Owner

Email: [daloiarms@gmail.com](mailto:daloiarms@gmail.com)

Lloyd Dreibelbis | Broker & Director of Career Development

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Cheryl D'Aloia | Director of Property Services

Office: Ext. 401 | Email: [Cheryl@RMSrents.com](mailto:Cheryl@RMSrents.com)

Doreen Akeman | Assistant Property Manager

Office: Ext. 314 | Email: [doreen27rms@gmail.com](mailto:doreen27rms@gmail.com)

Andrew Odell | Controller

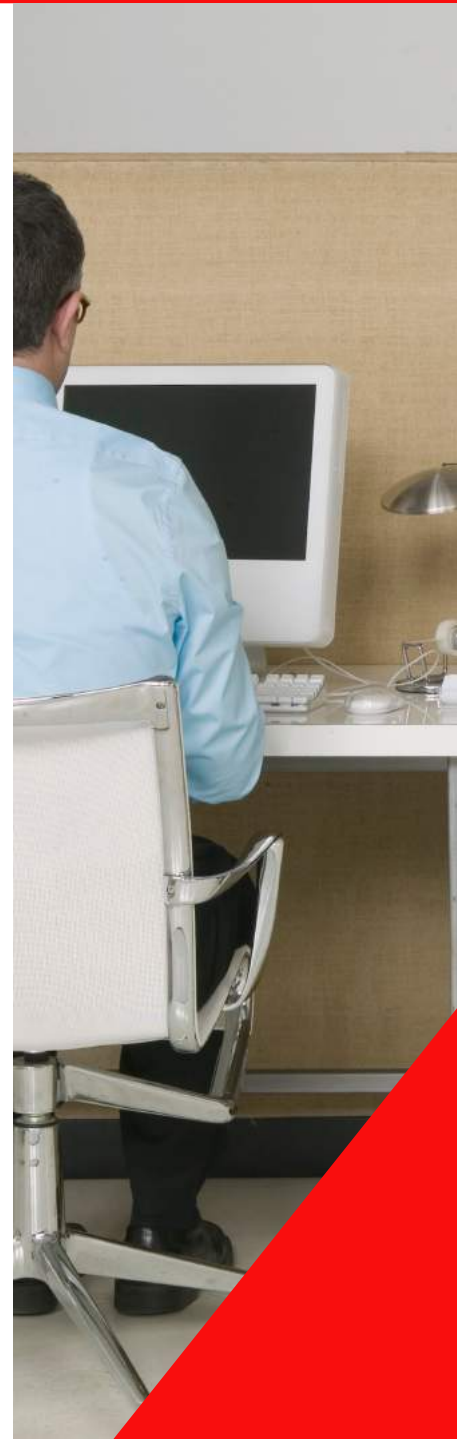
Office: Ext. 303 | Email: [rmsandrewo@gmail.com](mailto:rmsandrewo@gmail.com)

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# Elite Complete

At RMS, Elite Complete stands for our full-service brokerage that consists of residential sales, leasing and property management, commercial sales and leasing, real estate investment, and estate planning. With the addition of our partnered mortgage and title companies, RMS Elite Properties is a one-stop-shop for all your real estate needs!



# Elite Complete

## Residential Sales

Whether you're working with Buyers or Sellers, you'll have all the right tools, services & technology to provide the consumer with a truly personal, professional, Elite experience. An experience that will surely lead to repeat and referral business year after year. We believe in the Customer for Life mentality.



## Commercial Sales & Leasing

Through our network of Commercial Professionals, we specialize in all types of Commercial Property. Our services include helping the consumer through the buying process, sales process, or 1031 exchange. We're here to assist you by providing the best representation the area has to offer.



## Property Management & Leasing

As one of Tampa Bay's leading property management companies, we've been leasing to qualified tenants since 2008. Some of our agents are specially trained to become rental agents and can assist with showing properties & writing lease agreements.



# Elite Complete

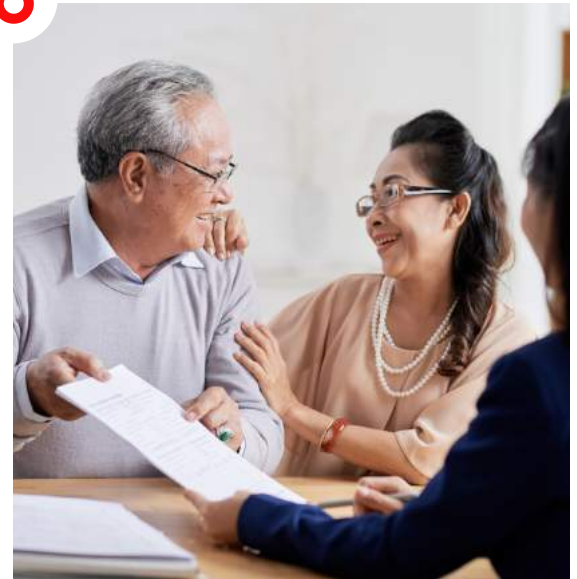
## Real Estate Investment

RMS serves every level of investor, from large institutions such as hedge funds to self-directed IRAs, individuals, and new investors just looking to get started.



## Estate Planning

Bedy Law provides comprehensive estate planning services to help our clients protect their loved ones and ensure their assets are handled according to their wishes. In addition to our estate planning services, Bedy Law provides legal counsel and guidance to executors, beneficiaries and other interested parties in the estate administration process.



## Mortgage & Title Services

Our in-house mortgage company, RMS Mortgage Services, allows us to quickly qualify home buyers and provide them with a variety of lender options. Our title partner, Cappa Title, is a full-service closing, title insurance, and escrow company that uses the latest software and internet capabilities to remain at the forefront of the title industry.





# RMS Elite Website

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You can find all kinds of information about the company at [RMSelite.com](http://RMSelite.com).

The *Company* tab on the main menu bar is where you can find the company's virtual brochure along with a list of all our active agents and staff here at RMS, agent career information, and the Internship Program with Saint Leo University.

Under the *Services* tab, you can connect with our company partners such as Cappa Title and RMS Mortgage. This is also where you can download the Property Management Brochure to provide your clients who might be interested in those services.

Navigate to either the *For Sale* or *For Rent* menu tabs to view our current listings or to search the MLS.

Other menu tabs can inform you about the *Commercial* and *Investment* divisions of the company and the final tab is the link to get you into *RMSU*, your online agent portal.



# Agent Website

As an RMS Elite Agent, you get your own **Agent Website!**



This site will contain your photo, name, title, and contact information. It will also have a list of all the properties RMS currently has for sale along with a search bar to look at homes on the MLS.

The URL is customized with your name:

RMSelite.com/your-name. Add your website link to your business cards and email signature so your contacts can quickly get in touch with you.

These websites might be the first impression you make on a new client, so we've included three flip cards that will help your prospects quickly get to know you. Choose from 6 different topics:

1. Hometown: City & State
2. Tampa Bay Resident: Since (Year)
3. Hobbies
4. Education: Institution & Degree
5. Experience: Years of Experience in a Particular Field or Previous Position
6. Area of Expertise: Commercial, Residential, Property Management, Investment, Etc

## Home Town

These get to know me cards are interactive and will "flip" over to reveal more information when someone hovers over them with their mouse



## Hobbies

What do you like to do?



## Area of Expertise

What are you good at?

# Agent Website

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Other customization options include:

- Adding up to (5) social media links
- Including a personalized quote that embodies you or the way you do business that will resonate with potential buyers/sellers
- Inserting (3) links to other content such as a company brochure, relevant buyers/seller information, or another website you might already have



In order to maintain consistency and stay on brand, individual agents can't make direct changes to their own website. Any requests must be processed through our design team. **Remember, the only things that can be changed are:**

- Your name/title
- Contact info
- Profile picture
- Quote
- (3) Flip cards
- (5) Social media links
- (3) External content links

Please contact our Director of Digital Marketing, Jacie de Bullet, to submit any changes or updates: [jaciekate10@gmail.com](mailto:jaciekate10@gmail.com).

“ Take this opportunity to distinguish yourself from other realtors with interesting or important information that potential clients will remember! ”

# RMS University

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RMS University (RMSU) is a 24/7 real estate agent portal exclusive to our agents. It is used to keep up to date with office news and announcements, review the most recent training videos from our Broker, access important resources and documents, request customized marketing materials, and more!

RMSU is broken into 6 sections:

1. Home Page
2. Career Development
3. Personalized Content
4. RMS Branded Forms
5. How-To's, FAQs, and Directory
6. Agent Shop



The **Home Page** contains a message from our Broker along with other office announcements and reminders. From the Home Page, you can quickly access other pages and links to popular topics/downloads.

On the **Career Development** page, agents can access all of the recent training videos and presentations our Broker has put together. The content is divided into Buyer, Seller, Lead Generation, and Self-Improvement.

Navigate to the **Personalized Content** page to find items you can use to enhance your personal brand. Many of these items can be customized with your name and picture to provide a more professional and personalized presentation.



# RMS University

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**RMS Branded Forms** contains our Official Logos, the Employee Handbook, our Referral Agreement, the Affiliated Business Relationship Disclosure, Paperless Pipeline documents, RMS Stationery, and MORE

The **How-To's, FAQs, and Directory** page provides the names and contact information of everyone within the company along with frequently asked questions so you can get answers right away.

If you want official RMS merchandise, the **Agent Shop** is where you can buy all sorts of branded gear, from t-shirts and polos to notepads and bags. We've partnered with Queensboro to bring you a quality selection of RMS merchandise.



**ORDER NOW**



# Agent Council

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RMS Agent Council is a collective group of agents with various levels of experience in real estate & life. Their purpose is to foster greater company unity and strength, by acting as a sounding board when considering new ideas for growth and change for the betterment of all. In addition to providing valuable feedback, Agent Council members help initiate and implement those plans, ideas, and strategies adopted by the company.

A new Council is put into place each year and will typically include previous members of the Council along with a new face or two. Being on Agent Council is strictly voluntary and members are either elected by their peers or appointed by the Broker. If you are interested in becoming a member of the Agent Council or have any questions about Agent Council, contact our Broker for more information.



# Third Thursday

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Third Thursday is our company-wide business meeting held quarterly on the Third Thursday of January, April, July, & October. Generally, these meetings take place at a remote location near the St. Pete office. You can expect to hear from our partner companies, Cappa Title and RMS Mortgage Services, at this meeting who will share valuable insight into both of their industries which could have a significant impact on your business!

Our Broker also takes this opportunity to inform our agents of any new developments going on within the company and to discuss any significant market changes that might present challenges or opportunities in the months ahead. Occasionally, a guest speaker will present at these meetings as well.

Third Thursdays are a great opportunity to meet and interact with your fellow agents! Everyone has their own strengths and unique skills, so connecting even with other agents can be incredibly valuable.



# Coaching

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It takes more than training to develop a career! It takes commitment, accountability, and the willingness to learn! And if you're really serious, it takes a COACH!

A real estate coach is someone who can help you put together a written business plan... complete with a schedulable action plan! Someone who can keep you accountable for the plan! Someone who can help you adjust your plan to the market and to your individual skill sets!

Coaching at RMS is a part of our culture, and we make it available to you if you are serious about your career and your long-term success! RMS considers Coaching to be an investment... an investment in YOU and your success.

At RMS, our Broker becomes your one-on-one Coach. He has 30+ years of experience & has held multiple positions throughout his career, including Regional President of a Top Ten Franchise Company. He has also owned his own Training, Coaching & Consulting Company, has spoken at Conventions for some of the better-known franchises in Real Estate and was recently inducted as a Top 500 Broker by the Nationally recognized "Agent Broker Advisor".

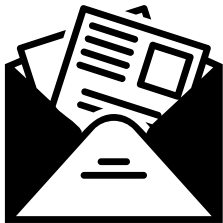




# Broker Tips

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Stay on top of the real estate game with these helpful tips. Throughout the month, the Broker will provide you with industry updates, business advice, and ways to better engage your Circle of Influence!



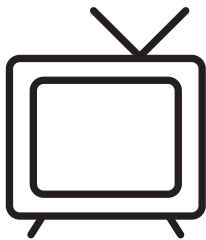
## Broker's Corner

This internal e-newsletter comes out the first Thursday of every month. It contains a message from our Broker, a market update, and information on local real estate seminars/classes you can attend.



## Weekly Tips

Throughout the week, you'll be sent tips, tricks, tools, and advice on what you should be doing to grow your business.



## RMS TV

Our YouTube training series providing valuable coaching tips to every agent at every experience level.



# Marketing Tools

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## Just Sold Postcards

Get "Just Sold" postcards sent to 100 homes in the neighborhood of a property you just sold, for FREE! This is one of the resources available to you for being an RMS agent. Just fill out the form located on RMSU after you sell a property, and we will send out 100 cards to neighboring homes in the area on your behalf.

## Pop-By Tags

For those of you who don't know what a "Pop-By" is, it's a quick stop at the home of one of your very best contacts from your database...just to say hello and to leave a little gift just for them! Some agents try to Pop-By a couple of people a week or month. It's a rather easy and fun way to stay "top of mind" with your database! And best of all, it WILL generate a reaction. Pop-by tags are used to attach to the small gift and can be downloaded on RMSU.

## e-cards

Holiday e-cards can be sent to anyone in your database or circle of influence. Write a personalized message to go with the holiday and be sure to include the new RMS Email Signature for great brand recognition and top of mind recognition!



# Marketing Tools

## Item of Value

A monthly "Item of Value" is something to provide to your database that they might find useful or informative. Our broker shares at least one Item of Value every month that you can copy, paste, and send to your own database.

## Email Signature

A professional, branded email signature can definitely set you apart from the crowd and create a great first impression. Request your own email signature through RMSU.

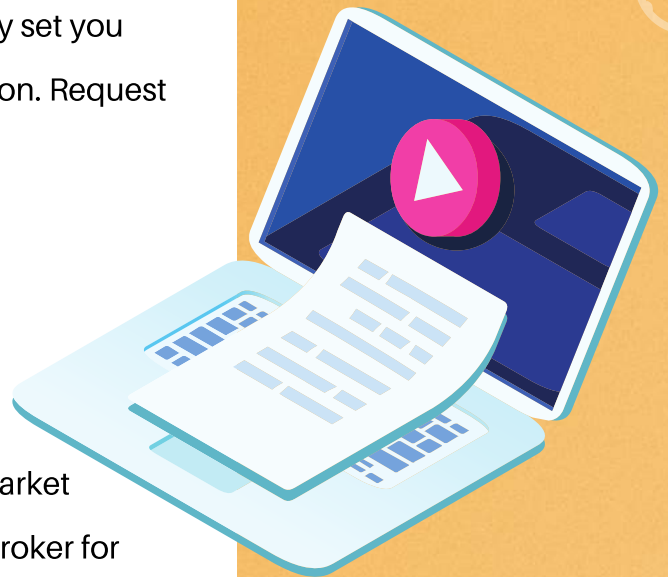
## Geographic Farming with Xpress Docs

Xpress Docs is a third-party provider of marketing materials for Realtors. Order your own branded & customizable "MINI-CMA", postcards, and flyers to market to your Geographic Farm. Get access by asking our broker for your very own password.

## Keeping Current Matters

This is a fantastic agent resource that will provide you with curated and branded content to share with your database. This tool creates a simple and efficient way to have an online media presence without all the hassle. Simply set a schedule for how frequently you want to post and KCM will upload directly to all of your social accounts from then on. Subscriptions start at \$30/month and is worth every penny. Get more info here:

<https://www.keepingcurrentmatters.com/>



# Client Presentations

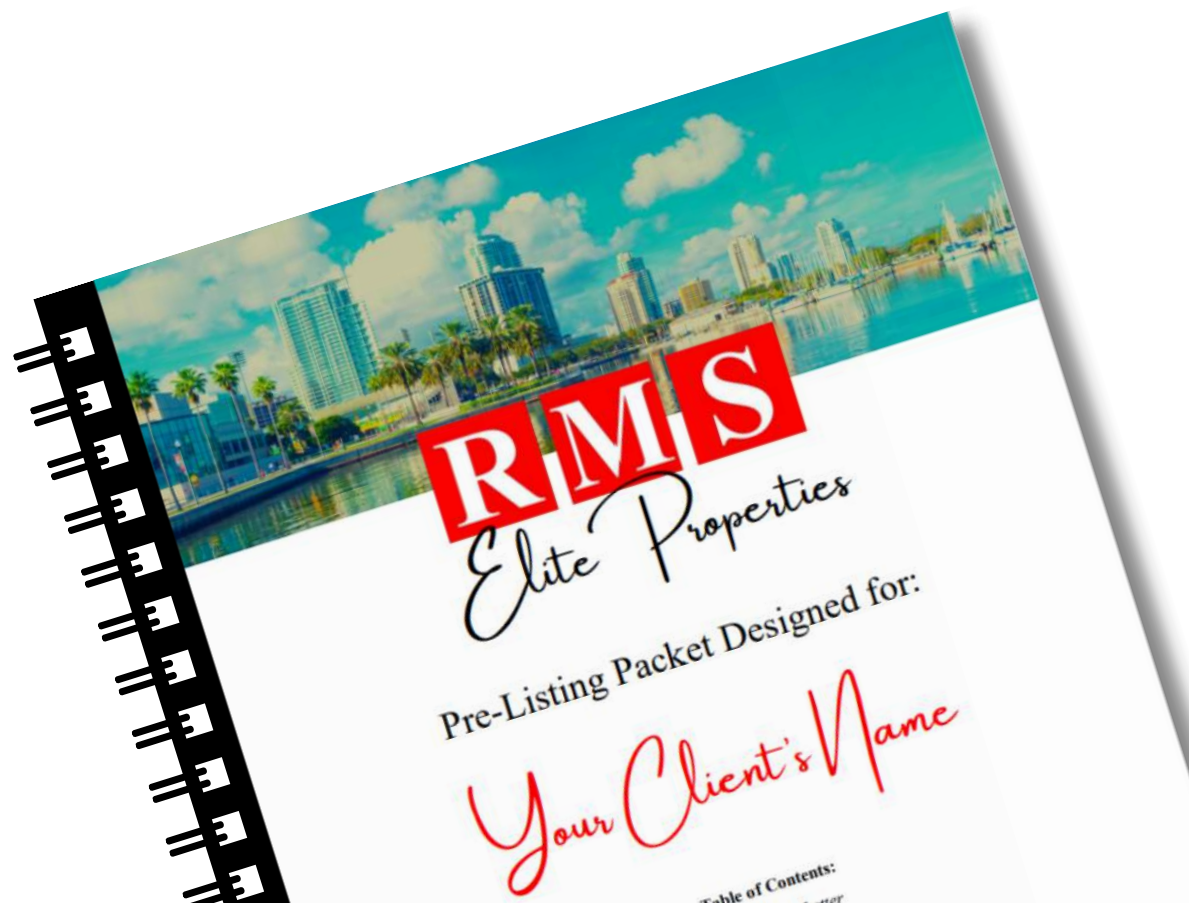
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Once you have found a buyer or seller, it's important to walk them through the entire process. We tend to believe that the consumer understands the way we work...for the most part, they do not. Our Presentations are designed to educate, to help manage their expectations, and to provide them with exceptional service!

RMS provides you with these resources upon your request. To receive a personalized copy of the Pre-Listing Packet, Listing Presentation, or Purchasing Pathway, go to RMSU.

## **Seller - Pre-Listing Packet**

After securing the interest of a seller, you could send them a customized pre-listing packet that allows them to get to know you, the company you work for, and the methods you will employ to best sell their home. This packet conveys your professionalism and separates you from other realtors the client might have used in the past.



# Client Presentations

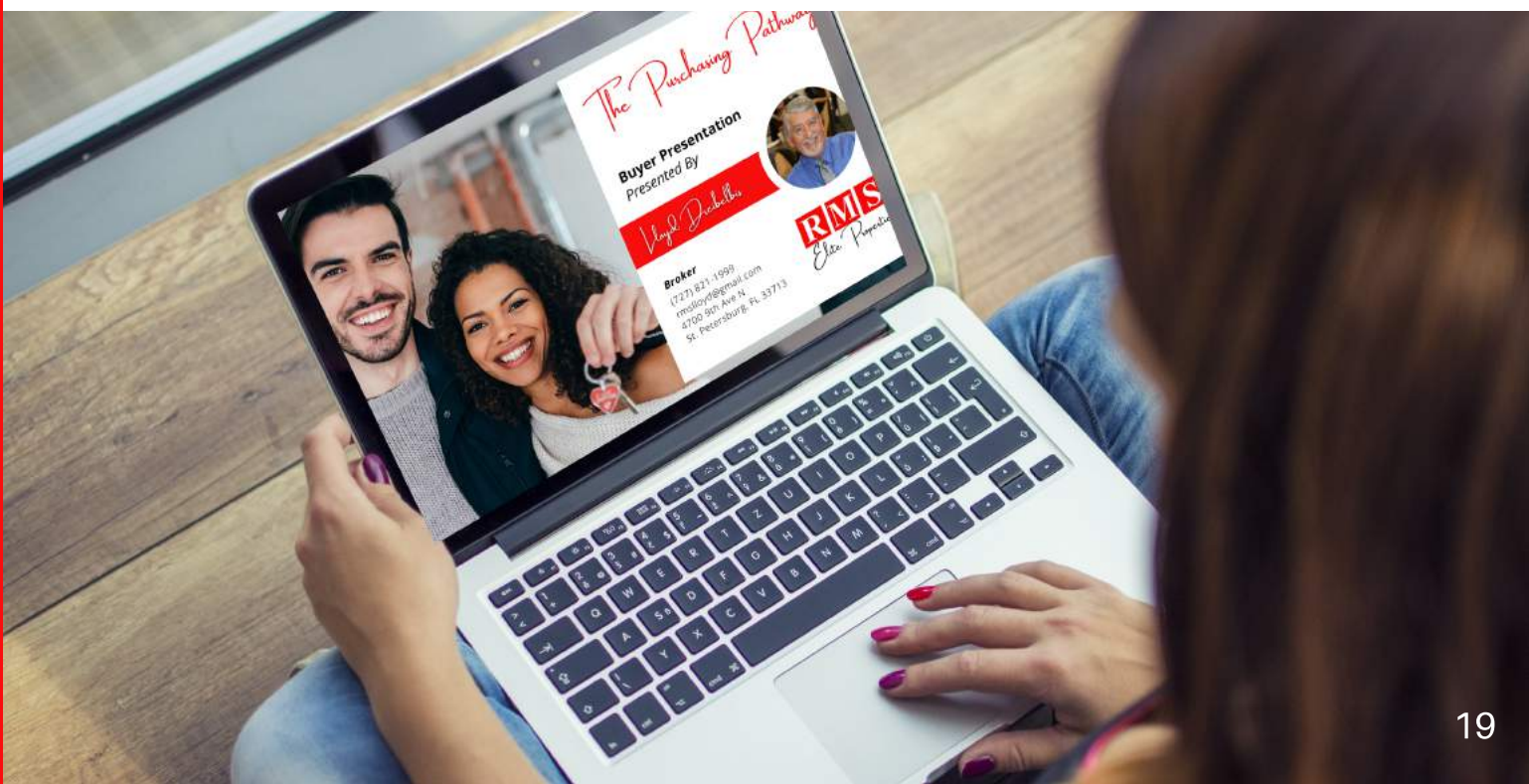
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## Seller - Listing Presentation

The Listing Presentation follows the Pre-Listing Packet. You can now walk through this presentation at your in-person or virtual meeting with the seller. This presentation outlines the selling process and allows you to answer any questions the seller might have.

## Buyer - The Purchasing Pathway

This Buyer's Presentation is much like the Seller's Presentation as it allows the agent to introduce themselves to the buyer while also setting expectations of what is to come. The Buyer Presentation includes a Buyer Consultation to discover the clients' "must-haves" in their new home.

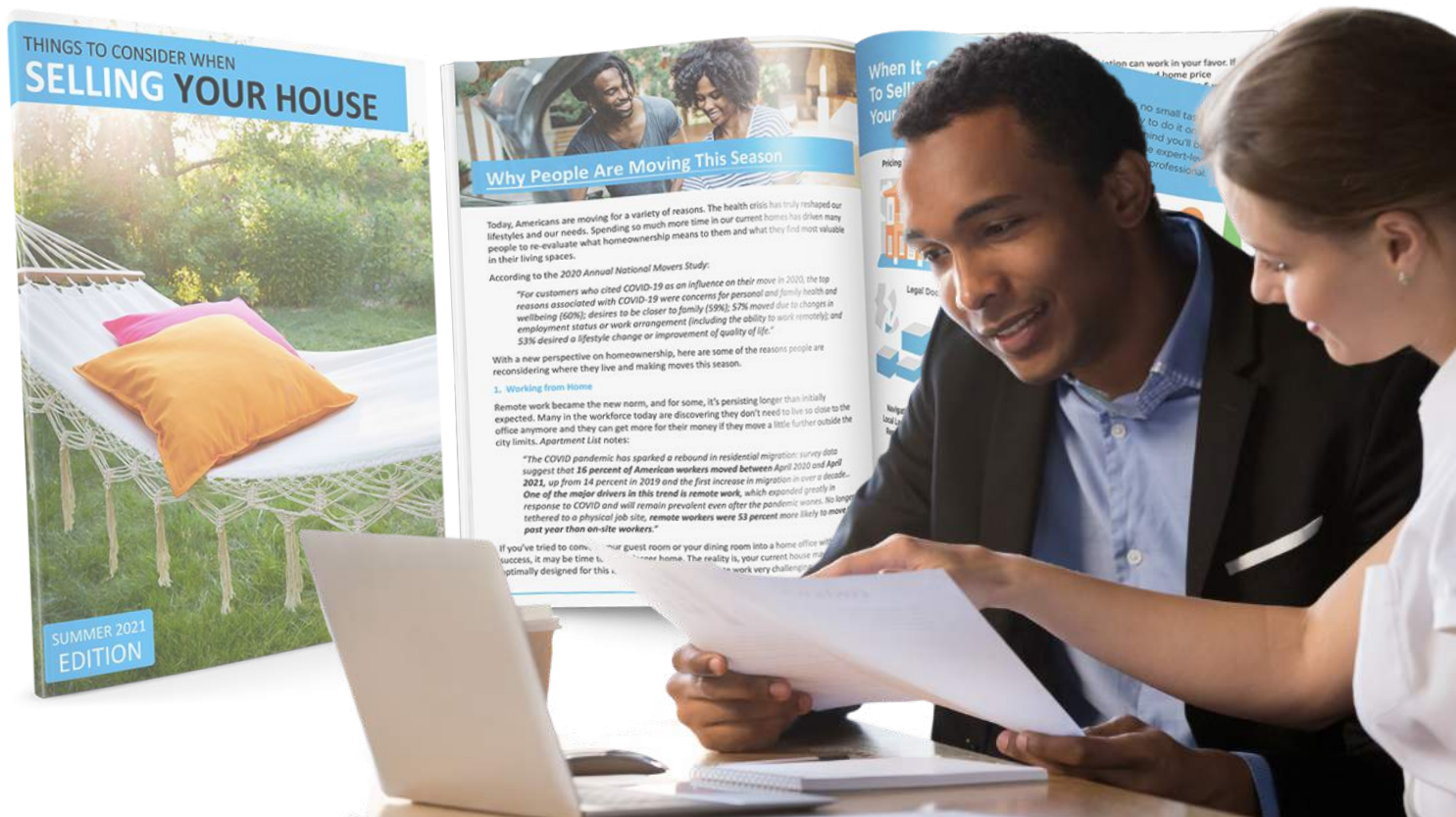


# Client Presentations

## Buyers & Seller's Guide - Keeping Current Matters

These guides are great resources to share with your clients. They're up-to-date with the latest industry-relevant news. New versions come out every quarter! The Seller version lets sellers know why now is a great time to sell, the benefit of using a realtor to help sell their home, and what's been happening in the real estate market. The Buyer version is very similar and also provides the buyer with important market information as well as the reason why now is the time to buy.

To get your own personalized Buyer/Seller Guides, subscribe to Keeping Current Matters, or download a customizable copy on RMSU.



# Paperless Pipeline

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## What is it?

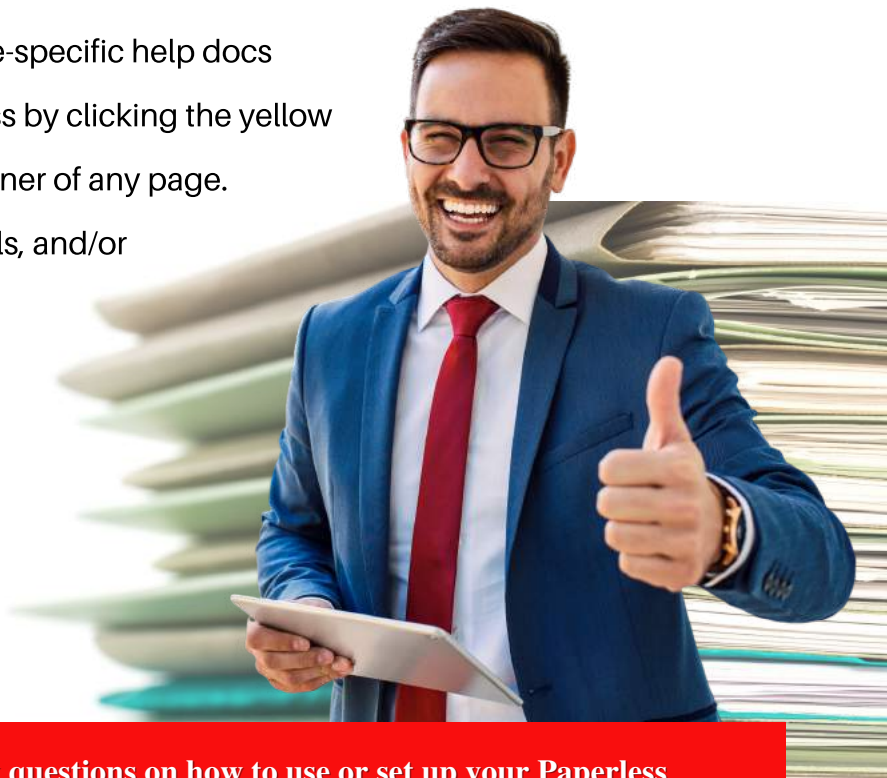
Paperless Pipeline is an online software designed and built to manage real estate transactions electronically through a shared database. No more paper files!

## What do I use it for?

This is where you will upload ALL of your transaction documentation. Paperless Pipeline allows you to work from anywhere, anytime, and on any device. Transaction files can be created in less than a minute and task reminders are automatic. Paperless Pipeline offers individual checklists that suit the transaction and can be updated with deadlines and critical information that the agent must not forget.

## Feeling lost?

Paperless Pipeline is equipped with page-specific help docs within the application that you can access by clicking the yellow question mark icon in the upper right corner of any page. These help pages include videos, tutorials, and/or answers to commonly asked questions.



Please email any questions on how to use or set up your Paperless Pipeline account to [contactrmselite@gmail.com](mailto:contactrmselite@gmail.com)

# Recruiting Rewards Program

## Recruiting Means Success—For Everyone!

Check out our 4-tiered rewards program. Whenever you help RMS Elite Properties make new connections with qualified agents in the area, you get rewarded.

**\$10 Gift Card** - Fill out a Co-op Review Form about an agent from a different brokerage that you've worked with on a recent transaction. Link found on RMSU home page.

**\$20 Gift Card** - Broker completes an interview with an agent you recommended.

**\$50 Gift Card** - An Agent joins RMS in a REALTOR capacity.



## Partners in Success Program

The rewards don't stop after you help recruit a REALTOR to RMS Elite Properties! So long as both of you continue on as REALTORS at RMS, you'll receive:



**The equivalent of 1% of that agent's commissions!**

*Partners in Success Program 1% is paid quarterly by the brokerage.*





# Risk Management

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Most Real Estate problems are foreseeable and can be avoided. Risk Management Seminars are conducted annually for all RMS Elite agents. Our Broker & Director of Real Estate Operations is on call to assist with any concerns that may arise.

Unlike other companies, RMS provides E&O (Errors & Omissions) Insurance to all of our agents. We have attorneys on staff to assist RMS Elite agents that require a legal opinion. Contact the Broker for assistance in making legal contacts.

Our title company affiliate, Cappa Title, is readily available to research and review conditions, covenants, and agreements that may affect a Buyer's use of a property.

Review our Risk Management Guidelines on RMSU under RMS Branded Forms > Self Improvement.



# Internship Program

RMS Elite Properties has instituted an internship program in cooperation with the Tapia College of Business at Saint Leo University. This internship will provide an opportunity for its students to gain real-life work experience in a professional environment.

The office experience for the intern may consist of answering the telephone, making lead-generating phone calls, preparing a market analysis for a potential client, working with prospective buyers, sellers, tenants, landlords, and/or investors. Interns will be required to pass the state licensing exam.

Interns will be required to attend professional (career) development training as scheduled and complete projects as assigned. Workshops will include subjects such as entrepreneurship, salesmanship, marketing, contracts, time management, and business planning.

As an agent, you might have the opportunity to become a mentor for one of the interns. If you are interested, reach out to our Broker for more information.



# Philanthropy

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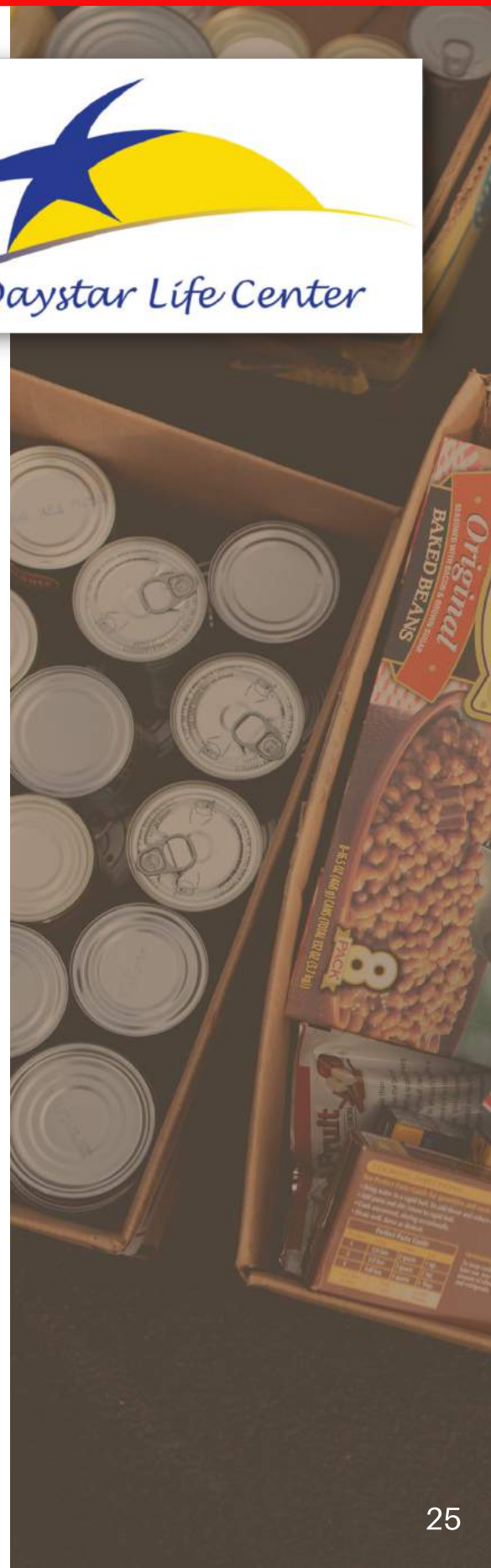
RMS Elite Properties and its agents regularly donate to local charities, such as Daystar Life Center.

Operating since 1982, Daystar provides the "necessities of life" to over 20,000 families and individuals in the St. Pete area. This includes a food pantry, organic produce, clothes, hygiene items, rent assistance, ID assistance, mail services, medication assistance, phone/computer access, and much more.

RMS organizes at least two food drives with Daystar every year. Information about the food drives will be provided in advance, also giving you time to order personalized drop-off bags to disperse to your geographic farm from the RMS Staff.

If you are looking for more ways to donate or volunteer with Daystar Life Center, reach out to their office at (727) 825-0442 or visit their website at <https://daystarlife.com>.

If you are interested in creating additional philanthropic opportunities with the company, contact our Broker.



# Glossary

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**Agent Council** (p. 12): A group of RMS Realtors that represent the interests of all the agents at RMS Elite Properties (RMSElite.com; Company; Meet Our Team)

**Agent Shop** (p. 11): Online store to purchase RMS Elite Properties branded merchandise (RMSU; Agent Shop)

**Agent Website** (p. 8): Every RMS Agent get their own personalized website that they can use in their own marketing (RMSElite.com; Company; Meet Our Team)

**Broker's Corner** (p. 15): A monthly email from the broker used to keep in contact with all of the Agents and provide them with market information, real estate classes they can attend, and any company news/updates. (Email)

**Buyer & Seller Guides** (p. 20): Guides that can be branded with your information intended for you to share with your database. (RMSU; Personalized Content; Buyer & Seller Guides)

**Cappa Title** (p. 6): RMS Elite Properties partner title company. (RMSElite.com; Services; Title Services) (RMSU; Quick Links)

**Client Presentations** (p. 18): Personalized buyer and seller presentations provided to you in a digital format to share with your clients. (RMSU; Personalized Content; Presentations)

**Commercial Sales & Leasing** (p. 5): The commercial division of RMS Elite Properties (RMSElite.com; Commercial)

**Core Values** (p. 2): True success demands a strong foundation of values and beliefs. At RMS Elite, our core values drive everything we do. (RMSElite.com; Company; About Us)

**Daystar Life Center** (p. 25): Non-profit organization that assists members of the community with the essentials (food, water, and shelter), as well as identification, transportation, communication, and tax assistance. (<https://daystarlife.com>)

**E&O Insurance** (p. 23): Errors & Omissions Insurance is provided to all of our REALTOR agents at no cost to the agent. (RMSU; Branded Forms; Self Improvement)

**e-cards** (p. 16): Digital e-cards located in RMSU that are branded to RMS for you to download and send to your database. (RMSU; Personalized Content; e-cards)

# Glossary

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**Elite Complete** (p. 4): The term used to refer to ALL of the divisions of RMS Elite Properties.

**Email Signature** (p. 17): Professional signature for you to include on all of your email correspondence. (RMSU; How-To's, FAQs & Directory; How-Tos)

**Estate Planning** (p. 6): RMS Elite Properties offers estate planning services through our partnered real estate law office. (<https://www.bedylaw.com>)

**Geographic Farming with Xpress Docs** (p. 17): Account access to this real estate marketing software is provided by RMS Elite Properties to its agents. (<https://www.xpressdocs.com/>)

**Internship Program** (p. 24): RMS Elite Properties real estate internship program offered in conjunction with Saint Leo University. (RMSElite.com; Company; Saint Leo Internship Program)

**Item of Value** (p. 17): Monthly item provided by the broker to RMS Agents that they can then send to their database. (Email)

**Just Sold Postcards** (p. 16): Agents can request 100 Just Sold postcards in RMSU to be sent to the surrounding neighborhood of a home they recently closed on. (RMSU; Personalized Content; Lead Generation)

**Keeping Current Matters** (p. 17, 20): Real estate media content creator that agents can subscribe to. (<https://www.keepingcurrentmatters.com/>)

**Listing Presentation** (p. 19): A personalized presentation that is designed for you to present to your sellers in person. (RMSU; Personalized Content; Presentations)

**Marketing Tools** (p. 16): Various marketing resources that will help you build your business.

**Mission Statement** (p. 2): True success demands a strong foundation of values and beliefs. At RMS Elite, our core values drive everything we do. (RMSElite.com; Company; About Us)

# Glossary

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**Paperless Pipeline** (p. 21): Online filing cabinet for agents to submit their transaction documents. (RMSU; Quick Links)

**Philanthropy** (p. 25): Charitable organizations and initiatives for helping out the community. (<https://daystarlife.com>)

**Pop-By Tags** (p. 16): Small notes that you can download and print off from RMSU that are meant to be left at the home of some of your top contacts in your database. (RMSU; Personalized Content; Pop-Bys)

**Pre-Listing Packet** (p. 18): Personalized packet you can request on RMSU that is meant to be sent to your seller prior to meeting them in person. (RMSU; Personalized Content; Presentations)

**Property Management & Leasing** (p. 5): The property management and leasing division of RMS Elite Properties ([RMSElite.com](http://RMSElite.com); Services; Property Management Services)

**Purchasing Pathway** (p. 20): This personalized buyer's presentation can be requested through RMSU and allows the agent to formally introduce themselves and the company to their client. (RMSU; Personalized Content; Presentations)

**Real Estate Investment** (p. 6): The real estate investment division of RMS Elite Properties. ([RMSElite.com](http://RMSElite.com); Investors)

**Recruiting Rewards Program** (p. 22): Compensation program set up to reward Agents for their referrals. (RMSU; Home Page)

**Residential Sales** (p. 5): The residential sales division of RMS Elite Properties ([RMSElite.com](http://RMSElite.com); Services; Real Estate Sales)

**Risk Management** (p. 23): Support and services put in place to protect you in the event of a real estate discrepancy. (RMSU; Branded Forms; Self Improvement)

# Glossary

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**RMS Mortgage Services** (p. 6): RMS Elite Properties in-house mortgage company. (RMSElite.com; Services; Mortgage Services) (RMSU; Quick Links)

**RMS University (RMSU)** (p. 10): Online agent portal for RMS Elite agents that contains important documents and resources. (RMSElite.com; RMSU)

**Saint Leo University** (p. 24): Local, private university where RMS Elite Properties has a real estate internship program. (RMSElite.com; Company; Saint Leo Internship Program)

**Third Thursday** (p. 13): Quarterly company-wide meetings between agents, staff, and partner companies.

**Weekly Tips** (p. 15): Encouraging tips shared from the broker to its agents throughout the week. (Email)