



Top Legacy Real Estate Agent

THE GAIL G. DICUS GROUP

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Real service is not something one can purchase nor even measure. Instead, real service blooms from a bounty of character, integrity and sincerity. Top legacy real estate agent, Gail Dicus, CEO of The Gail G. Dicus Group / ReeceNichols Real Estate (a Berkshire Hathaway affiliate), promotes this concept daily with each transaction by providing extraordinary customer service to her clients as she guides them through the sale or purchase of a home with the use of cutting-edge technology, premier marketing and expert negotiating.

"I really enjoy working with people and finding them homes," smiled Dicus, one of Johnson County's best real estate agents. "We will look at a lot of houses but will find a home in which they can make memories." To Dicus, there is a big difference between finding a house and discovering a home. "It has to be a good fit and a place where you can picture living with your family."

Her business means nothing without that element of excellent

customer service, however. Whatever the price tag — from a \$70,000 property to a multi-million-dollar estate — Dicus and her team treat each and every client with the same level of service, respect and courtesy, a philosophy from which she refuses to waver.

"Providing great customer service is the name of the game for me to be in real estate," she stated. "Otherwise, it means nothing."

As a result of always putting her clients' needs above her own, Dicus' business has grown exponentially over the years, as good news travels quickly. Although she began her career as a single agent, she soon saw the need to diversify and expand, building a solid team of like-minded agents, which has allowed her to provide more options for buyers and sellers. It is no surprise, then, that many of her clients are repeat clients and are often from multiple generations.

Now in her 29th year in the business, Dicus still follows one philosophy: she works hard for her clients which, in turn, allows



her to uphold her highly-respected reputation.

"My parents taught me you can always buy more advertisement to promote your name, but you can never buy back your good name or your good reputation." That keen insight, instilled in Dicus at an early age, is what allows clients to have the confidence to completely trust Dicus, whose name and reputation is synonymous with honesty, integrity and character, all of which are constantly on display for the world to see.

Dicus is not a salesperson by any stroke of the imagination. Instead, she is a counselor, a trusted advisor, and a friend. Her impressive knowledge of the industry allows her to make buyers think and understand how their decision today will affect them in the future, not just in the moment. She is not one to say anything just to seal the deal. Instead, she stands among an elite group of performers who make transactions smooth and look easy. She has the insight to make problems go away before their clients even realize them. When not at work, she is thinking about work, anticipating any problems that might arise and having solutions at the ready. Her focus is clear and always on her clients.

"It is my job to provide the most knowledgeable information and to protect clients in the negotiation process," said Dicus, who oversees a team of agents under the ReeceNichols banner, most of whom have been with her for more than a decade. Lead agent Andrew Wymore has been with Dicus since 2008; Referral team member Sandy Howell came on board in 2007; Katie Jennings, Director of Media, has worked with Dicus for 19+ years; Deeanne Seay is the Sales agent for the team; and Melanie Krumbholz is the Director of Operations.

Dicus credits the phenomenal systems she has in place to ensuring a smooth and virtually seamless transaction.

"Our systems our set up similar to those of major corporations," explained Dicus. "I am at the hub in the wheel, but there are many

spokes that makes the wheel go around, keeping that wheel in constant motion, never losing traction as a result."

Those systems have proven to be quite powerful throughout all seasons of Dicus' life, both personally and professionally, and when health challenges in past years forced her to adjust her sails, she was still successfully able to navigate even the rockiest of waters with ease and grace. Thirteen years ago, Gail became a heart transplant recipient and now inspires others to lead a healthy lifestyle while leading a competitive real estate business. She is also an American Heart Association Ambassador in its "Go Red" campaign.

"When I had a health challenge, I survived because I had great systems and a solid business plan in place," she stated. "I used those to survive my health crises."

Clearly, for Dicus and her team, customer service never goes out of style.

"Our motto is that we are both professional and personal, that we pay attention to details and that we honor our clients no matter what the circumstance," she emphasized. ■



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