

greater charlotte edition

BROKER★AGENT™

magazine

Alyce Walker

KELLER WILLIAMS REALTY

broker/agent of the month

SOLD



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WILLIAMS®**
REALTY

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“Your Dream Maker”

The world of real estate revolves around a busy and complex network that combines a fast-paced work environment with the need to really understand and care about what is best for the client. This perfect balance of competition and compassion is one that many REALTORS® try to maintain, yet few actually achieve. Fortunately for the Charlotte-area real estate industry, Alyce Walker, who has earned her CRB, CRS, GRI, ABR and e-Pro designations, has been doing just that for the last 36 years.

After founding and selling three successful agencies of her own in the Charlotte area, Alyce has teamed up with another industry giant, Keller Williams, and has become a broker with the Keller Williams Ballantyne Market Center.

“Deedee Daumit, whom I actually hired and trained 23 years ago at one of my own agencies, called to share with me her excitement with the Keller Williams organization. She said I should check it out for myself. When I did, I found that Keller Williams provided

a very focused work environment. All the people really care about each other...they interact with one another as family which made me feel quite at home.”

Another aspect that influenced Alyce to join Keller Williams is the fact that the company also puts a tremendous amount of emphasis on training. “They offer cutting edge business models and really are a hands-on company. They provide their agents with all the tools needed to succeed, regardless of the agent or their level of experience. They recognize the value of hard work and offer associates a compensation plan that rewards accordingly,” says Alyce.

Alyce Walker and hard work are no stranger to one another. She grew up as one of four children in the small town of Valdese, N. C. “Growing up as the oldest child in the family taught me a lot about hard work and responsibility. I’ll never forget my first job. My best friend and I became clerks in the local dime store,” she laughs. “At the end of the first week, the manager gave us our pay and told us

by Jennifer Sturgis
photography by R&R Photography

she would call us when she needed us. After several weeks, it dawned on me that she had no intention of calling us. So, I went to her and asked why. She told me that we seemed more interested in talking than in working. I told her that if she would give me another chance, she wouldn't have to worry about me again. I have never forgotten that lesson. My childhood gave me a strong work-ethic. It has helped structure who I am. I have always been given lots of responsibility which has instilled in me the confidence to go out and do the things I set my mind to do."

After graduating from Meredith College in Raleigh and completing post-graduate studies at the Peabody Institute in Nashville, Alyce went on to work in volunteer service, and in this role, was president of the Charlotte Civinettes, the Charlotte Junior Women's Club, the SouthPark Civitan Club, and Meredith College Alumnae Association. She also produced and starred in a local children's television program, Princess Alyce: Castle in the Clouds.

Having been active in her community for years, Alyce then found herself searching for a career that would match her strong drive and will to succeed. "I had pretty much gotten to the top level at every one of my endeavors, and I now wanted a career path in which I could continually grow. Chet Snow, a successful local REALTOR® and owner, encouraged Sandra Townsend (one of the area's most successful female REALTORS®) to recruit me. I eventually went to work for her. I found that not only was the job exciting, it also provided me with a social outlet which allowed me to continue helping people. I finally felt I was being paid what I was worth."

Eventually, Alyce went on to become one of Charlotte's most prominent woman REALTORS®, owning three top-producing agencies: Walker/Sherard and Associates (1976-1978), Alyce Walker, Inc. REALTORS® (1978-1987), and RE/MAX Masters Associates (1991-2001), which was recognized by REAL Trends magazine as one of 500 top national offices. She was also honored



at the fourth Annual Global Women's Forum held in Athens, Greece which recognized women around the world for their contributions and accomplishments in areas such as research, public policy, economics, education, government, and business. After selling RE/MAX Masters Associates to RE/MAX Executive Realty, Alyce continued to work for the company as a broker. But the challenge dimmed and Alyce once again began soul searching.

"Leaving RE/MAX was a hard decision for me, especially since I was instrumental in the foundation of RE/MAX locally. I never planned on leaving, but challenges are needed to keep the passion alive and I felt I was dying on the vine! Not only does Keller Williams offer me a family-values culture with exciting business models in a supportive environment, but there are a multitude of opportunities for me to share my years of experience and leadership. The real estate achievement of which I am most proud is that of being a role model to many successful REALTORS®."

Deedee Daumit, Team Leader of Keller Williams Ballantyne Market Center couldn't be happier about Alyce joining the team. "Alyce is such an icon in the industry. She has been a mentor to me for over 20 years and Keller Williams is extremely excited to welcome such a dynamic addition to our team."

Keller Williams was founded by Gary Keller and Joe Williams in Austin, Texas. They wanted to create a real estate company that offered its associates a partnership in the business. By providing continuing education, profit sharing, open financials, and consulting opportunities, a new type of company was born. At the present time, Keller Williams has over 72,000 members and is the fourth largest real estate firm in the U.S. and Canada.

Says Deedee, "Keller Williams offers more than just a job... it offers an opportunity to grow as a person...and as a leader. We are a family-oriented company which puts people first. We are based on a cutting-edge business model that consists of having an ownership group for each office. This puts decision-making capabilities in the hands of each individual office which allows the offices to run more efficiently. Because agents have a say in



