

# **Vivid Vision 2028: The Three-Year Plan**



**LONE ROCK**  
REALTY



# Welcome!

Welcome to Lone Rock Realty. I'm your principal broker, Colley Bailey, and the purpose of this guide is to share with you our three year "Vivid Vision" for the company.

I'd like to share what our goals are, where we're going, what we're building, and ultimately the growth that you get to be a part of over the next three years.

# Take a Time Machine to 2028:

So imagine stepping into a time machine with me, and when we step out, it is January 1, 2028 and Lone Rock Realty is one of the most influential and well known independent real estate brokerages in all of Arkansas with **over 100 agents** and a massive brand awareness.

We're gearing up to sell **over 500 transactions** this year, changing the lives of our clients and their families in the process. We work with clients on residential resale and we also work with builders and investors, as well as supporting municipalities and charities to affect positive change here in Northwest Arkansas.



# Values:

**We are a high performance company!**

**We hold each other accountable to a high standard, a high value system that is the backbone of our company.**



## Work Ethic

The first value that we hold dear is work ethic. **We work harder, better, faster, smarter, stronger and longer than our competition.** We always find a way to provide more value to the marketplace through the work that we do. We know we're capable of doing hard things, and we know that the hard thing is usually the right thing. So we don't shy away from doing the hard work.

## Innovation

We also value innovation. **We think at least three steps ahead,** and we know how to think exponentially, not just linearly. So we think big. We look to make monumental changes in our marketplace. We embrace new technologies and industry best practices to provide cutting edge real estate solutions, both to our agents, but more importantly for our clients.





# Action

The third value is action. Action beats re-action, so speed is a strategic advantage for our agents and clients. We take immediate action as soon as we know we should.

Plus, we know that repetition is the mother of mastery. So we repeat the critical actions as many times as necessary to attain mastery and reach our goals.

We truly are a company of action takers.

# Impact

The fourth value is impact. We make dreams come true and we strive to be a positive influence on everyone we meet. Every day, we try to leave the world just a little bit better than we found it.

Like a pebble thrown into a pond, we strive to be the impetus for positive ripples of change throughout our area. This value guides our charitable initiatives and our community outreach.

–

These core values form the foundation of our business, and they guide us in our pursuit of excellence and they drive us to consistently deliver exceptional results for our clients and our region.



# Sales Team:

Let me introduce you to our sales team. Our agents are **driven**. They are **knowledgeable and passionate**. We help clients find the perfect property for their needs, and we market our listings to ensure the highest level of perceived value. Our agents are expert authorities in their field.

They're **experts in negotiation**, in **market analysis**, **sales strategies** and **relationship management**. We are **client focused**. Our sales approach is **consultative**, focusing on understanding our clients needs and providing them with tailored solutions.

We have an honest, **no pressure approach**. We never push, poke, or prod people into doing something they don't want to do. But as soon as they have a goal in mind, partnering with one of our agents is like a rocket ship to their dreams and their goals.

**We focus on excellence**, and we consistently exceed our personal goals and sales targets, **striving to be the best in all that we do**.



**Frankly, if  
you want to  
be the Best,  
then you  
want to be  
here!**



# Support Staff

We also have some critical team members on our support staff.

**Principal Broker**

---

**Marketing Director**

---

**Content Team**

---

**Operations Manager**

---

**Transaction Coordinator**

# Culture

Let's talk a little bit about the culture. At Lone Rock Realty, We are forward thinking and client focused.

**"For our clients, we are the single pillar of strength against the chaos of the market."**

The name "LoneRock" conveys reliability & strength with a feeling of independence. And within that ethos we've created a platform, a foundation that you can build a monumental career upon.



# Culture

## Communication

We have an open door policy, so we encourage open communication and collaboration across all levels of our organization. We welcome ideas and feedback from every team member.

If something's wrong, we want to know about it, and we also want to know when things are right, so we know what to keep doing.

## Gathering

We have a lot of team gatherings. From quarterly company addresses, those are our SOCA (State Of the Company Address) events, to monthly masterminds and team building activities, to our weekly team meetings. We believe in fostering strong relationships and camaraderie among our agents. We have various networking events throughout the year, and these events help us bond, recharge, and have fun together.

## Recognition

We heavily prioritize agent recognition, so we celebrate the achievements and contributions of our team through our recognition efforts and our award levels. We've almost gamified your success, so as you conquer each new level of personal success, a new reward and a new achievement level gets unlocked. Also our cap limits are set to be attainable by the average agent, and this allows us to acknowledge hard work, innovation and superior customer service to the marketplace.

We love to let the world know that our agents are thriving, and that we're proud of them and their hard work.

## Education

We also prioritize continuous learning. Ongoing professional development is a priority at Lone Rock Realty. We provide regular training opportunities, workshops, video courses, and access to industry resources to help our team members expand their skills and knowledge so they can reach the full potential of their talent.

# Services

## Residential Resale

We serve a wide variety of clients, but the core pillar is our Residential Brokerage. We provide expert guidance and representation for buyers and sellers of single family homes, townhomes and condominiums. We have different agents specializing in every niche imaginable, from transitions during certain stages of life, like first time buyers, relocations, move-up, move-down, but also difficult times like death and divorce, as well as specializing in all the different geographic areas we service.

## Investment

We also work with investors, and we provide comprehensive market analysis, profit and cash flow projections and investment recommendations for real estate investors all across the region. And we maintain a strong presence within the local REI organizations.

## New Construction

Another specialty is new construction, and we provide new home builders with innovative marketing and end to end project management for sales of new construction homes. We have teams that specialize only in new construction to give our builders an advantage against some of the biggest players in the industry.

# Headquarters

## Office

As for our company office, our headquarters, we have the office of the 21st century, and that is, We are a "digital first brokerage." Although we do have a brick and mortar location, we're not locked into specific geographic boundaries. Our team is fully remote.

We believe in maintaining low overhead and high efficiency. That said, we will be building a small, custom office here in 2028 that will have empowering motivational quotes on posters and artwork plastered all around and we'll have spaces for high performance work, like soundproof rooms for calling, a collaborative meeting space, and a photo/video studio for content creation.

## Technology

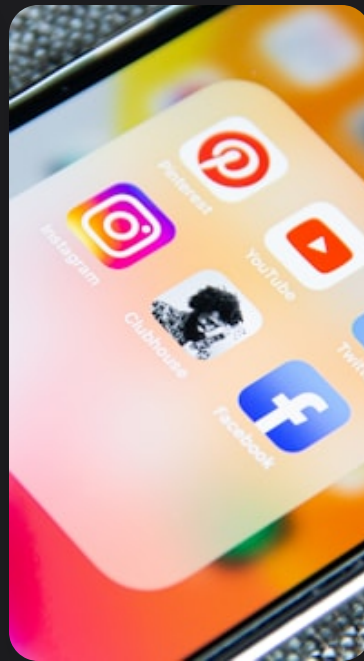
We also provide cutting edge technology with a state of the art tech stack ensuring seamless connectivity and efficient operations.

We're always keeping an eye on the systems and processes, software and programs that can make our agents more efficient and our client experience even better.

Anytime there's a shift in innovation, we shift with it.

# Marketing

We utilize targeted digital marketing, we leverage data driven digital strategies, including search engine optimization for our area, social media campaigns and targeted email marketing back to anyone who's responded to us in the past. This helps us effectively engage potential clients.



We also love engaging with our community. We actively participate in local community events and sponsorships and partnerships to build brand awareness and establish Lone Rock Realty as a trusted community partner and to generate referrals.



We utilize value-based client experiences. We host educational seminars, we offer free ongoing market reports, and maintain a value packed presence on social media to connect and educate our audience.





# Operations

When it comes to our operations, there are a few major points that really define this department:

## **Timely**

Accounts are always paid on time.

## **Direct deposit**

Agents and vendors receive their funds quickly and efficiently.

## **Organized and Efficient**

Our operations run smooth and we have Standard Operating Procedures for all critical tasks.

# Financials

## Foundational Model

We have a foundational model that requires that we maintain a strong balance sheet with low overhead and high impact for our agents.

## Performance

We are a high performance company. We maintain a high closing per agent ratio, with most agents reaching their yearly cap.

## Value

And we maintain low cost while producing high value. So we have low splits, low caps and low fees while providing high value to our agents.



# Awards and Media

Our brokerage consistently wins “Best of the Best” placement in our local CityScapes magazine.

–

Our agents take top honors at the at the Northwest Arkansas board of Realtors gala every year.

–

And we maintain a five Star presence on platforms like Zillow and Google reviews

# Community Outreach and Contribution

Also, our agents constantly work for the improvement of our area, and most agents actually embrace a charity that aligns with their personal mission, with Lone Rock sponsoring numerous events throughout the year.

–

We celebrate the number of volunteer hours that get logged.

–

We award scholarships to young students and tradespeople.

–

We organize donation drives for worthy causes.

–

And we partner with local charities to make our area a thriving place to live.

# Founder's Feeling

It's all part of that mission to be a pillar of strength for our community.

And here in 2028 I am immensely proud of our team for the number of lives we've touched with the work that we do on a daily basis. I believe in each and every one of our agents, and I'm honored to play a part in their wins and successes, and at the end of the day, what we do is all about the clients' success and the Agent's success.

—

And so, coming back to the present, I just want to tell you that when I started this company, I didn't call it Colley Bailey Realty for a reason.

I want agents to have a brand they can believe in and take ownership of, not just falling in line behind someone else's name, bringing more recognition to that founder than to the agent who's doing the hard work everyday.

I wanted to create a brand that agents can champion that allows the agent to be the hero of their own story, and also provides them with all the support they need to accomplish whatever dreams they have for their career

I believe an agent's business should be all about the contribution that they want to make in the world. We're just providing a platform for them to make it happen. We are just as dedicated to your success as you are.



**We're glad you're here. We're glad to build this future with you.**

**Welcome aboard Lone Rock Realty.**

**Let's go make some dreams come true!**

