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IMPACT MARYLAND MONTHLY

with Brittany '#Hashtag' Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MARCH 2018



From One 'Icky-Sticky' Situation to Another: The Power of My Village, My Tribe

It takes a village, right?

Of course, us Reaver girls are almost a village in and of ourselves, but we wouldn't make it past our front door without our amazing tribe of friends and family.

I'm talking about the kind of friends who will watch your kids last minute while you go to a showing, pick them up to take them to gymnastics or take you to the grocery store at 10pm. #weareloved

Honestly, it took me a really long time to realize I really need to ask for help sometimes.

Believe it or not, it's not easy. But between my own awesome family, my oil team members and Eric and Sue Mart from Impact, I am able to keep the engines running on my business and take care of my three minis at the same time.

Trust me...that is *not* an easy feat.

Continued on the Inside...

At Impact Maryland Real Estate we live by the philosophy that "Stories are the Currency of our Society." That's why we say, 'We Don't Sell Homes; We Sell Dreams.'

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If you have friends, neighbors or family members who, like you, are a savvy homeowner who is concerned about how to maximize the value of your investment, and you think they would appreciate IMPACT MARYLAND MONTHLY, I'd be happy to make that happen...and, have it come as a gift from you. Here's how it works: Simply shoot us an email (subscribe@ClientProfitSecrets.com) with your name and the name and address of the person whom would enjoy this newsletter. I'll include a note explaining that it is totally free because you arranged for a free subscription.

Just last week, I heard Peyton singing "Icky Sticky Bubble Gum" from the backseat only to look in my rearview mirror and see her acting out the lyrics to the song. There was gum in her hair. On her chin. On her cheek. Everywhere. (Needless to say, we hit up the lemon oil when we got home).



My family. My Everything. #bestfamilyever #gangsallhere

#neveradullmoment #sendhelp

Seriously though, I wouldn't change a *single* thing - these girls keep me on my toes!

And thankfully I am not the only one who finds them amusing and appreciates their charm. I have countless friends and family to help me with whatever I need. And I have, hands-down, the best team that any realtor can ask for with Impact Maryland Real Estate.

First, there's Shari our stager, who goes above and beyond to ensure every home is ready to photograph, tour and present perfectly to the next dream buyer.

Then, there's our photographer Annie, whose years of skill and attention to detail are apparent in every shot. And there's J Rock, our marketing and communication guru.

And, of course, there's Eric and Sue Mart. The backbone of Impact and the people I can count on, no matter what. (*And trust me, I mean it when I say that.*)

Just last month in fact, I got a sudden call from a new client who needed to see a property that same day. He is a real estate investor and a property he had his eye on had just come back on the market. The original contract had fallen through--this was his chance. He was going out of town that Friday. He had to act fast.

Now, while I'm great at multitasking and love being a working mom, I never bring my kids to a showing. Especially with a new client. Without full-time childcare, I had to think on my feet and fast. #multitaskingmama #justdoit

So, I did what anyone with a strong team would do. I called for backup. Right away, I called Eric and Sue Mart. Immediately, they told me to bring Harper and Peyton by the office.

"Just drop them off. We'll take care of the girls," they said.

I scheduled the showing for that day and brought the girls by on my way to Gaithersburg. After the showing, my client put in an offer and the property was under contract in a matter of days. He got the property he wanted, and I got to pull it all off - *with the help of our village of course.*



Making changes to my own house #homeimprovement #diy #hashie #hashtag

On my way back to pick up Harper and Peyton, I realized that not only did Eric and Sue Mart feed my girls lunch, but they took them on a walk to see the horses too (*or, as Harper calls them "Moo,*

Moos.") We're working on it folks!
#onethingatatime

It's the "little" things like this that really make you understand the value and importance of a team. It's hard when you're in a bind and you don't have childcare or anyone to rely on. While Harper is starting childcare on Monday, I needed someone I could count on *then*, in that moment, to make the magic happen and get everything done.

Say what you want about multitasking and being willing to "do it all".

But sometimes you just need to find the people who are willing to lend a hand and, together, help you do it all *well*.

You know what I mean?

In about a month, we have a new listing coming up for one of our clients, who read about our documented approach and immediately understood the value (and return) it could bring.

After hearing about our process and Shari's recommendations for upgrading and staging the home, they were impressed. They knew we were the team to get the job done *right*.

However, there is NO way that kind of approach and results could happen without the work of a dedicated and experienced *team* of professionals.

One person with a "can do" attitude is just not going to cut it. (*Trust me, I've learned that the hard way.*) From getting my girls to school everyday to closing contract after contract every month, I wouldn't get anywhere if I relied on my own strength alone.



Breakfast with my people #girlsquad
#breakfastclub #mypeople

In fact, I'd probably be the one singing "Icky Sticky" from the backseat with gum in my hair if I even tried. Smart people lean on others.

Because we rely on the power of a *team* at Impact to keep our business going strong, our clients benefit from it as well.

So, already we have the best painter in town lined up to make the house shine for its first showing.

We have a professional carpet installer and expert flooring contractor. Of course, Shari's recommendations are guiding every step, ensuring the finished home will stage and sell for top dollar and well above "market price."

While the sellers were happy with the estimates from every contract and on every project, we also refuse to cut corners or work with anyone who is less than the best at what they do.

Why do we use professionals?

Because, just like I wouldn't leave my girls with just anyone before going to a showing, we want to make sure our clients are in good hands. It's not just about getting to the finish line but about getting them the results, they want *and deserve*.

Because when you work with a team that really cares and has a true village mentality, you get to enjoy the process while also getting the peace of mind that you're going to get back what you paid for, *and then some*.

And, if you're lucky, Eric and Sue Mart will take you out to see the "*Moo, Moos*" once you have a signed contract in hand.

To finding your own village,

Brittany

Don't Forget to Have Fun!!!!

March Quiz Question

Q: What is the name of the Spanish Islands that lie off the northwest coast of Africa?

Everyone who texts, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$25 gift certificate to Carabba's, Outback, Bonefish.

February Question & Answer

Q. Each of the Classic Rubik's cube six faces is covered by how many stickers?

A: Nine

Congratulations: Rodney Pitts

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Happy Birthday

Here are March Birthdays from our friends of **Impact Maryland Monthly**. If you have a birthday in March and don't see your name on this list, please email or call us so that we will include your birthday.

Kate Luna	Mar 1 st	Michele Campbell	Mar 10 th	Vincent Barkley	Mar 22 nd
Jill Brestensky	Mar 2 nd	Blake Galvin	Mar 12 th	Amy Healey	Mar 22 nd
Charlie Corea	Mar 5 th	Ella Reilly	Mar 14 th	Danielle Finamore	Mar 22 nd
Steve Hubbs	Mar 5 th	Karrie Wheeler	Mar 14 th	Judy Ballenger	Mar 22 nd
Lynn Stokes	Mar 6 th	Buck Jacqueline	Mar 15 th	Kaden Blumer	Mar 22 nd
Roz Reiland	Mar 6 th	Kate Kroncke	Mar 15 th	Susan Hubbs	Mar 22 nd
Sophie Black	Mar 6 th	Paige Kroncke	Mar 15 th	Josh Mattison	Mar 23 rd
Amy Clark	Mar 7 th	Eleanor Hubbs	Mar 15 th	Abel Soares III	Mar 25 th
Kimmy Phelps	Mar 7 th	Aaron Webb	Mar 20 th	Vivian Young	Mar 26 th
Max Barba	Mar 7 th	Shelley Hillyer	Mar 21 st	Lance Young	Mar 27 th
Wendy Loller	Mar 9 th	Payton Wood	Mar 22 nd	Hugh Gordon	Mar 30 th

Be Sure to Wish these Friends a HAPPY BIRTHDAY if you see them.

'Stories From The Street'

Stories from the Street is a series monthly articles using real life examples, told in 'story' format to give you knowledge of what actually happens behind the scenes of a Real Estate Transaction.

It's Time for YOU to take Center Stage...

Why it is a mistake to work with 'that' person!

Remember 9th Grade, when the best player on the soccer team or the head cheerleader set the standard for everyone else? *Remember when they were leader of the pack? When someone else was the example you had to follow?*

Remember when your social success depended completely on how well you followed their lead? When the clothes you wore and the music you listened to was not really about *you* but about *them*?

At my school, it was all about Stephen Vankirk.

If he wore a jean jacket, we all wore a jean jacket. When he switched his stonewashed jeans, we all followed suit. It didn't matter how ridiculous we looked or how much it cost us (or our parents). We knew that the best way to "make it" in the social world was to make it all about someone *else*.



Then, a year or two down the road, we all finally realized it was okay to be ourselves. We realized that the Stephens of the world were not the gold standard. We realized they had insecurities of their own (maybe even more than us.)

But... for some reason... the field of real estate has become 9th Grade all over again.

Some people (or agents rather) think that in order for them to succeed they have to become the Stephen Vankiriks of high school. They think they have to make everything about *them*.

You know the agents I'm talking about.

The ones with their names plastered all over billboards and park benches. The ones with the Hollywood-style photos or professionally-managed Instagram page. Ones who tell you to trust *them*, believe in *them* and put all of your faith in *them* for a good outcome.

All the while, it seems they failed to realize that *your* real estate transaction really isn't about *them* at all.

The only thing you should care about when looking for a realtor is how they're going to handle the sale that matters most - yours.

Unless we're back in high school and they're running for prom king, you shouldn't care one bit whether they hit their sales quota last year. So, why do these agents still yammer on about their high commissions, impressive sales or 1,000% growth rate? Instead, they scream "ME, ME, ME, ME, ME" until someone pays attention or gives them their contract.

Sadly, this is the only thing they know how to do. And just like the Steve Vankirks of the world, they're scared that you'll see right through them if they don't. They don't want you to see what's really behind Door #2.

That's not how we operate at Impact Maryland Real Estate...

We left the "ME-centered" approach behind a long time ago, right alongside Jordache jeans and parachute pants. Instead, we let our approach do the taking for us, and we focus the reset on *you*.

From day one, we take a value-based approach to selling your home. We look for hidden potential, things many "ME-centered" agents might miss. Then, we create a customized, proven plan for unleashing that hidden value and helping you earn top dollar for your home.

We focus our efforts on you - from strategic upgrades, to Scientific Staging, Professional Photos and StorySelling, every part of our approach is catered to your individual property and unique goals.

Instead of the Stephen Vankirks of the world who are churning and burning clients left and right - looking for that next big sale - we make a plan that is best for *you* - not us.

And if you like our approach and want to see what it can do for you, we will stick with you every step of the way - whether it takes 6 hours or 6 months. (*Although, with our scientific approach to sell real estate, most homes are on the market for less than a handful of days before getting a top-dollar offer.*)

When you decide to buy or sell a home, you are making one of the most important financial decisions in your life - YOUR LIFE.

The last thing you need is an agent who is more concerned with how your sale will affect theirs. Tired of trusting "ME-centered" agents with the sale of your property?

Give me a call or shoot me an email to learn more about our approach and what it can do for you.

IMPACT CLUB™

Committed or Just Interested?

Ever been a part of a club? A community? With people who want to make a difference to a bigger cause than just themselves. A place where the people attend for a greater good. They will be brought to tears because of the Stories they hear and they will gladly donate their money to a charity.

On Tuesday February 20th, 222 of Frederick's finest people met for the 5th event of the Impact Club. Some members have been there since the beginning and have attended all 5. Some are newer members. Others have just heard of the Impact Club and became members that night.

For everyone there, if the 3 presenters didn't touch you emotionally, if you didn't feel moved by them then I'm not sure you were paying attention. The 3 presenters from The Whole Heart Center, The Rescue Mission, and the Mental Health Assoc of Frederick County all shared emotionally charged speeches.

This 5th event was the most heart wrenching yet!

All of the presenters got on stage and emotionally connected with our members through the Power of Story. Through the Power of Words. No

presentations. No Power Point. No Pictures. Just the power of Words.

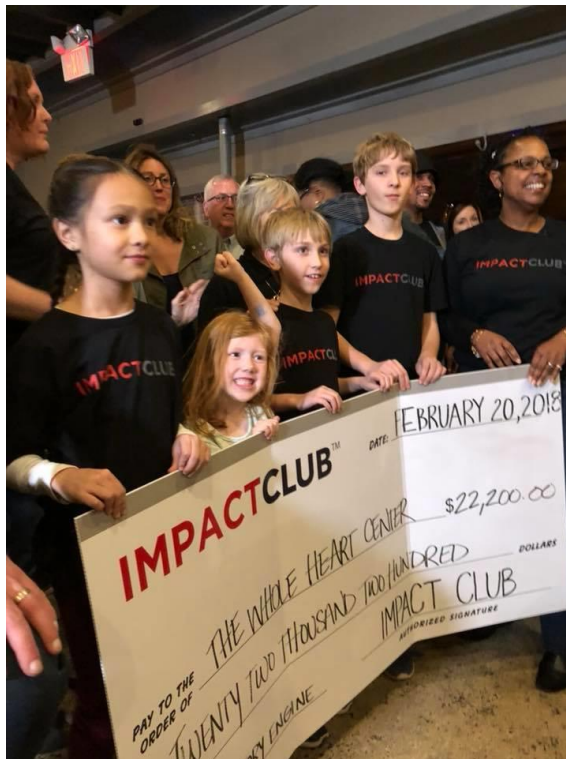
There wasn't a dry-eye in the house! Ultimately Denise Rollins and The Whole Heart Center walked away with \$22,200 Donation!

How did we get to that point of donating such a large amount? Well, Impact Club Members commit to donating \$100 a Quarter at a time. Knowing that individually there \$100 won't make much of an Impact, but when you combine your donation with 200, 250, 300 other Impact Venture Capitalist, then your donation has life altering positive change in our community.

Unfortunately, there were 62 members that we had going into the event that didn't transition over to our new site ImpactClub.com so we weren't able to count their donation and add it to the \$22,200 – the Impact could have been

much more. Maybe they were just Interested, Not Committed? I'm not sure. There is still time for those members to fulfill their commitment by registering on ImpactClub.com.

See you in May for the next event? Check out our new site it has been 14 months in the making.



Denise Rollins on the right is the recipient of Impact Club's 1st Qtr 2018 Donation. \$22,200... WOW

IMPACT MARYLAND MONTHLY

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Testimonials from recent 'IMPACT Maryland Monthly' Members

We LOVE our clients and work tirelessly to get Superior Results when you hire us. We realize that your home is your most important investment we treat the entire experience knowing that it is YOUR family and YOUR life that we are involved. We don't take this responsibility lightly. The following review is of one of our Partners and is taken off our Facebook Page. If we have worked with you, we'd love your feedback. www.facebook.com/impactmarylandrealestate

-I initially worked with Dawn Klinko of Impact Maryland Real Estate. She was upfront, honest, and very responsive. She took time to go through the detail of the house upon walk-through. She was very knowledgeable of repairs needed and other aspects of the house that she noticed. She's very professional and takes time to answer each and every question we had.

Its important to note that when you have a realtor agent from Impact Maryland Real Estate, you actually have the support of not just one amazing realtor, but a team of them. From the whole process we had the pleasure of working not just with Dawn, but also with Susan and Eric of Impact Maryland Real Estate. They complement and back each other up in helping us make the home buying process a wonderful experience. Starting from our first visit of the property it took less than a month and we had our keys. With their help our dream of owning a home was realized quick and easy. I can't sing enough praises for Eric and his team at Impact Maryland Real Estate, they are the best realtors you could ever ask for. – Howard A.

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