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IMPACT MARYLAND MONTHLY

with Dawn Klinko

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MARCH 2018



One Contract, One Year & 3 Big Lessons Later...

So Thankful to Be a Real Estate Agent!

With all the excitement over my Emma's big lead performance in Annie and the new year, I forgot to give everyone an update on my house.

I am happy to say my house is now under contract!

It's official - our new journey has begun. *(And for anyone who has sold a home they own you can attest, it's definitely bittersweet.)*

Because it was a foreclosure property, a lot of blood, sweat and tears went into that home (Mostly mine ☺). Every improvement, every family dinner night or birthday party has also left its mark. And while we're happy to have a chance to move on, we'll be a little sad to say goodbye. *All of you who have moved away from a place you called 'home' know what I mean.*

And as I start the next chapter in my personal real estate journey, I am also excited to say my professional journey has only just begun!

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.

For those of you who have been getting these newsletters for awhile, you probably know that this month marks my one-year anniversary with Impact Maryland Real Estate!

And for that, all I can say is "Thank You, Thank You, Thank You!"

Thank you to all my friends, family and clients who supported me through this journey! Thank you for your time and, more importantly, for your trust with one of the biggest decisions you will make in your lifetime!

The year has been chock-full of ups, downs and everything in between. Again, if you've been following these letters, you know what I mean. Personally, and professionally, so much has changed. So many hurdles have been jumped and milestones met.

Personally, I supported my daughter with the decision to transition to a new school, while also dealing with the health challenges both my son and I faced. It has been a year for the books, that's for sure.

Professionally, I gave up my career in nursing to expand my career in real estate (frightened as hell, of course.) But thanks to Eric and Sue Mart at Impact and all of you, it has been a success. And I haven't looked back since!

And while we're on the topic of professional changes, I owe my BIGGEST thanks to Eric Verdi and Sue Mart from Impact. Not only did they invite me to be a part of their company, but they invited me to be a part of their family.

I realize now how hard it was for them to open up their office to someone new. After just being the two of them for so many years, they took a leap of faith. They opened their hearts and doors to something and someone new.

As you probably already know, they also stood by me during all the personal triumphs and challenges that took place this past year. Without fail, they were by my side. And, without fail, Verdi is ALWAYS a sounding board for me when I needed to vent (*which you can bet is pretty often with two kids (one teenager) and all the personalities we deal with in real estate.*)

Not only is Verdi teaching me the ins and outs of the industry - he has taught me a lot about myself. *At 45, I have to say that's not an easy feat.*

So, a big thank you to Eric and Sue Mart for believing in me (even when I don't) and for giving me this amazing opportunity to do what I love!

And, if I have learned anything else from Verdi it's to always remember the lessons each year brings. So, in the spirit of Eric Verdi and Steve Jobs, here are the top 3 lessons my first year at Impact have taught me:

- 1. Sloooooowwwwww the Hell Down**

If there is anything I have learned this past year, it is that I have one speed in life: supersonic. Sometimes, speed is necessary. However, other times, going too fast can lead to mistakes - some that can spell big trouble if you're not careful.



The loves of my lives wearing matching reverse hats. Couldn't be more proud of Emma and Kendall.

One of the hardest (and most important) things Eric has taught me is how to slow down and reel myself in a bit. I've learned it's easier to do things right the first time than to go back and fix them later - *especially when it comes to real estate transactions.*

2. Be Patient: With Others & With Myself

Notice a theme here? In addition to giving myself more time, I need to give myself and others room to make mistakes and a chance to do the right thing. You see, I get so emotionally invested in my clients' transactions. I always want what's best for them and will fight for their best interest.

However, I get a little less patient than I should be in the process. I've learned sometimes I need to just take a step back. Take a breath. And accept that things don't always work out the way we want them to initially. But, with a little patience, it will work out in the end.

3. Public Perception About the Real Estate Industry Is Not Quite Reality

From the outside looking in, it's easy to lump real estate agents in the same category as used car salesmen and schmaltzy lawyers (nothing against either profession, but you know what I mean.) We make commission, so we must all be in it for the money, *right?*

Sure, I've encountered of few of those money-minded agents and lenders this past year. However, now that I've been in the industry for awhile, I can tell you that these people are few

and far between. Believe it or not, there are still some really great agents and lenders out there. Folks who really do care about your home sale and care more about people than their paycheck.

And most of the time I've butted heads with an agent, it's been because they were representing their clients' best interests while I was representing mine. So, when it's all over we shake hands and carry on with our business. And, after the past year with Impact, I'm happy to call a

lot of these lenders and agents friends!

Also, to you (yes, you) who's reading this: thank you for being on this journey with me!

Whether you are a long-time friend or I was lucky enough to have you as both a client and friend this past year, I wouldn't be doing what I love without you.

Without your trust and support, I wouldn't be able to protect people like you from those who just want to make a buck in the industry. I wouldn't be able to make a difference and be a part of your lives in such an amazing way.

I am truly honored to be your friend!

Also, I would be honored to help your friends and family out with their next home transaction. So, feel free to share my number. I'm here to help!

Good health and best wishes to you,

Dawn



A picture from a recent Impact Club Event from L to R is Brittany, SueMart, Verdi, Katie, and me.

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

	4		7	2		3		
		6	9					
2		1			6			7
3	9	2				6		
				6				
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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...

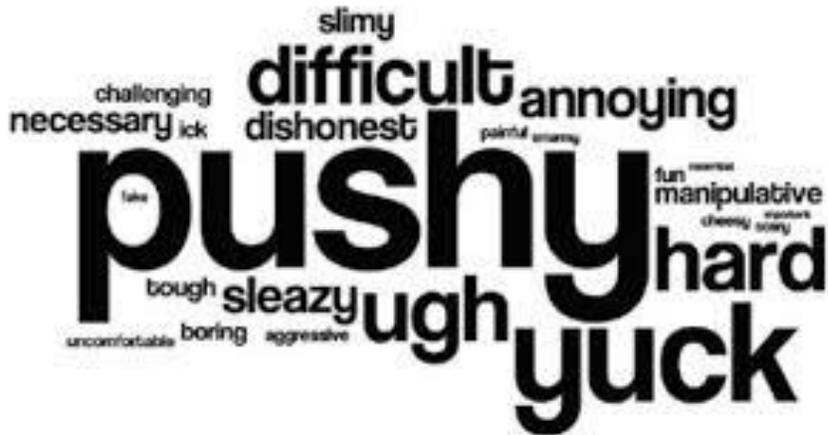
Why it is a mistake to work with 'that' person!

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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Or Call/Text to 301-788-6219

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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