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IMPACT MARYLAND MONTHLY

with Dawn Klinko

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MAY 2018



New Productions & Naked Home Sales

Planning Your "Opening Night" Right to Get More from the Market

Remember last month when Emma performed in a modern-day variety show, Ed Sullivan style?

Well, surprise, surprise...my girl is at it again!

The last play was such a huge success - the kids were flippin' amazing! But now, without missing a beat, they ended one show and started prepping for two more!

I'm in awe every time I see these kids perform. They're all so young but also so motivated. It's really incredible to see. They attend every practice, every dress rehearsal, every costume fitting. You name it, they're willing to show up and do their best, every time.

However, sometimes your "best" is limited to the vision of the stage director. Sometimes, no matter how much enthusiasm and energy you put into a performance, it's just not going to beat the one you did last month - or the one you will do next week.

For example, the performance Emma is working on now, called "Summer Selects" is nowhere near as exciting as the full-out, no-holds-barred variety show performance she just completed.

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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.

I'm not going to lie, the last performance just blew this one out of the water.

First of all, the variety show took months to prepare for. There were chorus lines, choreography, elaborate costumes. The whole nine yards.

This one is just not the same. The kids will perform in different venues each night - a street corner, a park, a nursing home... and so on. That venue will become their "stage." No props. No backdrops. No curtain call. Plus (perhaps the biggest difference) there will be no costumes.

Instead of an outfit designed specifically for their role in the play, the kids will all be wearing T-shirts with logos on them, like members of the soccer team.

Are the kids still working hard to practice for this performance? Absolutely. It's what they love to do. Are parents still going to show up and support them on the big day? You betcha. I'll be there with bells on, just like I will be for every performance.

However, you can definitely feel the difference. The kids can feel the difference.

They're just not as excited about it. And it's not going to get the same response from the general public either. The numbers are never anywhere close. We might get 15 or 20 people at each performance.

There is a big difference between putting a ton of effort into something - from costumes to stage design, lighting and choreography - than there is with just sticking with an original script and hoping everyone else can read between the lines.

Both preparation and performance are key to getting the reaction you want from your audience. It's true in theater, and it's certainly true in real estate.

Let's call Emma's variety show "Performance A" and the new "Summer Selects" we'll call "Performance B."

Now, let's apply each performance to the real estate world.

In the "Performance A" approach, the agent and sellers would work together to present the house in the very best light possible. (Note: This does not mean decorating the house to the nines with expensive furniture or hiring an interior decorator. In fact sometimes it means quite the opposite).

With the "Performance A" approach, every detail of

the home is carefully planned to make the buyers feel like this is THEIR house from the minute they walk into the door.

This is no trade secret, here. The first thing we tell anyone to do is to depersonalize. Shari, our scientific stager, walks through each home room by room and makes recommendations on how to make the home more neutral. Whether it's painting a wall, removing carpet or replacing a piece of artwork, there is always a scientific reason for the stage.

Ultimately, the closer we can get the home to a neutral state - a place where the buyer can make an emotional attachment - the better off the whole process will be. (Read: And the more money the sellers will make from the sale).

Then, the next step is to add some character back in. That's where staging comes into play. A couch adds character. Photos add character. Accessories, lighting fixtures and countertops add character.



My Mom and I celebrating Big Sis's 50th Bday.
#familyfirst #BIG5-0

Now, I'm not talking about going out to a discount store and buying the cheapest home goods you can find to pull things together. It's called "scientific staging" for a reason, folks. There's a science and a method to everything we do and every piece of furniture or accessory we buy.

Every recommendation Shari makes is based on years of experience on how to get buyers to feel the way we really want them to feel.

Of course, we understand that often people are still living in the home. In those cases there are limits to what we will ask them to do. It is still their home after all. But just like with Emma's variety show performance, the more effort you put in up front, the more return you will get in the end.

Just recently, I had clients who followed the "Performance A" model to a T.

From start to finish, they did everything I asked without fail. They did about a month of work in just two weeks! Was there a large investment up front? You betcha. But was there an even bigger return? Absolutely.

Just 3 days and multiple offers later, the house sold at a record price!!

Now, let's imagine what a "Performance B" home sale might look like. This house has the same foundational strengths as the first house. Same great location, great floorplan and even same home improvements and renovations. Fresh paint, new carpeting, etc...

But when it comes time to list the home, the clients aren't willing to take that final step and stage their home for sale. As the big day approaches, the home will "perform" vacant. Empty. Undressed for the big day.

How do you think this "Performance B" home will do? Not too great, I can tell you that.

Sure, just like with the play Emma's rehearsing now, the "story" or structure of the home is just as strong. But without the right costumes, lighting and stage design, the buyer is going to be lost. How can someone get emotionally involved or attached to a house that has no character?

If the house is empty, the audience is going to feel empty looking at it.

You can do all the marketing in the world - Facebook ads, property photos, newsletters, direct mail campaigns. You can get tons of Facebook shares and 8,000 people to view the house. But if all they see when they walk through the door are walls and floors, how is that going to be received?

Just like with Emma's play. If all the actors memorize their lines, rehearse their scenes and get into the mind of the character but walk out in jeans and a T-shirt, is the audience going to get the full picture? Not quite.

Selling a home is a lot like selling a story on stage. You have to hit it hard and hit it right on opening night to get the result you want from your audience - the buyers.

All the preparation of rehearsals works together with the design and vision of the opening night performance to make everyone's hard work pay off.

Moral of the story? Don't miss the forest for the trees guys. The structure of your home might be telling the right story, but the way you "dress up" that structure and add the right character to it is what will get your story heard, and felt, by the people who matter most.

Because, at the end of the day, while your mom and friends will applaud you on opening night, they're not the ones whose offer you want on the table.

Until next month,

Dawn

Don't Forget to Have Fun!!!!

May Quiz Question

Q: Where would you find the 'Sea of Tranquility?'

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.

April Question & Answer

Q. What 2013 Sci-Fi Blockbuster starred Sandra Bullock and George Clooney?

A: Gravity

Congratulations: Anna Carroll

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Happy Birthday

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

Angie Lewis	May 1 st	Tim Reilly	May 12 th	Harlow Durham	May 22 nd
Melanie Torre-Fisher	May 1 st	David Reaver	May 16 th	Lean Wyatt	May 22 nd
Vonnie Paxton	May 1 st	Jamie Sweitzer	May 16 th	Lauren Fox	May 23 rd
Owen Clark	May 2 nd	Julia Caralle	May 16 th	Ben Whitting	May 24 th
Laura Royer	May 3 rd	Lou Caralle	May 16 th	Bailey Sweitzer	May 25 th
Vicky Neely	May 3 rd	Micah Reaver	May 18 th	Ellie Woodfield	May 28 th
Abby Woodfield	May 5 th	Tyson Tsikerdanos	May 18 th	Amanda Wolf	May 29 th
Jaclin Madarang	May 5 th	May VanVlerah	May 19 th	Brittany Ingram	May 29 th
Ryder Cavanaugh	May 5 th	Bryan Schromsky	May 20 th	Ron Colson	May 29 th
Nikki Basile	May 9 th	Robin Johnson	May 20 th	Sharon Schromsky	May 29 th
Scarlett Wood	May 10 th	Jenn Cavanaugh	May 21 st	Robert Durham	May 30 th
Steve Chipouras	May 12 th	Caleb Simmons	May 22 nd		

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.

Emotions...

Why Realtors are the Masters of 5th Grade Career Day

Fiddling to get the key out of the lockbox and struggling to find the 'one key' that opens the deadbolt on the front door. That's a picture of a real estate agent if I've ever seen one. Meanwhile, your clients stand nervously behind you wondering what is behind the front door. Is it going to be another 'dud' like the 6 other homes we just saw? Or, is it going to be 'the one?'

The anticipation of finding a home for your family is one of the most nerve-wracking experiences that you will ever encounter.

If you have ever bought a home, you know EXACTLY what I am talking about.

You start looking online at location, neighborhood, size of the yard, how close to the schools (or whatever you really want) and all of that is a great way to start a search. But there is no substitute for walking through the front door.

First impressions are everything.

The smell. The visual appeal. Your senses are at a heightened state, filled with the 'unknown,' and there is the even bigger unknown that comes from the anticipation of finding a new home.

Within the first 10 seconds buyers get an overwhelming emotional 'feeling.' Sometimes it's good, sometimes it's bad. Either way, they will talk themselves *into* or *out of* the home based on their first impression. Based on those ever important first 10 seconds.

This is why we never sell/push people on homes, because they know almost immediately.

Yes, we can point out the pros and cons of the house. The age of the appliances, the quality of the HVAC system or whether there is enough space for their California King bed or their wraparound couch. We can answer those functional questions, but one thing we can't help them with: their EMOTIONAL ATTACHMENT. It's either there or it isn't.

Believe it or not, that's why real estate is such a TOUGH business to succeed in. It is the only business I know where you have to 50% psychologist, 50% business owner, 50% technical expert and 50% marketer.

Yeah, Yeah.. I know that does not add up to 100%. But successful real estate agents don't work 40 hours a week, they work 80-100 hours a week. (hahaha)

No one grows up and says, I want to work 100 hours a week and 'sell homes.'

Remember Career Day in Elementary School? When all the kids say what they want to do when they grow up? You might have heard 'Teacher,' 'Fireman,' 'Doctor,' 'Engineer,' 'Entrepreneur,' or 'Nurse.'

Remember what you didn't hear? 'Realtor.' Chances are you didn't hear anyone say I want to 'sell homes.'

And don't get me wrong, it's not because it's not a great profession, it is. It just takes a LOT more than you might think to succeed in the long run. You see, when you're a kid, you want to do something you know you will do well at. And who could blame them?

And at Impact, we've been helping clients enough to know that a lot of those kids from Career Day have what it takes to be a great in real estate if they wanted to. It just might not be what you expect...

Believe it or not, it's not the Engineer or Entrepreneur who's going to automatically thrive in this business. Sure, they have an analytical mind. They're smart. They're motivated. But if you think for one minute that's enough to beat out stiff competition and help clients snag their dream home, then well...



...you've got another thing coming.

Why do we commit ourselves to working 80-100 hour work weeks? Why do we spend hours at night, after long days of touring homes, to tweak contracts and negotiate favorable closings for our clients?

It's not because we're so smart (haha). Although, there is quite a bit of strategy involved of actually winning negotiations and getting your clients contract accepted.

Nope, it's because we care. It's because one of the true joys we get out of those long hours and nights of playing part Perry Mason and part Mark Cuban is the satisfaction we see on our clients' faces. It's the joy we see when we tell them the good news: 'Your home is under contract!' or 'Your offer has been accepted. You have a CONTRACT!'

This is especially true in the market we're in today, where buyers are jumping on good interest rates while they can. Where a house sees 8-10 offers just hours after it hits the market. Where everyone is looking for their first home or next home and are often willing to invest over-market dollars not to lose out.

Now, back to Career Day again.

Which kid do you think is going to make the best agent in this situation? The Teacher or the Entrepreneur? I can tell you from experience the answer: IT'S BOTH.

You have to have a solid strategy and expert negotiation skills to keep your clients from losing out. And this is ever evolving. The strategy used last year is now outdated as others have 'borrowed' our strategy so we recently came up with a NEW strategy for getting our buyers' offer accepted.

And guess what? It's worked recently with 4 different clients! We've developed a solid strategy of our own for buyers in this market. Our buyers submit with a really strong offer but put a tight deadline on the offer. We don't give sellers the time to 'shop around'. Is it risky? Sure, the seller could just walk away or balk at the deadline.

It keeps more power in our buyers' hands. Winning in Negotiations is all about having the upper hand, and in today's market sellers have that upper hand, what we are doing is trying to flip that script and get our buyers

the upper hand. And it's helped us get 4 recent buyers their dream home in this hot, competitive sellers' market.

However, when it comes to managing expectations or knowing when to fight for your client, being an Entrepreneur will get you nowhere. *I repeat, nowhere.*



You have to *care* about your clients first. You're not going to negotiate anything well if you aren't motivated to help get them the home they really want. You might think to yourself, '*They'll just buy the next one.*'

We have learned that the two best professions that provide excellent real estate agents are nursing and teaching. It doesn't mean other can't succeed, just that teachers and nurses have an innate sense for helping others and being empathetic to other's emotions.

Why? Both nurses and teachers know what it's like to work under pressure. They know how to manage the emotions of their

students/patients/colleagues to do what really needs to be done. Some of our best agents have come from these professions. And they are the ones who do best at keeping our clients from getting too excited before that offer agreement is signed. They'll also be the first ones to pop a bottle of champagne with them, too, at the closing table.

To really succeed in this business, you have to have the emotional strength of a nurse and the analytical mind of an entrepreneur.

You have to be able to handle high-emotion situations and know how to manage the negotiation and business side of things. No one is good at both of these things to start. And I'll tell you right now, one is a whole lot easier to teach one than the other.

When I'm fiddling with that lockbox or waiting for an offer to be accepted before the deadline, my 'business sense' is not going to keep me going. It's my emotional side (the side that really cares about the client) that pushes me on to do what needs to be done.

At Impact, we'd rather hire the nurses and teachers and give them the business skills later on. It's much harder to do the other way. You either care, or you don't. You can either emotionally connect with your clients, or you can't.

Back to 'winning negotiations,' we are always thinking 'outside the box' to get our clients' offers accepted. The offer deadline has work, just ask the McArdules, the Reddings, the Follands, and the Colemans, who recently got their offers accepted on new homes, we had to go above and beyond to get their offers accepted. But it was all worth it when we saw the look on their faces, the hugs, the tears, the sheer raw emotion when we told them they're getting their dream home.

Now, that's a story we should share at next year's Career Day. Maybe we'll have a lot more kids raising their hands to sell houses. *What do you think?*

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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

-Have hardly been on Facebook lately so I'm sure I'm way behind the news. Happy everything to everybody! We are selling/buying/packing/downsizing. Have't gone to settlement yet so don't want to jinx anything but will post pics and info later! I will say, though, we are working with a great Realtor and team [Impact]! - Brian and Patty M.

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