

Protector. Innovator. Philanthropist.

FOR MORE INFO VISIT WWW.IMPACTMARYLANDREALESTATE.COM

IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

DECEMBER 2018



Boiled Eggs & Baked Lasagna

How This Messy Mama Might Surprise You...

What are ya'll excited about this holiday season?

For us Reaver girls, nothing says Christmas more than a real pine tree (that we cut ourselves), having our first snowball fight and burning eggs on the stovetop.

Yep, you heard that right.

It was right around this time last year when I burned a whole pot of eggs on the stove. Things got REAL, guys. If you're a mom, it probably sounds like just another Tuesday, but here's the story...

....The girls told me they wanted hard boiled eggs....So, I put them on the stove and got them going. Then, of course, 19 other things happened before the water boiled.

Peyton and Madison needed clean pants, so I threw a load of laundry in. Then....I had to make chocolate milk for Peyton. Then...I ended up having to wiping Harper's butt....
#dontask #shekeepsmeonmytoes

Two hours later....

I remembered, "Hey, did I have something on the stove?" The eggs were black, guys. Black. I had to throw away the pan. But, good news: nothing caught on fire. Soooo, I counted the day as a win and just kept going.

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.'

HEADLINES

- Working Out the "Kinks" in Real Estate Pgs. 1 - 3
- December Birthdays. Pg. 4
- Don't Forget to Have Fun. Pg. 4
- Stories From the Street – Agent Proclaims "I Don't Do Business Like That! Pg. 5-6
- ImpactClub® Kids Are Always Watching Pg 7
- What Recent Members said about their experience with our Company. Pg. 8

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.

Now, this isn't another story about mom life. This is just a story about life, period.



Decorating my aunts amazing Christmas tree
#christmaslightsforthesoul

Things don't always go as planned. Sometimes you map out the perfect day or year and life just comes at you sideways. So, you just deal with and keep on truckin'. This is something that my clients and I learned firsthand after a failed

septic inspection recently. As luck would have it, this is the second client of mine that this has happened to this year.

But this time, the inspection came back right as my babysitter was out of town. So, I put on my big girl pants and made things happen. The first day, Harper came with me. The next day, Madison threw up at school, so she had to come along too.

#reavergirlstotherescue #septicsoiree



#reavergirls in the snow
#snowcute #snowbunnies

My girls and I, along with Eric, SueMart, Dave, Holly, William and two people from the county all came together to try to find a solution. There we were, just standing around in the friggin' icy cold weather, trying to find the best solution for the client.

Unfortunately, the best solution

this time turned out to be \$15K in repairs.

Was this something any of us wanted to go through? Absolutely not. And definitely not an expense my client wanted to pay.

But I can say it brought us closer. When you go through really stressful moments like these, it just deepens your bond.

Real estate, like life, is just filled with these kind of extreme highs and lows. Sometimes you make a really big sale or help your clients find their dream first home. Other days, well, they just turn to be a bit more crappy. #punintended #imsopunny

That's why I'm so glad I work with Impact. It's also why I'm able to take a break everyone once in a while to recharge my own batteries and come back ready to kick butt again.



KY Cousins #watchoutkentucky
#lovemyfamily

Last month, I made a trip out to Kentucky, by myself and for myself. Everyone who knows me knows that Kentucky is my happy place.

Most of my mom's family lives there - my uncles, my cousins, my cousins' kids, my grandma - everybody is in Kentucky. Plus, something about being there with them just gives me the warm and cozy feels. It just feels right. And even though I hadn't made it out since last August, every time I go we pick up right where we left off. Even if we don't talk every week, it's like we never missed a beat.

Of course, the whole time I was there, I was going from aunt's house to aunt's house, visiting each cousin and all my cousin's kids.

It was constant, sure. But it was a different kind of constant chaos. It was family chaos. So, even though I didn't "recharge," I was recharging. You know what I mean?

I can work 3 or 4 weeks straight with no break. Not even a day off. No matter what is happening in my life, I make sure I can be on point for my clients.



Open house crew #impactfamily
#lovewhatyoudo

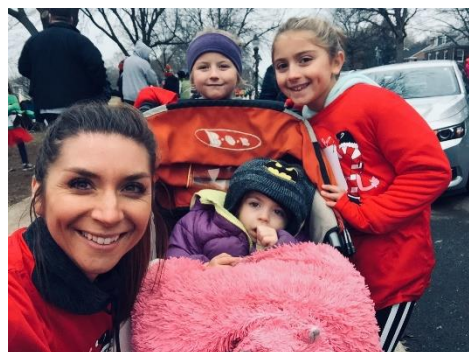
Sometimes that means I'm taking calls in the car line at my kids at school. Other times, it means I'm stopping on the way to gymnastics to look at a

contract, or home inspection or deal with a roofer for a property that is already settled.

Is the home inspection settled? Are there showings to plan? Do I need to negotiate a new offer?

These are all the questions running through my head all the time. It's constant. and it's the same for being a mom. I'm always asking myself, Did I volunteer to be snack mom this week? When is picture day? Do they have their book fair forms ready?

It. Never. Freaking. Stops.



Fit family! The girls 1st 1k and 5k
for me and Harper
#candycanedash
#funfilledweekend #proudmama

But I know for a fact that being a mom makes me a better realtor. For starters, I know that I need to pull off on the side of the road to check my emails first.

#safetyfirst #nachorecklessdriver

But that's exactly what I signed up for. And it's the same with being a mom.

Every day, I'm a chef. An event planner. A counselor. A taxi driver. Basically I'm always on because it's my job to figure all of this stuff out for them. #thankgodfortacos

But it's because I've learned how to always be "on" for my kids that I can take such good care of my clients. I might seem like a mess, but I am always tuned into what my clients (and my kids) need in the moment. I understand that my clients might have the same things going on at home, too. Maybe

they have 3 of their own crazy kids to deal with. Or, maybe they work at a job that doesn't treat them well or have family that is far away and can't help. Whatever it is, I'm there to listen and hold their hand.

It's how I remembered a couple of mine who closed on their home this year and said to me, "Now we're house poor, so it's going to be nothing but Ramen noodles for dinner."

So, one day when I didn't have the girls, I made them a pan of

homemade lasagna and brought it over to them.

#seeicancook

#gladitwasnteggs

They were so shocked I remembered their jaws almost hit the floor.

Then, we hung out and they gave me a tour, showing me everything they had done with the house. I had a blast, and it was awesome to see how they made it their own.

For another client, I brought a bottle of

wine. Because, who doesn't love wine right? It was a super quick visit. But they took me around and gave me a tour. We even fixed a leaky window together before I headed home. That's just how I roll. #nachoaveragealrealtor

Sure, real estate is stressful. And so is being a mom sometimes. But that doesn't mean it can't be fun!

Just take the time you need to recharge every once in a while and then keep back at it.

How do you recharge your batteries? And what can I do to help? I promise, if you ask for boiled eggs I won't burn them.

But if I do, we'll laugh about it and I'll bring you a bottle of wine instead.

Cheers,

Brittany



. Christmas tree
experience 2018
#getoveritharper
#imsmiling
#gettogethergirls

Don't Forget to Have Fun!!!!

December Quiz Question

Q: In the 1964 classic "Rudolph the Red-Nosed Reindeer," what was the name of Rudolph's faithful elf companion?

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.

November Question & Answer

Q. What is a baby turkey called?

A: A poult

Congratulations: Jacob Martin!

	8	7		5				
4	9			3	6	1		
5	1		9	8	2			4
					5	4		6
7				6	9		1	
1				4		7	5	
2			8	1	3	6		9
9	4				7		3	
					4	8		7

Happy Birthday

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

Morgan Covert	Dec 1st	Kacey Austin	Dec 11th	Claire Murphy	Dec 19th
Shannon Gorman	Dec 1st	Cassy Roderick	Dec 13th	MaryKate Keefe	Dec 19th
Mary Ellen Farrell	Dec 2nd	Peyton Reaver	Dec 13th	Keith Tapley	Dec 21st
Cole Hamilton	Dec 2nd	Megan Clark	Dec 14th	Angie Keeney	Dec 22nd
Johnny Brosnan	Dec 3rd	Bryan Beachley	Dec 14th	Becky Maerten	Dec 22nd
Brick Buckman	Dec 3rd	Laura Haraway	Dec 14th	Makaiya Skaggs	Dec 22nd
Sue Kemp	Dec 3rd	Jack Wharton	Dec 15th	Christy Steele	Dec 23rd
Abby Cooper	Dec 4th	Veronica Lawrence	Dec 15th	Jill Johnson	Dec 24th
Tammy Artman	Dec 4th	Katrina Hallein	Dec 16th	Ellie Whitting	Dec 25th
Steven Barnas	Dec 5th	Austin Clime	Dec 16th	April Miller	Dec 26th
Sean Tusing	Dec 6th	Stephanie Davis	Dec 16th	Grace Maerten	Dec 26th
Pam Seiter	Dec 6th	Stephanie Gentile	Dec 16th	Paul Scott	Dec 27th
Kelley DuBois	Dec 7th	John Clauser	Dec 16th	Robyn Hulvey	Dec 28th
Lisa DeShazo	Dec 7th	Debbie Birnby	Dec 17th	Erin Gamble	Dec 29th
Rachel Maerten	Dec 7th	Ellie Baker	Dec 17th	Emma Phelps	Dec 29th
Sue Crum	Dec 9th	Rylie Reaver	Dec 17th	Cindy Delbrook	Dec 30th
		John Hanna	Dec 18th		

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.

Agent Proclaims, "I don't do Business like THAT!"



You don't go to McDonald's to get a Filet Mignon 5 Star Dinner and you don't go to the Tasting Room and expect to pay \$10 for a meal and be out of there in 7 minutes.

These are both 'restaurants' but to say that they are running the same 'business' couldn't be further from the truth.

McDonald's focuses on having everything standardized. Fries are cooked for 2:30 seconds exactly. Burgers, they are cooked for 3 minutes. Put on a bun. 2 circles of ketchup, 1 of mustard, a tablespoon of onions, 2 pickles and done. Chicken nuggets. Same standardization. Drinks. The worker just pushes a button and the correct amount of soda is disbursed.

This Standardization of activities works perfect for McDonalds as they make up their business on volume. They focus on sales.

The customer knows exactly what they are going to get when they walk into McDonalds. You know that you are just a number when you walk in and that any personalized service is very minimal. The reason McDonalds is so very successful is that every detail is handled at the corporate level. The employees, they have their VERY specific task and to ask them to do anything else their head would explode.

The opposite of this would be going to a 5-Star gourmet restaurant. You are greeted at the door by your name. The host offers you a drink before you are even seated. The first server delivers your water. The main server delivers your bread and introduces him/herself. Then the rest of the evening is like Broadway show.

Want your order customized. Change out the sides? Add extra mushrooms on your steak? No worries.

Why?

Because each customer is treated individually. The chef doesn't have 5 pictures about how to make your hamburger. Each order is prepared by a chef that has spent years honing their craft and when a customized order comes in can quickly adapt because he/she is a true professional with experience.

Both can be successful business models but one focus on sales while the other focus on the customer/relationship.

We have this exact quote in our office that says, “Pros focus on Relationships. Amateurs focus on Sales.”

We choose to go the Gourmet Restaurant route and customize your solution to YOU! What goal do YOU have in your sale or purchase? Need to move quickly? Pregnant and have a growing family? Want to be in a certain neighborhood/school? Getting divorced? Change jobs and locations every 3 years?

This is why, when we meet to discuss your move, we ask WAY more questions than we do speaking. We don't come in with a 'presentation' or 'power point' talking about us or our listing presentation. That is how the McDonald's agent would do it. Ask them to customize your solution and their head would explode. With us, everything is customizable. Now, do we have our overarching beliefs? Just like a 5-Star Restaurant sources their beef from the premiere butcher and only buys organically grown vegetables we have our core beliefs.

Need a painter? We can do that! Finish a basement? We have those relationships!

One of the best quotes we received from another agent upon settlement was, “I don't do business like you!”

We had to work intimately with the city, with engineers, with the historical society, with contractors for 4 months to make sure our client could do what was desired with the building she was under contract to purchase. Literally hundreds and hundreds of hours were spent on the details to make sure everything was doable for our client.

Just this week we had a settlement with a seller. Same thing. We had to arrange a contractor to finish the basement, so they could achieve maximum value. Then during inspections, the property had a failed septic and a crack in the foundation. So, we spent 4 days at the property with the septic company, with the county, getting permits, with electricians... Had to help arrange a structural engineer to come check out the crack in the foundation.

Countless hours. Hundreds of phone calls. This was the ultimate 'off the menu' order. The client didn't order one 'easy' item.

We were able to help this client because we aren't in 'sales'... If we were, there is NO WAY that this property would have gone to settlement and the clients would have been able to move on with their lives.

What that agent really said when he told us, “I don't do Business like YOU!”... He was saying that he doesn't 'customize', he doesn't 'find solutions to problems.' He is like McDonald's... fitting everything into a perfect little box.

So, next time you think real estate you need to think long and hard:

McDonald's or Tasting Room (5-Star) Dining?

IMPACT CLUB™

Kids Are Always Watching



On Tuesday November 13th there were 269 ImpactClub® members. We, as a community, gathered together at The Blue Side Tavern in Frederick.

Meaning one of the presenting charities were going to walk away with a life-altering donation of \$26,900.

This was our 8th Event and the momentum of ImpactClub® Frederick has grown since that cold February 2017 evening when 182 ImpactVentureCapitalist came together as founding members of a movement that has since donated \$190,900 to the 8 charities. Each Quarter we come together, like members of a secret society, to help make an impact locally.

New members all say the same thing. **“WOW, that was an AMAZING night! I’ve heard about the ImpactClub®, but didn’t realize just how awesome the evening would be!”**

And that is the power of Story!

The event is built around 3 charities standing on stage. 5 minutes, a microphone, and a Story. That’s it. No fancy presentations. Speakers have us engaged. Have us at the edge of our seats hanging on their every word. **We laugh (sometimes). We cry (often).** These charities they pour their heart and soul into helping others and for us to help them

– no strings attached to the donation – they don’t have to submit 5,000 pages for a grant.

It is important to show kids – our children - that there is a better way!

Since the first event, we have had kids involved in the process. Drawing the names for presentation order. Hearing the Stories. Watching ImpactClub® members moved to tears listening to each speaker share their Story.

We even have one member, Irelyne 9 years old, who



came with her dad to our 2nd event and immediately decided that she wanted to be a member. Her Dad told her that it was \$100 every Quarter. Irelyne didn’t care, she said that she would do more chores. That she would sell some of her toys. The Stories that night were so impactful that 9 year old Irelyne become the youngest ImpactClub® member!

It is important to provide a blueprint for our children.

At this past event we had more kids than we have ever had! It was important for them to be there. To learn. To listen. To internalize. That is why before the event they kids were brought up and recognized as the ‘next generation’ that would have an impact in their community. ImpactClub® provides a blueprint for our kids to help others one **Story at a time.**

Hope to see you at our next event in February!

IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

3295 Prices Distillery Rd.
ljamsville, Md. 21754
240-815-0890



For Inquires AND Referrals contact:

BrittanyReaver.Impact@gmail.com

Or Call/Text to 410-422-5826

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

- "Stacy Allgood-Smith was an awesome realtor! Our first home is the definition of Main Street, USA, and we'd never have gotten it as quickly without her enthusiasm and willingness to fight for us! Thanks, Impact!" - Evan F.

This newsletter is intended for entertainment purposes only. Copyright 2018 Impact Maryland Monthly. This information is solely advisory, and should not be substituted for medical, legal, financial or tax advice. Any and all decisions and actions must be done through the advice and counsel of a qualified physician, attorney, financial advisor and/or CPA. We cannot be held responsible for actions you may take without proper medical, financial, legal or tax advice.