

IMPACT MARYLAND MONTHLY

with Stacy Allgood-Smith

"HOW TO THRIVE IN EVERY KIND OF MARKET"

DECEMBER 2018



Working Out the "Kinks" in Real Estate

Finding an Agent Who Has Your Back

Have you ever had a *really* good massage?

Now, I'm not talking about one of those massages that you have done in 30 minutes right before a Target run.

I'm talking about a super relaxing therapeutic massage. One that takes time. And one that leaves you tingling, with every hair on your body standing up when you leave. One that makes you feel like you just got a new lease on life.

Ever had one of those?

If you know what I'm talking about, then your massage therapist probably knew a thing or two about connectivity. How the pressure points across your body connect together to create that "ahhhhh" feeling and healing result. This is something a lot of my clients are surprised to learn.

But it's true. No body part works alone. From the top of your head down to your toes, everything works together.

And this idea of pressure points doesn't just work for massage. It works for everything: business, family, real estate. It works in all areas of life.

This is something I thought about last month, while hosting Thanksgiving at our house. For the second year in a row, our home was filled with people we love for dessert—sisters, brothers, nephews, nieces. With our schedules, we might only see everyone a few times a year. But when we meet up again, it was like no time has passed at all.

Continued on the Inside...

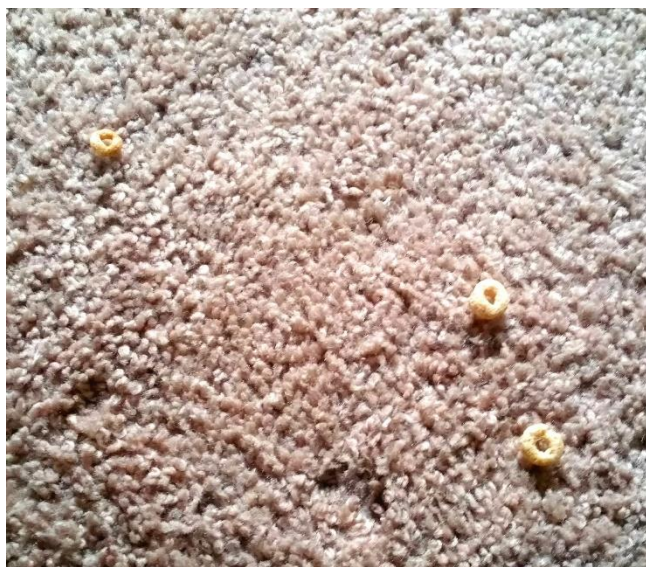
At Impact Maryland Real Estate we live by the philosophy that "Stories are the Currency of our Society." That's why we say, 'We Don't Sell Homes; We Sell Dreams.'

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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.

And as I was discovering the little Cheerio trail my one-year-old grandniece left under the dining room table, memories flashed of her dad who used to do the exact same thing – and apparently still does. *Like father, like daughter.*



Ch-Ch-Cheerios!!!! ♡

Of course, after we had a night full of laughs, we got up the next morning and headed out to South Carolina to go to the wedding of my sister's husband's brother's daughter.

Wait, how's that again?

Yep, a lot of people have fun trying to figure that relationship out. But I can tell you one thing: the connection I have with her is about as strong as the one I have with my own nephews. To me, she's a niece.

Remember the pressure points? Even though she's *technically* extended family, I consider her family all the same.

And just like with massage, it doesn't have to make sense to other people for it to be true. But it is fun to answer that question, "Wait, how is she related to you?"



Kelly Jo, the Beautiful bride!

So, Saturday afternoon I went with my sister, her husband, and a friend of ours to see "our niece" get married.

It's the same thing with my husband's family. We see them maybe couple times a year, but every time we meet, we have the most interesting

conversations – and a ton of laughter. And it's the same thing with my clients here in Frederick. Even if I might not see them frequently, I feel close to them all the same.

It's funny, actually.

You might think that I have a closer relationship with my massage clients, especially since there is that literal physical connection there. And, for some clients, that is very true.

If there's someone on my massage table who I see frequently, I can get to know them pretty well if they're in the mood to talk. All of my clients are such interesting people. But if they are tired or just don't want to talk that day, I will just let them rest.

But real estate is a whole different ballgame.

When you're working with a seller or buyer for months at a time, going through all the ups and downs of a transaction, you can build a relationship that lasts for years after the sale. The "pressure points" of a real estate transaction bring people together in ways that you don't see in most other industries or lines of work.

And as someone who really values that relationship and sense of connection, I wouldn't have it any other way.

Just recently, I was helping a young couple through the buying process of their very first



At Kelly Jo's wedding – Nita (my sister), Curtis (her husband's brother-my brother-in-law-in-law?), and some weirdo.

home. Once we got done touring around, looking at all the houses on their list, we needed to talk about them. So instead of having a phone call or email thread, I said, "Hey, let's go to lunch."

It's the personal touches (no pun intended) that strengthen the relationship and get us through the pressure points of the sale or home buying process. And even though it was this couple's first time in the market, I was able to help them through their nerves. Because they were referred to me by a close friend of ours, the connection came easy. There was this instant rapport.

Connections are what matters most.



I thought I looked cute in this gorgeous kitchen during a recent Open House

I never knew how true that would be in real estate, but after celebrating my first full year as a realtor (woohoo!) it's the connections I have at Impact that make everything easier for my clients, too. I love developing a relationship with all of my clients, getting to know them well, finding out what makes them tick and what their motivation is for selling their home or buying a particular type of home.

Are there bumps along the way? Absolutely. But I have a partner, Eric, who has 16 years of experience in the business. He's there, guiding me through all the bumps in a transaction....

...smoothing out the process, working out the kinks.

With massage, if someone is having foot pain, the real problem might not be their foot. It might be in their calf. And in real estate, a problem with a title might not be with the title transaction itself. It could be something from a past mortgage or a tiny error somewhere along the way.

No matter what, though, my clients know I always have their back (See what I did there?). And while I have theirs, Eric has mine. You

get 17 years of experience, and counting, on your side when you work with me.

Just like that one-in-a-million massage therapist will leave you with that "ahhhhhh" feeling when you get off the table, it's my job to find the pressure points - whether with a title, home inspection or lending issue - and making sure everything is working together to leave them feeling like a million bucks when we're done.

As a massage therapist, I had to learn the pressure points that can treat foot pain, versus those that can treat chronic headaches or pain points in the back. While I'm still learning all the pressure points that can pop up in a real estate transaction, I am determined to find those answers for you.

When you work with me, you don't get Stacy the salesperson.

You get Stacy the friend. Someone who will take the time to understand the pressure points of your specific transaction and someone who has the right connections you need to leave with that "ahhhh" feeling, just like you get from that one-of-a-kind massage therapist.



My Impact Maryland Real Estate Family at the Blue Side Inn for the last Impact Club meeting. (L t R) SueMart, Katie, Eric, Brittany (Hashie), and I'il ol' me.
I just love these folks!

Relationships are powerful, folks.

So, this holiday season don't forget to look someone in the eyes. Put down your phone. Make a new connection.

And have a great holiday!

Stacy

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	
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2			8	1	3	6		9
9	4				7		3	
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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!

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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

- "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.

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