

IMPACT MARYLAND MONTHLY

with Brittany Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

DECEMBER 2017



The Cinnamon Wagon...

(My New Thanksgiving Tradition)

Can you believe Christmas is only four weeks away?!
That's right. Four weeks. *Are you feeling ready?*

You better believe the Reaver clan used Black Friday and Cyber Monday to stock up on some last-minute gifts (you know, the ones my girls haven't already found stuffed away in the house.) #howdotheydoit? #ineedducttape

Also, this year, I discovered my NEW favorite shopping day of the season. Small business Saturday!

If you don't know already, I am part of an essential oil group in Frederick. We get together pretty often to support one another. And, most of the time we are either experimenting with new oil combinations or looking for a new healing purpose for lavender or eucalyptus.

Every once in a while, however, we get together to create something great. This past month, it just happened to be a vendor event full of locally-made products and breathtaking home goods and gift ideas.

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

- The Cinnamon Wagon Pgs. 1 - 3
- December Birthdays. Pg. 4
- Don't Forget to Have Fun. Pg. 4
- Impact Club – \$91,400 Surgically Infused into Frederick. Pg. 5
- Still Nervous after 123 times. Pg. 6
- #reviews [the lifeblood of our Business] Pg. 7
- What Recent Members said about the Organization. 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.

Frederick has some amazingly talented local entrepreneurs!

There was gorgeous woodwork by Jarrett Nash, hand-crafted tables, bottle cap signs by Mike Seiter and incredible hand-produced pieces from over 25 vendors. Most vendors, by the way, are local moms. #womenrock #smallbusinessowners

I was honestly blown away. There were so many talented people in that room. And they were all



My girls crack me up. This was them dressing themselves and getting ready for Thanksgiving. Check out Harper's face. #diva

passionate about what they do.

As a real estate agent, I understand completely what it means to run a small business. You have to be on your game every day and absolutely love what you do when you wake up each morning. Thankfully, I absolutely do!

And part of what keeps me going is the support I receive from others. Whether it's family, clients or friends, every person in my corner makes a difference.

So, this year, I was more stoked than ever for the chance to pay it forward by supporting another small business owner in Frederick.

One particular vendor, CinnaMommy, caught my eye at the event. She's a mom right here in

Frederick and is raising both a two-year-old and twins under a year of age. On top of that, she recently started a small business, baking cinnamon buns right out of her house.

How sweet is that! (*See what I did there?*)

She also has a whole system for easy distribution setup too. You just place your order online. Then, you arrange a time to go and pick up your buns! And, trust me, they're worth the drive.

Before I could make it to her table at the event, she had already run out of buns.

But instead of giving up, I got a brilliant idea on how to work CinnaMommy's amazing buns into my holiday plan. You see, like I mentioned before, I would not be where I am today without the support of some key people in my life. From my boss to my family and friends who encouraged me to get my license or keep going when things get rough, I needed them in my corner. They still get me through.

So, what better way to say "Thank You" to them on Thanksgiving than to surprise them with some deliciously gooey cinnamon buns on Thanksgiving morning? #yourewelcome

When I placed my order online (I ordered a LOT), I asked for the buns to be ready on Thanksgiving Eve. Then, I delivered them to the people I wanted to thank the most: my amazing boss Eric, Sue Mart from the Impact office and a few family members.



CINNAMOMMY cinnamon rolls are to die for.

Of course, I would be the kooky mom driving around Frederick on Thanksgiving Eve. But I know what I'm about. #itsthelittlethings

I've always been a huge fan of small businesses, even before I became a real estate agent. So, getting the chance to give back to the people who supported me while also supporting another mompreneur was a win-win-win in my book.

Want to know the best part? The best part was having Madison and Harper along for the ride. Madison just loves coming on these adventures with me, and I can tell she really enjoys being a part of things. And Harper....well, Harper cried the whole time but...I was glad she came too! #Reavergirls #littlehelpers

Also, let's be real. *Everyone* loves getting free food.

We also love knowing that someone thought of us – especially during the busy holiday season. It's these little one-on-one interactions that make all the difference. This is true in business and in life. Sure, it took a few hours to get it done. But it made Thanksgiving that much more meaningful for me and my girls.



Some families eat or hangout when they get together... we take selfies. #itsallaboutfamily

Spending 4 hours hand delivering cinnamon buns on Thanksgiving Eve might not be every mom's idea of a good time. But I'm not every mom.

I'm a real estate agent and a small business owner myself. So, I think it's extra important to show my girls, my family and my friends just how much I support small businesses. And while other realtors are giving away boring old pies, I got to do something completely different. Plus, I got to support a local mom in the process! #mompreneur

Also, you know what they say about karma?

As I grow, my success will hinge on the people I know and care about sharing my information, my philosophy and my approach with the people they care about. And so on, and so on.

So, I am more than willing to do that for somebody else, too. In doing so, I got to reap the reward as well AND have some amazingly delicious cinnamon buns to enjoy at home as well (You know we kept some at the Reaver house, right?) #sodelicious #youneedsome #cinnamommy

If you want to try some of the cinnamon goodness for yourself, CinnaMommy is run by Nikevia Julian Lebron. Put your order in now because I am sure they will go fast!

Also, after you're done snagging up all those Amazon deals, remember to shop local this season! You just might be helping someone else start their own entrepreneurial journey.

Merry Christmas to you and your own!

Brittany

Don't Forget to Have Fun!!!!

December Question

Q: He reigned over the German state of Prussia from 1740 to 1786. His people called him "The Great," for he brought great military prestige to his country after the Seven Years' War. Who was he?

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. The Pascaline, invented by Blaise Pascal in the early 17th century, was a mechanical type of what device?

A: Calculator

Congratulations: Tim Foster

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		2	4				3	5
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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. 1 st	Bryan Beachley	Dec. 14 th	Angie Keeney	Dec. 22 nd
Shannon Gorman	Dec. 1 st	Laura Haraway	Dec. 14 th	Becky Maerten	Dec. 22 nd
Cole Hamilton	Dec. 1 st	Veronica Lawrence	Dec. 15 th	Chris Steele	Dec. 23 rd
Brick Buckman	Dec. 3 rd	Jack Wharton	Dec. 15 th	Ellie Whitting	Dec. 25 th
Johnny Brosnan	Dec. 3 rd	Katrina Hallein	Dec. 16 th	Grace Maerten	Dec. 26 th
Jimmy Fiertter	Dec. 3 rd	Stephanie Gentile	Dec. 16 th	Paul Scott	Dec. 27 th
Tammy Artman	Dec. 4 th	Stephanie Davis	Dec. 16 th	Doreen Green	Dec. 28 th
Abby Cooper	Dec. 4 th	Austin Clime	Dec. 16 th	Erin Gamble	Dec. 29 th
Steven Barnas	Dec. 4 th	Rylie Reaver	Dec. 17 th	Emma Phelps	Dec. 29 th
Pam Seiter	Dec. 6 th	Ellie Baker	Dec. 17 th	Eric Murr	Dec. 29 th
Sean Tusing	Dec. 6 th	Debbie Birnby	Dec. 17 th	Linda Edrington	Dec. 29 th
Lisa DeShazo	Dec. 7 th	John Hanna	Dec. 18 th	Cindy Delbrook	Dec. 30 th
Rachel Maerten	Dec. 7 th	MK Keefe	Dec. 19 th	Clancy Murphy	Dec. 31 st
Peyton Reaver	Dec. 13 th	Claire Murphy	Dec. 19 th	Garrett Wolf	Dec. 31 st
Cassy Roderick	Dec. 13 th	Keith Tapley	Dec. 21 st		

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

IMPACT CLUB™

\$91,400 Surgically Infused in to Frederick

On Tuesday November 14th we hosted the 4th Quarter Impact Club at our partner facility, The Blue Side Tavern, in downtown Frederick. The night, it was ELECTRIC!!!

There was something special in the room this evening. A sense of community, a sense of comradery, a sense of a greater purpose.

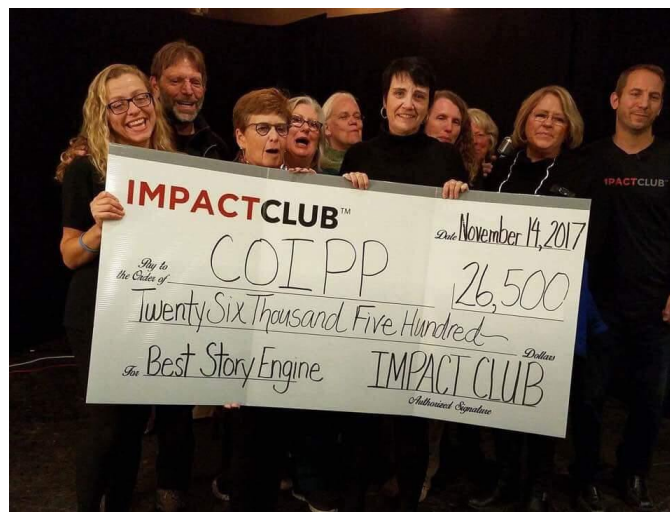
When we started back on February 22nd we weren't quite sure where this would lead. People came and they were excited but they weren't quite sure how to act and how to interact with one another. Remember in Middle School, where there were groups of 4-5 people and those kids all stuck together and didn't talk to anyone else. They didn't know people that weren't in 'their group' and they all kind of stuck together.

That was Impact Club Frederick at the first event. Even though the donation to Heartly House was incredible at \$18,200 and by the end of the night when the check was presented to them the walls between the groups started to break down and we started to become one.

This time, you could sense it from the beginning as members poured into The Blue Side, that the members had 'broken down the walls' and new

friendships and relationships have formed throughout the 4 events this year. There were hugs, handshakes, meaningful conversations between people who didn't know each other before Impact Club.

That is the power of the community of the Impact Club. We meet once a Quarter and have a MASSIVE impact with one local charity, but more than that we hang on every word of all 3 charities that present. We get to hear their Story. We become emotionally attached to ALL 3 of the presenters and their respective charities. At the end of the night, yes one charity has a great donation, but all 3 have shared their Story with 265 friends.



What a night!!! Shari and the entire team at COIIPP was blown away by your generosity.

The common theme between Impact Club members is a purpose to something greater than themselves. And those walls, those barriers between the different groups, once you come into the Impact Club is broken down. We are all ONE. We are for a common purpose of doing good and making an impact in Frederick. And we... you are doing just that. Nearly \$100,000 has directly

affected THOUSANDS of those in need in Frederick and for that, **I THANK YOU!!!**

See you in February!!!

"We **Interview** Frederick Business Owners,
Entrepreneurs, and Thought-Leaders
To Bring **Frederick Residents** The Best Advice



From Our Community's
Brightest Minds"

FREDERICK ADVICE GIVERS PODCAST

Interviewing
Our Brightest Minds

with host:

**Erie
Verdi**



Still Nervous After 123 Times [Coming Soon]

J-Rock and I recently started a new format of interviews. A new journey. A new venture. Using our existing platform. We are STOKED because we know that this is going to be an incredible way to showcase local business owners and entrepreneurs get their story out to a larger audience.

We are rebranding, innovating, and re-releasing Frederick Advice Givers on multiple platforms. Yes, we are still going to be a Podcast, an interview, and will still be on iTunes, iHeartRadio, Stitcher and everywhere that Podcasts play...

But with the hire of Rock as our Chief Content Officer I have put a lot on his plate from the start and a massive part of this endeavor is to add video components to the content we produce. You've seen the Property Videos already and they are incredible. Now with the Podcast we are going to add a Video component to our interview. J is working on production quality now and setting up the intro. We did a 'mock interview' with Hashtag the other week to give Rock some footage to play with. Yesterday we sat down and went through the mock-up video. I had a few suggestions, he had a few, and this gave us a good foundation to work with as we roll out for real.

We have 10 business owners lined up December interviews, guests that have been on Advice Givers before. I have a nervous excitement about how this will play out.

I'm in the process of re-working not only the format for Advice Givers, but the questions that we ask. We had a great run of 123 Episodes under the current format, but now I want to offer more, to dig deeper, to help other business owners share their Story. I need to become better at extracting deep and meaningful answers from our guests.

I'm spending this weekend watching and listening to others and their interview style to try and come up with the best questions...

I'm nervous about this, even though I've interviewed 123 times and we have a great set-up of questions I want to do better, and we will.

So, stay tuned as we start rolling out the 'NEW' Advice Givers.

I've got an entire new format with new Questions...
Have a Great Holidays

Cheers...

'Stories From The Street'

by Eric Verdi

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.

#reviews [the lifeblood of our culture]

I've introduced you to Brittany Reaver [nicknamed Hashtag] before. She's a vibrant mother of 3 beautiful girls that keep her on her toes at all times.

Hashtag came over to us just a few months ago, but her impact on our team was felt immediately. She keeps things loose in the office and her personality is such that she doesn't get rattled. (I think this comes from raising 3 young girls that are free spirits themselves) Anything that she encounters within a real estate transaction is NOTHING compared to what she encounters at her home.

Having not known Hashtag before this summer I'm still learning her mannerisms and if she is joking around or serious. I don't have a good hold on her yet, but I'm getting to know her better.

Hashtag has a strong desire to help her clients. It's almost as strong as her infectious laugh. She is starting to carve her own niche with her clients and within our company. She recently had a few transactions, but one stands out above the rest as she helped her brother, Mike, and his girlfriend, Eleanor, buy a home.

But not only buy a home... later that day after purchasing Mike proposed. So now they are starting their lives together in a new home that Brittany worked her butt off to get them!!!! (that is Mike, Eleanor, and Ari – Eleanor's son) in the above picture.

This is what Mike had to say:

Brittany Reeve is the best, hands down. From the start she had our best interest at heart. Not only did she understand exactly what we wanted but there was zero pressure to buy. Brittany showed us houses over the

course of a year until we found exactly what we dreamed of... if not better. The house we bought was only on the market a day thanks to Brittany's quick response time. She also referred us to Ryan Weinstein who handled our loan and made sure we were taken care of every step of the way. When all was said and done we could not have been happier with the outcome. To take it one step further Brittany also helped with my plan to turn my girlfriend into my fiancé the day we closed on our house. Unique experience all the way around from a team of experts. I would highly recommend these guys to anyone looking for someone they can trust.

Brittany also recently helped another young couple purchase a home, although they weren't 'blood family' like Mike and Eleanor, because of Brittany's motherly ways they quickly became 'family' to her and to us.

Kim had the following to say about her buying experience:

Me and my boyfriend decided that it was time to get a house together. We first got in contact with Ryan W. to figure out numbers and once we were ready to look, he introduced us to the amazing Brittany R. She made the process of house hunting so easy! Any time a house would go up for sale we would get notified and if we saw a house we wanted to check out she was more than happy to set it up for us! Any questions or concerns we had she would always get right back to us. We never felt rushed or uncomfortable, she understood it was our first home so she helped us out every step of the way!

Great Job Hashie... Keep up the good work!!!

If you've got a similar story with our company and would like to share, you can review us at Facebook... [Facebook.com/impactmarylandrealestate](https://www.facebook.com/impactmarylandrealestate)

Have a GREAT Month!!!

IMPACT MARYLAND MONTHLY

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Or Call/Text to 410-422-5826

Testimonials from recent 'IMPACT Maryland Monthly' Members

- 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.

It's 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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