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# IMPACT MARYLAND MONTHLY

*with Brittany Reaver*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

NOVEMBER 2017



## Welcome to the Clan-

**(Another Win for Family & Home Ownership  
This October)**

When you have 3 kids under the age of 8, the word *family* instantly brings to mind a whole mess of thoughts.

The first thing I think of when I hear the word "family" is Peyton sharing her favorite pink cat ears with her sister, or Harper drawing on the wall or taking little bites out of the yogurt containers before leaving them back in the fridge (Moms, I can't be the only one, right?).

For us Reaver girls, *family* is a little messy. And, of course, we wouldn't have it any other way.

Maybe that's also why I love working in real estate.

Being in such a family-minded agency, I get to really dig deep with my clients. I get to know them on a personal level. I get to walk with them every step of the way – celebrating successes like they were a member of our own Reaver clan.

*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**

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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](mailto: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.

**In fact, this past month, one of my clients actually was!**

In October, I got to help my brother close on his very first home. It was a long rocky road, but I was so thrilled to be with him every step of the way.

The process for my brother and his girlfriend (now fiancé, but more on that later) started 18 months ago. They were saving money and looking around until they found a house they really loved.

In August, they finally found a super cute home that complemented their personalities so well. It seemed like a perfect match! But, as things can sometimes change, the home inspection put a little roadblock in the transaction.

It turned out that their entire septic system needed to be replaced.

However, it also turned out that there was literally nowhere on the property to install one. So, that was it. The home inspection could not be completed. They had to walk away.

**As disappointing as that was for them, I knew this was not a good deal to push. So, I got them out of the contract.**

And, as luck would have it, the very same day we received the release, a great home in Thurmont came on the market. Believe it or not, it was an even better deal! Not wanting to chance anything, we immediately made an offer. The inspection came in very well-with only a few very minor issues.

Flash forward to October 18<sup>th</sup>, settlement day.

**Not only do we find my brother's dream home, but he proposes to his girlfriend right after they**

**get the keys! Talk about closing a deal, am I right?!**

It was unbelievably cute. They had met in 6<sup>th</sup> Grade, so my brother wrote her a note (6<sup>th</sup> Grade style as he calls it). The best part of it all was that my kids got to be there with us, and my parents came later for support.

**They got an amazing house and have an amazing future ahead. They get to start this whole new chapter in their lives now, and I am thrilled for them!**

But they're not the only ones who started a new, exciting adventure in October. In fact, I got to help another couple settle on their first home just a couple weeks later. (I wouldn't trade my job for a 9 to 5 any day).

This couple weren't related to me, but they are just as amazing. Corey and Kim were looking for their first house, and I worked with them parallel to the time I was helping my brother find his home.

**Funny enough, their stories are pretty similar too.**

The first house we found Corey and Kim was absolutely adorable. However, the home inspection uncovered some bad news. The electrical panel had completely melted. (Apparently, the homeowners had tried to fix it themselves, and things didn't go as

expected.)

There was no way I was going to set up these new home buyers for failure. Replacing an electrical panel could have easily set them back a couple thousand dollars right up front. Also, because it wasn't in functioning order, the home inspection could not be completed. Again, we had to walk away.

However, just like with my brother, we found Corey and Kim another home they loved pretty quickly. This time, the home inspection came back great. And their settlement date was set for Halloween.



**Now, when we say we treat our clients like family at Impact, we really mean it! I was so excited for them!**

So, after getting my girls ready for trick-or-treating, I went to check on Corey and Kim and see how they were doing. There they were, with almost nothing moved in yet, handing out candy to trick-or-treaters. #gottalovenewhomebuyers

You know what I *also* love about working with new clients – especially new home buyers?

**It reminds me that there will always be small roadblocks or obstacles along the way. But what matters most is who you're facing them with – and what that person stands for.**

I love being with Impact Maryland Real Estate because everyone on our team cares for our clients and fights for their best interest. Being a mom, a really have no interest in “faking it” or just getting by. If you're not making a connection and a difference, what's the point?

Everyone at Impact treats each other as family. When someone on our team gets sick, we're happy to jump in there and pick up the slack. Because we know they would do the same for us. We're honest with each other, challenge each other and support each other every step of the way.

**Ultimately, the culture we have at Impact is the same culture we have with our clients.**

That's why we bend over backwards for them every day. We know that buying and selling a house is right up there with death and divorce on the stress level. So, we treat them like family and help them through all the ups and downs. #nogettingoutofthisone

Because of our family culture, my brother got all the attention he needed to find his dream home. And so did Corey and Kim. Meanwhile, I didn't have anyone on my back telling me to count “leads” or “transactions” I didn't feel any negative pressure to close a deal or move on to another buyer or seller.

Instead, I was supported. I was able to get all of my clients' questions answered and even ask quite a few of my own.

Because I felt no pressure, my clients didn't feel any pressure either. They were taken care of and attended to every step of the way – until they found the home they loved.

**I don't think we always realize how having a family-minded team changes everything we do- and how we do it.**

This mom of 3 has learned a thing or two about family. It's not all highs and it's not all lows. It's celebrating the ups and downs with someone that makes a difference. That's what I signed up for with Impact. And that's what has made the difference for my clients.

If you're someone who has worked with me before, you're not getting out of this deal!  
#welcometotheclan

*Now, tell me, what do you think of when you hear the word family?*

Brittany



What a day it was. After settlement Mike proposed to Eleanor. As you can tell Ari was so excited 😊

# Don't Forget to Have Fun!!!!

## November Question

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

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.

## October Question & Answer

**Q. What is the largest species of terrestrial crab in the world?**

**A: Coconut Crab**

Congratulations: Anna Carroll

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## Happy Birthday

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

Brian Edwards	Nov. 1 <sup>st</sup>	Paul Greenwood	Nov. 11 <sup>th</sup>	Jacksyn Fandel	Nov. 20 <sup>th</sup>
James Knowlton	Nov. 1 <sup>st</sup>	Daniel Barnas	Nov. 12 <sup>th</sup>	Carmen Monzon	Nov. 20 <sup>th</sup>
Ella Risbeck	Nov. 2 <sup>nd</sup>	Barrett Shoemaker	Nov. 12 <sup>th</sup>	Brandon Fandel	Nov. 21 <sup>st</sup>
Carlos Sayles	Nov. 3 <sup>rd</sup>	Steve Cohen	Nov. 13 <sup>th</sup>	Mattie Darby	Nov. 21 <sup>st</sup>
Annie Walters	Nov. 3 <sup>rd</sup>	Caroline Maerten	Nov. 14 <sup>th</sup>	Emberleigh Keeney	Nov. 21 <sup>st</sup>
Stephaine Murphy	Nov. 3 <sup>rd</sup>	Trish Lopacienski	Nov. 14 <sup>th</sup>	Beryl Long	Nov. 22 <sup>nd</sup>
Harper Reaver	Nov. 3 <sup>rd</sup>	Ella Edwards	Nov. 15 <sup>th</sup>	Isabella Tan	Nov. 22 <sup>nd</sup>
Steve Robertson	Nov. 3 <sup>rd</sup>	Shelly Simmons	Nov. 15 <sup>th</sup>	Beth Eccard	Nov. 25 <sup>th</sup>
Sydney Sutherland	Nov. 4 <sup>th</sup>	Kim Chambers	Nov. 15 <sup>th</sup>	Bill Keefer	Nov. 25 <sup>th</sup>
Haley Hornung	Nov. 5 <sup>th</sup>	Brynn DiSanto	Nov. 15 <sup>th</sup>	Tres Kelly	Nov. 25 <sup>th</sup>
Jocelyn Hornung	Nov. 5 <sup>th</sup>	Jos Long	Nov. 15 <sup>th</sup>	Leslie Reen	Nov. 25 <sup>th</sup>
Rick Grubb	Nov. 6 <sup>th</sup>	Trevor DeLauder	Nov. 16 <sup>th</sup>	Josh Grubb	Nov. 27 <sup>th</sup>
Grant Kelly	Nov. 8 <sup>th</sup>	Rachel Reitz	Nov. 16 <sup>th</sup>	Payton Hanna	Nov. 29 <sup>th</sup>
Amber McCauley	Nov. 9 <sup>th</sup>	John Throckmorton	Nov. 17 <sup>th</sup>	Dario Cavazos	Nov. 30 <sup>th</sup>
Jordan Yeager	Nov. 9 <sup>th</sup>	Robert Shoemaker	Nov. 18 <sup>th</sup>	Kerah Fouts	Nov. 30 <sup>th</sup>
MJ Rawlett	Nov. 10 <sup>th</sup>	Avery Edrington	Nov. 18 <sup>th</sup>	Julie Martinez	Nov. 30 <sup>th</sup>
Aleena Steele	Nov. 10 <sup>th</sup>	Tiffany Moore	Nov. 20 <sup>th</sup>	Kat Bruechert	Nov. 30 <sup>th</sup>

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



# IMPACT CLUB™

## SAVE THE DATE – November 14<sup>th</sup>

Cannot believe that 2017 is winding down. What a great, wild, impactful year we've had. If you have been with the Impact Club since the first event on Feb 22<sup>nd</sup> at The Blue Side Tavern then you have watched the evolution of the Frederick Chapter of the Impact Club.

That first meeting, the check-in process was horrendous as people had to wait up to 30 minutes to sign-in for the event. Food was late coming out. The speaker system was not the best, but we made it through that night and at the end of the event an \$18,200 check was donated to The Heartly House. The room was electric. Three incredible and deserving charities shared their Story with you.

The second and third events were much smoother as we finetuned our processes and systems for running and event where 150-200 people come into a room for an event. Having donated \$64,900 to 3 outstanding charities this year is INCREDIBLE. It is because of Each and EVERY member of the Impact Club that we are having unprecedented impact in Frederick.

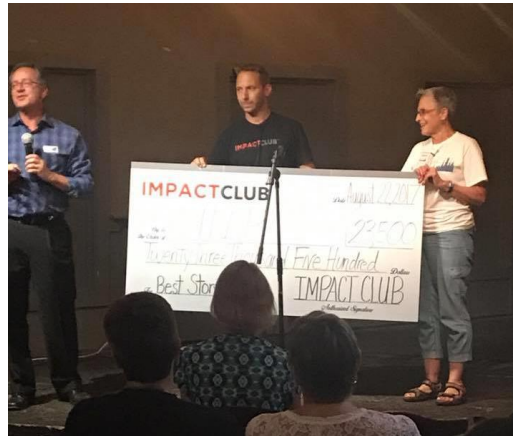
Starting the Impact Club I knew there was a need and there were MANY charities that did amazing work. But what I didn't realize is that the fundraising for these charities was a struggle. I spoke to quite a few of these organizations and for them to receive a \$2,000 - \$3,000 donation was huge for them. To get committed donations is a struggle for charities.

**What the Impact Club is doing. What you are doing is helping fill that void.**

Each Quarter when we meet for an hour we combine forces with the other #impactventurecapitalist in Frederick and turn our \$100 donation into something

MUCH MUCH MORE powerful. See, \$100 that won't go very far. But when you pool it with other like-minded individuals you can but a huge dent in a charity's fundraising goals for the year. Speaking to and meeting these leaders of these local nonprofits/charities they make it a point of letting me know just how amazing Impact Club is and how \$18,000, \$23,000, \$27,500 (which we should hit this quarter) infuses HOPE, it inspires others to do good and to follow suite.

**If you are a member of Impact Club, you ARE making a difference.** I want to personally let you know that your commitment is so very appreciated by these non-profits.



Evan Routhzahn, who told a compelling, heartwarming, and emotional story about his daughter Avery at the 3<sup>rd</sup> Quarter event made it a point to let me know just how much presenting to Impact Club meant to his family and to FRIENDS, his charity. Even though he was not the ultimate winner of the event, his Story and the Platform to present to over 200 local caring and

compassionate members of our community was so very appreciated and everyone who presents walks out with something they can use forever... A video documentary of their Charity's Origin Story.

Current and soon-to-be Impact Club Members make sure that you mark Tuesday November 14<sup>th</sup> on your calendar as our 4<sup>th</sup> Quarter Event will be held at The BlueSide Tavern again. The official event starts at 6:30 with registration starting at 6p. If you are not yet a member, register at [www.ImpactClubFrederick.com](http://www.ImpactClubFrederick.com) .... Also – keep your peepers peeled as I will be asking for you to nominate your favorite charity or charities soon.

**Thanks for all you do. Cheers!!!**

"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:

**Eric  
Verdi**



## 8 of 'em said, "I'm IN"

### (Update on New Podcast Format... You interested?)

I sent this message out to 10 peeps the other day. 10 Entrepreneurs/Friends that have been on Frederick Advice Givers.

Hey.

*Have had such success with the Podcast... and have been studying how others are doing it and they are incorporating Video. Then we will have the audio Podcast and a Video too that we can take across multiple platforms. Full Video on Youtube... Highlights on FB... Snippet on IG...all to help get the word out about the business owner.*

*I just hired a full time Director of Communications/Videographer to head this project. We would come to you unless you don't want and then we would record at my office. Thought about you for the 1<sup>st</sup> batch.*

*Interested?*

*Would record end of Nov., first of Dec.*

8 people responded almost immediately after I sent them the message and said they were in and honored to be included... 2... waiting to hear back from them.

This is going take Advice Givers to another level! We are stoked to start this new project.

On Monday, the long search for a Director of Communications ended. We hired Jay Harkcom, J-Rock, full-time. It's exciting to bring the Marketing/Content Distribution in-house. Jay's official title is, '**Chief Content Officer**' He is in charge of growing the marketing department, which will, in-turn benefit my partners and then eventually other business owners.

J-Rock has been shadowing me this week and I think he is quickly realizing the pace to which we work is different that his former job. From meeting to meeting... from phone call to phone call... from putting out various fires. It's non-stop. But he will do great as he is a quick learner.

So, those 8 people all said "YES, count me IN!"

Now, looking to fill out the first 16 spots I will reach out to more people. Looking to have all 16 recorded by the end of the year so that we can release over the first quarter of next year while recording new episodes...

So...

**If you are a business owner or prior Podcast guest and want to be in the first batch of interviews, then let me KNOW and I can get you signed up... Just holler (ie: email me)**

Cheers!!!

# ‘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.

## #getitrightgettight

**W**e have a saying in our company #getitrightgettight. We came up with this a few months ago, it was Brittany, who we lovingly nicknamed ‘Hashtag’ because of her propensity to post pictures (and selfies) on Instagram using MANY # (hashtag sayings). Brittany is the Queen of the Hashtag and we can basically take anything that we talk about in the office and add a # in front of the saying to add emphasis or just to get a laugh.

**Brittany was working with us for a few weeks when she came up with #getitrightgettight one day.**

Now, let me explain the origin behind the hashtag. See, most in real estate they take their 60 hours of classes, they pass a test, they then need to go and actually do business. And they go one of a couple ways here: first, they join a mega team/agent and are fed crap leads. Or they go on their own and try to get their own business with little or no supervision from the company. Or the company has extended training on how to cold call, door knock, and learn better ‘scripts’ so that you can become a public beggar.

I would say that 95% of agents entering the business come in one of these 3 ways. Have you ever thought that maybe there is a reason why 80% of new agents never make it to their renewal period 2 years after getting their license? The structure is destined to fail.

With our agents, we put them through an 8-week mental ‘bootcamp’. Think Navy Seals for Real Estate. This is done to get their minds in the right frame. We do things TOTALLY different in our company. First, we get their mindset right, and then we teach them how to properly write a contract with addendums, and all of this is done with serving the client as the #1 criteria in EVERYTHING we do. Everyone else spends 80% of their time chasing new ‘leads, cold-calling, and lead-gen’ that their service to their current clients takes a back-seat. With us – the content is in place. The book,

documenting our approach... the case-studies... the newsletter... the media company that all our partners/agents job is to do is to take care of our clients and DO YOUR JOB CORRECTLY.

Brittany, she has been licensed for 4 years with another brokerage. One that you would recognize, maybe the largest in the US. And she was on a team, first as an assistant and then as a referral agent, and finally as an agent.

One of the first things that she learned when coming over to Impact Maryland Real Estate was the contract. What EVERY paragraph meant. What EVERY addendum meant. Why you fill out certain areas while not filling out others. It is IMPERATIVE for anyone in our company to know what they are doing and the ramifications of filling out a contract properly. I’m lax in many areas, but having a contract done CORRECTLY is priority 1A in our company. - After a month at our company Brittany said that she had learned more in that month than she had learned in the entire 4 years at the ‘other’ company.

She had someone explain to her the ‘why’ behind the contract and ‘how’ to properly execute a contract, NOT just how to fill in some blanks without having any context to it.

SueMart and I are constantly stressing to our partners to take your time and understand what your clients are signing and why... We would tell Brittany to ‘tighten up.’ Meaning make sure your contract has all the necessary addendums and filled out properly.

One day after telling Brittany to ‘tighten-up’ she said, “getitrightgettight” and that saying has stuck. We even had shirts made with the #getitrightgettight on the back.

So next time you see us wearing one of the shirts you will know the origin story behind the shirt.

# IMPACT MARYLAND MONTHLY

*with Brittany Reaver*

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## **Testimonials from recent 'IMPACT Maryland Monthly' Members**

- Impact has been a pleasure to work with and was extremely helpful with us finding our dream home! They worked all hours for us and made the process for us seamless. We highly recommend Impact for all of your real estate needs. Thanks!!! – Doug and Allison K.
- Impact is extremely knowledgeable about the real estate market and his attention to detail is second to none. Impact along with their business partners Staged Above and Sendsible Solutions/ A.Marie Imagery work hard to make sure your home is show ready. – Brad and Janeen B.

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