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IMPACT MARYLAND MONTHLY

with Brittany Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

OCTOBER 2017



Motherhood. It's Not for Wusses.

(And Neither is Real Estate)

Can I get an amen?

One of the beautifully wonderful things about being the mom of three girls, ages 1 to 7, is how it is the perfect boot camp training for helping my clients. Just last week, I was on my way to a meeting when my youngest, Harper, spilled her sippy cup of water in the car.

Meanwhile, I'm on the phone with a new home buyer, trying to ease her concerns about a home we just visited together. She asks me if I'm okay after hearing the "Uh-Oh" from the back seat. I laugh as I hand Harper her sippy cup without taking one eye off the road. I mean, if I get distracted by a spilled sippy cup, I would never get anywhere.



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.

Thank God for Bluetooth, am I right?

One of the things I love the most about being in real estate is the flexibility it provides but also the connections-the relationships. I get to really dig deep and get to know my clients on a personal level. But I also get to do that while being a mom to my three girls: Madison, Peyton and Harper (the sippy cup queen).

#motherhoodismessy #wouldnttradeitfortheworld

When people asked me why I got into real estate after becoming a mother, I always think back to my first "big girl" job as a special education teacher. In college, I double majored in both art and special education. I knew I was bound to get a job in one of them, and special education turned out to be the winner!

Right out of school, I was hired to work in a life skills classroom. The children in my class had slightly more severe disabilities than children in the general education classes. They needed just a bit more attention and were, therefore, taught in their own classroom.

It was a truly beautiful and humbling experience.

There were days I came home buzzing with excitement. There were days of real connection. There were days of joy, and there were days of triumph. But after a while, the "paperwork mountain" that is the public school system starts to wear you down. (Anyone who has been a teacher or knows a teacher well knows what I mean). When you start to feel more like a machine or robot than a teacher, you know it's probably time to move on.

After I had my second daughter, Peyton (who is now 4), I knew it was time to start a new adventure. But looking back, I am so thankful for that incredible experience made me a better, kinder, more patient person.

And, oh boy, am I glad I have that patience now?

My oldest, Madison, just turned 7 and is starting the 1st grade. And while I choke back the tears at the thought of her growing up so fast, I am excited to dig into my work and look for ways I can help my clients create a new adventure of their own - whether that's buying their first home or selling their home to relocate or upgrade.

It's funny, but the moment I got into real estate, I knew right away it was where I was supposed to be. It just fit. I was like a fish in water.



Madison, Peyton, Harper and I. Man my life is busy. Harper is still trying to figure out her momma and my obsession with #selfies.

At the time, the realtor who sold me my house asked me to jump on board with her as an administrative assistant. It was a work-from-home and just what I needed at the time. At first, I was just filing paperwork, but things snowballed fast. When she needed more help with properties, I got my license fast! Pretty soon I was a referral agent and loving every minute of it. I soaked up everything I could. I loved the flexibility it allows but also the connections. The friendships.

When you sell someone a home or help them sell their home, you make a friend for life. (Or at least I do).

Now I'm happier as an agent now than I ever was. And it's good for my girls too. Because not only do they get a happy, fulfilled mom. But

they get a live-in role model of living out your passions.



Couldn't do it ALL without the support of my family.
#lovemyfamily and Rita's ...
#reavergirlslovetheiricecream

My girls get to see me protect my clients in the same way I protect them. They hear all the phone calls, and sometimes they even see a house or two. And my clients all know about my girls. I'm an open book! I'm all about building trust and dealing honestly with everyone I meet. I am there to help them too, to listen and understand what their goals are, as well as their concerns and fears about the home buying process.

At the end of the day, it's not about a business transaction for me. It's about helping a family find the home of their dreams or helping them get the most from their investment so they can find a new home and a new dream somewhere else.

I support my clients with all I have (thanks to motherhood, I have plenty of training in that area of things!)

That's what attracted me to Impact Maryland Real Estate and Eric's organization. I knew it

was time for me to grow and take the next step in my business. I also knew I wanted to take that step with a team that shared my vision and passion for relationships. That's exactly what I've found with Impact.

Something I hear Eric say all the time that rings true for me is this: "We are in the relationship business - not the sales or lead business."

What does that mean for me? That means I have the freedom to pick up my girls after school (with or without my pajamas on). But it also means I have the freedom to spend the time I need taking care of my clients - rather than just checking the boxes or filling out my time card for the day and checking out. When people ask me how I can "give up my weekends" or work nights help clients, I always thing to myself, *"If they only knew what it took to be a mom to 3 girls under 10, they would see my schedule in a whole new light."* I mean, moms are counselors, chefs, chauffeurs and sometimes plumbers! #neveradayoff

And thanks to my mom who also lives in Frederick, I have all the support I need to be there for my clients when they need be.

If I need to take a client on a tour of 20 homes before they find their dream home, I can do it. I *want* to do it. And if I need to be there for my girls on a Saturday morning making pancakes before I head out to an Open House, I can do that too!

It's a beautiful, messy, chaotic and wonderful life, but I wouldn't have it any other way. #realestatemom #notforwusses

Don't Forget to Have Fun!!!!

October Question

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

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.

September Question & Answer

Q. On what Continent would you NOT find bees?

A: Antartica

Congratulations: Trish Lopacienski

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Happy Birthday

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

George Wolf	Oct. 1 st	Bella Nguyen	Oct. 13 th	Vincent Dabney	Oct. 20 th
Amy Raymond	Oct. 3 rd	Peter Fleck	Oct. 14 th	Sam Schroeder	Oct. 20 th
Melanie Tapley	Oct. 3 rd	Kate Riling	Oct. 14 th	Ann Greenwood	Oct. 20 th
Griffin Bonadies	Oct. 4 th	Laura Via	Oct. 14 th	Nicole Bell	Oct. 21 st
Brian Wells	Oct. 5 th	Dawn Klinko	Oct. 14 th	Christine Kaas	Oct. 23 rd
Marco Garcia	Oct. 7 th	Nicholas Orsini	Oct. 16 th	Alivia Smith	Oct. 23 rd
Tara Hornung	Oct. 8 th	Andrew Weaver	Oct. 17 th	Pam Wheeler	Oct. 23 rd
Kensey Love	Oct. 8 th	LeeAnna Arrowschis	Oct. 17 th	Anna Carroll	Oct. 24 th
Kampbell Quill	Oct. 8 th	Cooper Bobbit	Oct. 17 th	Allyson Kinsey	Oct. 24 th
Paul Gorman	Oct. 9 th	Dan Luippold	Oct. 17 th	Ray Baker	Oct. 25 th
Mike Rawlett	Oct. 9 th	Maria Menocal	Oct. 17 th	Amanda Miss	Oct. 26 th
Alexis Fogelson	Oct. 11 th	Jenn Purgason	Oct. 17 th	Stephanie Wilks	Oct. 26 th
Josh Doody	Oct. 12 th	Jessica Conley	Oct. 19 th	Sade Soares	Oct. 27 th
Jimmy Kopf	Oct. 12 th	Lauren Mills	Oct. 19 th	Emma Ranneberger	Oct. 30 th
				Rebecca Shoemaker	Oct. 30 th

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

IMPACT CLUB™

Testing and Implementing – Impact Club Update

Welcome back...

Thank you to everyone who came out on August 22nd, we had an amazing night filled with emotions and great stories from Evan Routzahn from FRIENDS, Connie Graf with the Frederick County Humane Society, and the winner of the 3rd Quarter Impact Club Event Ed Hinde with SHIP of Frederick.

What was awesome was that each got up on stage and told a compelling story about their charity and how they help others through their charitable foundation. They all did a wonderful job trying to find the personal connection between those in the audience and their charity.

Ultimately those who were there that night voted on SHIP as our recipient of the donation from **Impact Club members of \$23,500!!!!** Don't think that will have an Impact on Student Homelessness? WOW! Great Job Team.

Now comes the collections process from the members who were either not there that night and didn't pay before the meeting.

Honestly, I didn't think this would be the hardest part of founding Impact Club. I thought that gathering 200+ members in a room. Coordinating



with local venues. Coaching up local charities. Delivering welcome packets. Giving constant updates on Impact Club would be more daunting.

BUT I was wrong.

Getting 100% of fulfill their commitment to

donating once a Quarter has been the MOST daunting task. We all get busy. We all have lives. And if times are tight, let me know, and we will work with you if you still want to be an Impact Club member. Ultimately, it's not me or you that suffer, it IS the charity. The homeless kids, in this instance.

That is the reason we are so persistent in collecting the money for the Charity.

All that being said my Co-Founder, Ryan Fletcher is working on a way to make collections smoother so we don't have to collect \$20-25k that evening.

Ultimately, this is also a safety issue. Having that amount of money in one place, physically giving to the winning charity that night is risky. We take precautions to make sure nothing happens, but if we could have a safer, more efficient way to collect the money from members and deliver to the charity wouldn't that benefit all????

That's what we are working on now!

"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**



Adjusting on the Fly...

Being a sports fan, I have noticed one thing about all champions, well more than one thing, there are so many factors that go into championship players and teams. They all have insane work ethic and put in the practice, practice, practice. They are mentally tough. You must be to overcome the peaks and valleys that occur during the course of an event/game. And they have an innate ability to be able to adjust on the fly. They can change their game plan on a fly as they detect weaknesses in their opponent.

Tom Brady, Michael Jordan, Derek Jeter, Tiger Woods (before 'the incident'), Serena Williams, and Michael Phelps. These players are all considered among the all-time greats in their respective sports and they all have the qualities I have mentioned above, but the 2 that I want to focus on here is: 1- their passion to their craft and being the best, and 2- their ability to change their approach middle game.

When you are at the top of your craft you must have PASSION. Think these athletes don't have passion? You don't become an all-time great by not loving what you do, by not working when others are sleeping, by not researching and implementing new training techniques to help for optimum performance.

And you have to be able to adjust. When you find yourself down 14 points in the 3rd Quarter, or down 2 sets to 1 you can't stay with what you have been doing. These greats, they can self-evaluate what is not working and what is working, then they eliminate what's not working and they then emphasize what is working and focus solely on that aspect of the game.

We are doing the same thing with Advice Givers Podcast and everything surrounding the Podcast. Over 120+ episodes in I have found that we are doing some things GREAT, which we will enhance... and other things, not so great which we will be adjusting.

Our guests are gaining tremendous value by sharing their story to the audience of Frederick Advice Givers and have seen feedback from their interview and this has been entirely on the 'audio' podcast. I have been studying and researching how to better enhance the experience and impact on our guests. I have studied some of the best marketers and podcasters the past year and they are also implementing video into their interviews so that they can get across multiple social platforms, ie: Youtube, Facebook, Instagram having a greater impact on the reach helping share their story to a broader audience. Thus, coming in 2018 we will be revamping our interview style to get audio and video. We will be introducing new guests and reintroducing old friends that have interviewed previously!!! I'm stoked about this change.

We are also in the process of revamping the magazine to become more community oriented. We've hired a full-time content manager and an advertising manager to push the magazine forward. We are gonna have different featured sections where once a quarter, instead of a cookie-cutter, one size fits all ad they will have a professionally written content/page spotlighting their unique business. This will accompany 4 'featured' guest articles. And we will be sending this out to pre-selected individuals who have been identified as influential audience members. We won't just be sending out the magazine to anyone, it will go to those who are loyal to Advice Givers and our audience and who are huge influencers within our community. A HUGE improvement going forward as Advice Givers will be the go-to publication for those who want to do business locally. Each edition will have a local flair.

So, like the athletes mentioned above our passion to help others spotlight their story and our never-ending pursuit to impact our community locally will bring a BETTER, REVAMPED Podcast and Magazine your way in 2018... Stay Tuned!!!

'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.

"Fudging" the Numbers

Can I tell you a dirty little secret of the 'Mega' Agents?

The ones with all the business. Signs everywhere. Teams of agents that work under them. Their numbers are artificially inflated. Yes, they do the business. Well, the members of their team do all the work and when it comes time to record the 'agent of record' in the MLS for all to see, they end up putting the 'Mega' Agent's i.d. so the face of the Team, the Team leader gets all the credit.

Let me be clear. There is nothing illegal about this. I'm sure the company and the underlings doing all the work have an agreement that the 'Mega' Agent get all the press and praise. To me, its just not an accurate representation of who is doing all the work.

We recently closed a transaction on one of our listings. The underling was on the contract. She was the one that we had EVERY interaction with during the transaction. She was the one we negotiated with on the price and terms of the contract. She was the one that attended the inspection. She was the one that negotiated inspection items. She was the one that sent the contract to the settlement company. She was the one that did the final walkthrough. She was the one that attended settlement.

When it came time for us to 'officially' record the sale in the MLS (multiple listing service) we didn't know any different so we put in the agent that was on the contract, the one that did all the work.

Remember Wile E. Coyote and the Roadrunner... Every time Wile E. would get close to catching the Roadrunner

he would be foiled and victory was snatched out of his reach.

This is the same thing that happened to this poor agent that did all the work. The day after we marked the contract in the MLS, the 'Mega' Agent emailed us and asked us to change the 'official' agent in the MLS to the 'Mega' Agent. Now, maybe this agent provided back-end support and maybe the underling agent was cool with this, but if that was me, if that was one of our agents and they did all the work but yet SOMEONE ELSE got the credit I would be upset.

This culture would wear on one quickly. Do all the work and get none of the credit. Not that we do ANY of this for 'credit.' We LOVE what we do. First and Foremost, we fight tooth and nail for our clients to do

what is right by them, so that is what drives us, what gets us up in the morning. But also, to put all your emotions, your blood sweat and tears into a client only for someone else to get credit has to be discouraging. That is why at Impact there is no "I", no 'Mega' agent taking all the credit. Do the work get the

credit. In fact, just the opposite happens in our company, we do what we can to go out of our way to promote our Partners. We don't care who gets the credit as long as our clients are taken care of.

Unlike others who promote the 'Mega' Agents... we promote the success of our clients and our 'Documented Approach' – our book that outlines our philosophies and approach, if you haven't received your copy, get a free copy at www.SteveJobsApproach.com



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Testimonials from recent 'IMPACT Maryland Monthly' Members

- [Impact] very professional and always very quick to respond and get things done efficiently! – Chris and Sue E.
- Impact Realty was exceptional. My agent did an amazing job and really went above and beyond. I will definitely be referring others to this realtor and will be doing business with them again. Absolutely outstanding, personable, understanding, and cares about their customers 110%. – Christine S.

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