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# IMPACT MARYLAND MONTHLY

*with Brittany #Hashtag Reaver*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JANUARY 2018



## Just Call Me the Santa Claus of Real Estate

Forget about Brittany. Just call me Kris Kringle. Père Noël. Santa Claus. From now on, just call this messy mama good ol' "Saint Nick."

That's how I felt this year as my three Reaver girls watched two kittens jump out of a wrapped box in our living room. You should have seen their faces!

It was real Christmas magic, I tell 'ya.

I've never seen those girls so happy in their lives. It was pure joy. But I have to admit, there was a *lot* more than magic going on behind the scenes to make that day happen.

Just a week before Christmas, I had taken the girls to an animal shelter close to their school. The stop has become a sort of ritual for us, and the girls love it. Of course, Madison, my oldest, always leaves with tears in her eyes because she wants a kitten so badly. (If you've seen the pics of Madison and Peyton wearing cat ears everywhere we go, you know what I mean.)

*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](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.

But like any sane mom with three kids might react, I chose not to buy her a kitten. The way I see it, just keeping the three girls alive and kicking every day is a huge accomplishment. *Am I right?!*

However, every year, Madison asks for the same thing. Whether it's her birthday, Christmas, or Easter (you name it), she wants a kitten.

Well, this year, "Santa" came through! But it wasn't easy...

During our last visit to the shelter, we came across two kittens that broke the world record on cuteness. And, to make it worse, guess what their names were? Pickles & Peaches. I just couldn't take it. I broke. I caved in.

(Side note: If any of you reading this knew me by my high school nickname, "Peaches," then you know how much we really had to have this pair.)

There we were. A week before Christmas with the perfect present staring right in front of us. But I had to play it cool.

So, I walked up to the counter and asked if I could fill out an adoption application "for Santa." I said that Santa wanted to give these kittens as a gift and sent me to fill out the forms for him.

The employee helping us didn't miss a beat. "Ok, we can do that. But... Santa's a little backed up right now," she said.



The Reaver Girls. Notice Harper without a shirt. Man I have my hands FULL!!!

"I'm not sure he'll be able to deliver these by Christmas. You *know* he can't carry both presents and animals on his sleigh." It was perfect, and I had plenty of time to prepare for Peaches and Pickles to come home. Or so I thought...

Just two days later, I got a call from the shelter. Our application had been approved. Peaches and Pickles would be ready for us FRIDAY morning – two days BEFORE Christmas.

*What was I going to do with the cats for 2 days?*

Thankfully, my mom offered to take the cats before Christmas (which was a great way to slowly prepare them for the crazy chaos of the Reaver household.) Meanwhile, I got busy buying 14 million dollars of cat crap at the store. Cat carriers. Cat toys. Cat food. Cat litter. I bought it all, people.



Peyton and Madi were SOOOO excited to meet Peaches and Pickles on Christmas. #momoftheyear #whatdidigetmyselfinto

By Christmas morning, our house was ready. I was ready. Santa had nothing on me.

And all I needed was to see the look on their faces Christmas morning to know it was all worth it. That's a feeling and a memory money simply cannot buy. But, I wasn't the only one who wanted to be there! Everyone had to come over and see their reaction– my parents, my brother and his fiancé were all there.

And the cats fit into the Reaver house like a glove. The screaming, running and general craziness doesn't faze them one bit.

Looking back on Christmas morning and everything it took to make that happen made me think about how much I love being a realtor. Sure, I'm not buying my clients their dream pet or wrapping presents for them at 2am. But you have to admit, isn't there something magical about finding the home of your dreams?

### **Doesn't getting the keys to your new home feel a lot like Christmas morning?**

We wait our whole lives to find a place that we want to come home to every day. And when we finally find it, something just clicks. It just *feels* right. It's one of the biggest investments and the biggest decisions of our lives. It changes everything.

Just recently, I was showing a house to my clients, Shannon and Max. As soon as we walked through the door, Shannon started jumping up and down (literally) and yelled "This is it! This is it!"

Of course, I had to help them get that house.

We wrote an offer right away to beat out an offer the sellers already had on the table. When I called Shannon to let her know, she burst into tears.

Now, THAT is Christmas morning.

That's something I get to do all year long, and it's the best feeling ever. But there's so much that goes on behind the scenes that our clients may never see. As a realtor, you're doing everything you can to make the "magic" happen.

There are late night-addendums, missing signature blocks, last-minute negotiations, inspections, walk-throughs. It's something

that usually the listing agent, buying agent and lenders keep between themselves.

### **No one understands what goes on behind a real estate transaction but it's kind of life being Santa - you're running around like a crazy person.**

But why bother you with all those details? It's our job to handle those things, and we certainly don't want you worrying about those things. Also, doesn't it take a little bit of the magic away?

That's why I needed to work with my "team" to keep Peaches and Pickles a secret until Christmas morning.

So, no matter what happens behind the scenes with

another agent, lender or inspector, I keep my eye on the prize. I know I get to see that same look on my clients' faces that I

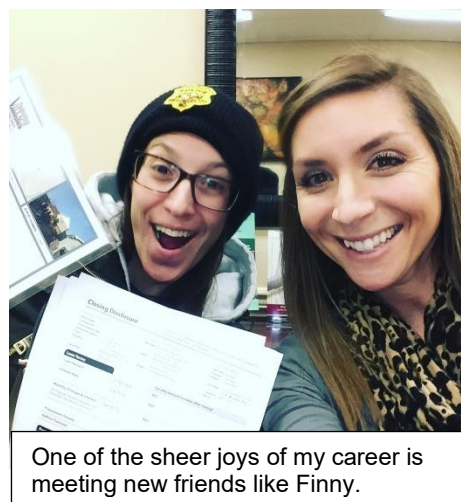
saw on my girls' faces Christmas morning. I seriously have the best job ever. I get to experience Christmas morning every single day.

Just call me the Santa of real estate, people.

I'll do my best to keep the magic coming all year long. Meanwhile, the girls are doing a much better job at taking care of Peaches and Pickles than I expected. (Miracles do happen.)

Here's to a more magical 2018!

Brittany



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

### January Question

**Q:** Who painted a late 15<sup>th</sup> Century Mural known as the Last Supper?

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.

### December Question & Answer

**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?

**A:** Frederick The Great

Congratulations: Tammy Porter

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## Happy Birthday

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

Landon Clime	Jan 3 <sup>rd</sup>	Todd Smith	Jan 13 <sup>th</sup>	Sherry Woodfield	Jan 22 <sup>nd</sup>
Sophie Reaver	Jan 3 <sup>rd</sup>	Gerald Jacquette	Jan 14 <sup>th</sup>	Angela Wilson	Jan 23 <sup>rd</sup>
Heather Ewing	Jan 3 <sup>rd</sup>	Tink Blakeney	Jan 15 <sup>th</sup>	Sonya Beck	Jan 23 <sup>rd</sup>
Ben Loller	Jan 4 <sup>th</sup>	Chrissy Weaver	Jan 16 <sup>th</sup>	Michelle Tranchitella	Jan 24 <sup>th</sup>
Reed Buckman	Jan 4 <sup>th</sup>	Arielle King	Jan 17 <sup>th</sup>	Jeslyn Simmons	Jan 24 <sup>th</sup>
Barry Beck	Jan 6 <sup>th</sup>	Bryan Bronsan	Jan 18 <sup>th</sup>	Cheri Weaver	Jan 26 <sup>th</sup>
Steve Cooper	Jan 6 <sup>th</sup>	Jack Corea	Jan 18 <sup>th</sup>	Lauren Durham	Jan 27 <sup>th</sup>
Kat Corea	Jan 9 <sup>th</sup>	Missy Klein	Jan 19 <sup>th</sup>	Jeff Warner	Jan 28 <sup>th</sup>
Jean Spence	Jan 10 <sup>th</sup>	Jennifer Mitchell	Jan 20 <sup>th</sup>	Tony Corea	Jan 29 <sup>th</sup>
Paul Creelman	Jan 10 <sup>th</sup>	Julie Bronsan	Jan 21 <sup>st</sup>	Ben Eldridge	Jan 30 <sup>th</sup>
Laela Blumer	Jan 12 <sup>th</sup>	Vicky Conner	Jan 21 <sup>st</sup>		
Beverly Thomas	Jan 13 <sup>th</sup>	Mike Seiter	Jan 22 <sup>nd</sup>		

**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.

## The Avengers "Dream Team" Philosophy Applied to Real Estate

*How our "Dream Team" came together to help our clients achieve a \$30K profit margin*

### ***Meet the Clients:***

Yuri and Elza were on a roll. Just two years after buying their Walkersville home and soon after having their son, Max, they were on their way to Chicago. Yuri had accepted an exciting new job in the Windy City. There was only one problem. They had to leave before selling their home in Walkersville. Thankfully, Yuri's father Yakov was on the case. Having already worked with our company to find the couple their first home, he reached out to us again for advice on a 2-year resale. And we're so thankful he did.

### ***The Situation:***

The last thing you think about (*or should think about*) when you're a new parent is how to upgrade your home for a resale. When we first met Yuri and Elza, Elza was pregnant with their son, Max, on the way and they knew exactly what kind of home their growing family needed. When we walked through the door at 236 Heritage Court, it was love at first sight (well, for Elza anyway). Yuri and his father Yakov came over later to negotiate the price. It was a steal of a deal too - at just \$205,000.

That was two years ago. Not enough time to turn a profit on a home if you believe the naysayers. And certainly not enough time to make any substantial improvements - especially when you have a newborn in tow.

By this time, the "market value" of the home was between \$205K and \$210K, barely any higher than their original buying price. Worst case scenario, they would lose money on the sale. Best case, they would make \$5K. More than likely, they were close to breaking even.



Oh, and did we mention that Yuri and Elza had already moved to Chicago? So, there was the added pressure of the house being unlive in. With Yakov living in Pennsylvania, he had to rely completely on our insight into the current condition of the home and the local market.

### ***The Options:***

Yakov had a decision to make. Option #1) Sell the home as-is and risk either breaking even or possibly losing money on the deal. Because no improvements had been made, it was as good as taking a roll of the dice. Option #2) Rent out the property until he could decide how to proceed with the sale. This option had its pros and cons but was ultimately not a road Yakov wanted to go down. Option #3) Follow our documented approach and invest \$8,000 in strategic home improvements that would increase the perceived value of the home and could raise the sale price as high as \$220,000 (by our initial estimates.)

### ***The Decision (and Results):***

Yakov decided to go with Option #3. And, lucky for Yakov, we don't hold the market up on some pedestal like other brokerages. We don't see the "market" as some unstoppable force of power, completely impossible to defeat. Just follow the comps, and accept the cards we're dealt? No, thank you.



However, we also know that to really defeat the market pricing, we first needed to face the obstacles head-on. We needed to establish our mission and clearly define our goals.

First, the landscape was badly overgrown in the back. It would need a lot of work. Second, the carpet needed to be replaced in some places and a deep cleaning in others. Some walls needed fresh paint. The 3rd

bedroom add-on needed to be completed downstairs, and there were minor appliance and roof repairs that simply had to be made before the house could go on the market.

Yakov committed to invest the \$8,000 needed for repairs, and we got to work. By the time our team was finished, we were completely blown away by the results.

We listed the home at \$229,900-almost \$6,000 over what we had originally planned. After ONE day on the market, we had three offers on the table. The winning offer? \$235,000. A full \$15,000 over my largest estimate and \$30,000 over their original purchase price.

All said and done, Yakov more than doubled his \$8,000 investment.

### ***The "Dream Team" Philosophy Applied:***

The magic of any Avengers movie is the sheer awe that comes from watching such a mix-matched group of characters working together in one room. First, you've got Iron Man, a genius who doesn't play well with others. Then you have the Hulk who is as nice as can be to everyone - *until he's not*.

Then there's the Black Widow who no one can trust. Meanwhile, Hawk Eye is playing the rebel without a cause while Captain America and Thor are busy arm-wrestling in the corner.

But, somehow, Nick Fury gets them all together to apply their talents towards a shared mission. He unites their powers towards a common cause.

That's exactly what we had to do with 236 Heritage Court. Once the task list was settled and we knew exactly what improvements had to be made, we had to unleash our greatest weapon - our team. Everything had to be executed perfectly to pull our mission off. And with the owners out of state, every action had to be managed and coordinated by Impact. Nothing could fall through the cracks.

First, we needed a contractor who could do bedroom add-ons, patch drywall and do carpet installs. Then, we needed a painter. Then, a landscaper, followed by a professional cleaner. Finally, we needed our photographer Annie and Shari, our scientific stager.

Everyone had to unleash their talents, and every member of our "dream team" had to work well together.



The painter had to work with Shari to ensure the colors were right for staging. The professional cleaner had to support the efforts of our contractor to make sure the carpeting flowed well from room to room. And, at the very end, Annie had to create a visual story with her photos that would shine a spotlight on the work of the entire crew.

It wasn't an easy job. But we put on our best Nick Fury impression and got to work.

And like Nick Fury, we always have a vision of where we want to go with our proven approach. We know exactly which steps need to be taken and when and where to utilize the skills of our team to achieve the best results. We've learned, over time, what cards to play to defeat the market and create Hulk-size returns for our clients.

This is why Yakov came to us when it was time to resell this home. It is why our Psychological Approach clients come back to Impact Maryland Real Estate again and again and continue to refer others to us.

As we tell everyone we work with, you never have to settle for second best or "market average." You can push the limits. You can achieve super-hero style results for your home sale. All you need is the right approach and a dream team to pull it off. Congrats to Yakov, Yuri and Elza for trusting us to do just that.

# IMPACT MARYLAND MONTHLY

*with Brittany Reaver*

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

- 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. – Mike S.

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