

Protector. Innovator. Philanthropist.

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IMPACT MARYLAND MONTHLY

with Brittany #Hashtag Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

FEBRUARY 2018



Being a "Landline" Realtor in an iPhone World

You know it's going to be an interesting week when even your iPhone starts giving you trouble.

But there I was in the car line, waiting to pick up my girls from school and (*as you can probably guess*) taking a selfie or two, when my phone started acting strange. #selfiesfordays #notmyiPhone

All of a sudden, it kept shutting itself off and turning itself back on again...

At first I thought nothing of it. I got the girls home from school and went to look at the selfies I mentioned earlier (gotta love mom life) when my day suddenly got a little messier. There were NO pictures on my phone. 9,000 photos were GONE. Just GONE.

To put this number into perspective, that's pretty much every picture I've taken of Harper, my youngest, in the past year. Nowhere to be found. It was frustrating to say the least. Actually, borderline devastating. #firstworldproblems

On top of that, all the texts I had sent *and* received were also gone. Clients would text me a reply to a previous message, and I had no idea what was going on. I couldn't see the messages. #realtornightmare

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

- Being a "Landline" Realtor in an iPhone World. Pgs. 1 - 3
- February Birthdays. Pg. 4
- Don't Forget to Have Fun. Pg. 4
- Stories From the Street – The Harley Davidson of Home Sales. Pgs. 5-7
- What Recent Members said about their experience with our Company. 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.

So, I had to think fast, on my feet.

I took the "landline" approach. I called each one of my clients to follow up and find out what they needed. In that moment, I realized this is why it helps to have a relationship with your clients (or realtor if you're a buyer or seller).

You can rely on technology all day long, but when it fails you, you're going to want someone by your side who knows what your goals are and cares enough to put in that extra effort.

I was glad I knew my clients well enough to just pick up where we had left off. *Can you imagine if I needed my phone or computer in that moment to help me with their transactions?*

I don't know what I would have done. Thankfully, I didn't have to worry about it...

My iPhone crisis in the car line also reminded me of a new client and friend of mine named Finny, who just closed on her first house in December. Go Finny!

Finny and I met through Eric, whom she met through a mutual friend. She was ready to buy a home and just as excited as every new, first-time home buyer is--she was looking forward to the process and thinking, "This is going to be amazing!" Of course, buying a new home does feel a lot like Christmas morning (remember my last newsletter?) But there is a lot about the process that comes as a surprise.

With Finny, our number one goal was setting her up for success and helping her keep that "Christmas morning" feeling.

By this time, Finny had already seen a few houses. But Eric had to go out of town for awhile, so he asked me to work with Finny. We hit it off right away, so I was excited to help her find the home of her dreams.

But the first step was getting her finances in order. (If you've bought a home before, you

know that prequalification letter is key to winning at the negotiation table.)



SueMart, Eric and I at our friend Ryan Sloper's Impact Club in Northern Va. Notice the hand holding a mirror. #mirrorselfie

So, we reached out to one of our trusted lenders and asked him to work with Finny. Right away, he gave her some steps to follow before she could qualify for a home loan. They weren't too difficult or big, but they were crucial to helping her get the home she really wanted.

After about a month and following the lender's advice, Finny had her approval letter. She was ready to make an offer on a home!

By the time we found the home Finny wanted to buy, everything else was smooth sailing. Because she trusted both me and the lender, Dana, the loan was ready to go to settlement TWO weeks before the settlement date! (Note: This hardly ever happens.)

This is what happens when you build a relationship with a client, rather than chase down leads online.

Finny and I text all the time now. Believe it or not, I know what's going on with her mom, her sisters and even her job. We have more than a relationship -- we're friends!

The kind of friends that can understand when someone else doesn't text back right away because their iPhone decided to give up on life in the middle of the carline. And when something good happens for Finny, I don't hesitate to write her a note and help her celebrate that success.

I'd like to see Zillow or Realtor.com compete with that.

There's something to be said about a good ol' fashioned people-centered mindset. There's something to be said about putting relationships first.



Finny and I celebrating after she got situated at her new home.
#lovemyclients #bestclientsever

Sure, sites like Zillow or Realtor.com are a great place to start your home search. But if that's all you do, I promise you that you're going to miss out. Zillow doesn't know about that

hidden gem around the corner that didn't pop up in your search results but has the exact layout you're looking for, on that corner lot, right in your price range. Realtor.com doesn't know how to build a sense of value in your home or stage it to sell for thousands more than the neighborhood comps -- Realtor.com just knows numbers on a screen.

Don't get me wrong, technology is great and really helps the process along. Heck, I couldn't have lasted more than a few days without my iPhone (By the way, after I panicked and called my Apple guy, all the photos and texts came back a week later - phew!)

The problem really *isn't* technology. I think the problem comes when we depend on technology to completely replace the personal experience.

Anyone who has ever had trouble ringing up a head of lettuce in a self-checkout line knows what I mean on some level. I mean, lettuce is lettuce, right? Computers are great at making our lives easier, but they can't think for us. And when they fail us, they often fail us *big time*.

So, when it comes to making one of the biggest purchases or transactions of your life, wouldn't you rather have a person by your side? Wouldn't you rather have someone who's focused on building a relationship with you? Wouldn't you rather have someone who sees you more than a lead on a screen -- someone who will still be able to help you even if their computer crashes or their phone dies on them?

If Finny had just relied on a realtor she found on Zillow, she could have lost her dream home.

Without an approval letter from a lender, she could have easily lost her bargaining power immediately and been passed over for another buyer. But because we were there and got to know her, we were able to guide her financially through the process. We were able to get her into the best position possible to reach her goal.

Isn't that what you want from a realtor?

Someone who knows how to use technology as a tool (well, enough, anyway) but who can also find other ways to get you to your goal.



Some one on one time with Harper. #carselfie
#lovemygirls

Someone who *knows* and *understands* your goal in the first place?

Technology is a huge part of our lives, but it should never be a crutch. Otherwise, you end up paying \$6 for a head of lettuce, losing out on your dream home or leaving thousands of dollars on the table in a home sale.

So, while I'm still taking my car line selfies and using Zillow and Realtor.com for support, I'm keeping my relationships with Finny and my other

clients at the top of my priority list (of course *after* all the photos of Harper and the girls from my phone.) #lessonlearned #notagain

Don't Forget to Have Fun!!!!

February Quiz Question

Q: Each of the Classic Rubik's cube six faces is covered by how many stickers?

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.

January Question & Answer

Q. Who painted a late 15th Century Mural known as The Last Supper?

A: Leonardo da Vinci

Congratulations: Kathleen Hertzberg

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Happy Birthday

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

Stephanie Barnas	Feb 1 st	Rhett Fleetwood	Feb 8 th	Valerie Wilson	Feb 19 th
Chuck Woodfield	Feb 1 st	Eliza Fogelson	Feb 9 th	Holly Young	Feb 20 th
Hailey Mattison	Feb 1 st	Cookie Verdi	Feb 10 th	Lily VanSant	Feb 21 st
Dan Moriarty	Feb 2 nd	Candy Reaver	Feb 10 th	Emily Hansroth	Feb 22 nd
Aubree Wolf	Feb 3 rd	Lisa Titus	Feb 11 th	Katherine Leonard	Feb 22 nd
Tammy Black	Feb 3 rd	Mason Diener	Feb 11 th	Allie Doody	Feb 23 rd
Mackenzie Bridgewater	Feb 4 th	Owen Hornung	Feb 11 th	Em Goldsmith	Feb 23 rd
Kim Joseph	Feb 5 th	Walter Bonadies	Feb 12 th	Kendall Costner	Feb 23 rd
Becky Wells	Feb 5 th	Adam Willem	Feb 13 th	Noah Orndorff	Feb 24 th
Brooke Barba	Feb 5 th	Jerry DeLauder	Feb 13 th	Scott Sweitzer	Feb 24 th
Robie McClellan	Feb 5 th	Lisa Doody	Feb 13 th	Reese Kleinfelter	Feb 25 th
Jerris Joseph	Feb 6 th	Nichole Willem	Feb 13 th	Jim Chandler	Feb 25 th
Ashley Orsini	Feb 6 th	Alexis Wingard	Feb 14 th	Joe Parker	Feb 25 th
Gary Delbrook	Feb 6 th	Brent Conner	Feb 14 th	Bib Dabney	Feb 26 th
Kim Mattison	Feb 6 th	Michelle Hornung	Feb 15 th	Shirley McDowell	Feb 26 th
Scott Mattison	Feb 6 th	Sophie Donnellan	Feb 16 th	Kim Frizzle	Feb 27 th
Abel Soares IV	Feb 7 th	Tanner Mills	Feb 16 th	Bob MacCracken	Feb 28 th
Harriet Creighton	Feb 8 th	Dorthy Schrider	Feb 17 th	Fenny Tan	Feb 28 th

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 Harley Davidson of Home Sales

How a “Go Big or Go Home” Attitude & Documented Approach Led to \$34K in Return

Meet the Clients:

Jeremy and Erin were the dream team. With three great young boys to raise and jobs as Montgomery County educators, they have worked hard for everything they have and are enjoying the fruits of their labor to the fullest! After investing in one of the largest and most beautiful homes in New Market (*certainly the most breathtaking home in the neighborhood*) they were movin’ on up. Jeremy was offered a job as head soccer coach in Montgomery County. It was time to build a life closer to work. And, as it turns out, it was time for them to build a home of their own! Their only challenge? To sell their home for top dollar just before the selling season was starting to heat up.

The Situation:

When you know you have the “real deal” on your hands, there is no limit to the things you can accomplish. This is true of both properties and people. First of all, Erin and Jeremy’s property was undoubtedly the best on the block. It was the largest, by far, in terms of square footage. However, there were also little touches that made it distinct - oversized windows, gorgeous wood flooring, large gourmet kitchen with a diamond-shaped center island. When it comes to homes in New Market, this was certainly the “real deal.” And, as I would discover later, so were Jeremy and Erin.

But despite how lovely the interior features of the home were - they were still not a *strategy*.

They did not provide a proven approach to *selling* the home. The thing about property features is that they have to be properly positioned and highlighted in order to make an impact on a potential buyer. (*It’s like what they say about makeup - you don’t want to wear too much, but you need just enough to highlight the natural beauty and qualities you already hold.*)

While they could easily have listed the home as-is and take their chances with the market, it was clear what they could expect from a sale. A neighboring home with almost the exact same layout had sold for \$475K with \$14K in seller concessions just a month prior. In other words, Erin and Jeremy could reasonably expect around \$461K from their own sale.

But didn’t we mention that Jeremy and Erin were “the real deal” too, just like their home? More on that later...



The Options:

Jeremy and Erin had a decision to make. Option #1) Sell the home as-is and accept an estimated home sale of \$461K, based on the recent home sale of a similar neighborhood floor plan. Option #2) Invest in the documented approach and devote time and money to scientific staging, professional photos and other proven property marketing techniques. Stand to gain thousands in return.

The Decision (and Results):

Knowing that the recent neighborhood sales was made without any scientific staging, professional photos or any other aspects of a proven approach to selling real estate, Jeremy and Erin were just not satisfied with going that route. Especially after hearing about our approach from multiple sources, including mutual friends of ours, Jeff & Jenn Purgason, whose home we had recently sold.



It was simple. Erin and Jeremy were simply not the “easy way out” kind of people. They had worked hard to get where they were in life. They weren’t about to give up on realizing a return from one of the biggest investments they had ever made.

However, did I mention that we got the listing in April - just before the market would heat up. The clock, it was a’ tickin’.

So, we sent our team out to do what they do best. We presented our game plan and had Shari from *Staged Above* scheduled to perform her staging magic and bring the home up to model-like condition. Now, mind you, the average timeline from the point of scientific staging to listing a home on the market is 2-3 weeks. While we were moving fast, that timeline was just not fast enough for Erin.

So, before the staging was complete, Erin tells me “*Let’s do this Eric. Let’s schedule the photos for next week! Go big or go home, right?*”

Having been in the game for awhile, I knew there were at least 15 things that had to be done before that time, but I could sense Erin was more motivated than most. And man, was I right? So, I said, “Ok, Erin, you’re on the clock!”

Sure enough, by the time we came back the following week, everything (*and I mean everything*) on our list was done. I don’t know how Jeremy and Erin did it all with 3 young boys in the house, but it got done and looked incredible!

Within 25 days on the market, we received an offer of \$495K!!



This was the highest sale that neighborhood has seen in the last two years, exceeding the highest sale price by 7.5%!! A whopping \$34K higher than the similar model that sold just months before.

And it was all thanks to the determination, commitment and follow-through of Jeremy and Erin. They believed in the approach, and it returned the favor!

The Harley Davidson of Home Sales:

I'm sure you're familiar with the phrase "*Go big, or go home?*" It pops up in action movies, sports montages, and is used by soccer and football coaches everywhere to -stir up their team. But did you know where it came from?

It turns out a little motorcycle parts company in Southern California used it to market a product they just knew would fly off the shelves. It was their oversized Harley Davidson pipes. When you gain something with that kind of name and



quality to sell, you can't be lazy on the marketing. You've got to give it all you got. You have to "*go big...or go home!*"

It works with motorcycle parts, and it works with home sales. Erin and Jeremy were like those Southern California shop owners. They knew they had snagged the best property on the block, but they also knew that it was up to them to put the time and effort in to really sell it well. *And boy, did they do just that?!*

Not only did they believe in the documented approach, but they went through the process (scientific staging, renovations and property photos) with lightning speed. They were determined to use everything they had to get the most from their return.

Had they put on the brakes and taken their time, they might have missed out on the peak of the season. Also, if they had skipped any steps in the approach, they certainly wouldn't have received such a top dollar, record-breaking offer on their home.

Never settle for second best or "market average." Don't let your neighborhood comps convince you to sell your home for less. Follow the lead of Jeremy, Erin and the "Harley Davidson" shop owners.

Believe in the inherent value of your home. And take a scientific approach to bringing that value to light for your buyer. You won't be disappointed.

If you are considering selling your home and want to know more about our proven, value-driven approach, pick up a copy of the "*Steve Jobs Approach to Sell Real Estate.*"

Just go to www.SteveJobsApproach.com for your free copy of our book, which walks you through every step of our documented approach and gives real case studies from real sellers like Jeremy and Erin. Like they say, "*Go big, or go home!*"

If you would like to find out more about our partners and our philosophies of maximizing the value of our clients then, then you could head over to our website www.ImpactMarylandRealEstate.com and learn about our company and our 8 core beliefs or our office number is 240-815-0890.

IMPACT MARYLAND MONTHLY

with Brittany Reaver

3295 Prices Distillery Rd.
ljamsville, Md. 21754
240-815-0890



For Inquires AND Referrals contact:

BrittanyReaver.Impact@gmail.com

Or Call/Text to 410-422-5826

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

- I don't even know where to begin with how great these folks are! I initially contacted Eric Verdi because he found my friend a house and she boasted about how awesome he was. Eric is, in fact, awesome but I ended up working with Brittany Reaver who is the best ever! She made my experience so easy and was so helpful throughout, it didn't even seem stressful. I highly recommend her to anyone, she goes above and beyond for her clients. I'm so happy I've gained a house that I love and a friend out of this process. Thanks guys, especially Brittany! – Darnell Marie

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