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# IMPACT MARYLAND MONTHLY

*with Brittany '#Hashtag' Reaver*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

APRIL 2018



## **My New Motherhood & Real Estate Mantra: COP!**

Here's a PSA to all you working parents out there: *You. Got. This.* Especially those of you taking on a sick or cranky child.

And three times the love to those of you behind on your long to-do-list but who stop everything to do the most important thing, unconditionally loving your kiddos (which you probably didn't put on your to-do-list anyway).

At Impact, we have this phrase we throw out on the daily. It's "COP" or "Change-of-Plans" for short. And as a mom to three girls under 10, I can tell you I didn't need much training on this one.

### **You feel me, mamas and daddies?**

In the Reaver house, we are THE experts at COP.

Whether it's chasing down the missing cat ears or waking up at 5am to get some alone time, we Reaver girls know how to think on our feet. #motherhood #notforwusses

*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.

This past month was no exception. First, Madison got a stomach bug that just wouldn't go away. She would get sick or have an accident every week and missed at least one day a week from school. It got so bad during the snowstorm that we took her to the doctor to do a strep test. (Which was negative, *thankfully.*)

With a house of three girls, I bet all you parents can guess what happened next.

As soon as Madi started feeling

better enough to go to school, Peyton threw up at school. You know, as hard as you try to contaminate the germs, it just ain't happenin'.

**And here's a fun fact: the rule at Peyton's school is that if you throw up you stay home the next day. No questions asked.**

So, as soon as one felt better, the next one didn't. Every week for the past month, I've had a sick kid at home with me at least 1 day a week.

Thankfully, Harper hasn't gotten sick yet. Knock on wood...

Meanwhile, I'm scrambling to rearrange my schedule. And my amazing friends and family are stepping to help so I can still get to work, make my inspections and show properties as planned.

**Never a dull moment, right? Or, as we would say at Impact, COP!**

You just gotta do what you gotta do to make stuff happen. Just the other day, I had to tackle another home project. This time, it was assembling an Ikea dresser. Could it be done with three girls in the house? You betcha. I put on a movie downstairs. I



#ifoundthemlikethis #stackemup

set the girls up with their favorites snacks, pillows and *lovies* (AKA: *stuffed animals*) and voila! Quickly, I ran upstairs to set everything up before the movie and ran back down to check on my girls.

**There they were. Stacked up like sardines, one on each level of a changing table (the kind with 3 levels), snuggling up and watching the screen as if they were on their own personal island.**

Again, you gotta do what you gotta do.

The girls couldn't have been happier, and I was thrilled to check that dresser off the list. Just another normal day in the Reaver house.

**Life has a way of throwing curveballs at you, and as a mom, you have no choice but to keep on swingin'. It's the same as an agent.**

I was reminded of that when my clients, the Folland's, found their dream home before their current home even hit the market. I have known them for awhile. They actually bought a townhouse about 3 years ago.

Then, just a few weeks ago, they asked me for help finding them a bigger, single-family home with a little land in the same area. So, I did what I would normally do and showed them around. I think we were touring a house when they got an alert.



#eastercrew #easterswag  
#reavergirls

**“Look at this house! Can we see this?”**

It had just come on the market 4 minutes before - how's that for timing? Thankfully, we were just 10 minutes down the road from the house and it was a For-Sale-By-Owner. So, we got

in and saw it right away. They fell in love on the spot.

The next day, we submitted an offer. However, it was a contingency offer (buyers don't like those.)

Also, since the house had just hit the market in the middle of a snowstorm, he was understandably reluctant (that's a nice way of saying it). Truth be told, he kind of played around with us for a bit. He wanted to wait and see if he got more bites.

But that was not going to work for my clients. So, we decided we couldn't let him play that game. We gave them an ultimatum. We put a deadline on the table and went up to our best and final offer. COP!

**The seller got back to us that night - it was a deal!**



#ikeafurnituretakesacrew #itonlytook3days  
#calledinbackup

and we knew what we needed to do. Shari had been out the week before. But we were still scrambling to get Annie out, get the professional photos done and get it listed ASAP.

Again, we're in the middle of a snow season AND the busy spring market. The earliest Annie could fit us in was 10 days out - even after all the begging and pleading we did.

**But, in true Annie fashion, she made a way.**



#impactfamily #squadgoals  
#weknowhowtohaveagoodtime

She had a last minute cancellation and called us Sunday to say, "I can get you in on Monday morning." "We'll take it!" I said.

The buyers were up all

night getting the house ready. Then, I got up early to beat Annie to the house and make sure everything was picture perfect. It was worth it. The photos were absolutely phenomenal. #getrdone

**Not only did we find the Folland's their dream home, but we got their house listed at least a week before we expected!**

*Moral of the story?* COP doesn't always have to be a bad thing. You can face curveballs left and right, but it's what you do with them that matters.

Because of the amazing team we have (and the many things I've learned as a mama to 3 girls) we were able to think on our feet and get the ball rolling FAST!!

In real estate (*and in motherhood*) you have to roll with the punches.

So, the next time your kid poops their pants on their way to school, your dishwasher gives up on life or you get a lowball offer on your house, don't give. Just shout out "COP!"

Then, give me a call. I can help you sort out of least 2 out of 3 of those things.

Until next month,

*Brittany*

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

### **April Quiz Question**

**Q:** What 2013 Sci-Fi Blockbuster starred Sandra Bullock and George Clooney?

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.

### **March Question & Answer**

**Q.** What is the name of the Spanish Islands that lie off the northwest coast of Africa?

**A:** Canary Islands

Congratulations: Laney Marks

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		9					5	6
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2	1			3				
9	3		4		5			

## ***Happy Birthday***

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

Chad Rogers	Apr 1 <sup>st</sup>	Kelly Moler	Apr 11 <sup>th</sup>	Ally Schromsky	Apr 21 <sup>st</sup>
Donnie Stokes	Apr 4 <sup>th</sup>	Callie Brown	Apr 12 <sup>th</sup>	Steve Wells	Apr 22 <sup>nd</sup>
Steve Johnson	Apr 4 <sup>th</sup>	Jessica Neumar	Apr 12 <sup>th</sup>	Heather Buck	Apr 23 <sup>rd</sup>
Jennie Ballenger	Apr 5 <sup>th</sup>	Julie Agee	Apr 13 <sup>th</sup>	Ellen Santucci	Apr 24 <sup>th</sup>
James Murphy	Apr 6 <sup>th</sup>	Betsy Weaver	Apr 15 <sup>th</sup>	Lorna Murphy	Apr 24 <sup>th</sup>
Austyn Tsikerdanos	Apr 8 <sup>th</sup>	Colleen Abbott Kiley	Apr 15 <sup>th</sup>	Amy Hillyer	Apr 25 <sup>th</sup>
Cheryl Skipper	Apr 8 <sup>th</sup>	Kendra Eichler	Apr 16 <sup>th</sup>	Pam Anderson	Apr 27 <sup>th</sup>
JR Reeve	Apr 8 <sup>th</sup>	Kirby Ewing	Apr 16 <sup>th</sup>	Ryan Manning	Apr 28 <sup>th</sup>
Kelsey Simmons	Apr 8 <sup>th</sup>	Nita Jacqueline	Apr 16 <sup>th</sup>	Cheyenne Fandel	Apr 29 <sup>th</sup>
Mackensie Jacqueline	Apr 9 <sup>th</sup>	Beth Dunn	Apr 17 <sup>th</sup>	Chuck Rogers	Apr 30 <sup>th</sup>
Angela Ferriter	Apr 10 <sup>th</sup>	Myles Hillyer	Apr 18 <sup>th</sup>	Lori Campbell	Apr 30 <sup>th</sup>
Jack Bassile	Apr 10 <sup>th</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.

## Trading the "Crystal Ball" Approach for the PROVEN Approach to Real Estate

*How Scientific Selling Helped Mike & Jodi Avoid Tens of Thousands in Market Losses!*

### Meet the Clients:

Mike & Jodi are far from new to the real estate game. In fact, they're seasoned experts who enjoy homes so much they decided to start buying, improving and selling homes themselves. On the heels of their most recent sale, however, they learned quickly that the market doesn't play favorites. After the first investment cut into their profits, they simply were not going to take chances with the 2nd property, at 8370 Ball Rd in Frederick.

So, when their current agent suggested a "plan" that included several pre-planned price drops determined **before** the home even hit the market, Mike & Jodi saw the red flag waving. A crystal ball guessing game was just not what these investors had in mind. And it certainly wasn't going to help their bottom line. It was time for a 2nd opinion. That's when *Impact Maryland Real Estate* stepped on the scene.



### The Situation:

Our investors, Mike & Jodi, are planners to a "T." They sought out a property in an idea location, just outside of Urbana and near major commuter roads, which offered a TON of privacy and land (2 acres to be exact). It was the perfect canvas for their expert renovation skills. They modernized the cabinetry, installed granite countertops, a backsplash, sleek hardwood floors, recessed lighting.



### ***You name it - Mike & Jodi did it.***

The home, which already had a lot to offer, was now a luxurious countryside hideaway. Perfect for anyone who wants a move-in ready home with a ton of land and modern touches.

*The only problem?* They had an agent who failed to see their vision. Someone who did not appreciate the story this home told and the hidden potential within.

It's normal, really. We see it happen all the time.

Agents become so focused on the market and what

they ***think*** someone will pay that they forget the part they play in the property's value. They trade in a proven plan for a "crystal ball". Instead of taking action, they start guessing which way they think the proverbial wind will blow and, ironically, end up creating the same situation their clients are afraid of facing in the first place.

That's what happened with Mike & Jodi. Not only did this agent insinuate that they would have to drop the price of the home every few weeks. He made it a requirement to list. Before they could put their house on the market, they had to set regular price drops in stone-sacrificing their profits based on the agent's best "guess" on the market. Well, that just wasn't good enough for Mike & Jodi. They had followed a proven approach every step of the way. From choosing the property to picking out the tiles for the bathroom, they didn't leave anything to chance. So, they certainly weren't going to start now...

### **The Options:**

Having known Mike & Jodi for years, they were familiar with Impact. They knew about our approach and how we do things a little differently. So, they came to us for a second opinion.

The first thing we said to them was this, "The market is the market. It's going to do what it's going to do." Could they expect a price drop after the home is on the market? Yes, of course. *Should* they settle for that price drop ahead of time and plan to fail? Absolutely not.

Mike & Jodi had two choices: follow their current agent's plan and commit themselves to dropping the price way lower than what they were comfortable with (Option 1) *or* follow a more Scientific Approach through Impact Maryland Real Estate (Option 2).

While Option 2 could also lead to a price decrease (again, the market is the market) it also included a real plan for success. It included proven strategies, like the ones Steve Jobs used to build the Apple empire from the ground-up. It threw out the "crystal ball" and relied on psychological factors that impact home buyers' decisions instead.

***Which option would you go with? Would you take a surefire loss or try your hand at something more tried and true?***

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

As you might have guessed, Mike & Jodi opted to list their home with Impact. With all the work they had already put into the home, they gave us a lot to work with. And get to work we did!

First, we put Shari, our Scientific Stager, up to bat. Shari did her full HGTV package on this home. She filled each room with gorgeous furniture, high-end decor and finishes that sent a message to everyone who stepped in the door:

**This is *the* home for you.**

Second, we had professional photography done on the home to capture every square inch. Third, we crafted a property story that brought Mike & Jodi's renovation work to light.

*"Just like Oliver Douglas dreamt of green acres and wide spaces when he left his city life behind, you'll find all the peace and quiet you could imagine here."*

*"Can you imagine having coffee on your 3rd floor deck in the morning?"*

*"The guarantee of complete privacy and 2 acres of land between you and the next neighbor is sure to put your mind (and heart) at ease."*

With every move, we played up the home's two-worlds appeal: gorgeous country living with luxury upgrades and city proximity. You see, every buyer's different in how they connect with a home. Some connect visually, while others connect through sounds or words.

**We cover our bases at Impact and hit potential buyers every way from here to Sunday-topping it off with an audio-visual video filmed in the style of Cribs meets HGTV.**



Also, on the online front, our Marketing Director J-Rock earned us 2400 video views and 37 shares on Facebook. Plus, over 50 people showed up for the Open House - a blowout showing!

**But again, the market is the market.**

After so many showings and NO offer, we knew *something* was a little off. But we also knew it wouldn't take much to get there - again we had already set ourselves up for success. So, after teaming up with Mike & Jodi and going back to the drawing board, we relisted the home at \$439K just \$10K under their original asking price. About a week later, we had multiple offers. **In fact, we had 4 offers!** Yes. Four, just from the slight price improvement.

More importantly, the client was thrilled to see their profits in the green with their 2nd investment home! They had finally found a marketing and sales formula that worked - no more crystal ball for these guys!

**You see, there's no such thing as "beating the market" in real estate. But there is such as thing as planning *around* it and using science and psychology to boost your bottom line.**

In our book, *"The Psychological Approach to Sell Real Estate"* we explain how the same 7 strategies Steve Jobs used to build up Apple, the most profitable company in the world, can be used to build momentum and excitement around your home.

We use those same strategies every time.

Why? Because it's frankly not our job to *guess* what the market will do. It IS our job to find the hidden value of a home and wield it in a way that increases the profits for our clients.

Mike & Jodi are thrilled to see this approach in action. And we were thrilled to help them reap the reward of their hard work.

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*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](http://www.facebook.com/impactmarylandrealestate)

- "Eric and his team take the worry out of buying and selling. I wouldn't work with anyone else. Saying that they are professional and personable is a tremendous understatement." – Lisa M.

- "Courtney was extremely easy and pleasant to deal with. Quick with responses and getting information. Very pleasurable to work with! Thank you Courtney" – Charles & Adrienne R.

- "Eric Verdi was not available and I was passed along to his colleague, Dawn Klinko. She was AMAZING! Everything was handled expeditiously, and she worked round the clock to make this a smooth, pleasant process. FIVE STARS!!!!!!" – Lisa H.

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