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# IMPACT MARYLAND MONTHLY

*with Brittany 'Hashtag' Reaver*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MAY 2018



## Tattoo Parlors, Property Tours & Taco Bars

### *Another Winning Month for the Books!*

What's better than an iced cold margarita and taco bar on a Tuesday night?

The look on sweet Peyton's face after she finally conquered her fears last month - *in a tattoo parlor of all places, but more on that later.*

And, no, Peyton did not get a tattoo. I might be a #MessyMama, but even I have my limits.

Everyday, my little sidekick Harper and I drive down Market Street to drop the two older ones off at school and pick them up again. And every afternoon, we pass by the same tattoo parlor that does ear piercings.

For about two years (give or take) Peyton has said she wanted to get her ears pierced. But every time I take her there, she chickens out. We've even gone into the parlor several times but we always end up walking right in and right back out.

But one morning a couple weeks ago, Peyton walks up to me after school and says, *"I want to get my ears pierced."*

*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.

So, I said, "Okay, let's go!"

I didn't hesitate for a minute. Sure, I had been working all day before picking them up. Sure, I hadn't eaten anything yet and still hadn't showered. But my girl was ready to do this. So, by God, we were *going*.

First, I ran home to get her birth certificate, and then we drove her back downtown. Then, when we walked into the parlor, we realized they use the old-fashioned needle method (not the ear piercing gun). After the first one, Peyton was honestly a little traumatized. For a minute there, I thought she was going to leave with just one ear pierced. But she sucked it up and got the other one done. #OnlyPeyton #LoveThatGirl

That's right guys, she did it!

Was it spur of the moment? Sure. But I figured, why not? I'd rather be unshowered and late for my lunch than have my girls miss out on life. A lot of times we're flying by the seat of our pants and make last-minute plans all the time, but we're always having fun. Sometimes, if it's nice outside when I pick the girls up from school, I'll take them to the park or the animal shelter (Well, maybe not the shelter anymore since we got the cats.)

But you get the idea. Even if I have 48654 things on my to-do list, I'd rather spend that hour with them and stay up late at night or wake up early to get everything else done. It's like they say, the days are long but the years are short.

I'm all about soaking up every minute I can with these crazy girls, even if I am in constant survival mode. I don't care too much for plans. I care about the experience of being with them that matters. #TheyAreMyWhy

*And, if I have to eat a late lunch, at least there's tacos, right?*

Also, I think the fact that my girls keep me on my toes makes me a better realtor, too. No, really. So much about being a mom requires you to think on

your feet and be okay with spur of the moment changes.



Impromptu girls day trip  
#alwaysanadventure #bakerpark

It's the same with buying and selling houses. You're never going to hear me complain about last-minute showings or late-night or weekend contract negotiations. Because, at the end of the day, it means I can keep being there

for my girls to plan spontaneous ear piercing trips or late-night cat adoptions.

I'll be an agent for as long as I can, making sure my clients have the best home buying or selling experience they can, with a little personality to boot. *I mean, who wouldn't want to work with me?* #GetItRightGetItTight

For me, my clients are not just another transaction. They're like an extension of my family, part of my tribe. Years after a client has settled into their home, I still go to their kids' birthday parties. Their kids are friends with my kids and vice versa.

Just a couple weeks ago, a client invited me to her housewarming party. Every time she introduced me to someone, she said, "This is Britt, this is my realtor!"

I loved seeing everything they had done with their house and even enjoyed the longest chat with her dad. It was a blast!

Again, it was about the experience, not the transaction. Sometimes I have to put my life on hold for my clients, just like I do with my kids. But when I can go to a party like that and see the results, it's all worth it. The early mornings, the

crazy nights and weekends. I wouldn't have it any other way.

Speaking of crazy weekends, remember we had a Friday the 13th a while back? I remember telling Sue Mart, *"I just KNOW something big is going to happen tomorrow!"* Big, in a good way.

That weekend, I had four buyers looking at homes. Friday night, I showed a few properties and came home to write two offers. Saturday, I showed properties all day in Baltimore and then came home to write another offer. Meanwhile, my girls were outside in the backyard playing with the hose because Mommy needed to work. I just threw some snacks out on the deck (Just kidding, guys, we used plates.)  
#We'reNotAnimals

Sure, it was a stressful weekend. Sure, I had to deal with a crazy realtor on the other end who wanted to send things back and forth 8,000 times and argue over every signature to move the contract forward. But, in just one weekend, I wrote three offers, negotiated three offers and WON all three offers for my clients!!

I think I got maybe four hours of sleep at most. But all three of my clients are under contract and settle at the end of May.

Again, it was all worth it.

Sometimes I have to put my life on hold for my kids, and sometimes I have to do the same for my clients. But all I have to do is go to a



My entire life in a COP, but these faces make every chaotic second a blast #girlmom #girlsquad #changeofplanseveryday



Love creating memories with these 3 cuties  
#reavergirls #weloveicecream #allabouttheexperience

housewarming party or see pretty Peyton with her pink earrings to know I made the right call. Even if my clients don't see the 8,000 things I do behind the scenes for them or my kids don't see how tired or hungry I am, I'm happy if they're happy.

And, again, that's why there's Taco Tuesdays and margarita bars. A girl's gotta have her fun somewhere. Now, every time someone sees anything with a taco (T-shirt, earring, handbag, you name it) they're tagging me on Facebook or Instagram. I absolutely love it!

So much that I even had signs made that say #NachoAverageRealtor. *Get it?*

Someone asked me the other day why I love tacos so much. Honestly, I think Mexican food just makes me happy. It's just fun. Who can be upset when there's chips, salsa and margaritas in front of them? *No one I want to know.*

At the end of the day, I just want my clients, my girls and me to have smiles on our faces. And it doesn't matter what I have to do to get there.  
#WorkingMama #WorthEveryMinute

Have a great month!

Cheers,

*Hashie*

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

### May Quiz Question

**Q:** Where would you find the 'Sea of Tranquility?'

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.

### April Question & Answer

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

**A:** Gravity

Congratulations: Anna Carroll

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## Happy Birthday

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

Angie Lewis	May 1 <sup>st</sup>	Tim Reilly	May 12 <sup>th</sup>	Harlow Durham	May 22 <sup>nd</sup>
Melanie Torre-Fisher	May 1 <sup>st</sup>	David Reaver	May 16 <sup>th</sup>	Lean Wyatt	May 22 <sup>nd</sup>
Vonnie Paxton	May 1 <sup>st</sup>	Jamie Sweitzer	May 16 <sup>th</sup>	Lauren Fox	May 23 <sup>rd</sup>
Owen Clark	May 2 <sup>nd</sup>	Julia Caralle	May 16 <sup>th</sup>	Ben Whitting	May 24 <sup>th</sup>
Laura Royer	May 3 <sup>rd</sup>	Lou Caralle	May 16 <sup>th</sup>	Bailey Sweitzer	May 25 <sup>th</sup>
Vicky Neely	May 3 <sup>rd</sup>	Micah Reaver	May 18 <sup>th</sup>	Ellie Woodfield	May 28 <sup>th</sup>
Abby Woodfield	May 5 <sup>th</sup>	Tyson Tsikerdanos	May 18 <sup>th</sup>	Amanda Wolf	May 29 <sup>th</sup>
Jaclin Madarang	May 5 <sup>th</sup>	May VanVlerah	May 19 <sup>th</sup>	Brittany Ingram	May 29 <sup>th</sup>
Ryder Cavanaugh	May 5 <sup>th</sup>	Bryan Schromsky	May 20 <sup>th</sup>	Ron Colson	May 29 <sup>th</sup>
Nikki Basile	May 9 <sup>th</sup>	Robin Johnson	May 20 <sup>th</sup>	Sharon Schromsky	May 29 <sup>th</sup>
Scarlett Wood	May 10 <sup>th</sup>	Jenn Cavanaugh	May 21 <sup>st</sup>	Robert Durham	May 30 <sup>th</sup>
Steve Chipouras	May 12 <sup>th</sup>	Caleb Simmons	May 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.

## Emotions...

### *Why Realtors are the Masters of 5<sup>th</sup> Grade Career Day*

Fiddling to get the key out of the lockbox and struggling to find the 'one key' that opens the deadbolt on the front door. That's a picture of a real estate agent if I've ever seen one. Meanwhile, your clients stand nervously behind you wondering what is behind the front door. Is it going to be another 'dud' like the 6 other homes we just saw? Or, is it going to be 'the one?'

The anticipation of finding a home for your family is one of the most nerve-wracking experiences that you will ever encounter.

If you have ever bought a home, you know EXACTLY what I am talking about.

You start looking online at location, neighborhood, size of the yard, how close to the schools (or whatever you really want) and all of that is a great way to start a search. But there is no substitute for walking through the front door.

First impressions are everything.

The smell. The visual appeal. Your senses are at a heightened state, filled with the 'unknown,' and there is the even bigger unknown that comes from the anticipation of finding a new home.

Within the first 10 seconds buyers get an overwhelming emotional 'feeling.' Sometimes it's good, sometimes it's bad. Either way, they will talk themselves *into* or *out of* the home based on their first impression. Based on those ever important first 10 seconds.

This is why we never sell/push people on homes, because they know almost immediately.

Yes, we can point out the pros and cons of the house. The age of the appliances, the quality of the HVAC system or whether there is enough space for their California King bed or their wraparound couch. We can answer those functional questions, but one thing we can't help them with: their EMOTIONAL ATTACHMENT. It's either there or it isn't.

Believe it or not, that's why real estate is such a TOUGH business to succeed in. It is the only business I know where you have to 50% psychologist, 50% business owner, 50% technical expert and 50% marketer.

Yeah, Yeah.. I know that does not add up to 100%. But successful real estate agents don't work 40 hours a week, they work 80-100 hours a week. (hahaha)

**No one grows up and says, I want to work 100 hours a week and 'sell homes.'**

Remember Career Day in Elementary School? When all the kids say what they want to do when they grow up? You might have heard 'Teacher,' 'Fireman,' 'Doctor,' 'Engineer,' 'Entrepreneur,' or 'Nurse.'

Remember what you didn't hear? 'Realtor.' Chances are you didn't hear anyone say I want to 'sell homes.'

And don't get me wrong, it's not because it's not a great profession, it is. It just takes a LOT more than you might think to succeed in the long run. You see, when you're a kid, you want to do something you know you will do well at. And who could blame them?

And at Impact, we've been helping clients enough to know that a lot of those kids from Career Day have what it takes to be a great in real estate if they wanted to. It just might not be what you expect...

Believe it or not, it's not the Engineer or Entrepreneur who's going to automatically thrive in this business. Sure, they have an analytical mind. They're smart. They're motivated. But if you think for one minute that's enough to beat out stiff competition and help clients snag their dream home, then well....



**...you've got another thing coming.**

Why do we commit ourselves to working 80-100 hour work weeks? Why do we spend hours at night, after long days of touring homes, to tweak contracts and negotiate favorable closings for our clients?

It's not because we're so smart (haha). Although, there is quite a bit of strategy involved of actually winning negotiations and getting your clients contract accepted.

Nope, it's because we care. It's because one of the true joys we get out of those long hours and nights of playing part Perry Mason and part Mark Cuban is the satisfaction we see on our clients' faces. It's the joy we see when we tell them the good news: 'Your home is under contract!' or 'Your offer has been accepted. You have a CONTRACT!'

This is especially true in the market we're in today, where buyers are jumping on good interest rates while they can. Where a house sees 8-10 offers just hours after it hits the market. Where everyone is looking for their first home or next home and are often willing to invest over-market dollars not to lose out.

Now, back to Career Day again.

**Which kid do you think is going to make the best agent in this situation? The Teacher or the Entrepreneur? I can tell you from experience the answer: IT'S BOTH.**

You have to have a solid strategy and expert negotiation skills to keep your clients from losing out. And this is ever evolving. The strategy used last year is now outdated as others have 'borrowed' our strategy so we recently came up with a NEW strategy for getting our buyers' offer accepted.

And guess what? It's worked recently with 4 different clients! We've developed a solid strategy of our own for buyers in this market. Our buyers submit with a really strong offer but put a tight deadline on the offer. We don't give sellers the time to 'shop around'. Is it risky? Sure, the seller could just walk away or balk at the deadline.

It keeps more power in our buyers' hands. Winning in Negotiations is all about having the upper hand, and in today's market sellers have that upper hand, what we are doing is trying to flip that script and get our buyers

the upper hand. And it's helped us get 4 recent buyers their dream home in this hot, competitive sellers' market.

**However, when it comes to managing expectations or knowing when to fight for your client, being an Entrepreneur will get you nowhere. *I repeat, nowhere.***



You have to *care* about your clients first. You're not going to negotiate anything well if you aren't motivated to help get them the home they really want. You might think to yourself, '*They'll just buy the next one.*'

We have learned that the two best professions that provide excellent real estate agents are nursing and teaching. It doesn't mean other can't succeed, just that teachers and nurses have an innate sense for helping others and being empathetic to other's emotions.

Why? Both nurses and teachers know what it's like to work under pressure. They know how to manage the emotions of their

students/patients/colleagues to do what really needs to be done. Some of our best agents have come from these professions. And they are the ones who do best at keeping our clients from getting too excited before that offer agreement is signed. They'll also be the first ones to pop a bottle of champagne with them, too, at the closing table.

**To really succeed in this business, you have to have the emotional strength of a nurse and the analytical mind of an entrepreneur.**

You have to be able to handle high-emotion situations and know how to manage the negotiation and business side of things. No one is good at both of these things to start. And I'll tell you right now, one is a whole lot easier to teach one than the other.

When I'm fiddling with that lockbox or waiting for an offer to be accepted before the deadline, my 'business sense' is not going to keep me going. It's my emotional side (the side that really cares about the client) that pushes me on to do what needs to be done.

At Impact, we'd rather hire the nurses and teachers and give them the business skills later on. It's much harder to do the other way. You either care, or you don't. You can either emotionally connect with your clients, or you can't.

Back to 'winning negotiations,' we are always thinking 'outside the box' to get our clients' offers accepted. The offer deadline has work, just ask the McArdles, the Reddings, the Follands, and the Colemans, who recently got their offers accepted on new homes, we had to go above and beyond to get their offers accepted. But it was all worth it when we saw the look on their faces, the hugs, the tears, the sheer raw emotion when we told them they're getting their dream home.

Now, that's a story we should share at next year's Career Day. Maybe we'll have a lot more kids raising their hands to sell houses. *What do you think?*

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## **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)

-Have hardly been on Facebook lately so I'm sure I'm way behind the news. Happy everything to everybody! We are selling/buying/packing/downsizing. Have't gone to settlement yet so don't want to jinx anything but will post pics and info later! I will say, though, we are working with a great Realtor and team [Impact]! - Brian and Patty M.

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