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IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JUNE 2018



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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Long Drives, Lenders & Locomotives...Oh My!

Lessons on Real Estate from the Western Maryland Scenic Railroad

Some might call me a #trainwreck but last month, I got to play train conductor. For real.

Okay, maybe I didn't actually get to drive a train, but I was sure dressed for it. And, I might add, I was complimented by the conductor himself. #bestdressed #familyadventure

But first a little backstory. In my family, instead of spending more money on toys and crap we don't need every year, we give each other gifts of experience. Last Christmas was no different. My parents gifted us all with a trip on the Western Maryland Scenic Railroad. (For those of you who don't know, this is an old fashioned steam train that runs from Cumberland to Frostburg and back).

I had the girls for the weekend, so I brought all three of my littles along. It was me and the 3 Reaver girls, plus my brother, his wife, their kid, my parents and a friend of my dad's. A big group, needless to say.

So, we just packed up the minivan and rolled out to Western Maryland!

Continued on the Inside...

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.

After about an hour and a half drive (which was just another family road trip with my parents fighting and us getting lost) we had arrived. Let me tell you, it was well worth it. With the gorgeous mountains around us and the little bits of history we learned from the conductor, me and my girls loved every minute!

From Cumberland to Frostburg was about an hour drive. Then, they drop you off to spend about an hour in the college town. We got ice cream sandwiches, rode an old-fashioned trolley around town and (of course) hit up a local bar real quick. #mamasdayoff #momlife



Dress the part! #yolo
#bestdressed

Then, we jumped back on the train and enjoyed the nice hour-long ride back. Meanwhile, the conductor complimented me on my authentic blue and white striped hat, white T-shirt and red bandana. For a minute, I was almost convinced he would let me drive the train. #notthatlucky #playingthepart #choochoo

Either way, we had a blast!

It was just good old-fashioned family time and great to get all the grandkids together again.

Now, even though I didn't get to drive the train, I can tell you the trip did remind me that I kind of get to play conductor every day for my clients. Sure, I'm not operating a steam engine, but I am responsible for getting each client through the buying or selling process — which can sometimes make you feel like you're back in the Wild West.

Instead of mountains to drive through, we've got inspection hurdles to jump, competitor buyers to contend with and fluctuating market rates to navigate. When it comes to a real estate transaction, I'm the conductor making sure the whole process doesn't run off the rails at every twist and turn.

And, just as it is in the Reaver family, I want to make sure the experience is enjoyable, to!

So, I do what I can to make sure my team knows which way to go every step of the way. Instead of ticket counters, brakemen or bar attendants, we have lenders, home inspectors and property stagers helping us reach our destination safely. And, just as it is in the Wild West (or the mountains of Maryland) the course isn't always smooth. In fact, it rarely ever is. So, we I make adjustments to our course as needed.

See, the hat fits me after all! #knewit

While we have an amazing team of experts and support with each home sale or purchase, ultimately, it is my responsibility to get my clients through the process with a smile on their face (and a key or check in their hands). No matter what obstacles come our way.

Just recently, for example, we faced a pretty big "mountain" in a home sale transaction.

Two new clients of mine were ready to buy a house. So, I did what I always do and sent them to a lender for pre-approval.

This is the best first step for everyone involved.



Special settlement day for Jamie and Dave! #firsttimehomebuyer #sohappyforthem

Getting pre-approved lets both the clients and our team know what kind of homes we should be looking for — saving us a lot of wasted time and disappointment in the process.

The lender determined that my clients were approved for a certain type of loan. However, that approval was contingent on my clients received grant money from the city. However, as the lender reassured me, that money would come through and everything would be fine.



This #trainwreckfamily had an awesome adventure!

However, he did mention a "tiny issue" that would need to be resolved first. Still, he said it shouldn't be a problem.

So, I jumped right on the Brittany house-touring train and took my clients to every home they wanted to see. The drive was 30 minutes each way to the area they were looking in; however, I made it happen. One day, I even make the round trip twice! #GSD

Honestly, this is just what you have to do right now. If you don't see a property as soon as it hits the market, you WILL miss out! After looking around a bit, they found a house they loved. We made an offer, and it was accepted! Smooth sailing, right? Well...not so much.

Remember that "tiny issue" the lender mentioned?

Just 3 or 4 days after our offer was accepted, that issue came back to bite us in the rear. The lender tells me, "I'm not sure we can get them this grant money. While there is another option, the money

is still going to be really tight, and I'm concerned about the numbers."

That is NOT what you want to hear as an agent. But, as the conductor of this home buying journey, I was not going to let this obstacle derail them completely from getting the house of their dreams.

Needless to say, I got the clients out of that contract right away. It was just too close to call, and we didn't want to hold the selling agent back. I also didn't want to hold my clients back or let them get their hopes up on a deal that would not go through. Shortly after, we tightened things up with the lender, readjusted our price range and got right back on the track.

The Brittany property touring train was in full steam again!

Now, my clients are under contract with another property and just wrapped up their home inspection. They are happy to find a home they love, and everyone involved is happy that the "train" is on solid ground again.

The thing is, you can have everything you need in place and everyone you need to make a home sale or purchase happen. But if no one is there to guide the process (or drive the "train") you could fall off the side of the cliff.

Or, you could lose a lot of money and time in the process.

The agent is the one facilitating the whole process, choosing who to work with and what steps to take to make it a positive experience for everyone involved. Some transactions have more obstacles than others, but I'm happy to say I haven't been derailed once.

So, all aboard ya'll!

Until next month,

Hashie

Don't Forget to Have Fun!!!!

June Quiz Question

Q: When is the last time (before this year) the Washington Capitals were in the Stanley Cup Finals?

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.

May Question & Answer

Q. Where would you find the Sea of Tranquility?

A: The Moon

Congratulations: Carol Adams

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Happy Birthday

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

Kegan Edwards	June 1 st	David Miss	June 10 th	Christy Steele	June 21 st
Sabella Ally	June 2 nd	Gabriel Riling	June 10 th	Jane McClellan	June 21 st
Flo Schmehl	June 3 rd	Kady Gamble	June 12 th	Stacey Umberger	June 21 st
Regan Webb	June 4 th	Chris Spangler	June 13 th	Eva Risbeck	June 22 nd
Samantha Diener	June 4 th	Madelyn Brosnan	June 13 th	Barb Huggins	June 24 th
Brian Orndorff	June 5 th	Shannon Wyman	June 14 th	Jon Steele	June 24 th
Lynn Grubb	June 5 th	Wayne Reaver	June 14 th	Anya Blumer	June 25 th
Kim Baker	June 6 th	Amy Surette	June 19 th	Marisa Yearta	June 26 th
Andrea Willem	June 8 th	Laura Whitting	June 19 th	Emersyn Fandel	June 29 th
Olivia Gorman	June 8 th	Phil Hufstetler	June 19 th	Tammy Reaver	June 29 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.

Trading a Dime Store Cake Mix for a Martha Stewart Masterpiece

How We Baked Up a FULL Cash Offer & Boosted Our Clients' Retirement Nest Egg!

Meet the Clients:

Pete and Nonie have worked tirelessly to make it to what some would call the sweetest stage of life — retirement.

Pete owns a music store, and Nonie is a nurse. They've been good stewards of both their money and their property. Rightly so, they expect to reap the rewards of their investments, which in this case were properties in both Maryland and Tennessee. But before heading off into the proverbial sunset to enjoy their golden years, there was one more crucial step they had to take. Selling their 2nd condo at 1101 Back Creek Loop in Solomons, Maryland.



Pete and Nonie are also pretty no-nonsense kind of people.

They know when they're getting the runaround. They understand that selling a home is a lot like baking a cake. It's not rocket science. But there are some tried and true steps you have to take in things to come out right. Leave out a key ingredient or step and you've got a \$30 lump of flour and sugar on your hands. Or, in the case of their home, thousands of dollars in lost time on the market.

The Situation:

After signing on with another brokerage, Pete and Nonie got nowhere. Their condo sat on the market for a whopping 356 days! What's worse, there was no hint of a buyer in sight.

There were also a lot of other key "ingredients" of a home sale missing. NO interior pictures of the home on the MLS. NO room sizes on the listing. NO effort made to properly stage the home. Meanwhile, their agent kept assuring them, *"We have interest. We have interest."* However, after 356 days they were never presented with an offer.

Pete and Nonie expected the Martha Stewart treatment from their real estate broker. What they got instead? A dime store chocolate box cake that was missing both the butter and the eggs.

The Options:

Fortunately for Pete and Nonie, they had received a copy of our book, *"The Psychological Approach to Sell Real Estate."* They understood the concept of revealing the hidden value of your home and applying the same 7 strategies Steve Jobs used to build Apple to real estate.



Option 1 was to stay the course and renew their contract with their current agent. However, after learning the importance of perceived value and how to apply a proven process or "recipe" to a home sale to attract potential buyers, they knew this was not an option for them at all.

Option 2? They could rent the condo. However, this would throw them into the property management game. And dealing with a management company and becoming landlords was not exactly their retirement dream. Plus, the rental route would keep them from accessing any equity from their home — something they had worked hard all these years to obtain.

The third option was to try a new home sales "recipe." Go back to the kitchen and start from scratch again. Only this time they would work with Impact. They would rely on our team to follow the proven steps needed to achieve a winning, "Martha Stewart-worthy" result from their home sale.

The Decision & Results:

Needless to say, Pete and Nonie opted for Option 3. They listed their home with Impact and invested in bringing out the hidden value of their home. But, just as a professional baker knows no ingredient is too small in a cake recipe, we knew we couldn't leave out a single step of the process. The stakes were just too high, and Pete and Nonie deserved the five-star experience.

Our first step was to meet with our scientific stager, Shari, who completed a virtual staging on the condo. First, she optimized the positioning of the furniture to create a "buyers eye" view. She wanted single buyer to imagine *themselves* relaxing by the fire in the living room or sipping their morning coffee on the back deck. Then, we worked with Pete and Nonie to declutter and depersonalize the home. We also accentuated the condo's most attractive features: the large living area, first-floor location and oversized master suite.

Then, we moved on to the next ingredient: professional photos. Our photographer, Annie, captured every angle of the home in the best possible light. After that, our copywriter got to work, crafting a

property story that gave each buyer a story to hold onto. Just like Steve Jobs, we wield the power of story to help buyers to build an emotional attachment to the home.

Here is just a snippet of Pete and Nonie's Property Story:

If you're looking to live the simpler life, you'll love that this unit is conveniently situated on the first floor. There's no worrying about carrying your fishing gear or groceries up flights of stairs.

Once you've settled in after a day on the water, open up your rear sliding door and head out onto your back deck, where you'll find a stunning view of the river. This is a great spot to read the newspaper with a cup of coffee or unwind with a glass of wine in the evening.

Just as with baking a cake, each step had to be timed just right. Even the right steps done in the wrong order will fail to give you the results you desire.



Once the staging, photos and property story were complete, we were ready to get the word out! That's when our five-star marketing director worked his magic. One featured video (think Cribs meets HGTV) and Facebook campaign later, and we had more interest in days than Pete and Nonie had received in almost a year!

The property video received a whopping 2,000 views alone!!!

We had 14 showings in 5 weeks before discovering one small adjustment we still had to make. After changing the price slightly.... from \$209,900 to \$204,900 we triggered buyers to finally SEE the home's real value.

Just 7 days later and 42 days on the market, Pete and Nonie received a full-price offer on their home!! A FULL PRICE, cash offer!!

They finally had the Martha Stewart results they were hoping for and would even make the millionaire TV personality say "Now, that's a good thing."

Our Secret Ingredient for Success:

It's simple. Our secret "ingredient" for success is not leaving any ingredient out of the process. We have a documented, proven approach that we know works EVERY time to help our clients achieve maximum value on their home. So, why leave anything to chance or take a "fake it 'till you make it" approach?

Sure, someone might tell you, "You don't need the nutmeg," or "Don't worry about measuring your flour." But the proof is in the pudding as they say. As in the case of real estate, when someone tells you, "Every process is different. You just have to improvise or go with the flow," don't believe them.

That's simply inferior thinking. And an inferior approach = inferior results.

Just ask Pete and Nonie. They have 356 reasons to tell you why our scientific approach to home sales is the way to go.

IMPACT MARYLAND MONTHLY

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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

-We just had the most positive real estate experience ever! The plan was to sell first and then buy our next home. When we met with Eric, Brittany and Susan we knew they would help us through this stressful and challenging process. They helped us develop a plan to get our home ready to be listed. It was hard work but we had an offer within 2 days! During this time we were checking out lots of homes so that we had a better sense of what we really wanted. When the perfect home came on the market we worried we wouldn't get it but Eric used a strategy that worked. We probably wouldn't be moving our things into this home if he hadn't done this! We were made to feel as if we were their only clients. And talk about responsive! Texts and emails were exchanged at all hours of the day and night. Initially we chose Eric and his team because he struck us as a "good person" who would do the right thing. Throughout the process this proved to be true. They bent over backwards to help us and we feel as if we've made new friends. If you need to sell your home or buy a new one I HIGHLY RECOMMEND them. You won't be disappointed!! – Patty and Brian

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