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IMPACT MARYLAND MONTHLY

with Brittany Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

August 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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What a Difference a Year Makes

How I Found My Wolf Pack

A lot can happen in a year. You can grow an entire backyard garden. You can learn how to do a full cartwheel. Or, you can eat 3,217 tacos from every cantina or taco truck in town. #guesswhichoneivedone

It turns out one year is also long enough to meet people who will help you completely transform your business and your life in ways you would never expect.

If you don't know, this month I'm celebrating my one-year anniversary with Impact. It's crazy to me that just a year ago I met Eric and Sue Mart. I didn't have any clue what I was walking into at the time. Not only am I having more fun at work than ever before, but I also have the most caring, genuine, loving, supportive people behind me. Every day, they keep me moving. And without them, I know for a fact I would not be the person I am now. #impactfamily #myrocks

But you might be wondering if you didn't know me before, what *exactly* changed?

Well, I definitely wasn't new to real estate last year.

Actually, I had been in the industry for about five years already. Before Impact, I was with a big-name brokerage (I'll just leave it at that).

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.

They had all the bells and whistles, but something still didn't seem to fit. I never felt like I belonged. I knew in my gut that, even though it had all the swag and presence an agent could ask for, they weren't going to get me where I really wanted to go.

Ever feel that way?

Sometimes you know you're in a "great" situation, a "great" job or "great" place with "great" people but it's just not for you. In short, that wasn't *my* place. And they weren't *my* people.

So, last year I took a leap and made a change.

A friend of mine recommended I start looking at other brokerages. Then, another friend recommended I meet with Eric. "This guy just gets s**t done," my friend said. "You gotta talk to him."

So, that's how it all started. When I met Eric I had no idea what to expect. But we immediately hit it off! Both Eric and Sue Mart were exactly what I needed. We got each other. I got them, and they got me.



#impactfamily! wouldn't be where I am today without these two! #worksquadgoals

5am wake-up calls? No problem. Midnight contract negotiations? You bet. Last-minute, two-hour road trip for another agent whose son is sick? You got it.

It might sound cheesy, but we're a real family. And we give each other hell sometimes just to prove it.

When push comes to shove and my girls need me at home, my team has got my back, too.

I've also learned more in the first month at Impact that I've learned in four years at that big brokerage.



Happy Settlement Day Cavanaugh Family! #ittookavillage #happyhomeowners

It turns out when you're willing to bust your butt for your clients, you just become a ton better at what you do. Through all the experiences, good and bad, I've had this past year, they've all made me better.

In one year, I had to get more clients out of contracts than I had the four years before.

And just this past month, I had a

bad septic inspection out in Middletown that threatened the whole deal for my buyers.

Despite the fact that this was an older home, everything else came back so good. The water, the radon, everything. But I just had a bad feeling about the septic. Lo and behold, it turns out that both dry wells were completely flooded. The contractor dug down maybe six inches and water was just pouring out of the ground. That started a whole three-week debacle.

First, we had to wait for the county to run a perc test. Then, when those came back absolutely awful, we figured out there was no place to run new drains. So, we went back and forth with a septic company for three days before Dave, our contractor, figured out a plan.

Now, the new drain fields are set up and my clients are ready to settle!

Now, If I ever come across a bad septic situation again, I know how to handle it, too. And I know who to call.

Also, in the past year, I've finally realized the power that comes from connecting with people on a personal level. Honestly, I still can't believe so many people read this letter. I'm such a goof! But I

am so grateful that you want to know me and join me on this crazy ride. And while I don't like to talk too much about numbers, this year has probably been a bigger year for me than the four years combined with my other company.

That's largely because of those of you reading this letter and all the skills Eric has given me at connecting with people and sharing more about our approach.

I still remember when Eric told me, "Hashie, you just have to write a newsletter. You need to get in front of the people you care about every month."

I remember thinking, "No way, what am I gonna say?"

At my old brokerage, we had newsletters. But they were canned. I didn't have to do a thing. Everyone got the exact same letter and we just order "X" amount to send to our list. It had good tips in it, but it was very generic. Looking back, I know most people just saw the envelope and threw it straight in the trash. It was such a waste of time.



Words I live by #tacosgetme

But now, when I'm telling real stories about my crazy life and business every month, I get texts from people saying, "Oh my god, Brit, that was so

funny!" or "I really relate to what you said."
#nachoaverage Realtor #imamess

Although, I have to be honest, I'd still rather have drinks with my clients or go to their kids' parties than sit down and think about what to write a newsletter. But it's all part of the process. As much as I hate talking about myself, *connections* matter. *Relationships* matter.

And whether it's getting a sitter, so I can go to another monthly meeting or sitting down each

month to write these, most of Eric's harebrained ideas turn out pretty good. (Just don't tell him I said that).

A lot of buyers and sellers don't

realize how so many agents do the same thing every month. Just like those canned newsletters my old agency sent out, they have a canned approach to each transaction. Most agents try to market a property and focus on sales numbers, Facebook post and "leads".

But we go way above and beyond a "Just Listed" postcard in the mail or whatever people are sending these days.

We tell stories that make an emotional connection. And we help people build relationships with their new home by telling a *story* about the home - way before we even list the house. It starts with our initial appointment when Shari comes in and stages the house from top to bottom to make it stand out.

Then, Annie comes in and gives a professional photographer's eye. Then, we tell that story through newsletters, emails, property stories and video. #ourlistinggameisstrong

You see, I'm a lot of things. But I'm never one who's afraid to stand out.

And at Impact, I've found my people who are even crazier than me and actually like standing out from the crowd. #ifthatsevenpossible #mytribe #mywolfpack

So, how's the last year been for you? What's your story? Tell me, really! Just reply to this newsletter and tell me how your last year has been.

Until next month,



Snowballs for lunch...#justbecause #reavergirls #summeroffun

Hashie

Don't Forget to Have Fun!!!!

August Quiz Question

Q: August 9th, 1930, is the birthdate of what cartoon character?

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.

July Question & Answer

Q. In what city did the decisive battle of the American Revolution occur, in October 1781?

A: Yorktown

Congratulations: Jonathan Cook!

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Happy Birthday

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

Eric Brinsfield	Aug 2nd	Doug Bridgeman	Aug 16th	Renee Reilly	Aug 26th
Scott Agee	Aug 4th	Phil Petrides	Aug 16th	Bella Weaver	Aug 26th
Jess McElroy	Aug 7th	Eileen Risbeck	Aug 18th	Laura Whitting	Aug 26th
Joe Huggins	Aug 8th	Jayden Joseph	Aug 18th	Meggan Bridgeman	Aug 27th
Robert Mullinex	Aug 8th	Monica Fuchs	Aug 19th	Dennis Yeager	Aug 27th
Emily Peifer	Aug 10th	Connie Stevens	Aug 20th	Susan Wells	Aug 27th
Samantha Easter	Aug 10th	Carolyn Poston	Aug 21st	Ben Risbeck	Aug 27th
Cailyn Peifer	Aug 11th	Erika Blumer	Aug 22nd	Mike Seiter	Aug 27th
Dave Andrese	Aug 12th	Jaxon Reaver	Aug 22nd	Mike Phelps	Aug 30th
Brynn Edwards	Aug 12th	Nancy Walls	Aug 24th	Hugh Wyble	Aug 31st
Erik Oseth	Aug 14th	Neria Joseph	Aug 24th	Margaret Holiday	Aug 31st
Jamie Deaver	Aug 15th	Jacob Clark	Aug 26th	Ruby Reilly	Aug 31st
Mandy Reaver	Aug 15th				

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.

'GSD' – [ANYTHING FOR CLIENTS]

If you've ever bought or sold a house... and/or you are in the real estate business, you know that each transaction is like a movie. There are the characters in the movie. Might have a protagonist and antagonist. Then there are actors that come in for a brief cameo, but those actors might come in just to throw a curve ball in the movie.



Then... things are sailing along smoothly in the movie and BAM one phone call, one scene, one character adds a plot twist that throws the movie in an entirely different direction and what you thought was a comedy quickly become a horror movie. All the meanwhile there are the central characters that have to make sure the plot twists don't ruin the film.

That is what is exhilarating about real estate. It is also what frustrates the hell out of you. Everyone thinks 'oh let me get into real estate and sell a couple of homes and make some good money.'

Let me tell you the 'dirty little secret'. There are many transactions during the year that we make less than minimum wage because of the investment and the time commitment to make sure the movie – I mean the real estate transaction – doesn't have a TRAGIC ending.

Union Bridge Road is the perfect example of the movie/transaction analogy.

What started out as a beautiful film, turned into a horror movie. The house, the sellers spent a few months getting the house ready. Painting, cleaning, removing personal belongings and doing exactly what we laid out in our 'Customized Solution'. Dotting every i and crossing every t on our list.

We do what we do BEST, present a home in its best possible light.

Photos are great, as always. Thanks Annie! Then we time the market correctly!!! End up with multiple offers ABOVE list price.

Inspections are complete. All good. Smooth sailing as we are about a month into the contract and everyone is just waiting for this movie to end. It's been one of those movies that everything unfolds as you plan and everyone leaves the movie theater all smiles and laughing.

Then it happens! The Plot twist...

One of the supporting characters - the Appraiser - that makes a brief cameo in the movie throws a wrinkle that almost ruins the movie.

A few days before settlement and the lender doesn't have the appraisal back yet... Then the APPRAISER calls and says, ***"We have a problem with value. I can't find comps to justify the sales price. And we have a few property condition items that need to be fixed for the buyer to get the loan."***

Our approach is not based strictly on 'pricing by comps' as no two houses are the same, no two situations are the same, we think this is an archaic way to put a value on a home. We price homes on an individual basis based on the current market conditions and the house itself. We KNEW the value of the house was fine, but the appraiser didn't.



Now, we gotta find the 'comp' to justify the price.

Digging. Digging. Digging.

We find a property that the appraiser overlooked because it sold in the last few days. It was the perfect 'comp' to the house we were selling. This market was HOT so we knew the value was there. Now I had the evidence (the smoking gun in the movie).

So, everything is good now. We had our plot twist. And were able to work through the issue and ready to finish the movie with a happy ending.

But wait, there is MORE...

Another plot twist... Another phone call. The appraiser called back when he went out to reinspect the house to make sure the repairs were complete.

Well, the repairs that were needed for the buyers to get the loan, it is a VA loan, were not completed by the contractor that the seller had come out to the property. The missed painting the fascia board on the roof line of the house. There was some peeling paint that needed to be scraped and painted. And then there were also some paint chips on the ground from when the deck got repainted. Somehow the contractor missed this.

The seller called the contractor back, but he was out of town for a week.

Oh Sh*t... What to do now? Buyers ready to move in. Sellers ready to be done with this. We've already pushed back settlement 3 weeks now because of all the last-minute twist and turns.

Time to GSD. We go buy paint. Go buy a couple brushes. Get the ladder and head out to the property ourselves.

The pictures are from us painting the fascia board on the side of the house 16 feet up in the air!

The partners at Impact do what we gotta do to help our clients! If it is arranging a contractor to go out the day of settlement to take care of a leaking sink. Sometimes it is buying a warranty for a client. Sometimes it is climbing 16 feet up on a ladder to paint trim because the contractor missed it!

When you work with Impact Maryland Real Estate you know that we have your back and will do everything in our power to help you... and make the transaction as painless as possible (although there are always plot twists!)



Paint chips from
scraping

IMPACT CLUB™

\$137,800 in 7 Hours



On February 28th, 2017 182 Impact Venture Capitalist came together at The BlueSide Tavern in Frederick. There were questions. There was excitement. There was an electric atmosphere for the first ImpactClub® event. Ultimately a very cool thing happened 182 amazing people pledged to give back to the community \$100 at a time, each quarter. They knew that alone their \$100 wouldn't make much of an impact on any one charity but combined with 181 'like-minded' individuals their combined resources of \$18,200 had a HUGE impact on the winner, The Heartly House!

Since Inception on that COLD February night ImpactClub® of Frederick has donated \$137,800 to incredible LOCAL Charities including Children of Incarcerated Parents Partnership (COIPP), Blessings in a Backpack, Frederick, MD, Heartly House, SHIP of Frederick County, The Whole Heart Center, and Platoon 22. Each has come back to the next event, after winning, and have told the Story about how the donation has helped their charity.

It is powerful to hear these Stories, the impact that your donation is having locally!

Do YOU want to make an Impact?

Each event is an hour long... Official time is 6:30-7:30. We have had 7 events, so 7 hours of ImpactClub and \$137,800 DONATED! ***How cool is that?*** Each charity tells their story for 5 minutes and can walk away with \$25k plus!!!!

If you are not currently a member and want to give back to the community, but you don't think your \$100 will go very far, THEN I – personally – invite you to come check out the ImpactClub® at our next event on Tuesday August 14th at The BlueSide Tavern at 6 South Bentz St in Frederick!

Come as my guest... Come let me know you are there to 'check things out' and I will buy you 2 drinks and you can partake in all the festivities! And after the event, you feel that the ImpactClub® is something that you want to get behind and support along with all the other Impact Venture Capitalist we will have a registration table set up at the event.

If you are a member, then we will see you on Tuesday August 14th!!!

As always, hollar if you have any questions.

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

- When my husband and I started house hunting it was through sheer luck that we were introduced to Dawn Klinko. Upon meeting her we quickly realized that she was a saavy real estate agent who would always have our best interest at heart, so we immediately signed on with her to be our buyer agent. She turned out to be a wonderful advocate, excellent communicator (calls, texts, emails always returned promptly), tenacious negotiator, and fun person to boot! When it was time for us to sell our existing house there was no question that Dawn was the one for that job too. As first time home sellers we probably required more hand holding than some, but that was no problem for Dawn. She explained everything really well, was very patient and clearly knew how to sell a house – ours sold within 3 weeks after putting it on the market for our asking price! I strongly recommend Dawn to anyone that is either buying or selling their home. - Vincent and Carol H

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