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IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

SEPTEMBER 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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Making Memories in the Mammoth Caves

The Reaver Girls' Spontaneous Summer

Well, it's official ya'll. Summer's over!

What memories did your family make? This year, me and the Reaver girls became road trip warriors. #wereamess #familyadventures

If you follow me on Instagram, you might have already seen some of the shenanigans we got up to. First, we went to Michigan to see my dad's family. Then, I planned a beach trip for the end of August, and of course, there were a million and one little things in-between.

If you have kids, you know what I mean...

There was camp. There were birthday parties. There were playdates. There was gymnastics. And last minute trips to the library.

So, when the middle of August rolled around and I was just about touched out...what did I do? I planned another road trip of course! #anythingformygirls

Just a little backstory. I visit my family in Kentucky every year. But this summer was so crazy, and the girls had just taken a vacation with their dad. I was sure we weren't going to make it to Kentucky this year. But by the 2nd week of August, the girls didn't want to do anymore camps and I was slow with work, so I said, "Let's go!"

Literally two days later, I washed all the girls' clothes, loaded up the van and we were on the road!

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.



#summerfuntimes #toomuchtouching
#mamanedswine

Did I mention this was all at about 4:00 o'clock in the morning? Yep, I drove straight there so we could

was all worth it when I saw the look on Madi's face coming out of the caves. She was having a blast! And I have to admit it was pretty awesome. They took us on a jeep ride through the cave. It was cold, dark and a little spooky, so of course my girls loved it!

So, after two hours in the cave and the 2 ½ hour drive, it added about 7 hours to our trek home. Would I do it again? In a heartbeat. I just love these little adventures with my girls.

I really believe being spontaneous makes me a better mom *and* a better real estate agent.

When a house comes on the market on a Tuesday morning, am I going to be the agent who drops

be there before lunch. A few movies in the car and bathroom stops for Harper later, we pulled in around noon.

We were only there for five or six days, so you might wonder, "What's the point?"

Well....when you look out and see your kids hanging out with their cousins and their great grandma "Tucky G.G." or enjoying Taco Tuesday with our huge crew of like 30 family members, there's just nothing like it. We honestly didn't do too much while we were there. We went to the pool, had a cookout and played on the slip and slide. But we made a ton of memories.

The girls also learned their mom's a lot cooler than they thought! #theyhavenoidea #onedaytheywill

Want to know the best part?

As we were packing up on Friday to go, Madi tells me she really wanted to go to Mammoth Caves (she was disappointed we didn't really do much). If you don't know, they have this amazing underground cave system that you can actually walk through. But...it was two and half hours away. That would have been another 5 hours on the road.

So, I told Madi we can't. After three summer road trips, this mama was pooped!

But... after about 20 minutes on the road I saw a sign for another cave system and I said, "That's it. We're doing it!" #nachoavagemama #whatwasithinking

It was officially the summer of spontaneity, and while I was just a few shells short of a taco bar at this point, it



Pool time with KY cousins, #summerfun
#kentuckysummer

everything to make sure my clients don't miss out? Or, will I stick to my rigid schedule and make them wait?

Based on the Mammoth Caves story, I bet you know the answer.

Sure, I like schedules, but I also know that sometimes things just need to be rearranged to make things happen. And I'm not about to let either my girls or my clients miss out because of what's written on the calendar.

For example, I had a listing appointment with a client last month. But we both had schedule conflicts and needed to reschedule.

Knowing that he needed to list his house on the



I have the best family! #allthefamily
#cousinsfordays #mamanedbeer



#reavergirls do the beach!
#reavergirlsbeachtrip
#OBX #summertan

market and find a new house to move into, I wasn't going to just let things drop. But the only time I could meet him was on a Monday night when he had to work at his store in Frederick.

So, I said "I'll meet you there!"

I figured "Why not?" I could easily just pack up my computer and go to him. So, that's what I did. We just sat there for a couple hours, finding the comps on his house

and looking at new homes for him to tour.

Just like that, the problem was solved.

Being a buyer's agent and a seller's agent, you have to be on your toes to get your clients what they want and need from their transaction. But, as a mama of 3, I can tell you that I've already been on my toes for awhile now. I'm used to it!

So, as the girls head back to school and we start back on a normal schedule again, there are some things I'm excited about. (*Can you believe Peyton's starting Kindergarten this year?*) Mainly I'm excited about waking up at a normal time and getting showered and dressed everyday. #messymama

But having two kids in school full-time now makes me realize how important it is to make the most of our summers. I honestly can't believe how much we got to do this year. I wanted to go out with a bang, and that's exactly what we did!

That's why I'm happy to be with a team that can help me out when things come up or I have a last-minute showing with a client or need to meet another client somewhere new.

We can be structured when we need to be, but sometimes you need to be spontaneous too.

Being with a small company means that we get to be both of those things for our clients. If I can't make it somewhere, you better

believe SueMart, Stacy or Eric will step in. And vice versa.

I also like to think I add a little more spontaneity to their lives, too.

Like when Eric and SueMart were hosting an open house for a property in downtown Frederick, right in the center of the action on Record Street. I knew there was the Clustered Spires High Wheel race going on at the same time. If you don't know, this event brings thousands of people to downtown Frederick. So, I told them they should schedule their Open House around that event.

Guess what? They did!

So there were about 50 couples came through to see the house. Some had already planned on coming, but a lot of people wandered in just because they were already downtown for the race.

Sure, schedules are great. But that's the kind of spontaneity that you want from your realtor and your brokerage. Just enough to get the job done.

How was your summer? Did you get to enjoy some last-minute adventures yourself? Let me know. I'd love to hear about them!

Until next month,

Brittany



This gorgeous property on Record Street! #fancydoors
#openhouse #fancydress



#hersheyhappy
#spontaneousadventures

Don't Forget to Have Fun!!!!

September Quiz Question

Q: Which chess piece can only move diagonally?

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.

August Question & Answer

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

A: Betty Boop

Congratulations: Emily Shaw!

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Happy Birthday

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

Lisa Tan	Sept 1st	Pete DiSanto	Sept 11th	Calvin Shoemaker	Sept 20th
Hunter Reaver	Sept 1st	Patti McArdle	Sept 12th	Wayne Crum	Sept 21st
Jenni Meisner	Sept 3rd	Stacy Allgood-Smith	Sept 12th	Carl Goldsmith	Sept 21st
John Tsikerdanos	Sept 4th	Christine Majalca	Sept 13th	Jameson Tusing	Sept 22nd
Qynn VanSant	Sept 5th	Brittany Reaver	Sept 14th	Ryan Hornung	Sept 22nd
Reid Sutherland	Sept 5th	Shane Gorman	Sept 15th	Phil Graves	Sept 23rd
Yvonne Linger	Sept 5th	Jackson Cavanaugh	Sept 15th	Jeff Fehnel	Sept 24th
Erica Sacchetti	Sept 6th	Leah Hill	Sept 16th	Madison Reaver	Sept 24th
Lauren Campbell	Sept 7th	Bill Long	Sept 16th	Kelly Lawson	Sept 24th
Karlie Hertzberg	Sept 8th	Michael Goldsmith	Sept 16th	Susan Verdi	Sept 25th
Nita Lawson	Sept 8th	Evan Felmet	Sept 17th	Silas Cavazos	Sept 26th
Anthony Verdi	Sept 9th	Jessica Prejean	Sept 17th	Ed Verdi	Sept 27th
Katie Martin	Sept 9th	Amanda Allgood	Sept 18th	Quincy Cavazos	Sept 27th
Mike Steele	Sept 9th	Ron Martin	Sept 18th	Bret Buck	Sept 28th
Paul Gauthier	Sept 9th	Ari Woods	Sept 18th	Brandon Skaggs	Sept 29th
Betty Baker	Sept 10 th	Brady Kunka	Sept 19th	Ronnie Lushbaugh	Sept 29th
Andrea Mullinex	Sept 10th	Khris Brenneman	Sept 20th	Kevin Ballenger	Sept 30th

Be Sure to Wish these Friends a HAPPY BIRTHDAY if you see them.

‘Stories From The Street’

Stories from the Street is a series of 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.

Why Implementing Teamwork is Crucial to Having a Happy Homebuyer

We all know that buying a home can be an overwhelming process. It’s very rare for everything to go smoothly and stay on track within the expected timelines. That’s where having a process can make all the difference for you, your team, and most importantly, the homebuyer.

You could compare what goes on during the home buying process to the likes of being on a sports team. Everyone has the same goal, and they know they have to work together to win the game. Or, in this case, provide an experience that’s as easy and care-free as possible for the homebuyer.

And just like in sports, there’s always the chance for something to go wrong that’s out of our control. Maybe a pitch goes wild and causes a walk when bases are loaded, or a catch is missed in the outfield because the sun’s in someone’s eyes. Even though we can’t control everything or guarantee a perfect process, it’s how a team of any kind or profession comes together to remedy those issues and still perform to the best of our abilities.

How We Scored a Home Run with First-time Homebuyers

Our team member Stacy recently received a referral from a newsletter for first-time homebuyers, Evan and Stephanie. Even though Stacy was just getting her feet wet, Eric had previously worked with her, and Brittany had also partnered on a few transactions with her.

Because of the Impact Maryland Real Estate process, we know each other, and we are aware of what transactions are in place. That also means that we back each other up, and help each other out, especially when it comes to new partners.

When our team met with Evan and Stephanie, Eric explained the entire buying process to help them feel at ease. Any potential hiccups were discussed, what they should be looking for in a house was covered, and they were made aware of the lending process as well as what happens with home inspections, title, home inspections, and the overall timeline of buying a home.

We thought it might take a while for them to find their ideal home. However, on the first day of looking at houses with Stacy, Evan and Stephanie fell in love with a large Victorian home in Woodsboro. But from the start, getting them into their dream home was going to be anything but smooth.

..And Then a Meeting Was Called on the Pitcher’s Mound

Even though the house they picked out was something Evan and Stephanie just had to have, it definitely needed some TLC. Eric explained to them why the issues with the home could cause some trouble with the home inspection. After all, it was an REO or bank-owned property, and that could also lead to some problems with lending or the appraisal.

In spite of the issues, the home inspection went without a hitch. And then came the appraisal. Due to the dampness found in the basement from problems due to the bilco doors, the issue needed to be resolved before the lender would approve a loan on the property.

Reassessing Our Options at the 7th Inning Stretch

As Stacy learned throughout this situation, our team always has multiple plans in place. Whenever issues come up with a property, we want to ensure that we take the path of least resistance for the benefit of the homebuyer. We often have a plan B, C, and D so that we can head off as many issues as possible before something gets derailed.

In this case, the bank played the part of an umpire who just wouldn't budge on their decision. We tried getting the bank to lower their price based on the estimate for the work needed. Strike One. We tried to get the minimal amount of work done just to get the settlement to go through. Strike Two.

We finally realized that we could get a licensed contractor who we'd work with before to come in to secure the bilco doors and prevent any further intrusion. Once the work was done, we presented the invoice to the bank and were able to get the settlement on time.

With this just being one of many hurdles that we had to get through, it was all of us working together to create a miracle.

Winning the Game at the Bottom of the Ninth

What mattered most, in the end, was that Evan and Stephanie were thrilled with the process and were able to buy the home that they fell in love with.

As a property that was an REO, it's was highly unusual for everything to eventually fall into place and settle on the actual date planned. Even though it was a few hours later than expected, it all happened in the way it should have.

This was Stacy's first transaction all by herself, with some hand-holding along the way. Sue was able to manage to file from behind the scenes and became part of the final walk-through with Evan and Stephanie since Eric had another appointment.



Working with as many people as we have over the years, we know that sometimes we have to tell the homebuyer something they don't want to hear. That's when multiple plans can come into play and provide options to work around any issues that arise. But those multiple plans couldn't happen without a solid, experienced team in place.

Unfortunately, there are times where we're just not able to hold a transaction together. However, it's not from lack of effort or without a well thought out plan to help make the process take its course to completion.

In the end, we do whatever we can to ensure the best possible outcome and experience for our clients. We may not get an MVP award or win a championship ring, but we always want our clients to feel like not only have they been served well, but that they've scored big too!

IMPACT CLUB™

5 Minutes = \$26,400



The above photo was from our 7th ImpactClub® Event on Tuesday the 14th. The sheer emotion from Natalie and her mom upon “winning” \$26,400 for their non-profit The Spanish Speaking Community of Maryland was amazing. Natalie could hardly compose herself as she was overcome with emotion upon hearing that they received a HUGE donation.

That amount is HUGE. Do you realize how much effort it takes charities to raise that amount of money? MONTHS! MONTHS! And if they are trying to get a grant for those funds they have to fill out hundreds of papers, submit a proposal and wait... wait... and they might or might not get the grant.

But the ImpactClub® is different.

The ImpactClub® was set-up as a platform to help those generous, caring individuals in the community that don't have tens of thousands of dollars to donate locally to make an impact to combine, crowdfund if you will, their \$100 each quarter with other generous, caring philanthropist in the community to have a massive impact!

The ImpactClub® *for individuals* is a great way, probably the best I have ever seen, platform for those who want to give but don't think their money will go very far is incredible.

Then let's talk about the impact for the local charities.

ImpactClub® provides quite a few benefits for these local charities. First, it provides them a platform to get in front of 100, 200, 300 local individuals who are already committed to giving back. Having the chance to stand in front of those local philanthropist for 5 minutes and share their story and connect with those in attendance is HUGE!

Then, we bring in professional videographers to each of our ImpactClub® events, to capture the evening and to, specifically, capture each presenters/charities story. A couple of weeks after the event each of the 3 presenting charities will get a link to their story to use/share however they want! This is powerful because they can now, when going to talk to others about potentially donating, can send them the link to their ‘Story.’

However, the most impactful aspect of ImpactClub®, is that 3 charities present for 5 minutes each and then one walks away with a MASSIVE donation!

No strings attached.

They don't have to fill out 100s of pages for a grant. They don't have to plan months/years to get that huge donation. They fill out a 250 word ‘about the charity’ so we can use on the ballots and they have to prepare a 5 minute ‘Story’.

And the beauty. All of each and every ImpactClub® member's \$100 donation goes DIRECTLY to the Charity. No overhead fee. No Adm fee.

As you can see from above, the sheer emotion of ‘winning’ \$26,400 is OVERWHELMING!

Keep spreading the word as we often say... ‘*Your voice is more powerful than your money.!*’

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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

--Eric and Susan were absolutely wonderful to work with to sell our townhome rental property! The advice they gave us for prepping for sale was spot on and our property was under contract in one day!! The whole process was so smooth, streamlined, and stress free! I completely recommend them to anyone looking to buy or sell their home! (Laura V.)

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