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IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

NOVEMBER 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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Goal Setting with *Green Eggs and Ham*

Lessons from Teacher Britt

So, a teacher, a realtor and a mom walk into a bar.

Just kidding....

None of these people have time for a drink. #canIgetanamen

All joking aside, though, a lot of people don't realize that I used to be a teacher before I had kids. In fact, I went to school to become an art teacher.

Of course, that was before I realized that art teachers are like tenured professors. They *never* leave.

You could almost reach retirement age waiting for a job as an art teacher to open up. Thankfully I was dual-certified in both Art and Special Education. And I got a job as a Special Education teacher pretty quickly.

First, I case managed for a couple years. Then, I started doing reading interventions, helping high school students overcome their reading challenges. After that, I moved into my own classroom.

At that point, I was teaching countless students who were struggling in the normal mainstream settings. On top of that, I had several aides I supervised.

While school ended at 2:30pm, I didn't leave until at least 5pm everyday. Even then, I would take my work home and finish my lesson plans. Why? Because when you have so many students on different learning levels, you have to write 5-8 lesson plans *per day, per aide*.

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.

I also knew we had to be on our A-Game if we wanted to help these students. They needed constant structure and support. So, I got it done. #nachoaverage teacher

But seeing the end results made all the late nights and lesson planning worth it. I especially



Costco dinner with the fam
#bestpizza
#impromptudinnerdate

remember one student who made leaps and bounds of progress in just one year! She was 18 years old and couldn't read. To her, it seemed like a big hurdle to overcome.

However, as a teacher, it's the same process with an 18-year-old and a 5-year-old who can't read yet. The way you get from A to B is the same.

There's a process. There are clear steps to follow, and if you follow those steps well, you are sure to reach your goal. So, I did what any teacher would do in this situation, and I started small.

First, we worked on basic letter recognition. Then, we moved on to letter sounds, followed by site words. Our goal for the year was to get her to read one book by the end of the year. But we had to lay the right foundation.

After site words, we moved on to paragraphs and then full pages.

By the end of the year, this student read the entire book of Green Eggs and Ham!! It was a huge deal for everyone involved, especially her mom who was scared she would never be able to read.

It was a huge victory! However, while her mom was surprised, my team and I knew she would reach her goal if she just followed the right steps all year. All we had to do was lead the way.

In that sense, teaching is a lot like real estate.

There are a set number of steps my clients have to take (in a set order) to get the results they want. Whether they are buying or selling, there is still a set process at play.

Sometimes, however, we take these steps for granted and jump too far ahead in the process.

This happened recently with a client and friend of mine. This particular client had been looking to buy some land to build a new home and where her husband and family could hunt. She had been looking since early summer.

But early on, she found out through a friend of a friend about a big piece of land that was for sale. Since this piece of land was not listed, I wasn't part of the process. But the deal fell through when the sellers decided it was worth more to them than the sale price. So, my friend was on the market again. And when she called me up one day and told me, "I have to see this house!" I didn't skip a beat.



. My field Hockey
super star
#soproudoher
#proudmama



#reavergirl squad, my entire
world in one pic!

I was already out and about in Carroll County that day and knew her well, so I just said, "Sure!"

If I'm really good friends with someone, sometimes I'll show them a home even if I know they're not 100% ready to make an offer. I'm all about helping someone. So, if I don't have the girls with me or something else

planned, I figure "Why not?"

Of course, she fell in love with the house right away. Good news, right? Well, not quite.

The very first thing you want to do when you fall in love with a home is write an offer. You have no idea who else has seen the property or who will make an offer later. So, you have to snap it up fast!



Mama, Madi and 2 kitties!
#randomcatfaces
#dowhatyougottado
#closeenoughtohalloween

I knew she had gone through a bank previously to get approval to buy the land she put an offer on. But, as I usually do, I told her to reach out to a few more

lenders for a second opinion. #neversettle
#coveryoura**

Unfortunately, that's where our process fell apart.

It was just a few hours before one of our lenders reached out to me and said, "Britt, there are so many red flags here."

So, I said, "Well, what do we need to do?"

It turns out the very FIRST step of the homebuying process was missing.

We had to fill out a formal loan application. From there, the lender had to gather a ton of information, which turned into *more and more and more* information they needed to approve the loan. It turned into a snowball effect. And all these documents were needed before the lender could give us the thumbs-up.

A whole *two weeks* later (an eternity to a buyer) passed by before we could write an offer. Who knows who could have swept in with their own offer during that time and caused my friend to lose her dream home?

Thankfully that didn't happen. Thankfully, my friend still got her offer in on time.

But oh boy, did that feel like trying to push *Green Eggs and Ham* on a student who is still learning their site words. It wasn't easy for me or her.



'Helping' Dave with a Septic inspection
#whatashitshow #notthebesthelper

It was also a reminder to always keep the first things first in a real estate transaction.

Just like you can't read a sentence without knowing your site words, you can't move forward with buying a home until you have started by getting all the key players involved in the process.

When we start with a new client, the very first thing we do is educate them on the steps they will follow. We start with an initial consultation.

Then, we explain who the key players are: the lender, the title company, the home inspector and the insurance agent. Then, we guide them through the steps they will need to follow themselves: getting lender approval, writing an offer, inspecting the home, acquiring insurance and preparing your assets for the closing table.

Man, just writing all of that down takes my breath away!

This is why we break things down for our people. We don't want them to feel overwhelmed or want to give up on the process.

It's why I worked nights and weekends as a teacher. I knew my students needed structure to succeed. *And so do my clients.*

Fortunately, I have a great team of coworkers and "teachers: around me to keep me on course, and vice versa. I know that if I stick to the plan and

stay proactive, I will prepare my clients better for the process they will face.

See? Teaching and real estate really aren't that different. Just like the Plain-Bellied Sneetches are no different than the ones with Stars Upon Thars.

#namethatseussbook
#extracreditfrombritt

What's your *Green*

Eggs and Ham this year?

What are you trying to accomplish? And what steps do you need to take to get there?

Until next month,

Brittany

Don't Forget to Have Fun!!!!

November Quiz Question

Q: What is a baby turkey called?

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.

October Question & Answer

Q. Who was the Redskins quarterback inducted into the Pro Football Hall of Fame in 1983?

A: Christian Adolph "Sonny" Jurgensen III

Congratulations: Alexis Copperwaite!

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		3			2	7	6	4
					8			
	5							1
8	1	9	3				5	
			7		1	6		
	7		2	4		9	1	5

Happy Birthday

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

James Knowlton	Nov 1st	Laurie Luck	Nov 11th	Emberleigh Keeney	Nov 21st
Brian Edwards	Nov 1st	Barrett Shoemaker	Nov 12th	Mattie Darby	Nov 21st
Bella Risbeck	Nov 2nd	Daniel Barnas	Nov 12th	Brandon Fandel	Nov 21st
Annie Walters	Nov 3rd	Steve Cohen	Nov 13th	Jacksyn Fandel	Nov 21st
Carlos Sayles	Nov 3rd	Trish Lopacienski	Nov 14th	Berl Long	Nov 22nd
Harper Reaver	Nov 3rd	Caroline Maerten	Nov 15th	Isabella Tan	Nov 22nd
Stephanie Murphy	Nov 3rd	Brynn DiSanto	Nov 15th	Beth Eccard	Nov 25th
Sydney Sutherland	Nov 4th	Jos Long	Nov 15th	Bill Keefer	Nov 25th
Haley Hornung	Nov 5th	Ella Edwards	Nov 15th	Leslie Reen	Nov 25th
Jocelyn Hornung	Nov 5th	Shelly Simmons	Nov 15th	Tres Kelly	Nov 25th
Rick Grubb	Nov 6th	Margie Davis	Nov 16th	Stephen Basile	Nov 26th
Grant Kelly	Nov 8th	Trevor DeLauder	Nov 16th	Mark Lawson	Nov 27th
Amber McCauley	Nov 9th	Rachel Reitz	Nov 16th	Josh Grubb	Nov 27th
Kristie Graves	Nov 10th	John Throckmorton	Nov 17th	Payton Hanna	Nov 29th
Aleena Steele	Nov 10th	Rob Shoemaker	Nov 18th	Dario Cavazos	Nov 30th
MJ Rawlett	Nov 10th	Carmen Monzon	Nov 20th	Julie Martinez	Nov 30th
		Tiffany Moore	Nov 20th	Kerah Fouts	Nov 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 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.

*This month's Story is from **Eric Verdi**, my friend, mentor, football fan, and the broker of Impact Maryland Real Estate.*

I Could be an NFL Coach...

The phone rang, it was an unknown number. I usually don't answer unless I know the number. I just let it go to voicemail and if it is important they will leave a message. However, this time I answered. The voice on the other end was familiar. "Hey, this is Mary (name changed) you have helped many of my friends and co-workers sell their home. It is time for me and my ex-husband to sell our home and I know that you will take care of me!"

Fortunately, for us, this is how many new 'client' relationships start for me or any one of my partner agents.

If you take care of your clients/friends – let me just say that our clients become friends, if they were already friends or not they become friends, so they are really one in the same – then your friends take care of you.

A LOT of real estate agents care, A LOT are good people, A LOT do a GREAT job taking care of their clients... But then they forget to forge the relationship through the 3 C's that are paramount in getting people to refer people to you. The Consistent, Compelling, Communication is harder than being a 'Good' real estate agent.

Writing about your beliefs, your struggles, who you are and what you stand for is tough.

But it is through these communications, through *Impact Maryland Monthly* newsletters that my partner agents and I share these stories each month.

When Mary is having lunch with co-workers and she talks about selling her home and then Kim, and Kelly, and John all say you need to call Eric and then they give examples and they share stories that I have written about in the newsletter what choice does Mary have?

Mary already has a trust factor and specific examples of how we helped her friends. When Mary calls there is pressure to make everything as smooth as possible in helping her and her ex-husband sell.

If we let Mary down, then we let those that referred us down too!

The phone conversation with Mary goes like it does with those we help sell. We need to schedule a time to come see your house so we can figure out the best game-plan. See when we help sellers we don't go with a cookie cutter approach, we don't come with a 'listing presentation', we don't try to sell ourselves. We have a Documented Approach and although each house and each client gets a specific gameplan within the framework of our Approach.

Its kinda like an NFL team's offensive gameplan and playbook.

The have 200 plays in their playbook that they could use, that they have practiced, but once they study their opponent that week, they pick out the 40 best plays that they think they will work that week vs the team they are playing.

Our Documented Approach, as outlined in [*The Psychological Approach to Sell Real Estate*](#) is that playbook. Then each home is like that week's opponent, although we might have 200 plays we might only use 40 on each home.

In Mary's place as soon as I walked through the front door, I view her house as I know buyers would. I 'feel' the home. I 'smell' the home. I 'touch' the home. I 'see' the home. When you are evaluating homes, you need to use your senses... Then you look at potential obstacles that a buyer might find. Mary's house is a GREAT rancher on nearly an acre in a great part of the county. Mary's kitchen had been updated, she had a great 'addition', but she had nice and clean baths although they were dated. They had the blue toilet, the 80s tile, but they were solid. This wouldn't be a deal killer.

Walking on the first level, I'm thinking ok, we have some obstacles, but nothing we can't overcome. It's a high \$300k home. Then I make my way downstairs. Drywall not finished. Carpet partially torn up. One room had old green carpet. There was stale air.

So, I tell Mary thoughts... If the basement is finished you are going to invest in the process and finish the basement, then you are looking around \$375k-\$380k. If you don't do anything you will sell as-is for about \$340-\$350k.

Mary spoke to her ex and they didn't have the money to finish the basement.

We tried selling 'as-is'... And 70 showings and 2 offers, 1 contract that fell-through later it was time to re-evaluate the 'game-plan'

NFL teams, the truly great ones with the best coaches... The Redskins (Joe Gibbs) of the 80s. The 49ers (Bill Walsh) of the 90s. The Patriots (Bill Belichick) the last 15 years... are the one's that have the best halftime adjustments. They analyze what went right in the first half, what went wrong and then they adjust their gameplan – if needed – for the 2nd half.

Well that's what we had to do with Mary.

Fortunately, we have GREAT contractors that we work with. We were able to come up with a solution for the payment because of our relationship, because of our 'team.' John and his crew finished the basement that included painting, carpet, drywall work, trim work, installing a Humidex, installing proper drainage in the sink, painting foundation in less than a week.

Then when we went back on the market guess what happened?

Within 2 weeks we had an over full price offer!

Our halftime adjustment changed the final score of the game and just like Bill Belichick and the Patriots are client/friend ended up with a W on the scoreboard. Now Mary has a Story to tell when one of her friends talks about selling. She will gladly say, "You have to call Eric (or one of my partner agents) because" and she will share her experience.

IMPACT CLUB™

Exponential Impact... The Race to \$200,000



#Frederickcanimpact #200k #shareyourstory
#impactfrederick

Closing in on another ImpactClub® Frederick Event on November 13th that will have a massive financial impact on one local charity to the tune of \$30,000ish, but will also serve as a platform for all 3 presenting charities.

ImpactClub® Frederick, since our first 'live event' on February has donated 100% of your \$100 donation each Quarter to 7 outstanding charities that totals \$164,000!

You heard me right - \$164,000 in just 7 hours!

What started last year with me posting a video, and working non-stop for 6 weeks leading up to our first event to make sure every member got their shirt, their membership card, their welcome package to making sure every detail was taking care of at the BlueSide Tavern. What food to have, what time to arrive, how two check people in... Making sure we had great sound set-up. Having the lighting work. Table for presenters. Drink tickets. Ballots. Setting up Videographers. There were 1000 details that we had to have in place to make sure that the members felt welcome and felt a part of a movement.

Was the night perfect?

Heck no, but it was MEMORABLE! It was an Epic Night.

If all the ImpactClub® did was meet once a Quarter and donate money to a local charity that would be fantastic, but the ImpactClub® is so much more.

The ImpactClub®:

- 1- Provides a platform for local charities to share their story. ImpactClub® helps those local charities find their voice, helps fine-tune their 'Story'. And with each event as the charities hear each other share their story, they become better Storytellers.

Why is this important? Because fundraising is a MAJOR issue with charities, and those that can properly tell their story, can make an emotional connection, will be the charities that have lasting impact for those that they serve.

- 2- ImpactClub® documents each charities story and gives each charity that video to use as they want for future promotions/events to help spread their story and raise more money.
- 3- ImpactClub® puts 150, 200, 300 like-minded, giving, caring people in a room and amplifies your \$100 donation each quarter to have a HUGE financial impact on a charity.
- 4- ImpactClub® brings back the prior recipient of YOUR donation and they share how your money has impacted those that they serve.
- 5- ImpactClub®, the meeting each quarter, serves as a meeting ground for others just like you who want to make a difference. I've had people come up at the events and say they can't wait for each event because it is like a reunion seeing old friends and making new connections.

With that, I ask you to share the story of ImpactClub® as our goal is to be the **FIRST CHAPTER TO \$200,000 DONATED!!!!**

If you are a current member... invite a friend, invite a family-member... and tell them that you will treat them to 2 free drinks and appetizers (don't worry, we will cover the cost.)

If you are not yet a member, head over to www.impactclub.com watch the videos, check out the past events, and become a member!

\$200k ---- Can we do it? We'll find out on Tuesday November 13th.

IMPACT MARYLAND MONTHLY

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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

- "We had an excellent experience selling our house with Impact - I recommend them for selling or buying of your home." - Tammy F.

- "Impact made my home look amazing and sell super fast for more than we had hoped for!!" - Tiphannie D.

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