

# IMPACT MARYLAND MONTHLY

*with Stacy Allgood-Smith*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

NOVEMBER 2018



## Giving Back with Soul

### *Why there are no "small" gifts in life*

I think it was Ray Bradbury who once called food a "small, good thing" during a difficult time. And he had a point.

Food is incredible, isn't it? Why else would we spend our first fall holiday just gathering around a table to share a meal? No presents. No lights. No fictional character sneaking around in the night. Just food and family and friends.

Why? Because food has power. It brings people together. It helps people celebrate. And it helps people heal.

I've been thinking a lot about the healing power of food lately after a drive my sister, Bina, and I took a drive over to a little farm over in Marriottsville to celebrate the one-year-old birthday of my grandniece, Sutton Brooks, my nephew's first daughter, Bina's first granddaughter, and whose middle name was a tribute to my brother.

### **But first a little backstory...**

Bina, my sister-in-law, was married to my brother. (I call her my sister, but technically she is my sister-in-law and now my brother's widow). In 2013, both our lives changed in an instant when my brother passed away suddenly that year.

*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.'

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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.

Sure, in some ways it wasn't completely unexpected. Brooks, my brother, had multiple sclerosis and had been in a wheelchair for nearly 20 years at that time.



Blake, with his 2 sons, Mason and Crue.  
Halloween a few years ago.

Honestly, looking back, I remember it being close to the time to put him in a nursing home. It was difficult just to help him get by day-to-day at home. It hurt all of us to think of that inevitability of a nursing home. An impersonal place he would be without family until....well...we didn't want to think of that end.

But like I said, his passing was still so.....so sudden for me - for all of us.

**You see, it's one thing to lose a parent. But when you lose a sibling, that's when things really get rough. It really shakes your whole world.**

At the time of his passing, I was just in a state of shock. The best way I can describe how I was feeling is with one word: numb. I felt like I couldn't even move.

I also remember having trouble thinking about what I was going to do the next day, the next hour or even the next minute. So, as you might imagine, the last thing I could do is sit down and cook a meal.

But the day after Brooks passed, a good friend of mine, Sue, called me up and said, "Hey Stacy, can I take you out for lunch?"

Of course, I said, "Yes please!"

We had the most beautiful lunch at Panera, where some friends from church, Andy and Josh, joined us., unexpectedly. Later that week, after Brook's funeral, the ladies from my brother's church put together a luncheon for those of us mourning Brooks. They provided the whole lunch, and it was just so nourishing for us. It nourished our bodies, and it nourished our souls.

It's funny, but all of these memories came flooding back to me as Bina and I were driving up to the birthday party. I was telling her about the ministry called Soul Food that I am involved in through my church. (In fact, I had to make a stop for the ministry on the way to the party to drop off food for a family who had just had a baby.)



Kait(Mama), Sunny, and Brent (Dada) while we sang Happy Birthday.

And as I was explaining why the ministry means so much to me, thoughts of Brooks immediately came to mind. And suddenly, I realized I had never explained to her why I am involved in the ministry.

Soul Food Ministries is all about supporting people who are going through difficult and/or life changing seasons. We bring food to those in need - new couples

who just had a baby (whether it's their 1st, 4th or 5th, we know they could use it!) or someone who just lost a member of the family. We also bring meals to people who have just had surgery and don't have time (or the ability) to cook for themselves.

I remember when I first heard about Soul Food, I thought "Heck yes! I'm doing this. I want to be a part of someone's healing."

**Why? Because *food heals*. It nourishes the soul.**

So, there we were talking about the ministry and I was suddenly near in tears (surprise, surprise, right?) over all the incredible acts of kindness we received around Brook's death and the new generation that we were celebrating.

**It really puts Thanksgiving into perspective for me this year.**

And it reminds me that everything we do has so much meaning, even the simplest acts of kindness - the ones we consider "no big deal" or "random acts" -

can have an immeasurable impact on the people on the receiving end. As soon as I heard about Soul Food, I immediately remembered the gifts I had received in the past and knew this was one way I could give back.

Even if it's just with a "small thing" like food. It matters. Everything matters.

It's why Eric founded the Frederick Chapter of Impact Club®. It was a way to get business owners together and put their "small" gifts together to make a BIG impact on the community. In fact, on November 13th, Impact Frederick is getting together to donate \$28,000 (or more!) to a local nonprofit that can tell their story! It's our way of giving back to the community as a club, and I'm really looking forward to that.

But it doesn't matter how you give. Canned food drives. Toys for Tots. Meals on Wheels. It's always good to give back. It all makes a difference, and it all has purpose.

**If you know me, you know that's the way I like to look at my real estate business, too.**



Sweet cousins (before)



Sweet chaos (after)  
LOL!!!!

**There is no "small thing" in ministry, and there is no "small client" either.**

Buying or selling a home is one of the biggest and most emotional (especially for me) decisions you can make in your lifetime.

Whether it's your 1st home or 8th, it doesn't matter. It's where you live. It's your shelter. It fulfills your hierarchy of needs.

So, if I can do anything to help a family fulfill that need in their life, I am going to do it right!

These were all the things I thought about after getting back in the car with Bina after delivering the meal to a family

with a new baby. And then we were off to celebrate Sutton's first year of life. It was a really nice day. The weather was beautiful, and there were lots of extended family there.

Ironically, Sutton and Bina share a birthday, and her first birthday was celebrated on her Grandpa Brooks' birthday, too. It was a really reflective day for us both but also a lovely day, full of joy and gratitude for family, extended family, and friends.

**It was also great way to set the tone for the month.**

So, this Thanksgiving, remember the "small, good things" or gifts you have in your life and the ones you are giving to others. (They might be bigger than you think.)

And, as always, let me know how I can give back to you.

With deep gratitude,

*Stacy*

## *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!

4	9			8	6			2
		6				5	9	
		3			2	7	6	4
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	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 2<sup>nd</sup> 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 13<sup>th</sup> 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](http://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 13<sup>th</sup>.**

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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)

- "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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