

IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JANUARY 2019



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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Peacocks in Pantsuits & Solar Panel Squirrels

Just Putting the "Real" in Real Estate Again

Do you know how much money I made this year as an agent?
(No, really...do you?)

Because until last week, I honestly had no idea. I had to ask Eric to run my numbers for me. And if it wasn't for this crazy conference we went to last month (more on that later) I don't think I even would have done that.

If you know me at all, this shouldn't surprise you. I'm *pretty* sure there's still a settlement check lost somewhere in my car's seat cushions. #hotmessexpress

But let me tell you more about this wack-a-doo conference we attended.

It was a conference on real estate, and the whole Impact crew signed up to go after Eric was invited to be a speaker. That's just how we roll. Family, through and through. So, Sue Mart, SAS, J-Rock, Eric and I loaded up and road tripped it all the way to Northern Virginia.

Little did we know we were about to make our debut as geese in the middle of a peacock parade. #nojoke
#forgotmycheeseplatter

From the minute we walked in, we stuck out like a sore thumb. Everyone in the lobby was dressed to the nines: fancy pant suits, high heels. You name it. It felt more like they were running for Congress than attending a real estate conference. They were dressed like they were bleeding money. Like they had to look the part.

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.

But not us...

We just showed up. As we were. No silk blazers. No ties. No pantyhose. Sure, we were dressed professional. But we weren't "dressed to impress." Because who are we going to fool? We



Real Estate Conference Crew
#workfamily #notinitforthesales

know who we are. And that just wasn't it.

Oh, but wait. It gets better.

In the lobby before the conference started, all you could

here is conversations about money. *"I convert X out of Y leads every year..." or... "How many sales did you close?" or "How many brokers do you have on your team?"*

Ughhhh. This is *not* what we're about. But it also got me thinking.

Our team is the complete opposite of these fancypants, cold-callin' agents. At Impact, we focus on relationships and people, not sales and status. And we would never get the lists of 100 leads to call each month, chasing them down until they gave up and decide to work with us or wasting our time on the phone talking to people who have no clue who we are.



Dinner date with my girls #costco #cheapdates #thesefaces #justlikemama

Nope. We have families to think about, and we know where that road leads anywhere: nowhere. I honestly had NO idea

how many commissions I made this year. But I also know it doesn't matter.

Because when you do right by your people, when you genuinely care about them and do an amazing job, you will get more referrals than you ever need. And you can keep the pantsuit in the closet, too.

Speaking of the pantsuit crew, can you believe they all paid to be at this conference?

They paid money to brag about their sales and how many "leads" they close each month. And there were hundreds of agents at that conference, doing the exact same thing. Pruning their peacock feathers, but getting absolutely nowhere.

Meanwhile, there are tons of free conferences and trainings that they miss out on, ones that give other agents (like me) an edge over them.

In fact, just last month FCAR was offering a free class on solar panels. FREE. It seemed perfect because I have a listing with solar panels right now. All I needed to do was find childcare, and I was there. Sue Mart came with me too, since we need to all make sure we're on the same page and know what we're talking about. But, counting me and Sue Mart, there were exactly 10 people in the room. Yep, just 10,



Love my work tribe!
#workingwiththebest #girlsnightout #workhardplayharder

compared to hundreds at the real estate conference.

This free course giving valuable information was struggling to fill seats while people were willing to pay to hear the same "Sell, Sell, Sell" message over and over again. I guess it's good that at least they were doing it in style.

But we knew we didn't have anything to hide. And no one to "impress." We just do our best to help care for our clients and know that the rest will take care of itself.

I was reminded of this recently when I got a New Year's Eve party invite from a former client. Just out of the blue. Then, another former client texts me and says, "I am so glad we met you and that you are still helping us." All I could think to reply was, "Of course!"

And then I thought, "Well, why wouldn't I?" If I have the resources and information to help someone, I'll do it. I'm not just going to walk away from the settlement table with my check and run to the bank (Of course, sometimes that's because I can't find the check in the first place.) But you get the idea.



Thankful for friends and family who helped me out this month
#mamasgottawork
#unclemikey #babysitter
#iwasworriedaboutthem

them get where they are today. It's also not something I think too much about. But, again, if I can help my clients get a better deal or find their dream home faster, why on earth would I say no? That's also why I didn't say no to the solar panel class.

Because if only 10 agents were in that class (including us) guess who is going to have the upper hand in a deal involving a house with solar panels? Yep, this girl right here. #nachoaverage Realtor

Now, I know more than you would ever want to know about solar panels. Like how squirrels can chew on the wires without you knowing and ruin the whole system. And how much they can cost my clients to repair or replace. So, if I have a

buyer wanting a home with solar panels, you better believe I will make sure the inspector knows what to look for. And I'll have an edge over the other realtor too.

You know...the one with all the leads last year..

Their fancy pantsuit isn't going to do much for them in a solar panel sale when they skipped the class to make those hundred cold calls.

At Impact, we know what matters most.

Sure, we might show up to a real estate conference in polo shirts and taco socks. But it's what we bring to the negotiation table for our clients that matters most.

And while you might be tempted to work with the fancy pants agents who dress like peacocks to "convert" their next "lead" into a "sale" and who knows exactly how much money they made (this year, this month and this week) just remember:

it's the common grey geese that are flying circles around them in the sky.

Until next month,



Eric made it to settlement over Christmas break!
#ericonastick
#thisiswhytheykeepmearound
#bestboss



Happy New Year from the
#reavergirls #iloveus #girlsquad
#watchout2019

Brittany

Don't Forget to Have Fun!!!!

January Quiz Question

Q: What kind of person shall not be honored on a US postal stamp, according to the US postal service and the Citizen's Stamp Advisory Committee?

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.

December Question & Answer

Q. In the 1964 classic "Rudolph the Red-Nosed Reindeer," what was the name of Rudolph's faithful elf companion?

A: Hermey

Congratulations: Jackie Lamothe!

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2				8		1		7
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			4					

Happy Birthday

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

Clancy Murphy	Jan 1st	Joseph Durnal	Jan 15th	Jane McClellan	Jan 20th
Shari Aldridge	Jan 1st	Amber Fehnel	Jan 15th	Jeff Purgason	Jan 20th
John Knowlton	Jan 2nd	John Kastelein	Jan 15th	Joe Main	Jan 20th
Jeff Willem	Jan 3rd	Sara Tuel	Jan 15th	Natalia Menocal	Jan 20th
Landon Clime	Jan 3rd	Elizabeth Wells	Jan 16th	Julie Bronsan	Jan 21st
Sophie Reaver	Jan 3rd	Katie Nicholson	Jan 16th	Mike Seiter	Jan 22nd
Reed Buckman	Jan 4th	Monica MacCracken	Jan 16th	Heather Throckmorton	Jan 23rd
Patrick Roderick	Jan 5th	Ryan Hines	Jan 16th	Kaelan Skaggs	Jan 23rd
Matt Fogelson	Jan 8th	Susan Martin	Jan 16th	Gina Keefer	Jan 24th
Amy Temporado	Jan 10th	Kenneth Orsini	Jan 17th	Jeslyn Simmons	Jan 24th
Justin Anderson	Jan 10th	Shane Doody	Jan 17th	Michelle Tranchitella	Jan 24th
Paul Ford	Jan 10th	Shawn Doody	Jan 17th	Elke Wharton	Jan 25th
Debra Boyer	Jan 11th	Arielle King	Jan 17th	Ryan Martin	Jan 25th
Stephanie Felmet	Jan 12th	Doug Cooper	Jan 18th	Max Basile	Jan 25th
Kylee Callahan	Jan 12th	Jennifer Long	Jan 18th	Zach Brown	Jan 26th
Laela Blumer	Jan 12th	Michael Riling	Jan 18th	Lauren Durham	Jan 27th
Franek Zielinski	Jan 13th	Vicky Nichodmus	Jan 18th	Emily Keefer	Jan 27th
Kristen Bonadies	Jan 13th	Bryan Bronsan	Jan 18th	Kingston Skaggs	Jan 28th
Mark Haraway	Jan 13th	Mikayla Tranchitella	Jan 19th	Mandy Rawlett	Jan 30th
Max Lopacienski	Jan 13th	Brooks Campbell	Jan 20th	Mike Orsini	Jan 30th
Mike Roderick	Jan 13th	Brian Meagher	Jan 20th	Lizzie Goodwin	Jan 31st
Phil Ranneberger	Jan 13th				

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.

Throwing Away the Traditional Playbook to Achieve Super Bowl-Level Winnings

How Teamwork & a Structured Approach Created a \$30k Profit for Our Clients

Meet the Clients:

Michelle is the owner of The Pop Shop, just one of the incredibly unique stores located in downtown Frederick. She previously appeared as a guest on our podcast,

Frederick Advice Givers, and she's also a friend of the team here at Impact Maryland Real Estate.

She had mentioned to us that her boyfriend recently bought another house in Frederick. While they loved the home at 15 McMurray Street, they knew they weren't planning on staying there long-term.

She knew they needed an excellent playbook in place in order to get the best possible results, so she reached out to us to learn what options were available.

The Situation:

With Michelle's boyfriend buying another house locally, they had a tough decision to make. Michelle bought the home in 2012, and it was the ideal home just outside of the heart of downtown Frederick. They were situated within walking distance to all the restaurants, theaters, shopping, and all the amenities that living in Frederick has to offer.

Not to mention that they lovingly took care of the home. They completely remodeled the kitchen and bumped out the back. Their extensive work included adding soft close drawers, custom cabinetry, and of



course, top of the line gourmet appliances. Gorgeous granite countertops and backsplash make the kitchen alone an entertainer's delight. They made other modifications such as painting to their specific taste, a yellow tone, throughout the interior. A finished attic space adds additional charm with natural brickwork displayed prominently.

It's a wonderful downtown property that was sure to spark lots of interest. But it was also like being part of the biggest game of your life where one small misstep could have lifelong repercussions. Michelle knew they needed to move, as they couldn't stay there forever. Owning two homes wasn't an ideal situation, but what options did they have that would lead to a winning outcome?

The Options:

Needless to say, they were torn on what to do. Buying a new home is stressful enough, but when you're trying to sell another one at the same time, it can be an overwhelming process. Regardless, they needed to come up with a solution to move forward one way or another. When they came to us, they needed guidance on their next steps and ensure a positive outcome.



Option #1 was to just hold on to the home and convert it into an investment property. Sure, it wasn't a bad move, but it could mean leaving the field without much of a celebration. Option #2 involved doing minimal efforts and list "as-is" in the range of \$230 - 240k. Given how the home was designed to their tastes and they had a lot of stuff to move, it would involve the least amount of effort. But no game is won on doing as little as possible, which is where option #3 came into play. Their third option meant following our documented approach and putting the home on the market for approximately \$250 - \$260k.

Their decision would involve our team making a play that not only achieved a successful outcome but Super Bowl-worthy results.

The Decision & Outcome:

Knowing they had a good team at their disposal, it was time to make a call. Did they punt and hope for the best later or make a play that could produce an incredible outcome?

Thankfully, Michelle and her boyfriend decided to go all in! They knew it wasn't time to play small. They wanted to play big, and it reflected directly in their results.

The property was listed for \$269k. Even though the house had been painted to Michelle's color of preference, Shari, our scientific stager, suggested a 'more modern, in fashion color.' They removed 90% of the furniture so Shari should work with what was there and then implement her specific formula for staging homes.

A plumber was hired to change out the faucets to enhance the modern approach. The exterior of the home was power washed to give it a clean, fresh look. A professional cleaner was also hired that made the property look spectacular!

However, there was one thing that made us a bit skeptical in spite of all the efforts being made. We had recently sold a house just three doors down from this location for only \$225k. While this home was only a little bigger, and the kitchen was nicer than

the sold home, we still didn't think it was realistic to assume that the asking price would be met.

Boy, were we wrong!

We decided to push the market, and within only four days, we had multiple showings. Those showings turned into multiple offers, with some being above the list price offer. The kicker was that a young couple made the best offer, but they had never seen the home until it was settlement time!

Based on the pictures they saw online, they knew they had to have it. They did a Facetime walkthrough with their agent, the property popped out to them, and they bought sight unseen.

Michelle and her boyfriend not only won the game, but they won at Super Bowl levels with \$30k more than was originally expected.

The Secret Play That Works Every Time:

So, what's the secret to winning like this even when the odds are against you?

It's following a proven, structured approach that gets results every time. It's not just about knowing the market or how to sell a home. It's about taking that extra step to know the winning strategy that creates a win for our clients.

Why go with what everyone else does? Why get lackluster results when you can take home the trophy?

You need someone on your side who will not only cheer you on but knows how to win the game. It's knowing the right plays, working together as a team, and having access to the talent and resources that make it all work like a fine-tuned machine. We've been doing this for our clients by implementing game-winning strategies that produce a victory.

Selling a home is so much more than a financial transaction. It could lead to the biggest profits you'll ever experience in your life.

If you're wondering how you can have similar success when selling your home, contact us and let us know how we can help.



IMPACT CLUB™

Making a Difference [Commitment]



ImpactClub® Frederick is nearly 2 years old and during that time we have had over 400 people become members. Some have been members since our first event in February 2017. Some are recent members. Most have attended every event that they have been members. Some people have moved and left ImpactClub®, while others have left or fell upon hard times and couldn't commit to the \$100 each quarter.

Attrition happens.

As of this writing we currently sit at 276 members and have donated over \$191,000 to 8 local charities. The Impact of each member has been felt by the charities that come to present each Quarter. Every single charity has come up to me after the event and thanked me for giving them the opportunity to share their story.

That is the beauty of ImpactClub® as there is a platform for local charities to share their story. ImpactClub® brings in videographers to document the event and, specifically, each charity's Story.

ImpactClub® builds assets.

Each Charity after they present live at one of our Events, they get to use that documentary anyway

they want in the future. It is like having your own production crew come in and produce a short form featured film for each charity. The quality of the video is high.

But what makes these featured films so powerful is the raw emotion that is captured during each story. The room, that night, people are brought to tears just by the words the presenter tells on stage. The emotions that emanate throughout the room are life changing. The impact is lasting.

All through Story.

ImpactClub® makes it clear that each presenter gets 5 minutes and a microphone. That's it. No props. No Powerpoints. No Video Presentation.

Is that tough to do? Heck yes.

That is the beauty of ImpactClub® we encourage the presenters

to watch and study prior events and prior winners. We encourage the presenters to practice. Telling a Story in front of 200-300 people is NOT easy, but once you learn the art of Storytelling you become unforgettable. And, if done properly, you inspire the audience to share and retell your story for the greater good of your charity.

As we are quickly coming up on our next **Event on February 19th, I ask... Are you in?** Come check out ImpactClub® as my guest if you are not yet a member... I'll even buy you a couple of drinks. ☺



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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

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

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