

IMPACT MARYLAND MONTHLY

with Stacy Allgood-Smith

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JANUARY 2019



Stuffing Showdown

A Little Homebuying Advice from Chef Stacy

Ahhh, the holidays are over. I hope you enjoyed your time with family and friends and are ready to start the new year strong.

As I look back on my own time with family and loved ones, I realize something. Isn't it interesting how easily you just slide into your usual family roles for the holidays?

Some of us take on the role of entertainer. Some of us are cooks. Some of us decorators (*cough* Mark). And the others, well....eaters.

Of course, in some families (like mine) we take on more than one role. In my family, for example, we have a couple of planners and cooks. And we have a plan for every holiday meal. First, there's turkey. Then, dressing/stuffing, gravy, mashed potatoes, corn, green beans, etc.

But it's not just the menu that we have mastered. It's the process. My mom and grandmother started the tradition a long time ago. Their Thanksgiving and Christmas meals are exact mirrors of each other, and we've been following suit ever since -- down to a "T".

This year, I even spent the night at my sister's house so we could start off on time and on schedule. Around 11am we get the butter out so it's soft and ready to go for later.

Around noon we get the cranberry sauce out of the can and onto a serving dish. It doesn't spoil or need to stay warm, so that can be done ahead of time, even the day before if we were that good.

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) with your name and the name and address of the person whom you would like to receive this newsletter. I'll include a note explaining that it is totally free because you arranged for a free subscription.

See what I mean about us being planners?



Pretty sure this could be my favorite picture of all time. Santa Brent and Elfie Sutton Sorry, Brent. It's just too adorable.

Then, this year, by 1pm we're ready to put the turkey in the oven. Usually, we would have put it in around 10am, but more on that later. At 2pm, we peel the potatoes and put them in a pot to boil. By 3pm, we're ready to put the dressing together and on track to get dinner on the table by 4pm.

Christmas or Thanksgiving, the process is the same.

And don't worry. We also build in time to visit and chat with one another. We just engineer a plan that lets us do both with time to spare and enjoy the holiday, too. We even have a spreadsheet that we put together a couple years ago to keep things on time and the "chaos" organized.

The turkey is also cooked the same way each year. And we use the turkey's juice, or "essence," as my mom called it, to flavor the dressing. We also throw in some chopped celery, onions and a healthy dose of butter (or unhealthy dose, but...whatever, it tastes good) and salt and pepper. That's it. No sage or any other weird spices. Just plain old salt and pepper.

But...this year my sister decided to do things a little differently.

Remember how I said everyone has their role? If we are the planners, and my sister was the renegade this year.



The "Allgood" Ladies

Instead of a whole turkey, she bought turkey breasts and turkey thighs – all separate! When formulating this plan, I thought, "Okay, we've done that before." Of course, I was okay with everything until it was time to prepare the dressing/stuffing.

Instead of breaking up pieces of bread, like Grandma and Mom taught us, she used cubed bread - from a bag. FROM A BAG!!!! And instead of chopping her own vegetables, she had a plastic bowl of pre-chopped celery and onions. Oh, but it gets better...They were pre-seasoned with MORE than just salt and pepper. I don't even know WHAT was in there!

Folks, that was a turning point for me. In fact, I was even a little offended.

But, then I thought to myself, "Well, she's the one hosting. I'll just go along with her plan and Do where she needs me to do. She had her role, and I had mine. No matter what, we had a plan to get a meal on the table by 4pm, so that's just what we did.

And believe or not, when we sat down to eat everyone was very happy. It was delicious!

Sure, we might have gone off-script, but I followed along and gave her my support either way. We followed the same schedule and menu but adapted to my sister's



Mason and Crue, who had run himself tired.

ingredients. And that made us go a little outside of the box (or in the bag) this year. But so what? Dinner still went off without a hitch!

Moral of the story? Keep your desired plan in mind, but be prepared to adapt and adjust to how you get the results you want.

The "what" and the "why" can stay the same. But it's the "how" that tends to change. It's the way you cope with that change that will make all the difference.

This is something I see in the real estate world every day.

When you're buying a house, you always have an end result in mind. Maybe you want to upgrade to larger home. Or, maybe you want a perfect starter house where you can raise a family. Or, maybe you are downsizing into a retirement getaway and want something small but cozy and upgraded.



Rick with his brother Darren, sister Shawna, and grand-nieces Savannah and Chloe

Whatever it may be, chances are you already know what you are looking for. And you know what kind of home you will buy. But, do you really know exactly how you will get there, from A to Z?

Do you know what obstacles you may face when you reach inspection day?

Or exactly which addendums you will need to sign or what other paperwork issues you might face? Are you prepared for what might happen if the

sellers have an insurance claim processing on the house?

You get the idea. There are 50 plus things going on behind the scenes that could affect your plans or that you may never even know about.

Your end goal is just to move in and start planning your own holiday dinners. But when these issues come up, you also want someone on your team who knows how to get to that end result. You need a planner. Someone who knows exactly when to take each step in a transaction. But you also need someone willing to think outside of the box and adapt to the situation when things don't go according to plan.

This is something I am proud to say I can do, whether I'm cooking Christmas dinner or helping you to find your next dream home.

You see, because my mom and grandmother had perfected the process for 70 years and passed it to us, it's okay if we make a detour or change every now and

then. It's okay if we try something new or if the gravy has to be remade or we have to cook something a little longer. The little steps and ingredients might change, but the overall plan stay the same.

We have mapped out the process so well and have done it for so long that we can work "outside the box" and still get dinner on the table in time. As long as we are prepared to adapt to change, we can use the same steps we have outlined in the past to achieve the desired result--whether that's dinner at 4pm or closing on your new house by summer.

That's how you know you're working with an expert. You need an agent who is both experienced and adaptable to change to get you the successful real estate transaction you desire.

And while I'm relatively new to the real estate world, I'm with a team that has mastered the process of buying a home and turned it almost into a science.

Just like my mom and grandma led us in mastering the perfect holiday meal schedule, at Impact we have mastered the art of homebuying. So, when a surprise inspection or addendum (just like a surprise bowl of chopped and seasoned celery) comes our way, we don't even bat an eye. We just remember our end game and keep our eyes on the prize, following the process to help our clients reach their goal.



Impact Family at a real estate business conference, not even attempting to fit in

Remember. If you're looking to buy a house in the coming year, everyone has their role to play.

You just want to work with an agent who takes on the role of planner but is also willing to think outside of the

box to get you to "dinner on time" or in the home of your dreams.

Just as I supported my sister in preparing her holiday meal, I'll be with you every step of the way, as the expert "chef" of your homebuying experience.

Until next month,

Stacy

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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			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. 😊

IMPACT MARYLAND MONTHLY

with Stacy Allgood-Smith

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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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