

# IMPACT MARYLAND MONTHLY

*with Brittany 'Hashtag' Reaver*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

FEBRUARY 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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## **Chore Charts & Barbie Houses**

### **How This Messy Mama Puts the "Real" in "Real Estate"**

Call me what you want. A hot mess. Taco addict. Donut thief. PJ Mom. But whatever you call me, one thing you *can't* call me is fake.

One of the things I want people to know about me is that I'm a genuine person. I really care about my clients and, by the time a transaction is finished, I have done everything I can to make sure we're friends, too. When you're real, share your story and are authentic about who you are, people will respond well. And you will get a lot farther in whatever it is you want to do in life.

I get messages from people all the time saying things like, "I love your posts! They make me feel normal," or "I just love reading your newsletters every month."

The second one still blows my mind, but I'll take it! And sometimes I even get new clients from it. In fact, just last month I got a call from a new client who was planning to come in from out of town to see a property. Thankfully, it was one I already knew a little about and had actually toured before. Now, this is not the kind of home that just anyone would be. It's on a busy road and would not appeal to everyone.

**So, having never met this new client, I called him first just to talk and see what he wanted. I wanted to make sure this home was even a good fit for him.**

*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](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.



Date night with my tiny humans  
#chickfila #bestdinnerdates  
#myvalentines #reavergirls

After talking for awhile and telling him about the home, he agreed that it probably wouldn't be the best fit. But because he lives out of state and is moving to

be closer to family, he wanted to see it anyway. Long story short, what should have been a 10-minute showing (the house was only 1-bedroom) turned into an hour chat. I didn't just run out the door when we were finished. I stayed. I asked questions. I wanted to know who he was and what he was looking for. I wanted to know his hobbies, his likes, dislikes and goals for his new home.

**After doing some digging, I found out that he was retired and is moving here mainly to relax and enjoy his family.**

With just that information and his price point in mind, we ended up decided that Hagerstown would be a much better fit. So, in the end, with the property he wanted and his lifestyle, we ended up going way outside Frederick County.

But that's okay. Because I listened to him and educated him on his options, we were able to figure out exactly what kind of home he would be happy in. Believe it or not, this is something a TON of listing agents failed to do with him beforehand. And it's the main reason he decided to stay with me.

**It's just another reason that proves being a mama (especially of 3 girls) makes me a better realtor. I'm convinced, now more than ever. #nachoaverage Realtor**

Because nothing (and I mean NOTHING) can prepare you more for meeting someone's unique

needs than having 3 girls under the age of 7 in the same household. Especially with our Reaver girls being so far apart from each other on the personality spectrum. And you might be surprised by who does what. Believe it or not, it's my oldest child, Madi, who always wants to stay by my side. She's my sensitive one. And I wouldn't have it any other way. But I did have to learn some tricks to make the best of the situation.

**Instead of getting annoyed with Madi being next to me, I just ask her for help!**

I'll say, "Madi, will you help me load the dishwasher? Can you help me make dinner? or Will you help me put the groceries away?" It's little things, but they give her a purpose.

They make her feel special and important. And even though she still never leaves my side, she is so proud of being the oldest #ReaverGirl with more responsibilities than the other. She even has a chore chart (which she doesn't do). But she LOVES having it hung up for everyone to see.

So, that's my Madi. And my middle child, Peyton, couldn't be more different.



Just a typical showing with me...  
#bringthewholefamily  
#gangsallhere #typicalshowing



Why are they so funny? Stopped by a clients store... #theyaremineforsure #weliketoparty

She is completely independent and loves to do her own thing. Peyton can be in her room for hours, just playing with her Barbie house or entertaining herself with her babies. Sometimes, I will hear both Peyton and Harper in their room playing. Then, it will get suspiciously quiet other times, and I worry

they've eaten a whole bag of Pez candies again.  
#cantwinthemall #mygirls

But they're perfectly content playing and entertaining themselves. That's something Madi has trouble doing, but that's why I pay attention to my girls. They are the 3 most important people in my life, and I want to make each of them feel special in their own way.



Celebrating the woman who holds us together, Sue Mart! #fiestatime #sombrososforeveryone #iloveus

evening, she just wants to cuddle and read books together. It's her thing. So, who am I to say no? Truth be told, I live for those cuddles, too.  
#mylastbaby

**So, when you have three girls with three very different personalities, you just make it work. You listen. You pay attention. And you give them what they need. #evenifstacos**

Speaking of paying attention, remember the out-of-stater who I took on a tour of a one-bedroom on a busy road? Well, after we met at the property, I went home and did some research. Then, I sent him about 2 dozen more listings that met his criteria. Just 2 days later, we went with his daughter and son-in-law to visit about 8 to 10 properties together. And, we're on the right track, I think!

While before, he had been so focused on a specific area, he now knows there are a lot more (and better) options within his reach. Just because I listened to what he wanted and explained what I found, now

And Harper? Well, this girl just rolls with the punches. She will literally do *anything* I ask her to do (except take a long nap in her room). She goes to work with me. She goes to homes with me. She just hangs out. But when it's time to wind down in the

we're moving forward. When he comes back into town again, we're going to find him a home. #gsd

**And I've also just made 3 new friends, to boot!**

You know what the weirdest part is? He had been calling agents off of signs and listings for weeks. And NO ONE had clearly explained to him how the buying process would go -- from start to finish. He was even unclear on some things he had to do with his lender. So, I just sat him down with our buyer's packet and went over the whole process with him.  
#keepitsimplesweetheart

Even his son-in-law looked at me at times and said, "Wow, I didn't realize that's how it worked!"

It's amazing to me what happens when you take just a few minutes to listen, explain and educate your clients. Now, I won't be assigning him a chore chart and reading him a book to bed at night. But I can be the kind of realtor he needs. It's not always easy, but it's also not complex.

Life is too short to complicate things. Just be yourself! And everything else will come together.

And if you want to buy or sell a home this year, let me know. I can't promise you the moon, but I can promise you I will be with you every step of the way to create the transaction that YOU want and need.

Until next month,



Practicing selfies in the office  
#ourleader #selfiesfordays  
#nomorechins

*Brittany*



## Don't Forget to Have Fun!!!!

### February Quiz Question

**Q:** The British Museum displays the world's oldest known Valentine. What year was it from and who wrote it?

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.

### January Question & Answer

**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?

**A:** A living person

Congratulations: Winner!

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## Happy Birthday

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

Stephanie Barnas	Feb 1st	Walter Bonadies	Feb 12th	Holly Young	Feb 20th
Lisa Giacco	Feb 4th	Susan Caulfield	Feb 13th	Jesse Callahan	Feb 20th
Ricardo Smith	Feb 4th	Adam Willem	Feb 13th	Paul Poliachik	Feb 21st
Kyersten Brenneman	Feb 5th	Cookie Verdi	Feb 13th	Lily VanSant	Feb 21st
Becky Wells	Feb 5th	Jerry Delauder	Feb 13th	Emily Hansroth	Feb 22nd
Robie McClellan	Feb 5th	Lisa Doody	Feb 13th	Allie Doody	Feb 23rd
Kim Joseph	Feb 5th	Nichole Willem	Feb 13th	Em Goldsmith	Feb 23rd
Ashley Orsini	Feb 6th	Andy French	Feb 13th	Kathie Bush	Feb 24th
Gary Delbrook	Feb 6th	Alexis Wingard	Feb 14th	Noah Orndorff	Feb 24th
Jerris Joseph	Feb 6th	Renee Myers	Feb 14th	Jim Chandler	Feb 25th
Bailey Murray	Feb 9th	Michelle Hornung	Feb 15th	Joe Parker	Feb 25th
Eliza Folgelson	Feb 9th	Taverlee Laskauskas	Feb 16th	Reese Klinefelter	Feb 25th
Candy Reaver	Feb 10th	Sophie Donnellan	Feb 16th	Bibi Dabney	Feb 26th
Lisa Titus	Feb 11th	Tanner Mills	Feb 16th	Bob McCracken	Feb 28th
Mason Diener	Feb 11th	Dorothy Schrider	Feb 17th	Fenny Tan	Feb 28th
Owen Hornung	Feb 11th	Valerie Wilson	Feb 19th		

**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.

## Working Together Like a Well-Oiled Machine to Sell a Historic Property in Downtown Frederick

### How We Put Together All the Essential Parts to Create Ideal Results for Our Client

#### Meet the Client:

Bob is a seasoned investor from out of town that wanted to buy a property in Frederick. He looked at many properties throughout the area and eventually settled on the historic Marlborough House located at 101 Record Street.

As one of the most revered houses in town, Bob knew the potential for a home whose walls held such a large part of the town's history. It's also known as the "Four Sisters" house as four sisters once occupied the four separate areas of the home. Over the years it's housed a variety of residents from servants and their employers to students attending college nearby.

Built in 1875, 101 Record Street combines classic architecture with thoughtful updates for the utmost comfort, convenience, luxury, and warmth.

Some of the many captivating original features are the five decorative fireplaces found throughout the home as well as the exquisite staircase that accents each floor.

We were well aware that the house presented a challenge given its unique structure. However, we knew that by working together with local resources it could work like a well-oiled machine. We also knew that if we missed anything, it could be like how your body feels when you're ill or have an injury. It may work in the end, but it's so much better when everything works together so that you're operating on all cylinders.



#### The Situation:

About four months of due diligence on the front end took place before the purchase in 2016 to ensure the property was classified as a multi-family. As a unique property with a ton of options, it would take additional time and careful thought to make the right

decision.

Prior to the purchase, the city requested sprinklers to be installed. Then they wanted Bob to pay additional expenses in parking because of the 'multi-family' status since the property was without on-site parking.

It's at this stage where we started to breathe life into how we would approach the situation. It's where we took a deep breath and got ready to help Bob take a comprehensive view of what needed to happen next and how to proceed.



#### Options:

Bob had three options to choose from given how the house was structured.



First, he could keep it as a single-family house and do the typical revisions to the kitchen, baths, and flooring. He

could also turn the property into a multi-family unit and sell it under one deed. And his last option was to transform the home into luxury condominiums and sell them each individually.

Here's where our leg work came into play. We walked Bob through every scenario, made sure he understood each one, and explained the pros and cons of each option.

### **Decision:**

This one went down to the wire. Although selling the property as a single-family property was ruled out early on, it took about six months of going back and forth with the city for it to be decided that the units would be broken up. That meant the house had to be firewalled, brought to code, and updated throughout. Once this decision was made, we started the condominium paperwork with the state of Maryland.

Speaking of a body that's working on all cylinders, the "brains" part of that equation was in full force here. It was essential for us to stay on top of our game so that we could keep the fees simple and decide whether to sell the building as a multi-family or sell it as condos.

### **The Outcome:**

Because so many balls were being juggled at once, this went down to the wire as we were ready to go both ways.

We marketed the entire building at \$1.59 million, and then the largest luxury condo was listed at \$742,500.

A local doctor stepped up and ended up buying the luxury condo. Once that happened, it left no other choice to market the remainder of the house as separate condos as well. That meant we had to do a

final recording with the state and county since there was NO going back.

We then worked with local attorneys and title companies to ensure that all the paperwork was in order to complete the condo sale. Normally, this would have been a 3 to 4-week process, but since we were working with local resources, it only took one week to wrap up all the details.

Each condo now has its own private living quarters, bathrooms, and a kitchen for luxury living just a heartbeat away from all that downtown Frederick has to offer. Those occupying the home will have walkable access to over 200 specialty shops, cultural venues, and art galleries. They'll also have a variety of choices for live entertainment, late-night shopping, and multiple dining options at fabulous award-winning restaurants.

### **Getting to the Heart of Our Secret Success**

Even though the other three condos are still on the market, we're working closely with the client to uncover the best possible solution for them and their property.

This is what's at the heart of our well-oiled machine. We always strive to work side-by-side with our clients for an outcome

they can be happy with. By being flexible, offering as many different scenarios as possible, and taking the time to understand their needs, we can turn around any kind of situation that leads to an excellent investment for them.

If you'd like to know more about how we can work together to utilize our streamlined process for your next real estate transaction, contact our team today to get started.





# IMPACT CLUB™

## Why Impact Club®

### Simple Question – Why should I join ImpactClub®?

I get this question A LOT. First of all let me explain the platform really quick and then I will answer the question about why ImpactClub® may or may NOT be a fit for you.

ImpactClub® is NOT a charity/non-profit. We are not a 501©3. We have partnered with The Giving Group, a non-profit, so that member donations funnel through the Giving Group and directly to the local charity. ImpactClub® handles NO money from members, ImpactClub® doesn't touch the money. So, when someone asks if ImpactClub® is a non-profit, the answer is NO.

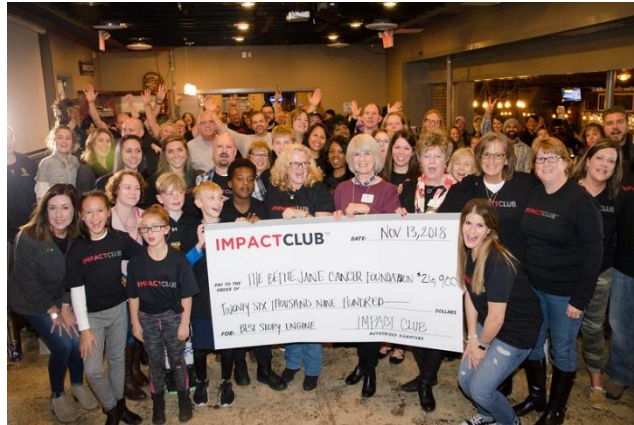
### How do local winning non-profits receive their money and how much of it do they receive?

Each Quarter on the 20<sup>th</sup> of the month. (Feb, May, Aug, Nov) current ImpactClub® members donation gets put in escrow with The Giving Group. Each member commits to \$100 each Quarter and payment is taken through a credit/debit card that is pre-registered. The Giving Group, for handling payment processing from members to charities charges \$3/qtr. Most members go ahead and donate \$103/qtr. With 100% of the \$100 going to winning charity!

This was VERY important when we founded ImpactClub® that ALLLLL of the \$100 went to the winning charity. The costs to put on the event; the t-shirts and welcome packets, the registration, the food and drinks, the videographers and photographers all of that is a cost that the local co-founder and founder invest each Quarter in ImpactClub® so that ALL of the money goes to the charity.

### How does this all work?

Each Quarter we host a LIVE Event. (Our next Event is Tuesday February 19<sup>th</sup> at The BlueSide Tavern in Frederick, 6pm registration opens.) During that night 3 local non-profits who have been drawn at random from charities that have pre-registered and then amplified (amplification meaning each quarter each member gets 3 amplifications/votes and they can amplify 1 charity 3 times or 3 different charities). ALL of those amplifications are put into a hat. Some might have 20 amplifications, some might have 1. Then about 3 weeks before the event ImpactClub® HQ draws at Random on a video conference call with me the 3 charities that will present at each



event. They actually draw 10 and line them up 1-10 in case one of the charities can't present.

That night – Feb 19<sup>th</sup> – those 3 charities will have 5 minutes and a microphone to share their Story, their mission, their purpose with members.

Members vote and it is a winner take all.

Now, there are no losers because all 3 charities have exposure to our members. All 3 charities have their Story captured in a Video documentary (we hire videographers to come document each event).

### Ok so what EXACTLY is ImpactClub®?

ImpactClub® is a platform that connects those who want to do good in the community to local charities who are doing good!

ImpactClub® members are what we like to refer too as Impact Venture Capitalist! Each member invests in a charity each quarter and by crowd funding with others who want to do good and make a difference ImpactClub® has a MASSIVE impact each quarter.

### Who is ImpactClub® for and NOT for?

ImpactClub® is really for everyone. But if you are someone that already supports a local charity with large donations and are someone that has an impact locally by giving \$5,000 - \$10,000 - \$30,000 a year then kudos to you, then we would still welcome you to ImpactClub® but you are already giving back!

ImpactClub® is for those individuals who want to give back and to make a difference in Frederick, but don't have \$5,000 - \$30,000 a year to give back. You STILL want to make a difference and make an Impact locally. So for \$100 a Quarter - \$400 a Year now you aren't just giving \$100 here, \$25 there, \$75 here. You are combining forces with 250, 300, 400 other like minded individuals and NOW by the power of joining a community like ImpactClub® each quarter you are a PART of something so much more. A PART of something that has a MASSIVE IMPACT locally and you investing in local charities at \$25,000 - \$30,000 or more a pop.

If you would like to join head over to [www.ImpactClub.com](http://www.ImpactClub.com) or come to The BlueSide on Feb 19<sup>th</sup>. Love to have you!

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*with Brittany 'Hashtag' Reaver*

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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 have never worked with a [company like Impact]. They were organized, direct, and got the job done the first time- the right way. They went above and beyond and were true to their word. They always did the right thing and we felt confident being part of the process even though we were halfway across the country. This company is amazing.-Ian and Heather M

- Impact is a class act to work with , no worries—Craig D

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