

# IMPACT MARYLAND MONTHLY

*with Stacy Allgood-Smith*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

FEBRUARY 2019



## Not "Yo Mama's" Realtor

### Just call me the Diamond Dallas Page of Home Sales

February's almost here, folks. For some of you, that means you are knee-deep in your New Year's resolutions (or goals) by now. And I wish you well! For others who might be a bit behind or yet to start, I hope this is a bit of encouragement for you. I'm not "there" yet, but I do think I found a great way to simplify my strategy a bit.

Have you ever heard of the 4-pillar approach to change?

It's something I learned about through the Wholistic Women's Retreat I've been a part of for the past year, and it has definitely been eye-opening for me. Everything we talk about at the retreat centers on the 4 main pillars of our lives: Heart, Mind, Body, and Spirit.

**I want to share with you how I've decided to focus on two areas, or pillars: the Mind and the Body.**

Luckily for me, I also found something to move me in the right direction when it comes to the Mind pillar. It's called the Gallup Clifton StrengthsFinder Assessment. It's actually a really easy assessment that you can take online for just \$20. It has somewhere around 50 questions, and based on your answers to those questions, they will identify your top 5 strengths from 34 of the known strengths across the population.

**I have to say I was pretty surprised with the results!**

The test identified me with these 5 strengths: empathy, adaptability, developer, connectedness and positivity. A few of them I definitely knew I had -- like empathy and adaptability -- but the others were a little surprising.

*Continued on the Inside...*

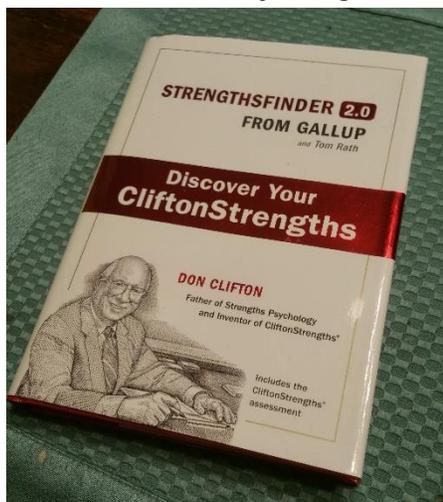
At Impact Maryland Real Estate we live by the philosophy that "Stories are the Currency of our Society." That's why we say, 'We Don't Sell Homes; We Sell Dreams.'

### **HEADLINES**

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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 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.

Anyone who has known me for five minutes knows I am an empath. If I see someone crying, I will be the first one joining in. In fact, would it



Strengths book that describes why you'd want to know your strengths and a description of each strength. An online strengths assessment is included in the purchase price of the book and a redeeming code is found at the back of the book.

surprise you to learn that I'm crying while writing this? I'm not, shockingly, but I could be! So, empathy wasn't a surprise. And adaptability makes sense, too. With everything I've been through, one thing I've learned is how to go with the flow.

### **Just ask my husband, Rick!**

Not to get too into politics (or at all, really). But Rick is affected by the government shutdown. And, while I'm not sure if it is still going on when this is published, we have done our best to adapt to the situation. In fact, Rick has gone out and looked for other jobs to fill the gaps. He commutes from Frederick to DC to the Smithsonian 4 days a week. That's quite a commute!

So, I feel for any government employees who live in this area. A lot of people would be depressed, and for good reason.

But as I'm working on this, Rick is out draining our hot water tank as we speak. Staying a busy and looking on the bright side is just part of who we are. I guess that's where positivity comes in, too. I just try to make the best of every situation, which in my mind goes back to adaptability.

**But being a developer -- someone who sees strengths and others and helps to pull them out -- that was a surprise.**

I do love to encourage people, though. And I can see how that strength brought me to massage therapy and, later, real estate. And connectedness? Well, I guess that's something I learned growing up in the Damascus area, just 25 miles from where I live now in Frederick. When you never stray too far where the town where you grew up, it's easy to know a lot of people.

**I'm related to half the town of Damascus, or at least used to be when I was growing up. And it's amazing who I've gotten to know as a massage therapist and realtor in Frederick!**

Do you need a plumber? In search of a painter? Trust me, I know a guy. So, connectedness is definitely a strength I have and one I can continue to grow in the new year.

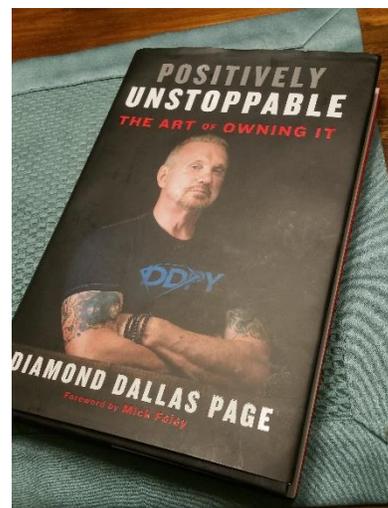
But now, onto my goals for the Body pillar. I'm so excited to share a little program my friend John introduced me to called DDPY, short for *Diamond Dallas Page Yoga*.

Now, if you haven't heard of DDPY, you might have heard of Diamond Dallas Page. He's a former heavyweight professional wrestler who made it into the WWE Hall of Fame in 2017. And just an all-around good guy. He's known for being one of the oldest guys to enter the profession, too.

**Can you believe he started wrestling professionally at the age of 35?! That is just unheard of. But he did it.**

And something that helped him get (and stay) at the top is how he learned to cope with an injury he received early on in his career.

After hurting his back in the ring, he discovered that incorporating yoga moves into his rehab and physical therapy helped push his



DDP's book. I'm just really starting it, but I think it'll help change my mindset and help me be Positively

recovery along much faster. So, that's how DDPY was born! He says it "ain't your mama's yoga" and calls it "yoga for regular guys."

But whatever you want to call it, DDPY is a great, low-impact workout. There's no jogging involved, which means anyone (at any fitness level) can jump right into it and get a great workout. There are people who were 300 or 400 pounds and have lost up to 200 pounds through the program. It's incredible. It's also really good for chronic pain. After 8 years of suffering, it just took TWO weeks of DDPY for all of my pain to go away.

Of course, that was a couple years ago. This year, I am going back to it as I work on my body pillar and just being healthier overall. Of course, I recognize I'm never going to be a size 5 which I'm fine with. But I still want to be as healthy as I can be. And who better than Diamond Dallas Page (DDP) to help me get there?

**So, those are my two goals for the year: body and mind! What are your goals for 2019?**



We've been in our home almost 2 years and I am still in awe of this view in our backyard. Reminds me of Narnia.

have been investing in for awhile. Whatever it might be, know that I will use my 5 top strengths to help you find what you are looking for.



Eric with Brittany (Hashie) and me on sticks...a running joke in the office for when we're not there – but we really are!

As an empath, I can help you through the rollercoaster ride you might go through. Buying or selling a home is right up there with death and divorce on the stress-o-meter. So, if you cry at all in the process, I'll cry with you! And then I'll help you through.

I've learned firsthand how important it is to adapt to the twists and turns of a

transaction and make new plans when things don't work out the way you thought. Whether it's a sudden market drop, surprise inspection results or tough contract negotiations, you want someone who will be positive about the outcome but also willing to adapt to whatever may come your way.

**If the Gallup StrengthsFinder Assessment has anything to say for it, I'm your gal. And if worse comes to worse, I can pull out some of my very best DDPY moves and wrestle you out of a bad situation...**

Well, I may have to work up to the wrestling thing, but you get my point.

Of course, with our connections and network of professionals we work with, it probably won't get that far. The reason I joined Impact is because Eric and the company have a network of professionals that we truly trust with our clients. Real estate sales and purchases are stressful. But there are ways to keep that stress to a minimum.

You also never have to "go it on your own." You just need a few seasoned experts to get you where you want to be. And to apply a little creativity to the process. Trust me, I "ain't your mama's realtor."

So, let me "get into the ring with you" this year. I will be your DDPY of real estate! And we will work together to make your goals a reality.

**BANG!**

Until next month,

*Stacy*

## 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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Or Call/Text to 240-446-2210

## **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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