

IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MARCH 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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From a New Lot of Land to a Whole 'Lotta Reading, Writing & 'Rithmetic

Who has two tacos and got called into the teacher's office last month?

This girl.

And believe it or not, it wasn't about the fact that I wear pj's on a regular basis in the pickup line or am a general mess most days. It was actually about Madison.

Awhile back, Madi's teacher had emailed me and said, "Hey, I'm a little concerned about Madison." This wasn't totally out of the blue because she had mentioned something back before Christmas. But now, she was a bit more worried.

So, she said to me a couple weeks ago, "I would love for you and Kevin to come in so we can talk about Madi's progress academically."

"Oh, f!&#," I thought.

Not exactly the best news, but I went in with an open mind, which was about all I could do anyway. I had about ZERO idea of what to expect. Once we were there, we got the full story.

Madison had been tested at the beginning of the school year, and the results weren't greaaaaattt. But, that wasn't a total shock. I mean, she's in 2nd grade. It's the first time she has ever been tested, and it's enough work just getting through the test. Let alone answering the questions. And since she doesn't read to well to begin with, of course her scores are going to be low.

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.



Impact Club aka the most exciting night- you NEED to be here! #askmewhy #supportlocal

So, in the beginning I really wasn't too concerned, especially because I have a teaching background and could see that Madi seemed to be doing fine at home. Or, at least that was what I thought...

But when Kevin and I were with the teacher, we found out that her test scores weren't getting better with time (or even staying the same). After September, they only went down in December and then in February when she was tested again. They just kept going down. So, to them, this is a big red flag. She's not reading on level when compared to her peers, and I see that. But when she does read at home, I feel that she does a good job.

Of course, she spells very phonetically (AKA: horribly) just like her mama. But who can blame the girl for her genes? #shegotsomegoodonestoo

But after talking to her teacher, I can see that she is not reading on level according to her peers (or cousins). And since her reading level is going down, she is having trouble in math because they are doing more and more word problems, which she has to be able to read and comprehend. So, long story short, after testing for three months, her skills are just not going in the right direction. #sendhelpandwine

The upside in all of this, though, is that her teacher is AMAZING. She came to the table with a ton of data for us. Writing Samples. Test scores. And she's got a plan of attack for Madi. First, she's going to start with reading intervention. Then, a team of teachers are going to brainstorm what options are the best for her from there and what we can all do to help Madi fill in the gaps.

There might not be a ton of resources at Madi's school, but at least we know what we can do to help. While a LOT of this is going to fall to me and Kevin.

But without her teacher, we wouldn't know what to do. And my incredible parents have even offered to help.

I guess the best part of all of this is the attention Madi is getting. She is soaking it up, believe me.

Right now, we're just going to start doing reading, writing and math at home. And because (as Madi puts it) "Our life is chaos" we have to do our best to make that work happen no matter what. #shesurecanreadaroomthough

As you can tell from this, though, Kevin and I are in a good spot now. It might have taken us awhile to get there, but we're on the same page. Everything is about the girls. We talk everyday about the girls, and we are flexible with each other's schedules. If I'm not working and someone gets sick, I'll go pick them up. And, if I have to work, I'll take the girls to Kevin. Or, he'll go pick them up.

He understands I don't have a 9 to 5, so he's even willing to switch days or pick up extra time as needed. And, believe me, that's much appreciated.

In the end, it's all about putting our girls first. So, we just dig deep and do what we can to make that happen.

Speaking of making things happen, Madi's teacher email wasn't the only curveball I got last month. As a mom, I can 100%

understand how important a school district is in a parent's choice of home or neighborhood. So, when a client of mine was looking for homes in a certain area, I made it my mission to get them a home in the exact school district where they wanted to live.



#openhouse ready! I always know how to have a good time- even at an open house! #howido #nachoaveragealrealtor



My whole world... a rare moment of no fighting, fussing, or crying!
#reavergirls #allmine #imadethem

But when I say we searched for MONTHS and MONTHS, I mean it ya'll. They just couldn't find a home they absolutely loved in that general area.

So, rather than sacrifice their children's schooling, they decided to purchase a lot. This was exciting for me because we were able to help them find some builders to meet with and draw out plans for

their dream home. Now, I have to say up front here, that this can be a huge undertaking for anyone. And that's especially true for a family. So, after working with them for a few weeks on plans, they ended up deciding they would rather buy an existing home after all.

The good news is that they have already found a home in the exact school district they wanted. They are under contract in a perfect home which they love!!

Only problem? Now we have to sell this lot. And believe it, that ain't easy.

But just like the team Madi's teacher has behind her, I have an amazing team behind me to back me up on the process.



My favorite 6am workout cheerleaders!
#dontwanttomissathing #mamasbiggestfans

First, Eric, SueMart and I are going to meet with the builder to come up with a plan.

Plan A: We will list a "home-to-build" plan on the lot with the same builders. It's a custom

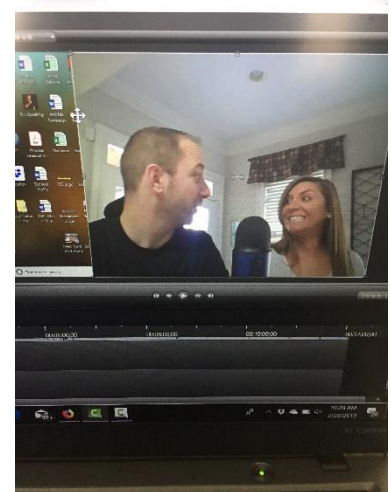
package. Something I've never done before but also something I'm very excited to see from start to finish.

Plan B: We will list the land only and market it to potential buyers who would be interested in coming in to finish the customization process.

No matter how you slice it, though, we have to work together. And just like Kevin and I were able to put our differences aside and focus on the girls, we have to come together for the common goal of helping these clients sell their land and move on to their dream home.

If everybody does their part, everybody wins.

And an awesome side benefit is the cool stuff we all get to learn in the process. While Madi's expanding her knowledge of reading and math, I get to learn the whole process of mapping out a home on an empty plot of land. It can be hard to visualize something that's not there, but our builder uses cutting-edge software that can help you imagine exactly what your 9-foot ceilings or bay windows will look like when it's all said and done.



Behind the scene's of my newsletter... NEVER a dull moment #video interview #aremyteethwhiter #hashie #neveradullmoment

That's the benefit of working with someone who is really good at what they do. When clients can visually look at how the finished product will come out, it can help them get more attached to the plans.

Everything is about creating an experience for the buyer with the place they will call home. It's a lot like what we do with our property stories. When we help our clients see things in the best light, it will put us in a better position to get the maximum value for our clients.

So, whether it comes to raising three spirited girls or helping my clients reach their goals, I will work with whoever I can to make things happen.
#nachoaverage realtor #gsd

Until next month,

Hashie

Don't Forget to Have Fun!!!!

March Quiz Question

Q: In what year was the first NCAA men's basketball championship?

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.

February Question & Answer

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

A: 1415 by the Duke of Orleans

Congratulations: Felicia Warfield!

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Happy Birthday

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

Jackson Raymond	Mar 3rd	Eleanor Hubbs	Mar 15th	Kaden Blumer	Mar 22nd
Allison Kelly	Mar 4th	Ana Miranda	Mar 17th	Susan Hubbs	Mar 22nd
Megan Nicholson	Mar 5th	Doug Sillex	Mar 17th	Cindy Ranneberge	Mar 23rd
Steve Hubbs	Mar 5th	Kristi Sayles	Mar 17th	Fisher Bobbitt	Mar 25th
Felicia Warfield	Mar 6th	Nicholas Fouts	Mar 17th	Theresa Murray	Mar 26th
Alex Ganson	Mar 7th	Pat Warrenfeltz	Mar 17th	Brandy Baptiste	Mar 26th
Gaylen DiSanto	Mar 7th	Mike Franklin	Mar 18th	Chris Martin	Mar 26th
Caroline Grubb	Mar 9th	Jeff Bostian	Mar 19th	Linda Sacchetti	Mar 27th
Karen Yoho	Mar 10th	Jay Beard	Mar 20th	Marilyn Meagher	Mar 28th
Blake Allgood	Mar 12th	Aaron Webb	Mar 20th	Allyson Kinsey	Mar 29th
Allie Wilson	Mar 12th	Amani Dabney	Mar 21st	Emma Bobbitt	Mar 29th
Jackson Steele	Mar 13th	Mason Allgood	Mar 22nd	Michael Majalca	Mar 29th
Katie Miller	Mar 13th	Madge Parker	Mar 22nd	Skyla Skaggs	Mar 29th
Alyssa Vance	Mar 14th	Amy Healey	Mar 22nd	Bill Vance	Mar 30th
Andrew Raymond	Mar 15th	Danielle Finamore	Mar 22nd	Khloe Quill	Mar 31st
		Judy Ballenger	Mar 22nd	Tiffany Hufstetler	Mar 31st

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.

Relieving Stress and Picking up the Pieces where others failed to Deliver

The Days turned into Weeks, then into Months. No movement. No Progress. Living in a construction zone can be stressful on anyone, but imagine the feeling of living in a construction zone with no end in sight?

This happened recently to friends of mine.

They had a water leak in their kitchen that ended up opening Pandora's box on repairs needed. One false attachment by a plumber resulted in tens of thousands of dollars of work and MONTHS of headaches.

Having insurance involved there were stipulations and guidelines that have to be followed (this is meant to protect the homeowner and the insurance company) so that the proper protocol is taken and so that the insurance company isn't raked over the coals with repair cost.

Sometimes the contractors that the insurance company selects are the most motivated to complete the job and/or have the man power to complete in a timely fashion for the homeowner.

This was the case for my friend/client.

A week turned into a month which turned into 3 months. The first contractor wouldn't return calls. The 2nd contractor gave a quote and a start date came and they were a NO SHOW!!! The 3rd contractor, well let's just say wasn't very reputable.

They were downsizing and considered selling prior to this, but they were going to do it on their own, but months of frustration led them to give me a call. They knew that we have connections in many different industries, different trades and could potentially manage the process.



The call started with a frustrated homeowner, "We need help and knew you were the one to call!"

This led to an hour-long conversation of everything that had gone wrong up to that point and how SO VERY FRUSTRATED they were with this entire process. My friends were at their wits end and just wanted their home back. Just wanted to be able to live in a

home that didn't look like a construction zone any longer.

I didn't think it could be THAT bad, so I wanted to check it out myself.

The next day upon walking in it was worse than even described. The house had all of the carpet on the upper and lower levels ripped out. Tacks still in place and staples all over the place. The kitchen, all the tile removed so there was just backing and concrete sealer. The paint colors were 1990s style. The light fixtures dated (but this was minor). And then the dishwasher was in the middle of the kitchen and there was drywall that needed to be patched.

Having helped many other clients coordinate repairs I knew the task was an undertaking and would require the best contractors!

Quickly dug into the Rolodex/Phone and came up with a plan.

The first call was to Roland Thompson, a great friend and well connected with flooring industry in Frederick. Roland's specialty is carpet and laminate flooring, but he knows everyone in the flooring industry so one call to Roland knocked out the carpet, luxury vinyl flooring in basement, hardwood refinishing, and the tile work needed in the kitchen area.

The next call was to Shari to help pick out tile colors and paint colors for the walls. She was able to use her years of knowledge to come up with a hip/modern/in-style paint scheme for this house.

Then I reached out to Medardo Garcia, as I knew he was capable of painting a 7,000 square foot house while others would take weeks to do Medardo and his guys would be able take care of painting a project this size and any drywall work we needed.



Within a week, with what took the poor owners and the Insurance Company 5-6 months to accomplish nothing we were able to get the tile floor done and get their kitchen back to a 'livable status.'

Slowly but surely after a month of hard work the puzzle pieces were starting to come

together beautifully. The house was completely painted, and the finished project was looking even better than I could even imagine.

Wanted to make sure everything popped for pictures and the new owner so brought in Interior Designer Angelique Hoffman to finish up the project. Her vast background of working with Pottery Barn on design projects along with being the former owner of Silk and Burlap in Frederick, an Interior Designer by trade, I knew that we needed a Designers touch.

We then went to put the finishing touches on the house.

Imagine a movie star getting ready for the red carpet of a movie premier or the Oscars and getting their dress fitted, getting the shoes to match, the jewelry just perfect and then forgetting to put on makeup and do their hair the day of the event.

This is what we were doing on Innsbrook so needed Angelique to finish 'the look.'

Her designer eye and vast knowledge she was insistent that we needed to update the light fixtures in the main living area and bathrooms to match the 'in-trend' look that today's buyer would want. I'm never one to not listen to a professional who knows their craft, so we did that.

Then when we had everything just about done there was a wart on the house. The kitchen cabinets were a 90s/2000s dark wood. One way to soften the look, Angelique suggested painting the island and replacing the knobs.

Having done 99% of everything already we couldn't present the house with this wart. And the results, breathtaking! It added just the right touch of color to the kitchen.

Next, we had to Scientifically Stage the house.

This is where Ang and her partner, Mindy really shine!!! They took about a month to prepare the 'look' they wanted! This being my first time working with them I was BLOWN away by the meticulous nature they took and the 'look' they presented Innsbrook!

They know the type of buyer looking for the house and made it look accordingly.

This entire process, basically rebuilding the entire inside of the house and get ready for market took us 4 months working at a break neck speed, but we did it. Months of stalled progress from the insurance and other contractors now a memory, the owners/friends couldn't be happier with the transformation.

Most agents/brokerages they come in move a few pieces of furniture around and if they are good take some professional pictures and slap it on the market.

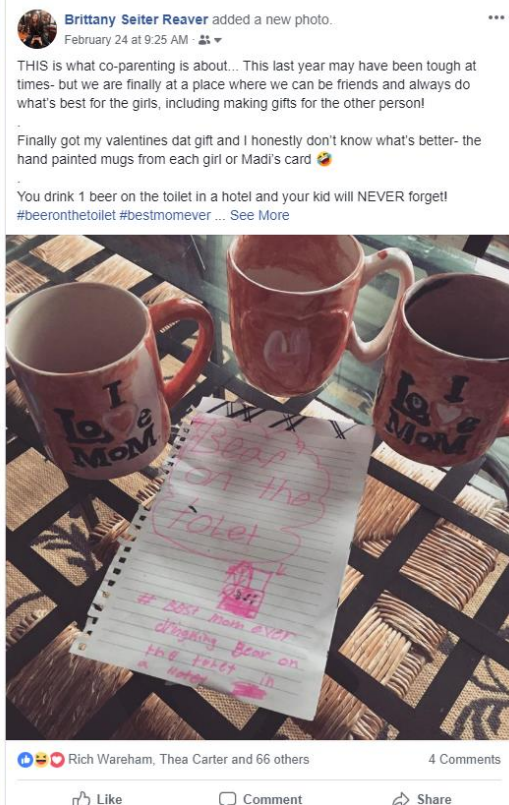
Impact, and our Concierge Service, no job is too big for us. I always talk about my phone being worth a \$1,000,000... this is because of the relationships we have with so many professionals that are at the top of their industry that love helping our clients and bend over backwards for them.



Business. Life. Real Estate, it is all about GSDing and Relationships. That is where we excel. Good work team!

Social Media Stories

I'm trying something new this month. I share quite a bit on Social Media platforms, especially on Facebook. I know some of you may not be on Social Media, so here are a few of my **Social Media Stories** that got some interest, likes, and comments.



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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 did an amazing job of selling my house. It was a very difficult situation and they handled all the necessary contractors while I was at work! They went above and beyond anything I ever expected. They are awesome Real Estate Agents as well as awesome people in our community! – Suzanne S

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