

# IMPACT MARYLAND MONTHLY

*with Brittany 'Hashtag' Reaver*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

APRIL 2019



## Real Estate Advice from Rodeo Drive

### How to Avoid Making a "Big Mistake" With Your Investment

I've heard the word "independent" used a lot to describe me, and I can't say it's always meant to be a compliment.

But I can tell you one thing ... I always take it that way.

And nothing made me feel more like a bada#! mama than a trip I took to L.A. last month for a special project (more details to come, I promise).

Yep, as independent and strong as I know I am, traveling alone is always something that has terrified me. Don't ask me why, but it is just not something I have done before (or wanted to do). Even though I've flown on planes before, it was a weird thought knowing I would be doing it alone. But I made it happen. I flew across the country by myself, stayed in a new city by myself and toured that city by myself. FOR MYSELF. #braveasamother

But I still remember how nervous I was when my friend dropped me off at the airport at 5am. I was a mess. The anxiety came over me so bad that I could barely make it through airport security. I was so overwhelmed. #watchouttsa #mamaneedstequila

What was I going to do in L.A.? Where was I going to go? And how was I going to get there? I had literally no idea.

*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](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.

But when I landed in L.A., there was a car service there for me. So, I didn't have to worry about leaving the airport. But I did have to use Uber myself for the first time. And since I knew I would only be there for 48 hours, I had a couple



Rodeo drive selfie  
#justlikethemovies  
#howisthisreallife

friends send me a list of things to do. And I just made decisions based on what was closest to me.

The coolest part? Going for a run down Rodeo Drive. It was so cool staying that close to such a famous street. You know, the one

where Julia Roberts had her famous "Big Mistake" scene in Pretty Woman? When she tells the store employees how much money they lost out on for not helping her.

By the end of the trip, I felt just like Julia did -- empowered. It might have been overwhelming and scary to be alone, but it was also incredible to know that I did it all by myself, for myself.

**Despite the horror stories I heard about LAX or people getting lost in the city. I pushed ahead because I knew the experience, no matter how scary, was what I needed to go through to reach my goals.**

It's the same thing I see my clients go through everyday. There's a first time for everything. Whether they are new buyers, selling for the first time or buying their first new construction home, the process can be overwhelming.

Just a few weeks ago, we had a client whose family member had passed away, and they were in charge of the estate. Not only did they have to

deal with the death of a loved one, but they had to sell the home, too. And this is NOT an easy transaction. There are so many steps in the process -- new paperwork, new lingo to learn, and documents to submit. The last thing you want with this kind of transaction is a surprise to come at your way as well (which almost always happens).

And sure enough, it happened for these clients...

...It turns out that there were some outstanding HOA dues on the home that had been charged against the property. The home couldn't be sold until these charges were rectified.

So, we had to go back and forth between the HOA company, the settlement company, and our seller's attorneys before the property could be entered into a contract. It was a mess. And the seller would have been lost without our help. Of course, we learned a TON in the process too.

I've been in real estate for six years, and these are the kinds of things that remind me that no transaction is ever the same as the last. It's a lot like visiting a new city.

**But in these cases, it's not the best idea to go it alone. Now, this is a time when being "independent" might not be a good idea.**

Could they have tried to go it on their own? Sure. But it would have been a heck of a lot scarier than jumping on a flight to L.A. by yourself. Ultimately, this kind of situation can cost someone tens of thousands of dollars in profits from a sale (if not more). So, while it's good to be independent when reaching your life goals, it's



Hollywood walk of fame!!!!  
#newkidsontheblock #suchatourist

smart to rely on the experts when dealing with one of the biggest investments of your life -- your home.

You want someone who can tell you the insider secrets, like if you walk down three blocks and to



Santa Monica Ferris Wheel  
#allbymyself  
#seeingallthesights

the right you can find the Metro station. Or, if you sign this document or call that contractor, you will get what you need for a speedy sale.

If buying your first home is like making a cross country trip alone, selling an estate home is like flying to a foreign country

by yourself. The language is all new, and you need a translator or tourist guide if you have any hopes of having a successful experience.

And if you've done it once but some time has passed, you might feel just as lost as if it is your very first "visit" or time at the real estate table again.

That's why my clients know I'm always just a phone call (or text) away. I've had people text me at 6am with a question. And I've stayed up until 1am working on an offer so my clients don't lose out on a property.

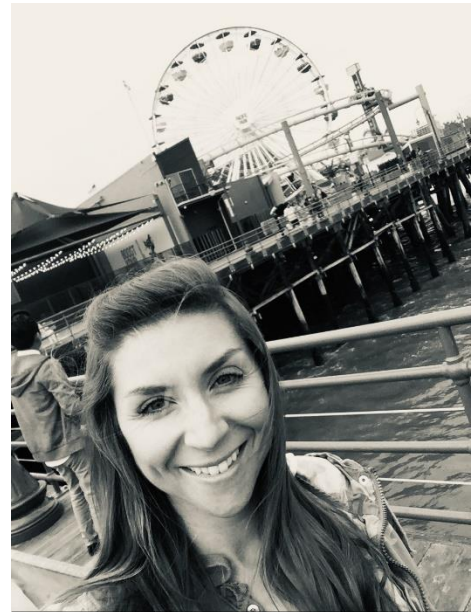
Why? Because while I might not travel alone all the time, I've gone through enough real estate transactions to guide them through any obstacles they might face, or new streets they might have to go down in the process. 'And if we face something I haven't seen before, I know someone at Impact has. And we will get them safely to their end destination.

Buying a home is scary, exciting and empowering. And unlike traveling alone or taking a run down Rodeo Drive in the middle of the afternoon, it's not something you want to do by yourself.

Give me a call, and I'll keep you from making the "big mistakes" that could cost you.  
#nachoaverage Realtor

Until next month,

*Brittany*



Santa Monica Pier! #ididthat  
#workingonsomethingbiggerthanm



Long flight, but got to see the Grand Canyon  
#worththeanxiety #soamazingtosee  
#luckytohavethisopportunity



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

### April Quiz Question

**Q:** Who was the first MLB player to throw over 100 mph?

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.

### March Question & Answer

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

**A:** 1939

Congratulations: Alexis Morgan!

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9	6		7			1		5
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## Happy Birthday

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

Ashlun Kunka	Apr 1st	Kelsey Simmons	Apr 8th	Darryl Brenzel	Apr 20th
Betsy Cavazos	Apr 1st	John Thorhauer	Apr 8th	Marli Sayles	Apr 20th
Garrett Hamilton	Apr 1st	Austyn Tsikerdanos	Apr 8th	Olivia Rogers	Apr 20th
Keri Fackenthall	Apr 1st	Stefanie Ulrey	Apr 8th	Christopher Martin	Apr 21st
Quinn McClellan	Apr 1st	Laura VanSant	Apr 8th	Matt Doody	Apr 23rd
Alissa Haynes	Apr 2nd	Diego Monzon	Apr 9th	Wesley Tan	Apr 23rd
Jenny Orndorff	Apr 2nd	Paul Goodwin	Apr 9th	Hanna Wharton	Apr 23rd
Josh Keeney	Apr 2nd	Victoria Love	Apr 9th	Scot Bracewell	Apr 24th
Julia Tusing	Apr 2nd	Bonnie Hines	Apr 10th	Ellen Santucci	Apr 24th
Nicole Goodwin	Apr 2nd	Laney Kelly	Apr 10th	Dane Sutherland	Apr 24th
Colin Bitler	Apr 3rd	Lauren Kelly	Apr 10th	Eric Verdi	Apr 24th
Luanne Barnas	Apr 3rd	Ryan Weinstein	Apr 10th	Mark Wharton	Apr 25th
Russell Austin	Apr 4th	Jeff Love	Apr 11th	Scott Glasco	Apr 26th
Alice Sacchetti	Apr 5th	Callie Brown	Apr 12th	Rick Grubb	Apr 26th
Mike Long	Apr 5th	Paula Hood	Apr 12th	Sherri Harawa	Apr 26th
Patrick McCauley	Apr 5th	Monica Stuckey	Apr 12 <sup>th</sup>	Ryker Keeney	Apr 27th
Jennie Ballenger	Apr 5 <sup>th</sup>	Sean Quill	Apr 14th	Mark Temporado	Apr 27th
Justin Anders	Apr 7th	Christina Balsor	Apr 17th	Sean Johnson	Apr 28th
Cheryl Skipper	Apr 8th	Roman Monzon	Apr 17th	Cheyenne Fandel	Apr 29th
				Steve Linger	Apr 29th

**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.

## Million Dollar Phone

### "I Got A Guy"

Evolution takes many forms. We aren't today who we were yesterday and who we will be tomorrow. We meet new people, form new relationships, have new experiences, and adapt and acquire new skills and knowledge. If you would have asked 5 years ago if we would have a book written that Documents our Approach to Superior Results I would have said that you are crazy. But over the course of 24 months, our book, *The Psychological Approach to Sell Real Estate* was researched, documented, and written. If you haven't read you can pick up a copy on Amazon, or just head over to [www.SteveJobsApproach.com](http://www.SteveJobsApproach.com) for your free copy – we just ask that you pick up shipping.

**The strategies in our book are tried and true strategies to position your home in a Superior position to achieve maximum profits.**

We studied Nike and Phil Knight, Starbucks and Howard Schultz, Apple and Steve Jobs to figure out how they positioned their products among a sea of competition. How they created a following and how they sold their products for premium prices.

Our research led us to dig deeper into Steve Jobs and what we found was that there were 7 Fundamental Principles that Jobs used to position Apple and their products.



**We decided the same could be done with home sales.**

Having years of research and test cases under our belt we decided to put our strategies to the test. And the results, they were record breaking sales. By position houses using the same principles that Apple used we were able to sell some homes for \$30,000

more than the identical home just down the street.

Do we always get these results?

Nope, but what do is position your home in the best light to sell and eliminate the mistakes that others make when selling their home.

Contrary to popular belief, as a home is a person's most important investment, will make the decision to purchase a home on EMOTION...

**Read that again.**

People will make an offer on a home, will submit a contract on a home based on EMOTIONS. They will then justify that decision with LOGIC. But if you can't play on people's emotions you are losing out on thousands, if not, tens of thousands of PROFIT.

There are specific strategies that you can use to create an emotional connection between your home and potential purchasers, they are outlined in

our Book, get your free copy at  
[www.SteveJobsApproach.com](http://www.SteveJobsApproach.com)

One of the keys to achieving these results is making your home stand out amongst the sea of homes for sale.

There are MANY ways to increase the perceived value of your home some you can do on your home and our Interior Stylist will help guide you through some DIY ideas. Others could be more extensive and could require a contractor and/or team of contractors to get the same results.

We recently walked into a townhouse that a lifelong friend wanted to sell and knowing that they wanted to extract hidden profits we came up with game-plan for them to execute.

This project was a combination between some DIY ideas and bringing in a contractor to knock out some bigger items.

I could see my friends starting to sweat as we walked through. Need this painted. Need this finished. Need new carpet here. What about that door? Can it be replaced. The roof, it's got some missing shingles. The list was getting longer and longer and I could see the worry coming over their faces about how it was going to get done.

### **They could see my wheels spinning...**

What I was really trying to figure out, in my head, was if it was worth getting a GC involved to knock out the entire project or if it was just easier and more efficient for me to manage the sub-contractors to come in and knock it out.

After years of doing this our Rolodex (not really a Rolodex anymore) is DEEP of people that will help me, my clients out... and bend over backwards to get the job done.

I recently joked with a client that my cell phone was worth 1 Million Dollars... Yes, \$1,000,000 not because of any special feature, function, or app but because what of the contacts within my phone. The relationships within the contacts on my phone can get just about anything done.

Need a Painter or 3? Plumber? Framer? HVAC guy? Carpet, Tile, Flooring? Insurance?

Investments? Bank on Yourself Insurance Policy? Need a Real Estate Agent in Wisconsin? Hard Money? General Contractor? Employment Agency?

### **If you had the contacts in my phone you could build a house. Literally!!!**

It would be one thing just to be able to google search and to find these contacts. It is entirely different to have relationships with ALL of these special people. They are friends, I take care of them and they take care of me/my clients.

A recent client, who I've known since Kindergarten, called me and said, "Eric, we want to sell our house and you were the first person my husband and I thought of."

After our first meeting I knew that we needed some roof work, painting, carpet/flooring, cleaning, and staging. I told them everything that needed to be done to sell their home in today's market. They looked at me with a glazed look, I said, "Don't worry, I got this... I have people that will help with all of this!"

Then 2 weeks later while they were doing what they had to do to get their house ready before I could employ my team the HVAC/heating stopped working. They were worried and called me.

### **"I Gotta Guy!"**

Within 24 hours they had a new HVAC system! Business and Entrepreneurship is a microcosm of life, it is ALL about Relationships and how you strengthen/form those relationships.

That's why my phone is worth a \$1,000,000... Those relationships!



# Social Media Stories

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.

**Brittany Seiter Reaver** is in Downtown Frederick, Maryland. March 14 at 6:56 AM · 📍 · ⋮

Everyone was smiling... for about 5 seconds...

#weneededthat #freshair #freshairtherapy #reavergirls #downtownfrederick #frederickmd #bakerparkfrederick #harpersmiled #luckymama #girlmomma #girlmomaf #wouldntchangeathing #mygirlssquad @ Downtown Frederick, Maryland



👍❤️ Anne Seledée Davis, Nicole Khoury and 39 others 1 Share

👍 Like    💬 Comment    ➦ Share

**Brittany Seiter Reaver** March 16 at 5:30 PM · 📍 · ⋮

Hi!

My name is Brittany- and I didn't bring a gift to my friends kids bday party... but I did bring a bag of beer for myself... so... 🍺

#howiroll #sorrynotsorry #itsbeenalongday #mamaneedsadrink #beerthirty #howtosurviveakidsparty #kidsbirthdayparty #britts here #rallytime #thatmomlife #momsohard #momminainteaszy #bagofbeer



👍❤️👤 Kolby Cregger, Mike Green and 51 others 1 Comment

**Brittany Seiter Reaver** is at BWI Thurgood Marshall Airport (BWI). March 19 at 7:26 AM · 📍 · ⋮

I have been told that I am 'too independent'... which was meant to tear me down, but I of course took it as the ultimate compliment.

As independent and strong as I think I am, today I am doing something that terrifies me: traveling alone.

I have never traveled alone. And today I am flying across the country by myself, staying in a new city by myself, FOR MYSELF. Because I am working on something that's bigger than me..... [See More](#)



👍👤 Shaina Elizabeth, Kolby Cregger and 122 others 72 Comments

**Brittany Seiter Reaver** is at Greenbrier State Park. March 26 at 8:00 AM · Boonsboro, MD · 📍 · ⋮

After neglecting my babies last week due to travel, babysitting and so so much work....

I took the day off Sunday to spend with them!

The weather and their sweet faces was everything I needed to recharge! .... [See More](#)



👍❤️👤 Cathie Wolfe Hutchins, Shaina Elizabeth and 52 others 1 Comment

👍 Like    💬 Comment    ➦ Share

**Lacey Petersen** Love this ❤️❤️❤️❤️ 1

Love · Reply · 1w

Write a comment... 😊 📷 GIF 🗨

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Or Call/Text to 410-422-5826

## **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](https://www.facebook.com/impactmarylandrealestate)

- Impact has a selling system that works. In addition, they are very professional and thorough as the process unfolds. Highly recommended.

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