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# IMPACT MARYLAND MONTHLY

*with Brittany 'Hashtag' Reaver*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MAY 2019



## Punch Fear in the Face

### Lessons from #NachoAverage Realtor on Being Awesome AF

Girl, stop....

Bet ya thought I was going to quote a Rachel Hollis book just then, right?

Well, as much as I love Ms. Hollis, there's another book that's revving my engines this month. #nothingbutloverachel #clickbait

It's called "Start" by Jon Acuff, who pretty much had me when I read the line "Punch Fear in the Face" on the cover. #judgeabookbyitscover

As awesome, crazy and exciting as my year has been, I felt like I needed a little kickstart. So, I picked up this gem and that's exactly what I got.

### **The punchline? You DO NOT have to be average in life.**

Contrary to what you may believe, you have a choice. You can CHOOSE to either just "get by" -- living every day, week and month in the same kind of rut. Or you can CHOOSE to be awesome.

Of course, let's be real, here.

There are some areas in life where you just have to be average. You just can't be awesome at everything (unless you're Tequila). But the point of the book is that you *can* be awesome at some things. But, again, you have to make that choice.

And sometimes that choice isn't easy.

*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 would enjoy this newsletter. I'll include a note explaining that it is totally free because you arranged for a free subscription.

If you think about it, most people don't really *want* to be average. No one really wants to live an average life. Be an average parent. Average employee. Or average friend. But we do it because it's familiar. It's what we see going on around us, or we just don't want to do the hard



#reavergirls are 'helping'  
work on a Coming Soon  
Listing #minimes  
#helpingmama

work -- to face our fears or challenges -- to set ourselves apart from the pack.

To be real, I get it. I have had one of the hardest and best years of my life. And there were times where I struggled to sit down and reflect about how I might fall short. It's hard to admit.

**But that's kind of where you have to start. By realizing where you are. And then moving into where you want to be.**

In my life, I know where I can make some gains.  
#procrastinationprincess

But I also know where my strengths lie, and I've made every effort to be even more awesome in those areas -- being a good friend, family member, and realtor mean the world to me. And not because I want to be seen that way. Because it's really who (and what) I want to be.

Let me give you an example. A good friend of mine has a kiddo whose gymnastics competition is coming up. And she's not too excited about taking her 2-year-old along. Honestly, I don't blame her. I wouldn't want to take a 2-year-old anywhere.

So, I offered to babysit. She's going to drop off the 2-year-old and her other kids with me so she can go to the competition and support her daughter.

And when another friend was having a mini crisis (Think: pet passed away, husband's sick, two dogs are also sick...) Let's just say things were falling to s!\$t for her that week. The least I could do was pop by with a plant, some wine, and beer in tow for her hubby to let them know I was thinking about them. To let them know I care.

It might sound like a small deed (or a big one, depending on who you ask). But I do it because I really want to help.

And I also know my people are there for me when I need them, too. It's true whether it's for a friend, a coworker, a family member, or a client.

It's also something my girls are learning to be "awesome" at as well. Recently, after a coworker of mine hurt her foot, the girls helped me make her a card and came with me to bring her a care package of wine and food.

**People matter. Gestures matter. Words matter.**

That's why I handwrite all of my birthday cards. I know it's easier to just text someone or send a Facebook message. And sometimes that's all you can do.

But if I can, I take time to do things for people that I would want them to do for me. And it doesn't matter if

you're a friend, family, or a client. My clients are like my friends and family. Whether they're celebrating an anniversary or have a family member pass away, I'll be there to take them meals, bring them wine or make that phone call.

It's the little things, right?



Apparently my family really loves  
a claw machine  
#cheapentertainment  
#thurmontsfinest

But people tell me I'm crazy when I tell them stories like the one I'm about to tell you....



We love Lowe's #doityourselfgirls  
#wedontneedaman #girlsquad

Recently, an old friend of mine (who currently lives out of state) decided to list their home with me.

Of course, they've had renters for awhile. So, as you can imagine, the contractor who came out left a huge list behind of things that needed to be done.

Some of the items were big, but a lot of them were small. There were things like adding mulch in the flowerbeds, pressure washing, etc... Things that any handy homeowner would do if they could. And they were definitely things I knew my friends could handle (and would have done) on their own.

But they were stuck. Their job didn't allow them to travel back.

**The good news? They happen to have a handy realtor who's willing to go the extra mile to get things done. #nachoaverage Realtor #ivechangedalightbulb**

So, I met the contractor at the house and started working down the list. First up? I scraped some goo off the windows. Then, I made plans to power wash and mulch. Nothing too complicated and perfectly within my wheelhouse.

Plus, it saved my clients at least a couple hundred bucks. And I know they will be extremely grateful for it when it's all said and done.

Did I go above and beyond? Sure. Most agents would just send a contractor out to get the work done and pass on the bill. Some might not even go that far.

But I didn't want to do that. I'm hands-on. I wanted to be there giving my clients updates and keeping track of the progress. I didn't want to just sit at home, twiddling my thumbs, waiting for a house to show. I might not get anything extra out of the work I put it, but that's a heck of a way to look at things.

If I'm going to be an awesome realtor, who gives a crap what other realtors would do, anyway?

Needless to say, the book was eye-opening. I noticed that I really am already awesome in the relationship area of my life.

Now, one area I could get better at time management, for sure. I'm one of those people who just feels like I can pull everything off at the last minute. So, why start early? But recently, I started taking the time to write out everything I need to do. Then, I started prioritizing what was really important to me.

**I asked myself, "What needs to be done first, and what must be done today?"**

I realized; tomorrow is a whole new day. So, if I need to stay up until 11 to get something done that should be done today, then I will do that.

Again, I'm not *great* at it, yet. But it's the little steps that might get me there. #averageaf #gettingthere



You can't make this up... just a toilet in a yard on a showing!  
#ilovemyjob #sittingpretty

But one thing I'm not average at is people. I'll be your people. Will you be mine?

Until next month,

*Brittany*



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

### May Quiz Question

**Q:** In the cartoon world, who has a cousin called Slowpoke Rodriguez?

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.

### April Question & Answer

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

**A:** Nolan Ryan

Congratulations: Heidi Robar!

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## Happy Birthday

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

Jenny Brenzel	May 2nd	Anna Elisa Scott	May 11th	Jenn Cavanaugh	May 21st
Kenny Insley	May 2nd	Catherine Gilbert	May 11th	Camryn Rawlett	May 22nd
Jacob Martin	May 3rd	Dan Wilson	May 12th	Heather Fogelson	May 22nd
Vicky Neely	May 3rd	Claire Purgason	May 13th	Ray LeBlanc	May 22nd
Karen Kapust	May 4th	Kenny Barnas	May 13th	Colin Haraway	May 23rd
Leila Martinez	May 4th	Mike Haggerty	May 14th	Derek McCauley	May 23rd
Lena Picha	May 5th	Linda Holifield	May 15th	Lauren Fox	May 23rd
Ryder Cavanaugh	May 5th	Jim Steele	May 17th	Bobby MacCracken	May 24th
Kim Nunez	May 6th	Tyson Tsikerdanos	May 18th	Megan Sutherland	May 24th
Grant Huffstetler	May 7th	Max Van Vlerah	May 19th	Andres Menocal	May 25th
William Huffstetler	May 7th	Kate Felton	May 20th	Brent Allgood	May 26th
William Pattison	May 8th	Brad Ranneberger	May 20th	Jennifer Bobbitt	May 27th
Leon Kaas	May 8th	Jamie Stanley	May 20th	David Morris	May 27th
Steve Duncan	May 9th	Michelle Bairrington	May 21st	Michelle Schaffer	May 28th
Josilyn Insley	May 10th	Garrett Goodwin	May 21st	Sherri Beachley	May 29th
Abe Lopacienski	May 11th	Raymond Wilson	May 21st	Jeremy Bitler	May 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.

## List It or Flip It

We're part of a group of about 100 Entrepreneurs that strive to innovate and advocate for their clients and are always pushing the envelope forward to find new ways to achieve these results. The group is made up of about 60 real estate agents and 40 entrepreneurs from various other industries, our locations are spread all across the US, Canada, and even New Zealand. These guys are some of my best friends and we all go through the same struggles and can bounce ideas off one another.

Recently the group, with 4 of the entrepreneurs, spearheading what has been called the Game of 'List it or Flip it.' They are documenting an approach to help sellers achieve additional hidden profits by increasing the perceived value of their property. Could be cosmetic like paint and carpet. Could be renovating/updating kitchen and baths. Some are even major renovations like adding additional rooms and patios/decks. Another option is just selling it to an investor/as-is and not worrying about the additional costs and headaches.

**The decision is ultimately the homeowners to make.**

It is up to us to give them options.

We have been practicing 'List it or Flip it' for years and even documented the approach in our book, 'The Psychological Approach to Sell Real Estate.' We have talked about finding hidden ways to increase the perceived value of homes.

Ultimately 'price is what you pay, value is what you get' is a quote that we live by. If you can increase the value, or better said, the perceived value then buyers will pay for that added perceived value and increase the bottom line of the seller.

**The Seller is the ultimate decision maker about what they want to do with their home it is up to the professional to give them options.**

When you go to the Doctor, the Specialist with back pain they typically don't say let's do surgery tomorrow. No, they give options to treat the pain to see if those treatments will stick and improve before taking further measures. Doctors will give you their opinion and advice of each option then you and your family decide the best course of action.

Very similar to how we help sellers.

When we meet we will typically give you 2 or 3 options, sometimes it might be 4 options but usually it is 2/3 options.

**But we don't even give the options until asking this simple question:**

What is it you are looking for in your home sale? Is timeline most important? Price? Ease of Sale?

You'd be surprised at the number of clients say, "I just want to be DONE. I'm done and ready to move I don't want to invest another dime in my house."

vs:

"I need to get as much money as possible out of my home so that I can .... [buy another house/retire/downsize]"

**With these two answers there are different strategies that we can suggest, and we typically meet with sellers and layout the options:**

- 1- Sell As-Is (resulting in the lowest price, but also requires the least amount of investment of time and money).
- 2- Clean and Scientifically Stage – This is the method that most choose and requires the effort of the seller to prepare their home but then also requires our team to be put in place.
- 3- Increase Perceived Value – This could require updating flooring, HVAC, roof, kitchen, redoing baths and kitchens, finishing

basements. – This process can seem daunting to most homeowners and this is where we really excel in helping clients.

#### 4- Full blown renovation...

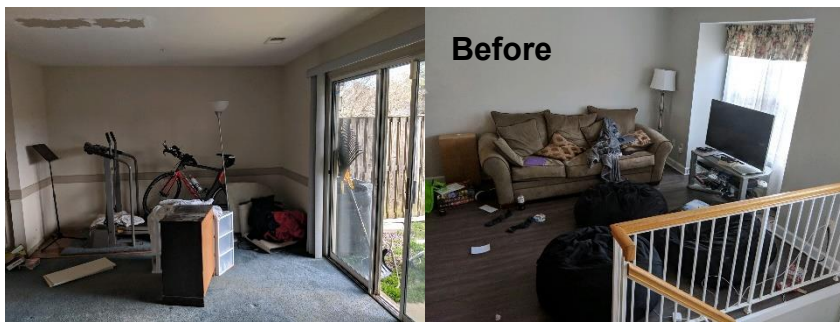
Going back to option #3 – if the desired result of the homeowner is to increase perceived value we have contractor partners in all different industries that are able to help our clients. They are their own contractors, and their own companies so we have to work within their timeframes, but they have worked with enough of our clients that we are more than happy to pass along the recommendations.

Recently we were getting ready to sell a townhouse in Germantown that was a classic #3.

The clients were selling their townhouse that was their first home, since buying they had 3 boys and had outgrown the house and wanted to ‘Move Up’ to a larger Single-Family home in the area. When asked about their goal it was, “to get as much money as possible so we can afford our next house.”

**This was a life-long, literally life-long, friend who trusted me and knew the results we have achieved for other clients so there was already trust and buy-in.**

With ANY house that I sell the ULTIMATE/IDEAL scenario is for the clients to NOT be living there so

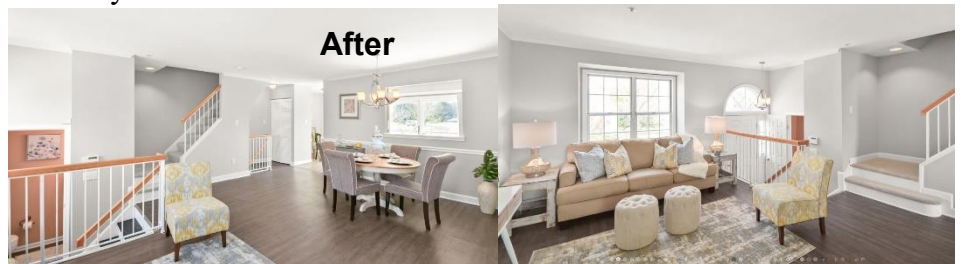


that we can mold and present the house in the best light, like a model home, to attract a wide range of purchasers. And we do this for the SOLE reason to get buyers through the front door, if I can do that, then we need to create emotional connection between potential purchasers and the home. But,

make no mistake, 100% of what we do is to get buyers to come to the home. After that, the market will determine the value of the home!

When I first met with the clients, if we were selling the house as-is with them and their 3 boys there I told them that they’d be looking at \$300k/\$310k. But if they could move out and would do the recommended improvements that included painting multiple rooms, installing new carpet upstairs and down, refinishing steps, replace some missing shingles, powerwash the outside, bringing in fresh plants/mulch, replacing a microwave door, installing new light fixture, and then a professional clean I thought that \$335k was a realistic price.

**Now that seems like a LOT of work, but I’ll let you decide if it was worth it.**



We were able to coordinate our carpet guy, our painters, our roofer, and our cleaners and this cost was \$6,500. The sellers took care of the additional items on the list.

Once done the house looked spectacular and we listed at \$349,000 on a Tuesday. By Thursday that week we had 12 showings and an AMAZING offer (I can’t disclose the terms because it has not settled yet).

Because the clients took the ‘Flip it’ approach they were able to invest about \$6,500 in the process and net around \$35,000 MORE than originally estimated. A ROI of 500%!

Not all situations net the same result, but when the sellers/clients follow our documented approach they position themselves to potentially get the best results for their situation.

If you would like to discuss YOUR situation and how we may be able to help, just give us a hollar

# IMPACT CLUB™

## What if this one action returned \$28,000?

We are quickly coming up on our next, our 10<sup>th</sup> ImpactClub® Event on May 14<sup>th</sup> at The BlueSide Tavern in Frederick.

### Will you be there?

I can NOT believe how fast each quarter goes by, it seems like we just met yesterday and came together to hear 3 incredible charities and presented a check to The Wells House for \$27,300!!! I just spoke to Dave Baldwin this week to make sure that he was able to come back on May 14<sup>th</sup> to share with ImpactClub® how YOUR donation has made an impact on those that the Wells House serves.

Dave and I had a great conversation and he wanted me to let YOU know just how appreciative he and the rest of the Wells House were for your commitment to give back to OUR community and to do good locally!!!

**I told Dave a Story about a friend of mine that fell on hard times and needed the support of The Wells House.**

I thanked him because I KNOW the work that they do is not easy but it necessary!

Dave is excited to come back on May 14<sup>th</sup>, but now I'm reaching out to you for a different reason, it is NOW time to register to join ImpactClubFrederick. Each new member means \$100 more that a local charity will receive, which is great, but each member that tells 5 other people who becomes members NOW has a \$2,000 a YEAR impact on a local charity.



We always say that Stories move people... Share the Story of ImpactClub® to have a great impact here locally... Without YOU this would not be possible.

**The Charities have been drawn at Random, the date**

**set.**

Come and check out what ImpactClub® is all about and be a guest of mine if you just want to see what the ImpactClub® does and I will treat you to 2 free drinks and we have appetizers.

More importantly, you will be a part of something bigger than yourself!

And, make sure you SAVE THE DATE – May 14<sup>th</sup>.





# IMPACT MARYLAND MONTHLY

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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)

- Impact was great through the entire process, giving advice and recommendations as needed. She was able to quickly set up at the showings at the properties we wanted to see and was very responsive with any questions we had. She truly had our best interests in mind and made the entire process fun & smooth! – J Marie

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