

IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JUNE 2019



Let Me Be Your Patience Surrogate

When to Wait (and When to Act) in Real Estate

Patience. It is a difficult concept. Not only for my 3 year old, but also for me...

...And for lots of other adults, too.

But, this is something I have said a million times over (and will say again.) Timing is everything. And everything happens for a reason, both the good and the bad, exactly when it should. This is something I learned again, BIG time, after making a BIG decision that a few of you might have already heard a little big about.

Drum roll, please....

Recently, I made it "social media official" that I am on a surrogacy journey. Yep, that's right. This messy mama with three amazing, wacky, high-energy kiddos of her own is going to help another family become parents of their own. And, believe it or not, it is something I have been thinking about and planning for over two years.

And trust me when I say that these past two years have been quite the exercise in patience.

But first a little backstory.

When I first started this journey, things just didn't seem to work out. As anxious as I was to get the ball rolling, none of the couples I was matched with initially (three to be exact) seemed to be the right fit.

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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) 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.

With every couple, I looked at their pictures. Their profiles. I read about their families. I even had Eric and SueMart look it over. #nosecrets

Something just didn't click. It just didn't feel right. But at the time, it felt like I only had two options: pick one of those three couples or wait (for who knows how long) for another couple to apply. I really didn't want to wait, but I also knew that I just didn't "love" any of the three couples.

In the end, it just wasn't the right *timing*. (Remember, *this is about patience*). But I kept in contact with the agency.



Girl Squad takes on Downtown Frederick
#lovewhereyoulive
#reavergirls
#theymakemesmile

would ever meet. They are from out of the country and have longed to have a child of their own. But they just haven't been able. And, from our very first Skype call, we had a connection that was just so strong.

So, here we are. On this amazing, incredible journey with this awesome couple that I would NEVER be on if everything had "worked out" the way I had planned two years ago.

Everything with him has just felt so good and right. So much so that it makes the crazy doctor's visits



Pool date with my high school best friend, who is going to buy her 1st house! #firsttimehomebuyer #poolsidemeeting #myjobrocks

Then, in October of 2018, everything seemed to fall into place.

Not long after I was matched with the first three couples, the agency sent me another one. The ONE. They said, "Don't make a decision yet. We think we have one that will be perfect."

And they were right.

This couple were the sweetest, most genuine and down-to-earth people you

and hectic schedules (with Md's from here to California) all worthwhile.

All the blood work. The testing. The waiting for results. That's not such a fun part. And neither is finding out that the first try wasn't a success. But it's okay.

Because I know what I need to do. Wait. Be patient. Give it time.

So, I'm going to go back to waiting. Because so far everything has fallen into place.

And I've found my IP's (Intended Parents) who are loving, amazing people who now feel much more like family than "business partners."

This journey has been emotional and long, but often the best ones are.

Like selling a home you've held onto for years while living out of state.

Just two months ago, a friend of mine reached out to me to sell her home in Maryland. It has been a rental property for a long time and needed a lot of "love" to sell for a price they would be happy with.

Their original goal was to list the home one week after the tenants moved out. So, I was honest and told my friend, "While we could list the home in a week, it's probably not going to get you the results you were hoping for.

But if we put in just 2 more weeks of work, we will get a higher asking price. It will also sell more quickly."

So, they trusted us and agreed to put in the time. #gsdbaby



Pizza party at a clients house!
#ihelpedmakethathappen
#lovewhatyoudo
#happyclients



Doing BIG things #surrogate
#creatingafamily #meanttobe

Then, we got to work. We called a contractor. We reached out to a stager. And we setup a 2-3 week timeline to get the home ready to list. Meanwhile, I would go up to the house and do any odd jobs here or there that I could do.

Three week later, and the house looked great! It

was staged and ready to be photographed -- the perfect before and after!!

The clients were also thrilled with the way the house looked and how everyone worked together to get it market-ready.

Best of all, the week of the open house there was constant traffic and activity in the home. We received an offer in just 8 days and are now under contract!!

It's almost the same story for another set of clients I had recently. This time, they were clients I had met with before. About a year back, I met with them, looked at their home and told them what improvements I would make before selling.

At the time, they just could not invest in what was needed to get the most value from a sale.

Fast forward to two months ago, and I get a call from them to come back over. When I stepped inside, I was blown away. They had put in a ton of work, and the house looked great! So, we brought in a stager who made a few recommendations, and they were open to those as well.

Now that they've nailed the patience thing on the selling side, they're working even harder on being "good waiters" on the buying side. All it takes is a set budget and a small zip code to make things a bit tricky.

How much yard do they really need? What kind of condition do they want their home in? How much square footage?

Taking the time to answer these questions will help them find the right new home for them in the end. And because they put more time and money into their home as sellers, they have set themselves up to make these decisions well.

Moral of the story? Patience. Patience. Patience.

Oh, and always have trust in the process.
#nachoaverage Realtor #virtuethatpays

When you're willing to do it and put the effort in, you will literally get PAID back for that time in spades. And trust me, I get how much waiting can suck. I'm not a patient person by nature. It's a tough concept to even wrap your head around sometimes.

I'm the first one to get frustrated while waiting for a doctor to call or impatient when I don't have my results yet. I am learning patience because I need to, and this process has been killing me at times.

But it's also taught me how to let go and let things happen -- especially the things I have no control over.

So, stay positive. Know that in the end, everything happens the way it should. Whether you're trying to reap a reward from your home investment (and an extra \$10K from your home sale) or start an exciting, but scary, new life journey.

The delay or suffering you feel in the moment is nothing compared to the joy you will feel in the end.

To waiting for the best timing,

Brittany



Teach them young, Harper helping at a showing #minime #realtormama

Don't Forget to Have Fun!!!!

June Quiz Question

Q: On June 1, 1967, what iconic album was released?

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.

May Question & Answer

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

A: Speedy Gonzalez

Congratulations: Anna Carroll!

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Happy Birthday

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

Kegan Edwards	June 1st	Madelyn Brosnan	June 13th	Todd Johnson	June 20th
Darren Beachley	June 2nd	Tonie Crosthwait	June 13th	Christy Steele	June 21st
Sabbella Ally	June 2nd	Chris Spangler	June 13th	Jane McClellan	June 21st
Florence Schmehl	June 3rd	Jason Hornung	June 14th	Stacey Umberger	June 21st
Samantha Diener	June 4th	Shannon Wyman	June 14th	Noah Riling	June 22nd
Lucia Monzon	June 4th	Wayne Reaver	June 14th	Eva Risbeck	June 22nd
Regan Webb	June 4th	French Hubby	June 15th	Barbara Zielinski	June 24th
Lynn Grubb	June 5th	Netasha Johnson	June 15th	Jon Steele	June 24th
Brian Orndorff	June 5th	Erin Gamble	June 18th	Barb Huggins	June 24th
Kim Baker	June 6th	Corey Zoellner	June 18th	Anya Blumer	June 25th
Andrea Willem	June 8th	Sean Bush	June 19th	Bryan Cheeseboro	June 25th
Olivia Gorman	June 8th	Craig Doody	June 19th	Courtney Kelly	June 25th
John Reitz	June 8th	Phil Hufstetler	June 19th	Colleen Bolean	June 27th
David Miss	June 10th	Morgan Thorhauer	June 19th	Emersyn Fandel	June 29th
Gabriel Riling	June 10th	Amy Surette	June 19th	Tammy Reaver	June 29th
Kady Gamble	June 12th	Laura Whitting	June 19th	Brigitte Cooper	June 30th
				Dana Defibaugh	June 30th

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.

Real Estate Roller Coaster

Remember the last time that you rode a roller coaster? That slow and painless trek to the top of the track. You hear that 'click, click, click' sound the higher up you go. The anticipation of getting to the top seems like it takes FOREVER to reach the peak before the ride starts.



Clutching and holding on for dear life. Taking in the views of the park that are normally only seen by birds. The pit in your stomach gets bigger and bigger.

Then the screaming starts with those in front and slowly works its way back to you.

You are going a MILLION MILES an hour. Twisting, turning, jerking, the ups and downs, the loop 'de loops. Is it EVER GONNA END?

Then you slow down and pull back into the station.

Your nerves are on high. The emotions are running all different from excitement to sheer fear, and hopefully at some point you start to relax near the end of the ride.

Know what I'm talking about?

This is the same exact thing that happens in each real estate transaction. It is an emotional, draining, exciting roller coaster.

I would relate the first part of a real estate transaction, while you are out looking for a house or trying to get a contract as the long slow climb up to the point of no return. Getting that contract can take a few days, or in some instances a few months to

find the right home for your family or to get a buyer to put in an offer on your home.

Not much you can do to accelerate this process.

When a buyer finds the right home, they know it. There is immediately an emotional connection and then it is time to act/take action.

Once you negotiate your contract, then you are at the top of that roller coaster and ready to hit the excitement and 'real estate roller coaster.'

The next 30-45 days are a complete whirlwind.

Immediately after you get a contract the 'fun/thrill/emotional toll' start. Within days of a contract you will have your inspections.

This is where a lot of transactions fall apart.

You are on pins and needles to see how the house's condition is and if there are major issues that could be a 'deal-breaker' or cost the sellers thousands to tens of thousands of dollars.

If you dodge this first loop 'de loop unscaved then you move onto the next hurdle.

You have to finalize and firm up your financing with the lender. The regulations and guidelines have gotten so much tighter that it feels like the lender will ask for everything except a urine sample to give you the ok.

The appraisal takes place during this time and that could be a potential big hurdle to overcome.



If you make it past these hurdles, then you get your termite inspection, title work, insurance, finalize terms of your loan, arrange for movers, change utilities, coordinate final walkthrough, and actually move.

All of this takes place over about a 2-week period near the end of the transaction and can cause MAJOR heart ache and sleepless nights.

And there are somethings that are not in your control. You get halfway through the ride and come to find out the roller coaster car in front of you hit a snag and the ride stops for you even though you haven't done anything.

This is the most frustrating hiccup of all.

Last month we had this roller coaster and it was stressful for EVERYONE on our ride.

There were 4 transactions that backed up to one another. Four Dominos that had to align perfectly for all five parties to work together to make it happen.

My clients had the 2nd and 3rd transactions in the chain. They were selling their home and buying a new home. Their buyers had to sell their home before purchasing my client's home and this was the first domino to fall.

The first domino was a HUGE hurdle that was not a typical transaction as a business was being sold with the property so there were many moving parts out of my client's control.

We had a settlement date that we had to move twice.

This meant moving companies had to be re-arranged TWICE. This meant that financing on their loan had to be extended – at a cost. This meant that the storage unit they rented to make their house show like a model had to be extended and paid for, for another month.

Not to mention the heartache of not knowing if you would actually move.

Then, the last person in the transaction, the seller of the house my clients were buying was buying a new construction and they wouldn't do the settlement on the same day.

When we finally got a date locked in all that's when the roller coaster really started to roll.

All 3 agents over 5 transactions had to work together to coordinate the moves, settlements, and manage client expectations so we didn't derail the entire process.



There must have been 50 email/text messages... 75 phone calls... and a last minute curve ball to call in a favor to a local mover to re-adjust his schedule to accommodate the new date.

But we pulled back in safe and sound.

It was the KING of all Roller Coasters... One that once you experience you are still shaking and decide that you don't want to ride the KING again.

Next time, we might want to stay on the kiddie rides ☺

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.



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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 continues to impress with their attitude, knowledge, and understanding of my needs - both buying and selling. I would never consider utilizing the skills of a different broker. (Debbie V)
- Impact did amazing in negotiating on this property on our behalf. We have used Impact twice in the past 10 months to sell and buy and would highly recommend them. (Jeremy and Tammy F.)

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