

# IMPACT MARYLAND MONTHLY

*with Brittany 'Hashtag' Reaver*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

AUGUST 2019



## Slime, Survival & Summer Vibes

Y'all....

Summertime with 3 kiddos is no joke.

**NO daycare. NO full-time babysitter. NO nanny.**

Just mom planning random pool and popsicle days or making barrels of slime on a Saturday to keep the girls busy (trust me, it works, for HOURS), I just do what I have to do to pull it together for my girls...and my clients.

The girls were pretty much home with me all summer (aside from a day of camp here or there), so for the most part everything fell on me.

Which was totally, 100%, fine. Sure, the house might not have been as clean as I'd like to be. And sure, I might be cleaning Orbeez off of my deck until Christmas. But we SURVIVED y'all!! We made it. Even if we had to go on survival mode for 3 months to do just that...

**...And if you're a parent, you know EXACTLY what I mean.**

Some days, your kids are up bright-eyed and bushy-tailed at 5:30am, wondering why you're not more excited about your pre-dawn wake-up call. A few coffees and games of Monopoly later, 9am feels like it should be 4pm and you're drawing the curtains to trick your kids back to sleep.

*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.



Congrats Jess and Scott, I can't wait to party on Bittersweet Lane!  
#firsttimehomebuyers  
#friendsfor20years

Other days, you can't seem to get them out of bed early enough. Or, better yet, you have no clue what day or time it is at all.

Everyday is different, and if there are schedules to follow, they

But there are some things that even I can't fix if the schedule wasn't set from the beginning. There are some times when "go with the flow" just isn't an option....

....Like when you're listing a home with a specific sale amount AND listing date in mind.

Ya'll, you know I'm the most go-with-the-flow kind of realtor you will ever find. But if you want a certain amount from your home (and you should!) then there is a certain amount of planning that we need to do beforehand to get you that return you deserve.



Are you even a realtor if you don't eat lunch driving to appointments?  
#mealprepforthewin #fastfood

are a total mess.

**But it's that "mess" of summer that helps us pull it together the rest of the year, am I right? Or, help us realize how important schedules are in the first place?**

Like when you fight (and win!) an offer for a client and you want to make sure that awesome home they spent weeks searching for doesn't slip out of their fingers.

I had a couple clients recently who I wrote an offer for. It was ratified on a Tuesday, and they were leaving for a 2-week vacation, out of the country, a few days after. Now....most realtors might be a bit worried about this. There is still a lot to do after an offer gets accepted. You have your Escrow deposit. You have to get your inspections done -- the well, septic, the home inspection.

But they had gotten their finances straightened out. And they had planned this awesome trip together, so I had absolutely NO problem jumping in to help them out!

I knew what needed to be done, so I just did it. And while inspections (and negotiations afterward) can get hairy sometimes, it was nothing we couldn't handle remotely and that I could hammer home for them while they were gone.

**Heck, if I could deal with the crazy summer antics of 3 crazy Reaver girls, I can deal with anything you throw my way. If I can do it, I'm your girl!**  
#nachoaverage Realtor



Allllllll the pool dates #littlefish  
#mermaidsintraining

First, we start with our "perfect world" listing date, the day we want the home to go live on the market. Then, we create a plan for exactly what needs to be done to get the offer we want on the home - from painting to landscaping, flooring upgrades, handyman work, etc..

Then, of course, there is the staging and the photos.

**Everything has to be backed up and planned out weeks (not days) in advance if we are to get our clients the kind of offers they want and deserve on their homes.**

So, while I might not know what day or time it is when I'm just hanging with the girls or wearing my PJ's at noon while I work from home, you better believe I know exactly where I'm at in the schedule when a listing is on the line.

For example, just recently, I listed a home for a friend and neighbor of mine. And we planned everything out for MONTHS before our "go live" date on the market.

We mapped out together exactly when the cleaners were going to come to her house, when her deck was going to be cleaned, when the sod would be put in, when the landscaping was going to be done. When the handyman would come and the stagers, the photographers and so on...



#reavergirls enjoying #funfriday with an impromptu lunch date

My friend also works from home, so she booked a hotel for a few nights after the house was listed so she could work uninterrupted while people were touring her home.

**Heck, she even made a plan for where her dog would stay for the first week of showings. Talk about thinking ahead! She didn't want to leave anything to chance.**

But that's how it has to be done. Just a couple weeks before the August "go live" date, everything started coming together. It "felt" flawless but only because our planning was on point.

**If you're selling a home on a fixed timeframe, you have to dot your "i's" and cross your "t's" if you're going to make it to the finish line on time.**

Of course, if you don't have a set schedule, it doesn't mean you can't get what you want from you home. It just means the process might take longer than you hoped...

...This happened with another listing I have coming up.



Family putt putt #putitinthehole #familyadventures #fakesmiles

While my clients had a date in mind for their listing, what we didn't know is exactly how much time the contractor would be able to work on the home to get it ready for sale. Let's just say he "marched to his own beat" on this project.

And that beat was fine. It just wasn't the one we needed.

Long story short, this contractor didn't work everyday. And for the amount of work that needed to be done (and the price they wanted for the home)

things just weren't lining up for our schedule.

So, instead of being on the market now, which was the original plan, it's still listed as "Coming Soon."

And even though I have 2 agents who are VERY interested in the property, there's nothing I can do right now. The work still needs to be done.

Bottom line?

Summer schedules are great. It's been awesome to have vacation days when I don't have to answer my phone or look at my texts every minute. And my girls love it when I can really be present with them and soak up every crazy moment -- like Harper licking my leg or Peyton wanted snuggles at 6am.

**But we all need a little structure in our lives, too.**

That's why Harper is so excited about starting school this fall. (Can you believe it?!) Sure, it's just half days, but her everyday routine starts now. Waking up. Getting dressed. Packing lunches. The whole shabang.

**And trust me when I say that this mama is excited about more structure in my life and business also.**

But come fall or summer, when I need to show up for my clients and #gsd (get s&!t done) for them, you better believe I do what I gotta do.

Want to #gsd with me?

Until next month,

*Brittany*



Coloring popsicle sticks is apparently a blast.... #giveuponsummer #dowhateveryouwant #leavemealone



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

### August Quiz Question

**Q:** Which is the highest waterfall in the world?

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.

### June Question & Answer

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

**A:** The Beatles' Sgt Pepper Lonely Hearts Club Band

Congratulations: Bill Long!

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3			8	7		5	9	4

## A Happy Birthday

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

Beth Monzon	Aug 2nd	Andy Kapust	Aug 13th	Joe Yoho	Aug 20th
Elizabeth LeBlanc	Aug 2nd	Chris Nicholson	Aug 14th	Madison Umberger	Aug 20th
Andrew Tuel	Aug 4th	Erica Bush	Aug 14th	Connie Stevens	Aug 20th
Alina Sillex	Aug 5th	Lindsay DeLauder	Aug 14th	Lauren Galla	Aug 21st
Matt Bobbitt	Aug 5th	Ronan Spangler	Aug 14th	Mateusz Zielinsk	Aug 21st
Brianna Kaas	Aug 6th	Sean Donnellan	Aug 15th	Erika Blumer	Aug 22nd
Emme Haraway	Aug 6th	Jamie Deaver	Aug 15th	Jaxon Reaver	Aug 22nd
Kathleen Hertzbe	Aug 6th	Mandy Reaver	Aug 15th	Krissy Steelman	Aug 23rd
Jess Fandel	Aug 7th	Cooper Ranneberger	Aug 16th	Macy Bell	Aug 24th
Joe Huggins	Aug 8th	Erica Fouts	Aug 16th	Neria Joseph	Aug 24th
Robert Mullinex	Aug 8th	Landon Morris	Aug 16th	Reagan Morris	Aug 24th
Brendan Wharton	Aug 9th	Phil Petrides	Aug 16th	Laura Whitting	Aug 26th
Aaron Miller	Aug 10th	Ryan Diener	Aug 17th	Amy Goldsmith	Aug 27th
Brian McArdle	Aug 10th	Willie Monzon	Aug 17th	Keith Fouts	Aug 27th
Jack Wilson	Aug 10th	Tom Hamilton	Aug 18th	Ben Risbeck	Aug 27th
Anthony Orsini	Aug 11th	Eileen Risbeck	Aug 18th	Mike Seiter	Aug 27th
Cindy Warfield	Aug 11th	Jayden Joseph	Aug 18th	Kait Allgood	Aug 28th
Lou Sacchetti	Aug 11th	Ashley Wingard	Aug 19th	Frank Lawrence	Aug 29th
Shayla Martinez	Aug 11th	Matthew Clark	Aug 20th	Aunt Maggie	Aug 30th
Emily Purgason	Aug 12th	Belynda Sulmonte	Aug 20th	Mike Phelps	Aug 30th
Brynn Edwards	Aug 12th	Brian McClellan	Aug 20th		

**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.

## Information vs Knowledge

I was listening to a Podcast the other day, can't remember who as I listen to many in an attempt to learn and gain knowledge about business, entrepreneurship, and doing the best I can for my clients. The host started talking about sports and the new wave of analytics and talked about all the information and data that is available to teams and players now.

Not being a sports fan I was getting ready to turn off the Podcast, but I'm glad I didn't because when the host and guest started talking about information vs knowledge something just clicked and I realized they weren't just talking sports.

Continuing to listen all sports leagues, and this started with baseball, then went to basketball/hockey, and now football has started to use data/information when they are accessing everything from their own players, to their opponents, to specific situations in games, and even something called 'spin-rate' in baseball.

**Now, pretending I know what any of this means would be foolish.**

You could give me all the data in the world and without proper training and context it would mean NOTHING to me. However, in the right hands, this knowledge can give you that slight edge to WIN! And, isn't that what sports is ALL ABOUT?

I'm not one that thinks everyone should get a trophy for participation. Yes, everyone should be congratulated for their hard work, but when it comes to recognizing 'winning' I believe that we don't place enough emphasis and congratulate the winners



on just HOW HARD an accomplishment it is to beat your opponent.

There is such a fine line in sports and in business between winning and losing that information without knowledge can actually hurt you more than it can help you.

How?

**Because that information, that data, those analytics can quickly become mis-information when the person with the data doesn't know how to interpret, analysis, and implement a plan with that information.**

The host, and this is where it got interesting and made me think about real estate, said that "information without knowledge is useless."

A lightbulb went off in my head – you remember the cartoons when you were younger and when something just clicked that lightbulb/idea would pop up above the characters head?

That happened to me.

A light bulb went off and I immediately thought how this related to real estate.

**Information can be great, but without knowledge it can be hurtful and actually cost you hard-earned money!**

What do I mean?

If you have even a fleeting interest in real estate and you go to search a property for sale online you are inundated with data, estimates what the house is worth, neighborhood stats, school stats, Days-on-

Market stats, how to upgrade your house and what that cost stats.

Anything and Every piece of data is at your fingertips.

In a Macro sense this can be good because it gives you some information to start with, but on a Micro (your home, your situation, what you should do) it is very POOR barometer to use the information that you see online to make any type of assessment on your situation.

I've seen and met with sellers that think because they have seen the information online that they know what their house will sell for.

What those stats didn't tell you was that 2 of the sales were foreclosures that sold 'as-is' at a 7% discount and that the other sale was a divorce that was court ordered and the court order said that if they got an offer within 90% of list price that they had to accept an offer.

Think that KNOWLEDGE would help when selling?

Imagine seeing these recent sales in your neighborhood and let's just say that you think your house is better and can sell for even more than these 3. Let's say that you bump it up 2-3% with the information available.

**You are still 5% below where you should be for pricing.**

That 5%, if you are talking about a \$400,000 house, is \$20,000!!! - Yes, \$20,000 for misinformation.

Then, let's say, because we have done this for years and helped hundreds of sellers, we have a documented approach for increasing the perceived value of your home. My focusing on 2-3 key aspects that our team, our Interior Stylists know what is On-Trend and what will return the best value can figure out a way – we do this OFTEN – to invest \$5,000 in your home and that investment will yield a \$15,000 ROI!

**Now, with the KNOWLEDGE of the market, we have found a way to find you an additional \$30,000.**

We recently had this happen on a home on Polaris in Walkersville. The sellers were out of town and looking over the data, and knowing the condition of their home after the renters lived there for 3 years.



We had given them a number of selling at \$375k (as-is), but we had our Stylist come in and recommend some updating, this ended up costing the seller around \$15,000. But all said and done they got a contract for \$415,000 with \$10,000 in closing cost so they netted \$405,000.

This \$15,000 investment because of the knowledge

and the team we have in place yield a \$30,000 additional profit, a 200% ROI!

Another property. Same situation. The owners had renters in the property. And an as-is estimate was \$245k range. We decided to paint the entire home, new carpet, paint deck, powerwash, bring in a landscaper, this ended up costing \$8k, and the seller ended up getting \$267k.

**An \$8k investment returned \$22k.**

When you have the knowledge the information you use can be POWERFUL. When you have little knowledge or expertise in that area, then the information is USELESS!

My friend. Be Smart! Choose those with Knowledge when it comes to your most important investment.



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

- Many of you know that Katie and I just purchased a home, and for those who are looking to do the same within Maryland, you need to find the right team.

Without question, we chose [Impact Maryland Real Estate](#). I may be a bit biased since I do their marketing but seeing how things run as a client is a whole other thing. The team made up of [Eric Verdi](#), Susan Martin, [Brittany Seiter Reaver](#), and [Stacy Allgood Smith](#) made everything so incredibly easy from scheduling our walkthroughs, inspections, and handling of paperwork. I honestly don't think we would be in this home without them. If they didn't work as hard and as fast as they do, we would still be searching for a home. (J. Scott - AKA JRock)

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