

# IMPACT MARYLAND MONTHLY

*with Brittany 'Hashtag' Reaver*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

OCTOBER 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.'

## **HEADLINES**

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## **Treating Clients Like Family**

When the team was recently in a staff meeting, we were trying to make the most crucial decision of the day - where we wanted to go for lunch.

Now, we could easily go to Applebee's or Chili's, but the popular choice was a small, mom and pop restaurant in downtown Frederick called Café Bueno. For years it was in a little strip mall with only four spaces, and it's always been a little-known secret to locals.

What makes Café Bueno so great is its food. You can tell it's homemade and authentic Mexican food that you just can't get anywhere else. And not only is it their incredible food, but they also provide excellent service.

In the last six months, they moved to a larger space, which is only a few blocks from the office. When we went last week, we could see that they've tripled their seating capacity. And even though we went at 1 pm on a Thursday, there was still a 25-minute wait. #worthit

Again, we could have gone elsewhere, but we were craving the food, which is something you don't often experience with a large chain. I had the taco bowl, Eric had the street tacos, and SueMart had a burrito. None of it was that highly processed or pre-frozen food you find at a larger chain, just amazing, authentic food.

### **The Importance of Being Honest and Upfront**

This experience reminded me of how we work at Impact, and what can happen when you lose sight of taking care of your clients.

*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](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.

I recently had a listing for a dear friend. Most of you know that I would do anything for my clients regardless. I've driven to a property two dozen times for water samples. I've been there for home and septic inspections when my client couldn't be there.



Zoo trip with my #girlsquad, sometimes you just need to take a day off!

When this listing went under contract, I had no idea that the buyer's agent and their lender were having

trouble with the buyer's financing. They never notified me even though I was checking in at least once or twice a week. The buyer's agent never indicated there was a problem, so I thought it was going to be smooth sailing. #nope

When the week of settlement came, all these issues popped up. They didn't have the documentation they needed. They were missing income verifications, W-2's, and so much more. This issue had been going on for a while, and of course, settlement was delayed.

Once I was made aware of the problems, I made it my mission to be constantly in contact with the lender to keep things moving. Not only was I calling the lender, but the buyer's agent and supervisors at the lender's company. I got the broker involved as well as the buyer's agent broker just so I could do everything possible to get updates and know what was going on.

Fast forward to two weeks past the settlement date, and my client was essentially homeless. She had moved out and was paying to have all her belongings sit in a storage facility. Thankfully, she and her dog were able to stay with friends, but it was still an extremely emotional situation for her. I tried to do everything I could, but my hands were tied.

The night before the settlement, the buyer still didn't have the correct funding. And once again, the agent didn't communicate this to me. We go to sign the paperwork and realize that the check is for the wrong amount. This all could have been resolved long before the signing.

So now, we had to wait until the buyer and their agent could figure something out. They left to get the situation taken care of, but then I couldn't get a hold of them to find out what was going on. At one point, I was beginning to think they weren't coming back and had abandoned the transaction.

I eventually got Eric and SueMart involved so that I had reinforcements. To be honest, the buyer's agent could have done so many things so that none of this happened. They could have removed the almost \$600 administrative fee or even reduced their commission. Regardless, there were many ways to avoid the issue, and their lack of communication only made it worse.

I would have never let things get to that point with my client. At the first sign of trouble, the first call I made would have been to the listing agent. Even though I know it wouldn't have been an easy conversation, it still would have given them a heads up that there would be a possible delay. At the least, I would have dropped the settlement amount just to get my client through the deal.

Instead, we sat there for three hours until the buyer finally showed up with the funds, and the transaction was eventually finalized. So much of the stress and inconvenience could have been avoided with a simple email or phone call.



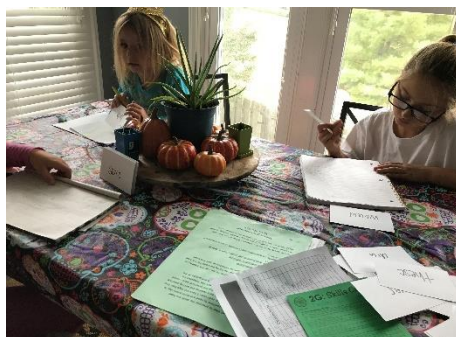
When you have ONE day to do all the #basicwhitegirl fall activities! #nailedit

What makes us different at Impact is we don't hide problems. We're upfront and open with our clients about what's going on – even if it doesn't show us in the best light. We do what we need to do to protect our clients.

### Doing What It Takes to Make the Client Happy

A couple of months ago, one of my buyers was interested in an as-is property. The sellers were older and very set in their ways, which the listing agent was honest about.

At the septic inspection, it was discovered that one of the outlet baffles needed to be replaced. To repair this isn't a big deal; it's only a couple hundred dollars. I asked if the seller would pay some or all the cost, and basically, it was a hard no. They weren't going to pay anything else into the property.



#reavergirls study group

us. He agreed as he also wanted to get the deal done and make sure his client was happy.

What's interesting is that the listing agent was also from a smaller company like us, while the agent and lender from the previous story I shared were both from larger companies.

We have a plaque in the office that says, "Professionals focus on relationships. Amateurs focus on sales." And it's so true in our case. At Impact, we focus on being honest and forthright with our clients. We believe in adding in a family aspect to our relationships with them. We know that if we take care of our clients, they'll take care of us.

We make it a point to go above and beyond for our clients. We're not the cookie-cutter, large corporation with thousands of employees. We are the "mom and pop" business where I, Eric, and SueMart are there to go to things like septic inspections because we care about our clients. And it's because of how we treat our clients that we get a lot of referrals. They have a great experience with us and feel like they have to tell their friends and family about what I was able to do for them. Even

when a property doesn't get sold, they can still say I went all out to try to get the deal finalized.

I just finished my second year here at Impact. I came from a larger, corporate company, and there's nothing wrong with being a larger company. I've seen both sides of the coin and know how much better it is to treat clients like family. We run Impact like Café Bueno. Our "good food" is our relationships with our clients. I'm much happier being known as a Café

Bueno than a Chili's or Applebee's.

The lifeblood of Café Bueno is word of mouth and their referrals. And it's the same way for me. The lifeblood of my business is referrals from satisfied clients and the readers of my newsletter just like you. I've got to put a roof over my head and that of my three daughters, and it's because of you, my friends, and family that I am able to do that, and I'm able to provide outstanding service.

Until next month,

*Brittany*



I honestly have the best people in my life, would your clients help push you out of a ditch IN THE RAIN?!? #bestclientsever #luckytoworkwiththebest



All the naps for me....and Harper #mamatiared



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

### October Quiz Question

**Q:** What famous US landmark opened to the public on 9th of October 1888?

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 Amazon.

### September Question & Answer

**Q** Who performed the first chiropractic treatment on September 18, 1895?

**A:** David Palmer

Congratulations: Jim Wright!

3	9		6				4	7
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## *A Happy Birthday*

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

Crue Allgood	Oct 2nd	Matt Blumer	Oct 11th	Mady French	Oct 20th
Amy Raymond	Oct 3rd	Jimmy Kopf	Oct 12th	Nicole Bell	Oct 21st
Melanie Taply	Oct 3rd	Josh Doody	Oct 12th	Mark Simmons	Oct 21st
Eric Bouchat	Oct 3rd	Jason Stanley	Oct 12th	Tom Cline	Oct 22nd
Lucas Fox	Oct 3rd	Kate Riling	Oct 14th	Bina Allgood	Oct 23rd
Griffin Bonadies	Oct 4th	Laura Via	Oct 14th	Rosemarie Weiler	Oct 23rd
Brian Wells	Oct 5th	Peter Fleck	Oct 14th	Sutton Allgood	Oct 23rd
Zoe Blumer	Oct 5th	Nicholas Orsini	Oct 16th	Alivia Smith	Oct 23rd
Marco Garcia	Oct 7th	Alex Joseph	Oct 16th	Christine Kaas	Oct 23rd
Kampbell Quill	Oct 8th	Cooper Bobbitt	Oct 17th	Pamela Wheeler	Oct 23rd
Kensey Love	Oct 8th	Dan Luippold	Oct 17th	Anna Carroll	Oct 24th
Tara Hornung	Oct 8th	Jennifer Purgason	Oct 17th	Colton Phelps	Oct 24th
Candi Insley	Oct 8th	LeeAnna Arrowchis	Oct 17th	Ray Baker	Oct 25th
Carly Farr	Oct 8th	Maria Menocal	Oct 17th	Jack LeBlanc	Oct 25th
Mandy Rawlett	Oct 9th	Andria Spicer	Oct 18th	Amanda Miss	Oct 26th
Paul Gorman	Oct 9th	Lauren Mills	Oct 19th	Jayleigh Insley	Oct 28th
Merry Klinefelter	Oct 10th	Bruce Murray	Oct 20th	Emma Ranneberger	Oct 30th
Alexis Fogelson	Oct 11th	Sam Schroeder	Oct 20th	Rebecca Shoemaker	Oct 30th
Connor McElroy	Oct 11th	Vincent Dabney	Oct 20th	Nicole Webb	Oct 31st
				Russell Lazarus	Oct 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?

*(Can you Turn \$35,000 into \$125,000?)*

If you have read our Book, "*The Psychological Approach to Sell Real Estate*" then you know that everything that we do for our clients is about achieving maximum profit for our clients when selling their home.

We do this through increasing the 'perceived value' and we 'engineer a result' for our client based on years of experience, research, and modeling outside industries.

**Did you know that our Approach was 'modeled' after Steve Jobs and Apple?**

Jobs was a masterful marketer that would have people, literally, sleeping outside of Apple stores in anticipation of the 'next' gadget that Apple was releasing. Having studied Jobs and Apple we reverse engineer 7 Principles that he used to build Apple and have used when helping clients sell their homes.



We tell our clients that if we have done our job (no pun intended) correctly, then 80% of

our work is done before we even list your home.

**There are sequential steps needed to achieve maximum profit and increase perceived value.**

Do we always break sales records? Nope.

Do we always sell hours in just a few days and sometimes a few hours? Nope.

Is it typical to break PSF (per square foot) records and sell in a few days? Actually, it is. If everything is done correctly and the right buyer is looking at that time, then

Yep. And, we have engineered the result.

Sometimes the transformation is as minor as re-arranging furniture to open up the rooms. Fresh paint. Removing family photos and a good clean. (NEVER EVER) underestimate the value in having a good clean of a house before selling.

If you go in a 5-star hotel do you expect to find dirt on the

floor? Dust on the window sills? Unmade beds? Dirty sinks? Stuff on counter?

However if you go to a Motel 6, maybe you can deal with a little stain in the carpet and the bathroom might not be cleaned to your standards. This is the reason you pay \$49/night and not \$299/night.

**If you want max profits you have to make your home feel like the Ritz Carlton.**

Sometimes there is more extensive improvements/renovations that need to be complete to achieve the same results.

We recently had a property that needed a make-over before we listed.

We always ask our clients, "What is your goal in selling?"



Most say, “I want the most money.” Some say, “Quick Sale.” Others say, “I’m DONE. Not investing a dime. I just want out.” Then we get, “Selling As-Is”

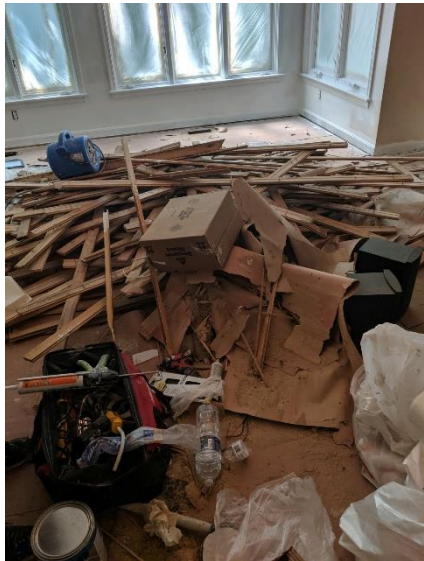
**We have customized solutions and game plans for every situation.**

Recently Impact had a Property that we were helping the sellers get prepared to sell. The owners had bought another property and their goal was “to make as much as possible.”



Think California Contemporary meets Deep Creek Lake Ski Chalet, but this home was situated just outside of Urbana on 4+ acres. So, the buyer is going to want the modern feel, not the early 80s décor/feel of this home complete with green shower, toilet, wallpaper. Dated finishings and paint.

When we met with the owners we gave them a \$475k (as-is) price. But said that new hardwood, new carpet, paint the entire interior, light fixtures, new interior doors (they had the old wood hollow core doors), hardware, plumbing fixtures, a good clean, then Scientifically Stage and we could list for \$599k.



**Our goal was to get that one buyer that desperately wanted to be in the Urbana area, but wanted some land outside of the neighborhood**

**setting.**

However to go from \$475k to \$600k would require an investment in time and money.

The owners were GREAT. They trusted the process.

We brought in Angelique Hoffman for this project. Having 20+ years as an interior designer and manager for Pottery Barn. Ang’s eye for a ‘re-design’ is impeccable. She knows what is on-trend and what current buyers are looking for in a home.

Ang planned the entire project. What hardwood to install. What carpet. Paint colors and tones. Hardware. New light fixtures. EVERYTHING.

Then we went to work with the contractors.

Completely re-doing the house. I have seen projects like this take 4-6 months. But with our team of contractors, from the time the house was turned over to us until the time we Staged and had pictures it was 7 weeks. 7 WEEKS!!!!

The owner’s cost for the project is around \$35,000. Their return is every bit of \$125,000.

**Where else can you turn \$35,000 into \$125,000 in 7 weeks???**

Not every house has this much spread. Some homeowners we will tell them that hey you will invest \$10,000 and you might get \$12,000 in return. Your call if it is worth it.



We have market experience and a team of professionals that can help no matter how small or how large the project!

If you are thinking of selling, but don’t know where to start, I suggest you get a copy of our book: [www.SteveJobsApproach.com](http://www.SteveJobsApproach.com) – “The Psychological Approach to Sell Real Estate” might fit what you.

Cheers.



# 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.



# IMPACT MARYLAND MONTHLY

*with Brittany 'Hashtag' Reaver*

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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)

- Working with Eric was amazing. His team was all on the same page with vision on house, product pricing, placement and communication. Very responsive to all concerns, comments, needs. His assistant Sue went way above and beyond in an emergency situation which allowed me to complete what I needed to do. Thank you Eric and your amazing team. (Susan W)

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