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IMPACT MARYLAND MONTHLY

with Stacy Allgood-Smith

"HOW TO THRIVE IN EVERY KIND OF MARKET"

OCTOBER 2019



It's Never Done Until It's Done

Rick and I finally got a chance to go on vacation to Florida in September. We were meeting Mark, Nita, and Bina, who would be flying in to join us.

We decided to drive down, which can be stressful enough. However, we were faced with a slight snag as we were leaving at the same time that Hurricane Dorian was to come roaring up the East Coast.

But not to worry!

We started on 81 South, then ended up ditching the highway to head east to meet up with I-95, and ended up having a country road tour of Virginia and North Carolina to stay out of harm's way. While it took us about six hours out of the way, we got to see some beautiful scenery. And even though we knew we would arrive later than expected, it was well worth the excursion.

To save a little time, we also decided to drive through the night. We knew we could stop at a rest area if needed, and arrived at the resort location at 7 am the next day.

We took the time to get the car cleaned, checked in to the resort, and met up with everyone to help them get settled in.

I have to tell you it was a glorious week of doing pretty much nothing – as a vacation should be!

I am pretty sure I spent at least three days by the pool. Trying to stay in the shade as much as possible, but I still managed to work on my tan a bit without getting burnt!

That's a great thing in itself!

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) 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.



Birthday supper at Margaritaville!

The most “stressful” thing that happened the whole time was deciding what pool to go to! Some had bars/restaurants where you could show up at noon and have a Bloody Mary (or two!).

In the evenings, I had the chance to do karaoke a couple times. And to top the trip off, we went

to Margaritaville for my birthday.

But then, unfortunately, we had to come home to reality. It took Rick and I a few days to jolt our heads back into our respective work stuff.

When Problems Show Up in the 11th Hour...

The Friday after we got back from vacation, I had a settlement with a client, who is also a long-term

friend. Now, this transaction is one that I would have put way low on the scale of how much stress was involved. At least up until the 11th hour.

Most of the process had gone smoothly with the contract, the home inspection, negotiations, and the little things that go with selling a home.

But, it’s just like my broker, Eric, always tells me. It’s not over until it’s over.

And that became so true for this transaction.

The day of settlement had a few hiccups and

was anything but smooth. It was very stressful. I

didn’t anticipate the issues and being somewhat newer to real estate, these were problems that probably could have been avoided had I been more proactive. Not only would that have caused less stress for me, but also for my client and the buyers. And now, I have this experience to use as a learning opportunity to help me avoid similar situations in the future.

Thankfully, I have a great experienced mentor, friend, and broker in Eric who walked me through everything that we needed to do to get the house settled that day. Given his 17 years in the business, he’s seen just about everything. He was there to guide me over the speed bumps and help get us to settlement.

Just goes to show that even when things are going smoothly and as planned, things can change quickly. In real estate, no day is the same, and it can easily go much different than you expect. What was once a completely smooth transaction, turned very stressful at the last minute, especially with me being a fairly newer agent.

Overall, I learned that no matter what happens, you still gotta finish strong – or be ready to do what you gotta do to make it work!

The Days and Months Keep Flying By

Have you ever noticed that some months are just busier than others? Yeah, I know I talked last month about how fast the summer went. But now, in October, I feel like the pace has quickened to almost double!

It seems like summer was just yesterday, and here we are making Thanksgiving plans for what seems like tomorrow and Christmas plans for what seems like next

week. Not to mention the stress that comes with the holidays and figuring out which part of the family is going to be where for what holiday.

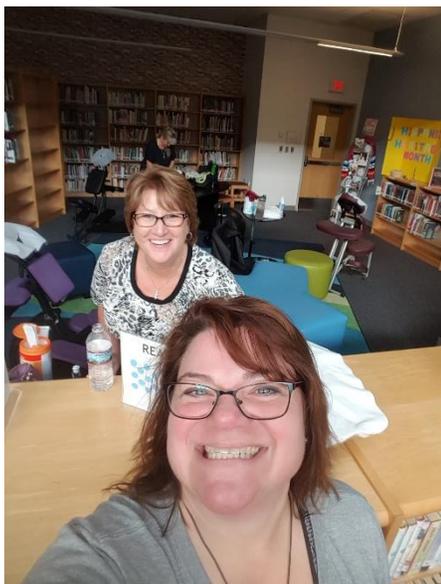


While I was taking care of business at Frederick County Bank, Everlast the Alpaca stopped in for a visit.



What would my newsletter be without an obligatory cute cat photo?

But before I can plan for all of that, I need to navigate my way through this month. So far, I have worked about seven on-site corporate seated massage events, which is more than usual for me.



Seated massages at the FCPS Health Expo with one of my best buddies Lee Anne!

It's been so busy because some medium to larger companies will put on health or vendor fairs for their employees. Or, the same kind of companies celebrate "customer service appreciation" or "employee appreciation" by having seated massage offered in their offices.

When I'm done working on someone in my chair, a recurring theme I hear is, "Can you come back tomorrow?" Or, next week, next month, or the really fun one, "Can I take you home with me?"

It's clear that everyone enjoys those few minutes to recharge themselves while they're still at work and let go of the stresses of the day. It gives them a pause to reset themselves both physically and mentally. In fact, it's like a mini-vacation for the mind and body...except without the Bloody Mary's.

Stress Relief in All Aspects of Life

The other day, I had a client, who is putting her condo on the market, say to me that she didn't realize how stressful selling a home could be.

Here's the kicker – she's not a real estate client of mine, but a massage client! I realize that's my bad for not sharing that with her, which is a learning lesson in itself.

During this time that she's been cleaning out her condo, moving, and preparing it for market, she has been seeing me more regularly because of all the extra stress she is dealing with to get it on the market. It made me sad in a way because I knew that if I was her agent, I could have done more for her to

make it a less stressful situation. I want to offer stress relief whether you're a massage client who's had a bad day at work or if you're trying to sell your home to get the most profit.

Yes, there are a lot of stresses that go with selling a home, but trying to remember all of the nuances and details doesn't have to be one of them. That's where I can come in and provide guidance for the next step that needs to be made.

When you are ready to sell your home, I will warn you; it can be stressful.

But, when you can rely on your agent to help guide you through the process, you can also not worry about having to know those little details. Your agent can help you make the most informed choices and decisions for your best outcome, with as minimal stress as possible!

I am here to be your go-to agent, so if you'd like to reach out or refer others to me, I'd love to hear from you!

Until next month,

Stacy



Brett, the Gator Demonstrator from Gatorland brought some friends to our resort for a demo "for the kids." He said that if we were to see a gator in the wild, as long as it isn't coming toward us, we should stop and look at it. "Because they're cool!" Yeah, Brett, I probably would. 😊

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!

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6				5		8	2	
			1		6			
	7	4		2				1
		2	5			4		
				4	1	3	8	
5	4				8		1	2

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"

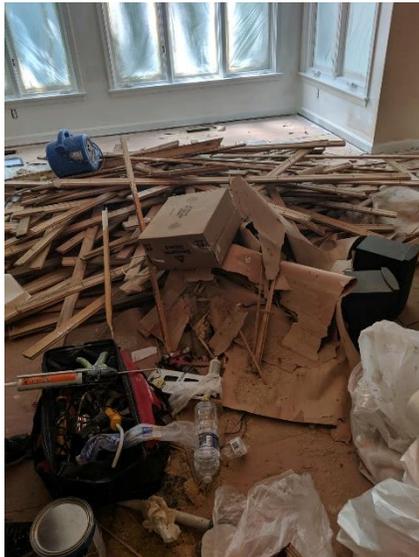
We have customized solutions and game plans for every situation.

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 – "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.

 **Allgood Smith at Carroll Community College.**
3 hrs · Westminster, Maryland · 🧑🏻

We know how to party!! 😂😂😂😂😂😂😂
#goodjuju #vibeup #seatedmassage
#chairmassage #wellnesswednesday
#massagetherapist
#holistichealthadvocate @allgoodmusic68
@zenkneads @allgoodmassage



👍😂 You and 3 others

😂 Haha 💬 Comment ➦ Share

So after freaking myself out after watching episode 1 of Stranger Things I'm now in line for the Ghost Tour in Downtown Frederick.



 **Frederick, Maryland.**
Oct 6 at 12:10 · Frederick, Maryland · 🧑🏻

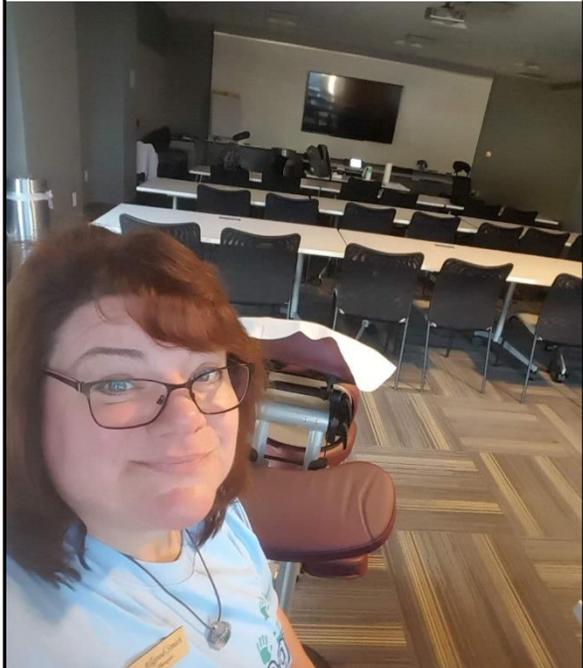
Guess what aisle I found this in?
#aldi #frederickmd #catsofinstagram
#whydotheylovebags



👍😂

 **Stacy Allgood Smith at Delttek HQ.**
Oct 15 at 10:52 · Herndon, Virginia · 🧑🏻

Seated massages for the staff!
#notwellnesswagon #seatedmassages



IMPACT MARYLAND MONTHLY

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Or Call/Text to 240-446-2210

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

- 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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