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IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

SEPTEMBER 2019



It's That Time of Year Again

When it starts getting darker a little earlier every night, and you start to notice a slight chill in the air, then you know what comes next...

The school year has arrived!

Pool days and summer fun are coming to a close, and packed lunches and homework take their place.

And the "fun" doesn't stop there.

My middle child, Peyton, started off the school year by transitioning into a new classroom.

Normally, this girl is easy going, laid back, goes with the flow, and not much bothers her. But her new situation at school is testing her limits.

When we went to the school last week, we met her teacher and saw her new classroom. It gave her the opportunity to explore her new surroundings and get familiar with everything.

But a few days later, panic settled in, and the questions began.

Peyton was waking up at 6 am and filled with questions swimming in her head. From where the bathroom is located to where things are to wondering if she was missing anything.

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.



Summer 2019: Bring your kids to work all day every day #wesurvived #bagoftricks #minirealestateagents

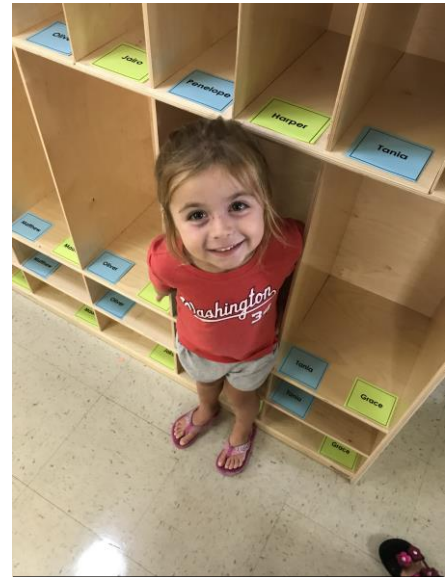
I'm sure other parents are faced with the same situation as their child adjusts to the new school year whether it's their first day of school ever or they

I can sit down with them and help answer any questions. But what about those questions that I don't have answers for?

I have a ton of resources to tap into. Eric, SueMart and all the other people on our team are just a phone call or text away so that I can quickly get the answers my client needs.

Let's face it. New buyers have a TON of questions!

They need to know what lender to use. With all the different types of loans available, they're unsure of what one will work best for them. They want to know how much of a down payment is required. With a home inspection, they're curious as to what the process is like and what issues can come up.



Harper started Pre-K at BIG GIRL SCHOOL! Despite refusing to get out at carline this chicky is loving school, new friends and special teachers! #biggirl #itsbeenrough

were faced with a change like Peyton.

Going through this has reminded me of what it's like for any of us to face something new. It's overwhelming, it's uncomfortable, and it's perfectly normal for us to be nervous and ask questions.

This brings to mind the experience of meeting a client for the first time.

We ask clients to come into the office where we go over the entire home buying process. Honestly, we throw a lot of information at them. They are often overwhelmed and unsure of where to start.

And just like Peyton, they don't know the expectations. But as they get going, they learn the routine and get more comfortable. We take them out for the first time and show them a handful of properties. It not only gives them a chance to learn what they want but also what they don't want. Plus, it helps us learn more about their desires and needs as well.

When Peyton came to me with a bunch of questions, I didn't have the answers for her. I didn't know her teacher. I don't know the school, and I couldn't answer a whole lot of what she was asking me. However, I gave her the answers that I did know. I reassured her that everything would be fine, and I was confident she would figure it out.

The same goes for my clients who rely on me for the home buying or selling process.



Celebrated surviving the first week of school, barely.... #downtownfrederick #alltheicecream #imthecoolmom

Those are all questions that I can answer or at least offer guidance on. And when I need extra help, I go to a "teacher" or expert in the field.

In school, you have an Art teacher, a gym teacher, History teacher, and so on. The home buying process really isn't much different. There are multiple "teachers" that work together to teach the homebuyer what they need to know throughout the process. From lenders to the

home inspector to the title company, they all play a part in educating the buyer.

Just as I know Peyton will become more familiar with her surroundings and get more comfortable, I

also know that I'm here to provide answers to help guide my clients through the homebuying process.

The more comfortable my clients are, the more knowledgeable they are.

And I know it's my job to ensure that I have the resources in place to find the answers they need.



House warming for a special friend, over 20 years of friendship right here #lovehelpingfriends #housewarmingthrowdown #highschoolbesties

It's the same with a client I've been working with for a few months now. They have bought and sold previous properties before, so they aren't new to the process.

I've taken the time to sit at their kitchen table and go over all the details with them. Even though this isn't new to them, they still have a lot of questions.

It doesn't help that we are currently dealing with a purchase that hasn't been an easy transaction. But the good news is that it's a learning process for me too. I'm learning how to work through all kinds of issues, all the while making sure the clients are made aware of any problems as they arise, as well as keeping them updated of changes along the way.

I know one thing for sure – I'm learning a heck of a lot about water and septic issues that can impact a home!

That's where working with my team makes all the difference. And the team goes way beyond our office. It also includes lenders, county inspectors, and a host of other people at my disposal to solve any problems or issues.

This experience alone is allowing me to be more hands-on and uncover the details to keep the process moving forward.

Not to mention that what I'm learning with this situation will help me when future clients are faced with similar issues. The more experience I gain, the more the entire home buying process goes more smoothly for everyone involved – including me!

Who knew education could tie in so closely to my daily life?

I know the more Peyton adjusts to her new teacher and classroom, the better she'll feel about her situation, and there won't be so many questions.

I realize that it's the same with my clients. It's not that they're not willing to learn, they're just not comfortable with the process. And every transaction is different in some way.

Once I, or a member of my team, can explain the situation to them, they get more comfortable. And just like kids, not every client learns the same way. Some learn only by having a conversation with them. Some need to look at charts or diagrams. Or, others simply learn by going out and looking at actual properties.

So now that I've switched from suntan lotion and lazy summer days to making lunches and scrambling out the



#hersheyparkhappy with the WHOLE family #wearealuckybunch #isaidtosmile #crazygirls

door to get the girls to school on time, it's all about adjusting to something new.

That's when I step up for them and for my clients to make sure everyone has what they need.

If I don't have the answers right away, I know where to go to find them.

So, if you're looking to buy or sell your home, know that I'm invested in the process just as much as you are. Whether it's a quick phone call, a Google search, or meeting with multiple experts in the field, I'm here to help and get you what you need to make everything go as smoothly as possible.

Until next month,

Brittany

Don't Forget to Have Fun!!!!

September Quiz Question

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

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.

August Question & Answer

Q Which is the highest waterfall in the world?

A: Angel Falls, Venezuela

Congratulations: Connie Pritchard!

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A Happy Birthday

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

Lisa Tan	Sept 1st	Pete DiSanto	Sept 11th	Calvin Shoemaker	Sept 20th
Hunter Reaver	Sept 1st	Patti McArdle	Sept 12th	Wayne Crum	Sept 21st
Jessica Smuck	Sept 2nd	Stacy Allgood-Smith	Sept 12th	Carl Goldsmith	Sept 21st
Jenni Meisner	Sept 3rd	Christine Majalca	Sept 13th	Jameson Tusing	Sept 22nd
John Tsikerdanos	Sept 4th	Brittany Reaver	Sept 14th	Ryan Hornung	Sept 22nd
Reid Sutherland	Sept 5th	Shane Gorman	Sept 15th	Phil Graves	Sept 23rd
Yvonne Linger	Sept 5th	Jackson Cavanaugh	Sept 15th	Jeff Fehnel	Sept 24th
Erica Sacchetti	Sept 6th	Leah Hill	Sept 16th	Madison Reaver	Sept 24th
Lauren Campbell	Sept 7th	Bill Long	Sept 16th	Kelly Lawson	Sept 24th
Karlie Hertzberg	Sept 8th	Michael Goldsmith	Sept 16th	Susan Verdi	Sept 25th
Nita Lawson	Sept 8th	Evan Felmet	Sept 17th	Silas Cavazos	Sept 26th
Eunmi Lee	Sept 8th	Jessica Pool	Sept 17th	Ed Verdi	Sept 27th
Anthony Verdi	Sept 9th	Amanda Allgood	Sept 18th	Quincy Cavazos	Sept 27th
Katie Martin	Sept 9th	Ron Martin	Sept 18th	Bret Buck	Sept 28th
Mike Steele	Sept 9th	Ari Woods	Sept 18th	Brandon Skaggs	Sept 29th
Paul Gauthier	Sept 9th	Brady Kunka	Sept 19th	Ronnie Lushbaugh	Sept 29th
Betty Baker	Sept 10th	Khris Brenneman	Sept 20th	Kevin Ballenger	Sept 30th
Andrea Mullinex	Sept 10th				

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.

Why Runway Models Wear Lipstick?

(How lipstick added \$51,000 to a Home's Price)

When you want to look your best whether it is your wedding day, prom (when you were younger), a romantic dinner with your significant other, or a big event you make sure that you look the part. No more cutoffs/yoga pants, and your favorite comfy tee-shirt. And you typically will do your hair and accessorize the rest of your outfit.

Have you ever seen a runway model?

No, not the final product walking down runway in the latest on-trend dress, the real-life model? Tyra Banks or Gisele Bundchen without all the make-up, without their hair and nail done, without the spray on tan and teeth whitening and the tape on the back of their neck to draw their face tight.

They look like real life human beings.

Very nice-looking women, but nonetheless, there is nothing extraordinary about 'normal' Tyra. It is when they spend months getting ready for a shoot or a runway that they do all of the extras to make themselves sell whatever dress they are modeling that day.

Would Tyra or Gisele (sorry since I don't really care about Super Models, these are the only 2 that come to mind) just wake up and roll out of bed and walk down the runway?

Heck no...

They wouldn't be 'employed' very long. The sponsors and companies that hire them for MILLIONS to tens of MILLIONS of dollars to wear

their product wouldn't spend a dime for 'regular Tyra.'

But with makeup, lipstick, eye lash boost, and hair done they are literally transformed into million dollar assets.

Think of this when selling your home...

You home is your MOST IMPORTANT asset. It is where you LIVE. Where you have hundreds of memories. Where you, potentially, raise your

family. You are selling a piece of you when you sell your home.

Most homes look like Gisele when she wakes up in the morning. Chipped paint on the wall. Maybe a hole in a closet where your son through a baseball through. The appliances might be a few years old. The cabinets, well they were in style 15 years ago. And that wine stain on the carpet that you tried to clean up and got it 99% clean – it still shows.

Was good enough for you to live, but when you want to extract maximum profit from your home sale you need to have a Runway Mindset.

Everything has to be a 10. No stone left unturned if you want to create emotion to the next purchaser coming through your home so much so that they want to LIVE there!!!

Would you have Trump pictures on the wall? (politics aside) Would you have a very taste specific color on your walls? What about that carpet stain? Didn't bother you, but you want someone to pay



\$20,000 more than your neighbors house with a redwine stain in your living room?

Come on now!

You have to make your house at 'taste neutral' as possible keeping in mind that on-trend finishings

that will extract an extra \$5,000 to \$10,000 could make all of the difference.

And when it comes to Scientifically Staging to create an Emotional Attachment, there is NOTHING – in my opinion – more important.

We recently were getting ready to list a property on Lappans Road in Boonsboro. This was a new client, an investor, that sought us out because he liked our approach to selling homes and 'how well' our clients' homes were presented online.

Having never worked with this gentleman before there is a feeling out process to see if he wants the roll-out-of-bed look or the runway look. Each can get a house sold but the lost profits can be ENORMOUS if you want the roll-out-of-bed look.

The first time we went to look out the house he was just finishing his renovations and was doing some punch-out items, but as soon as we walked in, I could tell that he left no stone unturned during the renovation process. Redone flooring. New Windows. New Roof. Updated on-trend baths. New HVAC. He even renovated the garage and outbuilding (that could be a perfect office or outbuilding). He was definitely going for the runway look. But the house was empty. Not staged and there was a lack of definition and emotion in the living areas.

My 'estimate' on selling his house was in the \$275k range (we NEVER give exact numbers or guarantee ANYTHING), but \$275k with area, location, and nearby competition was right. List for \$289k and then be happy with anything over \$275k.



But then something amazing happened.

We brought in Anne Souder to Scientifically Stage and we got the 'Runway' package. It was a little more for us to do, but I knew it was necessary to add that extra lipstick, to get the hair professionally done by the BEST stylist.

Every room had definition now... Every room had a purpose. There was warmth and love now, where before there was just a beautiful home.

Then our team at Impact – 3 of us – Eric, SueMart, and Hashie did a trip to meet with the client and to see the house and do our measuring, taking notes that were needed to input the listing.

We were WOWed. The 3 of us decided as we opened the front door that we need to push the market o \$299k – even though this was pushing we felt the reward was worth the risk.

Then we went upstairs and saw what Anne did with the bedrooms and the sitting room and the 4 of us, - 3 Impact and the Seller were AMAZED at how the Scientific Staging, like a runway model, just pulled everything together.

So, it was decided that we were gonna cross that \$300k barrier and push to \$309k for a couple of weeks.

Then what happened next, blew our minds. The first showing offered our seller \$326,000!!!! (with some closing help). \$51,000 more than our initial price were thought



it was going to sell. The owner, he did a SPECTACULAR job with the remodel, but without the Scientific Staging there is NO WAY the house would have had that 'Runway Model' look!

Every little detail makes the difference when selling your home. The buyers look at EVERYTHING. If you want maximum profit, go for the 'Runway' look.

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

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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 was absolutely wonderful to work with to sell our townhome rental property! The advice they gave us for prepping for sale was spot on and our property was under contract in one day!! The whole process was so smooth, streamlined, and stress free! I completely recommend them to anyone looking to buy or sell their home! – Laura V.

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