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IMPACT MARYLAND MONTHLY

with Stacy Allgood-Smith

"HOW TO THRIVE IN EVERY KIND OF MARKET"

SEPTEMBER 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.'

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Time Flies When Life Gets in the Way

Y'all.

They say that time flies when you're having fun. But in my case, it flies when you're too busy to notice!

This summer was a whirlwind. Does anyone else feel like that?

It seems like one day it was Monday, and then the next day it was Friday. And before I knew it, Monday was here again.

It wasn't just the weeks either. Then the months took over. July flew by, then, all of a sudden, it was the end of August. And now, here's September!

Usually, summer is a time for reflection and relaxation.

That just hasn't been the case for me this year.

As I talked about last month, it seemed like half of July was filled with rehearsals and preparation for the orchestra pit for the musical. And then, opening night of the musical arrived in a flash.

In the meantime, I'm still working with massage clients, and seated massage events, all while helping a client get his house ready to go live on the market.

Then it was August.

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) 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.

It definitely snuck up on me. And that's also when everything happened at once. At times, it seemed like at lightning speed!



Mark "Rock Star" Stevanus and me hanging out at the Impact Club meeting in August.

The first weekend of the month was the closing dates of the show. There's one thing about playing in the orchestra pit for a musical that you may not know. It's that there may be a degree of what I've been referring to as PTSD.

Not like the serious military combat PTSD, but a different kind, if that's possible.

What happens is the music is STUCK IN OUR HEADS FOREVER!

And just when we think the music is out of our heads, if Rick or I hear a word or phrase that reminds us of lyrics from the musical, guess what?

The next thing we know, we are singing the WHOLE SONG! Possibly doing the dance moves, too.

How's that for a mental picture?

As I said, it's not real serious PTSD, except to those who may have seen me dance to the songs in my head.

Anyway, after the musical had its last show on Saturday, that Monday, we sadly had to say goodbye to our kitty, Gringo. He had been with me 18 years, and Rick has known him the 14 years we have been married.

I only shared his picture in last month's newsletter, since the rest of the newsletter had already been written at the time. I didn't have time to add too much, other than his picture.

Not growing up with having pets around regularly, I never knew the bond that people share with their furry family members and what a loss it truly is.

But losing Gringo after he had been with me for such a long time, well, I grieved about as much as I would for a human family member.

When it rains, it pours...

Just when I thought losing Gringo was terrible enough, I received news of two other losses close to me.

The first was a massage client that I had been seeing for several months. Even though I knew they were in hospice, it was still a tough blow as it happened the same day as Gringo passing over the Rainbow Bridge.

That same weekend a dear friend, Monica, lost her stepmom, so it was a pretty tough weekend.

When Monica let me know she was going to her stepmom's memorial celebration in Myrtle Beach, SC, two weeks later, I asked if she wanted me to go with her. I figured it would be a

good idea for me to get away for a mental break and that we could support each other through some of our grieving.

She gratefully accepted my offer.

We planned to leave on late Thursday afternoon so that we could enjoy relaxing with her family on Friday before the memorial service on Saturday.

Of course, you know when you make plans for something like this, there is always that RUSH right before you leave.

This time was no exception.

Best laid plans NEVER go as you expect them to!



Monica, her niece, and me getting framed at the memorial celebration in SC.



Rick's family together for The Kelly Bell Band concert at Quiet Waters Park in Annapolis. Kelly is Rick's cousin and about the only time they get a chance to see him is at their concerts.

My client's house went on the market that Tuesday before we were to leave. There was quite a bit of interest in the property, having about six showings on Tuesday and Wednesday. By Thursday morning, we had multiple offers on it, and my client needed to accept one of the offers that evening.

I knew that was going to delay our travel time and get us to South Carolina at a crazy time in the morning, but I also knew it needed to get done. I would have to sit down with my client to go over each of the offers so that he could make the best decision possible. Not to mention that I already had a completely booked day with massage clients. Plus, I hadn't even packed yet! When I checked with Monica and let her know, she was fine with a little delay.

Somehow, I got through the craziness of the day and that night, once my client accepted the better offer and he had a contract, Monica and I headed south. We got to her dad's house around 5 am on Friday morning. A little sleepy and a bit travel-worn, but thankfully, we made it there safely.

I would love to say that it was a beautiful sunny beach weekend, but it was sometimes sunny, mostly cloudy, and definitely rainy.

Despite the reason for being there and some of the weather, we had a good time with her family and meeting new friends.

We drove home that Sunday, stopped at a few produce stands, and got home to prepare for the upcoming week.

Sometimes life has a way of reminding us on how to keep things in perspective.

So, what exactly did these last few months teach me?

It's that sometimes you gotta do, what you gotta do!

When life happens in its own unique way, you need to be present in whatever way necessary. We all have our own "bubble" where we just keep going day-to-day doing what we always do.

We have our own responsibilities and needs. And we also have to take into account the needs of our family and those close to us.

Whether it's a friend or a client, when we lose a loved one, it's a reminder to take a step back and reevaluate what's really important.

Life-changing situations like the loss of a loved one help us put things into perspective.

Just like when my client needed to get their house sold, I made it work regardless of any personal tragedies I was dealing with. In addition to grieving for my cat, and a client as well as a friend's

stepmom, I still made sure I was present for my client and did what was expected of me. It may have been easy for some to put things off or deal with it at another time, but I knew how important this was for my client.

All of us go through difficult times in our personal or

professional lives. But when you need someone to work for you to get your house sold, you can count on me to be there with you to help you get your home ready, and go over the decisions that need to be made for your best benefit.

Until next month,

Stacy



Shawna, Darren, (Rick's brother and sister) and me at the concert. Dee, Jay, and Craig are also photobombing us.

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!

5	8		2	4
7				1
9	1		4	3
				3 4
8	5	3	9	2
	7	2	6	8
4	1			6 7
		6	3	4
6				1

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...

Your 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 threw 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.

 **Stacy Allgood Smith**
September 3 at 9:37 AM 

First day of school!
Well, I mean, he's not going to school, but since everyone else had their pics of first day of their kids, here's mine.
Rick L. Smith



     Rick L. Smith, Michelle Lynn and 96 others 4 Comments

 Like  Comment  Share

 **Rick L. Smith** Yep I figured at least we can show backpacks if we had kids. They would have these. And it'll be hard to put a book bag on a cat though so I had to go with this. #backpackswithnokidsinitpics #allthekidsinFrederickhaveasafeandfunschoolyear.

 Google Keep  IMPACT Basecamp  Files - OneDrive  zipForm  fredericknewspost.c

 **Stacy Allgood Smith** is at FCPS Maryland. 
August 7 - Frederick, MD 

Seated massages for new teacher orientation!
#frederickmd #notwellnesswagon #fcps



  Rick L. Smith, Michelle Lynn and 53 others 4 Comments

 Like  Comment  Share

 **Suzanne Shaeffer Keller** That's awesome!  1
Like · Reply · 5w

 **Jeff Hawkins** Y'all working tomorrow morning? I'll be there
Like · Reply · Aw

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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