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IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

NOVEMBER 2019



Income-Producing Activities vs. Learning Experiences

I consider myself to be an "un-sales" agent.

Meaning I'm not the typical sales-y real estate agent. I've actually talked people out of properties for reasons that I felt would not give them a good outcome.

I don't do this for a paycheck or just to get to settlement so that I can walk away and be done with the deal.

It's more important for me to have a good relationship with my clients than focus on how much money can be made.

It's also something that's stressed at Impact Maryland Real Estate. We know that those relationships are key. We're not knocking on doors or cold calling.

Instead, we're fostering those relationships so that not only do our clients come back to us, but they're also referring their friends and family.

Everything I Do as a Mom is a Learning Experience

As the mother of three girls, it's easy to correlate how I work with my role as a mom.

The majority of my day is spent doing non-income producing activities.

But, on the flip side, everything I do with my girls, every activity is definitely a learning experience.

From getting everybody up in the morning, getting ready for school, car line, or drop off, and just figuring out what works and what doesn't is never-ending.

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.

And there's absolutely no paycheck at the end of the day.

It doesn't end there. There's also continually taking the things that went wrong and figuring out a new way of tackling them. It's an endless cycle of making changes to suit everyone's needs and wants.

That's the only way to keep the household running smoothly and with as little conflict as possible.

As with real estate, you're always teaching and learning along the way, but all that effort doesn't translate into the size of your bank account.

The Balance Between Real-Life and Learning Opportunities

My daughter, Madison, started with a tutor last August. She's a little bit behind in reading, so I wanted to get her some extra help.

Even though they suggest she go twice a week, I decided it would be better to take her once a week since it was easier to fit in all our schedules. Not to mention that I have to practically drag my other two girls to the library to meet the tutor.



3 generations at breakfast
#breakfastdate #girlsquad

behaved during *some* of that time.

In life, I think there are two types of learning.

One is through experiences, and the other is through classes or training. There has to be a balance between those two.

I feel like my girls get to have a lot of life experiences between school and the activities we participate in as a family. If you've been reading my newsletter for a



Peyton and her sisters!
#meltsmyheart #sisters #reavergirls

while, then you know I'm always talking about those experiences.

But there's also a time and place to be about sitting down and getting that structure from a classroom setting. If the classroom isn't matching up with life experiences, then it's essential to spend more time in class to get up to speed.

I relate that to real estate, where there are agents that are really good at the "classroom" stuff. They're good at making cold calls, they know the scripts, and are aware of what a

contract may say, and what the words might be in the fine print.

But, recently, it's come to my attention that most agents might be lacking in real-life experiences. For example, they're not as accustomed to going out on random activities that occur with selling a house like a septic inspection. There's only so much that you can learn from one or the other.

If you always go out in the field to participate in such

activities, then you wouldn't know the mechanics of how some of the entire process works. There has to be a balance somewhere along the way.

In the last year, I've taken five classes in real estate. I've also done more practical, real-life experiences like spending three hours at a septic inspection watching Dave dig up and inspect the tank. It's certainly not an income-producing activity, but it is a great learning experience.

Like I'm doing with Madi, I'm increasing the classroom learning side of the equation, and it provides a good balance with both.

Getting Out and Having Real-Life Experiences

Recently, our team went out to three different septic inspections in one week. And they couldn't have been more different!



#crazycatlady #peachiepoo

Each one was a significant learning experience in itself. We learned about different types of septic tanks, why certain things were done incorrectly, and a whole host of other things.



Field tripping with the big girls and my roommate!
#adventuresindc
#makingmemories

With each of these inspections being so vastly different, if we hadn't been there to see it firsthand, we wouldn't have had the takeaways that we did.

Being there gave us the opportunity to ask the septic inspector questions. We were also able to ask the county inspector questions. Having a conversation with both of them about why they were making specific suggestions or the reasons behind why certain things were happening or had gone wrong was invaluable.

Somewhere down the road, when we're at another property, we can relate these experiences and have



Impact Club swagger!
#makinganimpact

more insight into what's going on and why. By bringing that level of knowledge to a client, we not only enhance their trust in us, but it also helps us to create a plan knowing what works.

Not to mention that we've now also developed a relationship with both the septic inspector and people at the county so that we can ask questions and seek guidance where needed.

In fact, the day after one of those inspections, we did have additional questions and were able to reach out to the county for assistance. They were happy to talk to us and answer any questions.

Doing the Work Upfront & Creating Consistency

I don't get paid until I go to settlement.

I've had buyers who I've shown five houses, and they find one they like. It takes a few months to go through the offer, inspections, and then eventually to settlement.

I also have a client who's been with me for six months. I've shown them well over 50 properties. We've written three contracts – two we had to get out of and one we didn't get.

In other words, it's *a lot* of work upfront. And it's all extremely non-income producing work.

Sometimes I have to drag my kids along or cancel plans when things come up unexpectedly. It's all part of the job, but it comes out of my pocket upfront.

I'm investing my time, and sometimes my money, into my clients and myself because I know that in the end, it's a good investment. And I hope my clients know how much I put in upfront.

In business and real estate, just like in life and my daughter, Madi, I've found that consistency and putting structure in place with her going to tutoring once a week is essential to success.

Consistency in anything is what creates the desired result.

That's why 10% of the agents do 90% of the business because they are consistent. That's also why it's essential for me to send out this newsletter every month because it's my way of reaching out to you on a consistent basis.

It allows me to build and foster relationships with you, my friends, family, and loved ones. I consider you all like family now.

How I bring in business is by being consistent in this, and the referrals you give me.

I am an agent that does the real-life experiences, and because of you, I am able to continue investing in these relationships.

Until next month – Happy Thanksgiving!



Toothless beauty!
#iwanttoeatherup

Brittany

Don't Forget to Have Fun!!!!

November Quiz Question

Q: What element has the Atomic number thirteen on the Periodic Table?

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.

October Question & Answer

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

A: The Washington Monument

Congratulations: Pickle!

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

A Happy Birthday

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

James Knowlton	Nov 1st	Barrett Shoemaker	Nov 12th	Emberleigh Keeney	Nov 21st
Brian Edwards	Nov 1st	Daniel Barnas	Nov 12th	Mattie Darby	Nov 21st
Bella Risbeck	Nov 2nd	Steve Cohen	Nov 13th	Brandon Fandel	Nov 21st
Annie Walters	Nov 3rd	Trish Lopacienski	Nov 14th	Jacksyn Fandel	Nov 21st
Carlos Sayles	Nov 3rd	Caroline Maerten	Nov 15th	Berl Long	Nov 22nd
Harper Reaver	Nov 3rd	Brynn DiSanto	Nov 15th	Isabella Tan	Nov 22nd
Stephanie Murphy	Nov 3rd	Jos Long	Nov 15th	Beth Eccard	Nov 25th
Sydney Sutherland	Nov 4th	Ella Edwards	Nov 15th	Bill Keefer	Nov 25th
Haley Hornung	Nov 5th	Shelly Simmons	Nov 15th	Leslie Reen	Nov 25th
Jocelyn Hornung	Nov 5th	Margie Davis	Nov 16th	Tres Kelly	Nov 25th
Rick Grubb	Nov 6th	Trevor DeLauder	Nov 16th	Stephen Basile	Nov 26th
Grant Kelly	Nov 8th	Rachel Reitz	Nov 16th	Mark Lawson	Nov 27th
Amber McCauley	Nov 9th	John Throckmorton	Nov 17th	Josh Grubb	Nov 27th
Kristie Graves	Nov 10th	Rob Shoemaker	Nov 18th	Payton Hanna	Nov 29th
Aleena Steele	Nov 10th	Lee Anne Little	Nov 20th	Dario Cavazos	Nov 30th
MJ Rawlett	Nov 10th	Carmen Monzon	Nov 20th	Julie Martinez	Nov 30th
Laurie Luck	Nov 11th	Tiffany Moore	Nov 20th	Kerah Fouts	Nov 30th

Be Sure to Wish these Friends a HAPPY BIRTHDAY if you see them.

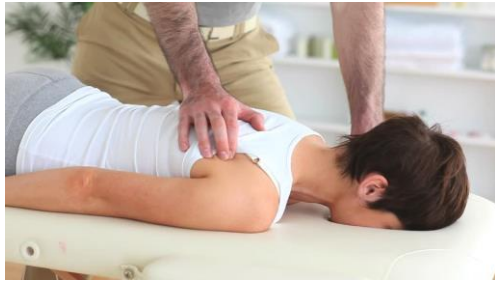
'Stories From The Street'

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.

Death Blow!

Imagine this...

You go to your chiropractor because you have lower back pain and when you get out of bed in



the morning you have trouble putting your shoes on.

Logically you think going to your Chiropractor is the first step in lessening the pain and getting back to your 'normal' life. You've been to the Chiropractor before and know that they have helped you and will likely need 5-6 sessions to make you feel good.

They always start with an analysis of your spine, of your lunbar, of your hips, and take in the total spine function before prescribing a course of action to alleviate your back pain.

You go to the table to get ready to start getting tested and the chiropractor notices a mole on your lower back.

SHE GASPS IN HORROR.

She, your chiropractor, breaks down in tears and tells you that you **ONLY** have 2 months to live and you have Stage 4 cancer because this mole is going to kill you.

You start freaking out. You are breathing heavy. Your heart is racing. Start thinking about your family, your kids, I'm gonna miss their milestones.

You ask yourself, "How did this happen?"

I feel fine, well beside my back. My diet hasn't changed. I don't get too much sun exposure. And **NOW I HAVE 2 MONTHS TO LIVE?**

Or would you rather have a Chiropractor that, upon seeing the mole says, "You know I have some concern of this mole, it looks irregular, but it is nothing to be alarmed by. I would suggest you go to your medical professional and have them check it out further. Now let's move on to getting this back of yours fixed and get you feeling better."

Which one would you choose?

I make this point to illustrate the obvious.

Recently I have come across a professional in our industry that

acts like the first Chiropractor. Buying a house, it has been said, is right up there with death and divorce as far as the level of stress. Tensions are High. People's emotions are frayed.

And to have a professional **OVERREACT** on issues that may or may not be present is **NOT COOL**. Frankly it doesn't matter if that professional ends up being right in their assessment the damage is already done in **THEIR DELIVERY** of what might or might not be an issue.

When buying or selling, ask around... Can the professional you hire find solutions to potential problems or do they over-react at ever mole they see giving the client a death sentence.

I know who I'd choose.



IMPACT CLUB™

Cause and Effect

In life there is black and white. Then there is gray. There are actions and reactions.

There is Cause and Effect.

When building something or when trying to grow personally you quickly learn that you have supporters, you have skeptics, and you have critics. Think about it. People will typically fit into one of those 3 categories when you try something new.

You would think that you want all supporters and for the ego it helps you to surround yourself with supporters. But then I would say that also you need to listen to your skeptics. They are skeptical for a reason and it will boil down to one of 2 reasons: 1) Their own history of beliefs. Their own experiences. Their own mindset. OR 2) They don't believe IN YOU. IN what you are doing. You haven't done enough to convince them YET!

If you have critics. Most likely they are already way on the other side of the fence and won't support you NO MATTER what. I would say let the critics go.

But the 'Skeptics', there is hope for them.

If you believe in your cause. If you are passionate. If you are pure in your reasoning then you could be able, over time, to show those skeptics under reason (2) above that you are who you say you are and you are doing what you say you do.

Or, if you are VERY good at controlling the narrative. At telling your Story. At connecting and inspiring your audience, then slowly you can change



(1) mindset and they will actually become your BIGGEST supporters.

I relate this to ImpactClub® Frederick and our journey.

We've had all 3. LOVE the supporters who when ImpactClub® was announced jumped on board. All 182 members.

I'm sure there were some skeptics in there, but mostly we've had a TON of support.

Now, 3 years later... Coming up on Event #12 on Nov 19th at The BlueSide in Frederick we are going to crack the 300 member (currently at 296) plateau that we've tried to reach for the last 18 months.

It's been a slow journey, but those Skeptics, they are coming aboard.

Where does my \$100 donation each Quarter go? Do I get a say in the vote? Is this sustainable or a flash in the pan? Who 'sponsors' the events? What charities are eligible to present? Will my \$100 make a difference? Is this a Networking Event?

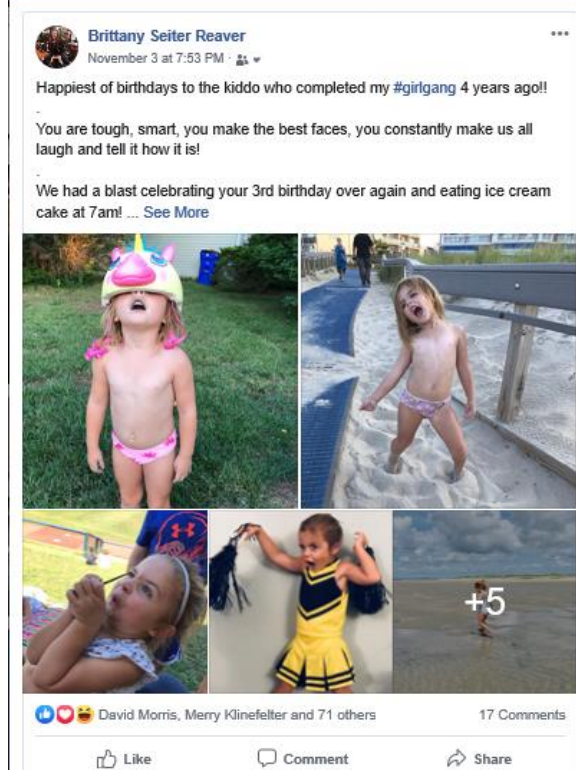
All those questions, from proof of concept, from history of 3 years and \$300,000 PLUS... YES \$300,000 PLUS in 3 years. Cold. Hard. Donations - \$100 at a time has been INVESTED in 12 LOCAL charities.

I ask you... Are YOU In?

Still have questions? Still a skeptic? Come check out ImpactClub® on the 19th and see for YOURSELF!

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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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

- Eric patiently walked me through the entire selling/ buying process & was readily available to answer all my questions. (Tim W.)
- Eric and the team at Impact Maryland Real Estate are incredible, I didn't think buying a home could be this easy and smooth. (Katie S.)

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