

# IMPACT MARYLAND MONTHLY

*with Brittany 'Hashtag' Reaver*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JANUARY 2020



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

- Lessons from a SEAL Pgs. 1 - 3
- January Birthdays. Pg. 4
- Don't Forget to Have Fun Pg. 4
- Social Media Stories Pg. 5
- Stories From the Street – Despicable Me Pg 6
- Impact Club Announcement Pg. 7
- What Recent Members said about their experience with our Company. Pg. 8

## Lessons From a SEAL

### *'Keep Calm in Battle'*

This past week, David invited me (bought tickets and made a mandatory date night) to **Jocko Live, Decisive Engagement: Thoughts and Words with Jocko Willink**. In life, and relationships, you do things you don't necessarily want to do (wink, wink). It was a Monday night, I had the girls, the event was in DC, I'm pregnant... I had so many excuses that David wasn't hearing...

Long story short, we went, and it was an AMAZING eye-opening event! For those of you who don't know, Jocko is a retired Navy Seal, entrepreneur for a multi-million-dollar consulting firm, author, podcast creator and leader of men... I went in, not knowing anything and didn't know what to expect from the event.

**I quickly started making real life and real estate connections as Jocko spoke of leadership and training throughout his 20-year career as a SEAL.**

I related to the "OTJ" (On The Job Training) that Jocko spoke about... Jocko joined the SEALs back in the 90's. There was no manual and we had just wrapped up the Gulf War. Jocko had to learn day by day, watching and listening to everyone around him.

Much like in real estate, you take a class, that essentially just gives you a license, but you don't actually start learning till you jump in.

**You learn through hands on experiences.**

If you are lucky enough, you get a mentor who coaches you and makes you a part of the everyday aspects of real estate, that is where you start to set yourself apart.

*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.

Any agent can join a brokerage and start to sell real estate but there are only a handful of agents who really understand the intricacies of real estate for their clients based on the buyers' and sellers' positions and use that to their maximum advantage.



#mamanedsabeer Non-alcoholic unfortunately

Everyone who attended the event, received a copy of his new book 'Leadership Strategy and Tactics'. David started reading his that night. The next morning, he started bugging me to read it with him, so that we could discuss and compare notes. I reluctantly agreed, despite being in the middle of another good

book, which I will share next month.

As soon as I started with the Introduction, I was hooked, I quickly read through 2 chapters and took extensive notes. I could relate to so much of what he was saying even though he was talking about the military and being a leader. In the first chapter Jocko talks about detaching. He specifically mentions detaching from chaos around you in the heat of the



#kittylove They know how to make a girl feel better

moment... well he had me at 'chaos'... basically my middle name. He goes on to talk about how you have to emotionally detach yourself from situations so that you can fully understand what is going on and read other people's

reactions and emotions so that you, as a leader, can give them the tools they need, as well as respond appropriately to the situation without escalating it. I am slowly learning how to detach in life with the girls.

In the heat of a founrado tantrum or an almost preteen meltdown, I typically lose my shit, #reallife over here.

**It is hard being a single mom and never knowing the 'right' thing to do.**

I typically yell, which gets us nowhere. Recently I have learned to take my own emotion out of the situation so that I can understand where each of my chaos creators is coming from in the middle of their melt down. Even if I don't know what to say or do in the moment, my reaction is comforting to them, not having mama yell at them for something that probably won't matter in 5 minutes and actually being there to listen to what the real issue is, is changing the game.... And I'm sure David appreciates it as well...

In real estate, agents must detach as well. I tend to get so wrapped up with my clients, especially since I tend to know my clients very well and know their back stories. I recently met a client who is basically starting her life over at 40 something after some major life changes. I knew a little about her financial situation, but more so knew how much she needed a new home for a fresh start.

**In negotiating an offer, it is easy to jump all in, when in reality, I need to pull back and put my game face on to get the best deal for my client.**



Christmas 2019 was a success #thankgodthatover #mamadidgood

Jocko talks about going into battles and being blindsided at times, obviously in a war situation you never know what you are walking into, but he prides himself on being completely prepared and preparing his team so that every member of that team moves and thinks as one. I like to pride myself in being prepared, most of the time, for my clients. When going to a showing, I know what my clients are looking for, the house may not have everything, but I generally have an idea of what can be done to get them what they want.

I can write an offer 45,753 different ways for a client depending on their situation, the house and the seller's situation. On a listing appointment I research the hell out of the neighborhood, so I can answer most questions and give them all the info they need to feel confident in selling their home.



Summer weather in January! #bakerpark #lovewhereyoulive

**In the SEALS, they operate as a team. Every man has a specialty and they all work together as one unit.**

In Impact Maryland Real Estate, we work as a team. Eric, Sue Mart and I each have a special skill set, we are each individually good at certain things, as well as obviously having a wealth of knowledge of the real estate market. Not only are

we each experts at certain things, but we have an extended team of settlement agents, septic inspectors, carpet guys, painters, flooring specialists, you name it, and we've worked extensively with each of these individuals, so we know that they are the best in their field as well, and we can rest assured and feel confident passing them on to our trusted clients.

**I may not have to go through Hell Week like Jocko did, but I put up with my fair share of clients or situations that push me to the edge... but I will never give up!**

In life, as a mom, realtor, human, whatever, you must keep going. You must learn from experiences that didn't go as planned and better prepare yourself for the next opportunity. Jocko told a story the other night about having a leader who was awful, he wouldn't listen to his men and constantly needed to be the top dog calling all the shots. But time and time again, he proved that his calls were not thought out, nor did they have his team's best interest at heart....

Fortunately, I have a leader in my field who continues to push me, teach me, and support me- even if we occasionally butt heads or disagree... I recently has an issue with another agent, who was incredibly unethical, but this person has quite the reputation as a 'top agent' in the county, so going head to head with her wasn't an ideal situation... however, her calls were putting MY clients at risk, a risk I felt was too large for them... I let this agent know how I felt and how their actions were putting my clients in a very difficult spot.

**Initially Eric and I butted heads with this one, neither of us could see the other persons point.**

Eric wanted to protect me for future transactions with this agent (because much like middle school, real estate agents hold grudges and will play hard ball with agents they care not to work with). I was looking at the long-term possible outcomes for my clients, which all basically would leave them without a working septic, or thousands of dollars in the hole...

In the end, Eric and I were able to meet on mutual grounds, both of us understanding where the other was coming from, but it took a lot of 'discussions' to get to that point and ultimately working as a team.

I got my clients out of that transaction, and although I spent HOURS... DAYS.... WEEKS... working on that sale, I ultimately knew this was not the right move for them, and with the support of my leader, my clients walked away.

And Eric and I were both right. You see, just a month after this 'incident', I had the 'fortune' of having another transaction with this agent.

However, this time the agent knew that I would 'go to battle' for my clients and would fight tooth and nail for 'their rights' from our



Snow day #sleddingadventures #onewholeinch

previous transaction. And Eric was right as I didn't burn the bridge on the short term knowing I'd have to deal with this agent again, and I did, I just didn't think it would be SO SOON 😊

**Like Jocko says you have to remove emotions from the situation to make 'smart/educated choices.**

In life, relationships, and real estate, you want someone on your side who can navigate difficult waters for you and give you all the information you need to make the right calls. I don't need to be an expert in every aspect of real estate, although I do love to learn and I continuously take classes to enrich my own knowledge base- so that in return I can help my clients down the road.

Until Next Month,

*Brittany*

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

### January Quiz Question

**Q:** Salvation Army in London was formed by?

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.

### December Question & Answer

**Q** Who won the World Series in 2009??

**A:** New York Yankees

Congratulations: Brian Brushwood!

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

## Happy Birthday

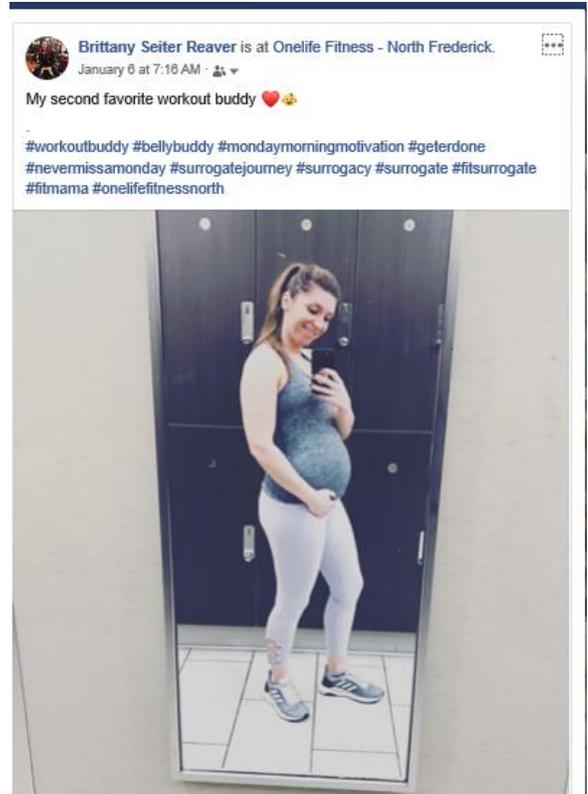
Here are January Birthdays from our friends of **Impact Maryland Monthly**. If you have a birthday in January and don't see your name on this list, please email or call us so that we will include your birthday.

Clancy Murphy	Jan 1st	Mike Roderick	Jan 13th	Brooks Campbell	Jan 20th
Shari Aldridge	Jan 1st	Phil Ranneberger	Jan 13th	Brian Meagher	Jan 20th
John Knowlton	Jan 2nd	Joseph Durnal	Jan 15th	Jane McClellan	Jan 20th
Jeff Willem	Jan 3rd	Amber Fehnel	Jan 15th	Jeff Purgason	Jan 20th
Landon Clime	Jan 3rd	Brandon Kaas	Jan 15th	Joe Main	Jan 20th
Sophie Reaver	Jan 3rd	Sara Tuel	Jan 15th	Natjala Menocal	Jan 20th
Patrick Roderick	Jan 5th	Elizabeth Wells	Jan 16th	Julie Bronsan	Jan 21st
Matt Fogelson	Jan 8th	Katie Nicholson	Jan 16th	Mike Seiter	Jan 22nd
Amy Temporado	Jan 10th	Monica MacCracken	Jan 16th	Heather Throckmorton	Jan 23rd
Justin Anderson	Jan 10th	Ryan Hines	Jan 16th	Kaelan Skaggs	Jan 23rd
Paul Ford	Jan 10th	Susan Martin	Jan 16th	Gina Keefer	Jan 24th
Craig Myers	Jan 10th	Kenneth Orsini	Jan 17th	Jeslyn Simmons	Jan 24th
Andy Knight	Jan 10th	Shane Doody	Jan 17th	Michelle Tranchitella	Jan 24th
Debra Boyer	Jan 11th	Shawn Doody	Jan 17th	Elke Wharton	Jan 25th
Jon Roark	Jan 11th	Arielle King	Jan 17th	Max Basile	Jan 25th
Stephanie Felmet	Jan 12th	Doug Cooper	Jan 18th	Zach Brown	Jan 26th
Kylee Callahan	Jan 12th	Jennifer Long	Jan 18th	Emily Keefer	Jan 27th
Laela Blumer	Jan 12th	Michael Riling	Jan 18th	Kingston Skaggs	Jan 28th
Franek Zielinski	Jan 13th	Vicky Nichodmus	Jan 18th	Mandy Rawlett	Jan 30th
Kristen Bonadies	Jan 13th	Bryan Bronsan	Jan 18th	Mike Orsini	Jan 30th
Mark Haraway	Jan 13th	Mikayla Tranchitella	Jan 19th	Lizzie Goodwin	Jan 31st
Max Lopacienski	Jan 13th				

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

# 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.



# '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.

## Despicable ME...

Have you seen the movie? If you have kiddos, I'm sure you have. It's entertaining and they get a kick of minions.

If you watch kids movies I'm always interested in the sub-meaning of these movies and TV shows. From Tom and Jerry growing up (good vs evil). The Roadrunner. The Simpsons. Wizard of Oz. All of these have subtle life lessons that teach kids.

Despicable Me, I've watched one with the boys years ago, so to do an Apples to Apples comparison would not be fair as I don't remember all the details of the movie, but I want to make a larger point and one that irks me.

The other day I came across a real estate agent that was peddling their 'wares' on a private Elementary School Facebook page.

Typically reserved for car rider questions. Field trip questions. Fundraiser issues. Spirit wear outfits and questions about what to wear.

Then right in the middle of these posts was a Real Estate Agent promoting themselves.

Is it just me because I'm so close to the situation that I think this is in bad taste?



Maybe, just Maybe you could NOT help the perception that all real estate agents are out for themselves, don't look out for clients, only concerned about 'leads' and 'sales', and how much they can promote their business. All the while the perception is them working out everyday, driving their Mercedes, and making a Million Dollars.

I'll tell you that for MOST of us in Real Estate, that could not be further from the truth.

We are incessantly working. Taking phone calls and text messages ALL hours of the day. Trying to do the best for our clients. Looking out for them and protecting them. Putting out fires – ALL THE FIRES!!! To make their transaction as pain-free as possible. Using our vast network of professionals to provide THE VERY BEST for our clients.

Yes, that is MOST real estate agents I know.

However, those few that are ALL about them... Using ANY and EVERY chance to show how good THEY are on an Elementary School Page, they are what give agents a bad name. Yes, we all need business, and we all have to market and brand ourselves and our company to get MORE business to make a greater impact with our clients.

However, there is a RIGHT way and a 'Despicable Me' way to do it 😊

# IMPACT CLUB™

## ImpactClub® Announcement...



One thing about life that is certain to happen is CHANGE. Some good. Some bad. Some just happens. It is the adaption to this change which keeps you on your toes and can turn a negative situation into a positive one!

The week after our last ImpactClub® event in November I received notification the The BlueSide Tavern closed it doors. Feeling bad for the employees for their unexpected unemployment and feeling bad for my friend, Mike – the owner, as he poured his heart and soul into that place.

Almost immediately we started searching for a new place to host our Quarterly Event. My phone and Facebook started blowing up with places that wanted to host you, ImpactClub®.

### **We did some recon and visited various locations in Frederick.**

We had many great choices but ultimately chose the location for our 13<sup>th</sup> Event on Tuesday February 18<sup>th</sup> and Idiom Brewery on East Patrick St is thrilled to host us. They recently opened up their location and should easily be able to accommodate the largest ImpactClub® in the US.

**Then we had to figure out the food situation.**

We will again have some light appetizers available for our guests. Then we will also have a food truck outside for those who want to have more than just appetizers.

We are nervous as we had EVERYTHING down to a science at The BlueSide.

Now we start over at Idiom with everything new. Where do we do registration? Check-in? Speakers and Alex with the Dapper DJ needs to set up. Members need to be able to watch and hear the presenters. Check presentation? Counting the votes.



**It is ALL going to be new so bear with us on this first event.**

If you aren't an ImpactClub® member yet, we would LOVE to have you join as we will donate over \$30,000 on February 18<sup>th</sup> at Idiom. You can register at [www.impactclubfrederick.com](http://www.impactclubfrederick.com) or if you just want to come see what it's all about you can come as my guest, just stop in and see me when you get there.

Thanks for your Support.

# IMPACT MARYLAND MONTHLY

*with Brittany 'Hashtag' Reaver*

3295 Prices Distillery Rd.  
ljamsville, Md. 21754  
240-815-0890



For Inquires AND Referrals contact:  
BrittanyReaver.Impact@gmail.com  
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](http://www.facebook.com/impactmarylandrealestate)

- Impact continues to impress with their attitude, knowledge, and understanding of my needs - both buying and selling. I would never consider utilizing the skills of a different broker. – Lisa G

This newsletter is intended for entertainment purposes only. Copyright 2020 Impact Maryland Monthly. This information is solely advisory, and should not be substituted for medical, legal, financial or tax advice. Any and all decisions and actions must be done through the advice and counsel of a qualified physician, attorney, financial advisor and/or CPA. We cannot be held responsible for actions you may take without proper medical, financial, legal or tax advice.