

IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

FEBRUARY 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

- Roller Coasters: Not All Are Fun Pgs. 1 - 3
- February Birthdays. Pg. 4
- Don't Forget to Have Fun Pg. 4
- Stories From the Street – Strategic Planning, Eliminates Indecision Pg 5
- Impact Club Creating Memories Pg. 6
- Social Media Stories Pg. 7
- What Recent Members said about their experience with our Company. Pg. 8

Roller Coasters... Not All Are Fun

I want to thank you for being a part of my life. If you are reading this and get my monthly newsletter even though we might not talk on a daily basis, know that I consider you a close friend, like family, and that you are special to me.

I'm going to do something this month that is WAY out of my comfort zone. I'm gonna ask you for help. I'll get to that in a minute, but wanted to catch you up on everything.

2019 was a long hard year. The year started hot and heavy with my surrogacy journey ... And because I was not at all prepared for a relationship, nor wanted one, the Universe felt they should drop David into my lap in January as well. I had started 2019 with the mindset that I needed to focus on myself, a healthy pregnancy and the girls, period.

Relationships are tough, and I wasn't in a place where I wanted to deal with a new relationship on top of everything else.

2019 got off to a different start... obviously being in a new relationship and the whole surrogacy thing slowed me down. My mind wasn't in the right place to push my real estate career through the roof. And that's ok. Life happens. Looking back, I can see exactly where and when I let myself get off this road. I know exactly what not to do in 2020 and going forward.

Life is hard, being a mom is hard, I'm not going to pretend it's not. I know I have a tribe of moms, who feel the same way-overwhelmed every minute of every day at the mere thought of raising tiny humans who are good people... who don't watch too much of their tablet, eat healthy-ish, occasionally take baths (or wipe down with a baby wipe), etc, all while trying to work and maintain a household.

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's easy for me to open up about this part of life- however it's not so easy to be honest about my career, and money, and to be blunt, I feel like I sucked a big one in 2019.



Settlement day after 6 long months, they never lost faith in me or the process #lovethem #longawaited #everythingtheywanted

I let myself down, I did not live up to my potential and I denied myself and the girls.

2020 is going to be chock full of serious changes. I absolutely love my job. I love being a part of such a huge life decision and helping guide clients/friends through the process of buying or selling a home, advocating for them along the way and ultimately getting them into the home of their dreams. I honestly believe in the more that I give back the more I will receive, and I put that out into the Universe daily.

When I read, I notice a huge improvement in my outlook and my drive, and I need to make more time to do this. My first book of 2020 was 'You're a Badass at Making Money' by Jen Sincero, which was not the case last year! The book gives great advice about how to train yourself to get out of your comfort zone and start believing in yourself no matter what. This is definitely something I need to work on this year.

Despite being unhappy with my financial situation, I need to light a fire under my own ass and get out there and start doing more of what I love.

Let me tell you, 2019 was a challenge and I had some of the 'once in a life-time – you wouldn't believe it if I told you transactions this year.'

However, never once did I stop working for my client, even if that meant 54 trips to a property for various reasons (no exaggeration), dozens of calls to lenders to fix issues and get answers, shadowing my broker/mentor through some pretty difficult transactions, and learning from him as well. I attended dozens of inspections, took classes and tried to read a book here and there. Every experience I had in 2019, as difficult as some may have been, gave me invaluable lessons to use for future transactions and clients.

One of the mantras of Sincero's book was, 'what you put out into the universe is what you get back.' So, I'm stating it right here. ***"I LOVE WHAT I DO IN REAL ESTATE AND WANT TO HELP MORE FRIENDS, LIKE YOU!"***

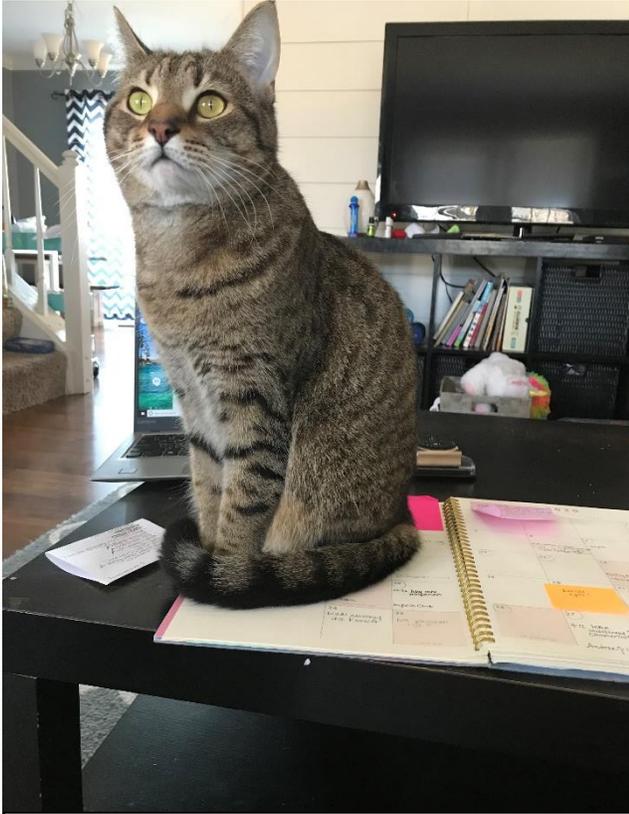
I loved each and every one of my clients in 2019. I had some very near and dear friends buy and



Harper and a roommate #bestbuds #roommate

sell, which makes my job even more enjoyable! I also became very close with some new clients, who I can now call friends!

My business relies solely on referrals from past clients, friends and family. I am not a salesy agent. I will not hunt you down if you inquire about a property or even listing your own house. I understand that we all have lives and a million different things up in the air, so I tend to play it



Peaches 'helping' #mamashelper #catsofrealestate

low key and casual and let my clients come to me. Not to brag, but I do a bad ass job of making my clients feel like the most important people and taking away as much stress during the process as I can. I treat each client like family and get to know them on a personal level. And I love this part of the job!

I recently started saying 'I want 5 new clients in February.' Well with only a few days into the month, Sincero was right... I have 3 new clients in one week. I may not get to help all 3 buy a home, but I have sparked a relationship with all 3 and we are off to a great start. I am going to write their names down on a post it note in my day planner, because I am an 78 year old woman with a paper day planner, don't laugh- #itworks

I want to use 2020 to expand my business and continue to grow my brand. I am going to kick, stomp, and chew my way through any obstacles that stand in my way this year. I will not stop. I will not take no for an answer. I have lofty goals this year, because the bigger the better right!?!

My goal this year is to help 20+ families buy or sell in 2020! Super cliché, but its catchy and I like

it, so there. Hopefully I am one of those 20, because 2 years ago, I promised myself that I would get the girls (and myself) a new house with a yard! I am sure there will be a lot of stories to come with that journey...but for now, I am going to focus on my desire and purpose.

This is where I need you...

Because I don't 'Cold-Call'. I don't 'Beg'. I don't 'Pester' and hunt down and chase clients. I feel that my time is BETTER spent going to that house 54 times. Going to 8 different inspections. Advocating for my clients/friends. Instead of 'chasing the next deal', I can only do this if people like you, my friends who know me, send me business.

Yes, this is hard for me to do. But I have to do it for my girls. I'd ask that if you or you hear someone talking about buying or selling, that you mention me and feel free to share the story of this crazy mama of 3 that bends over backwards and goes on 54 trips to a house just to make sure her clients are taken care of. I PROMISE you that I'll do the same for you and your friends!

Thanks so much for being a part of my life. The journey continues.



Quarterly Surrogate meeting #surrosisters #givinglife #surrogatejourney

Until Next Month,

Brittany

Don't Forget to Have Fun!!!!

February Quiz Question

Q: What doll was patented by John Barton Gurrelle in 1915?

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.

January Question & Answer

Q Salvation Army in London was formed by?

A: William Booth

Congratulations: Chris Popple

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

Happy Birthday

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

Stephanie Barnas	Feb 1st	Owen Hornung	Feb 11th	Valerie Wilson	Feb 19th
Lisa Giacco	Feb 4th	Walter Bonadies	Feb 12th	Holly Young	Feb 20th
Ricardo Smith	Feb 4th	Susan Caulfield	Feb 13th	Jesse Callahan	Feb 20th
Kyersten Brenneman	Feb 5th	Adam Willem	Feb 13th	Paul Poliachik	Feb 21st
Becky Wells	Feb 5th	Cookie Verdi	Feb 13th	Lily VanSant	Feb 21st
Robie McClellan	Feb 5th	Jerry Delauder	Feb 13th	Emily Hansroth	Feb 22nd
Kim Joseph	Feb 5th	Lisa Doody	Feb 13th	Allie Doody	Feb 23rd
Ashley Orsini	Feb 6th	Nichole Willem	Feb 13th	Em Goldsmith	Feb 23rd
Gary Delbrook	Feb 6th	Andy French	Feb 13th	Kathie Bush	Feb 24th
Jerris Joseph	Feb 6th	Alexis Wingard	Feb 14th	Noah Orndorff	Feb 24th
Bailey Murray	Feb 9th	Renee Myers	Feb 14th	Jim Chandler	Feb 25th
Eliza Folgelson	Feb 9th	Michelle Hornung	Feb 15th	Joe Parker	Feb 25th
Candy Reaver	Feb 10th	Taverlee Laskauskas	Feb 16th	Reese Klinefelter	Feb 25th
Lisa Titus	Feb 11th	Sophie Donnellan	Feb 16th	Bibi Dabney	Feb 26th
Mason Diener	Feb 11th	Tanner Mills	Feb 16th	Bob McCracken	Feb 28th
		Dorthy Schrider	Feb 17th	Fenny Tan	Feb 28th

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.

Strategic Planning, Eliminates Indecision

When you start a new project. A new endeavor. A new direction. There are 2 ways to execute your mission.

The first is that you don't have a clear vision of the outcome you want to produce. You have a general idea or maybe a vague purpose of what you wanna accomplish, but NO definite desired outcome. And therefore you muddle along trying one thing, then trying another and since there isn't a 'North Star' you become lost in the wilderness.

Then there is the opposite when you have 20/20 focus on the end goal, the desired outcome. And every decision that you make is with that end goal in mind! A land mind pops up and you know what the next step is going to be because you have to continue in the direction towards your goal.

If you don't know the goal, the mission, then you lose sight of your direction.

In the book *'The 16 Word Sales Letter'* by Evaldo Albuquerque it gives lessons in each chapter about accomplishing desired outcome by your audience.

This is the first time I've heard about "Commanders Intent." Before the 1980s military plans were robust with EVERY detail imaginable planned out. However once engaged in battle and the plans went awry then the units lost focus because they had to go *off script*. There were hundreds of failed missions which forced the military to adapt.

"The Military invented a concept called Commander's Intent (CI). It appears on top of every order specifying the desired end state of the operation (the goal).

Instead of a play-by-play instruction manual the CI provides the desired direction. It gives everyone on the team the flexibility they need to react to unpredictable events... when understood by everyone it guides each decision and action on the ground."



With our clients, specifically our sellers, we have a Commander's Intent, a doctrine, a Documented Approach that is outlined in our book, *'The Psychological Approach to Sell Real Estate.'* This is the doctrine by which we guide our client.

The book outlines the Mission and Purpose of your home sale and how to get those

results.

Rule of 3. Contract Principle. Scientific Staging are all part of the Strategic Plan to get your home sold for maximum profits. Think of our Approach as the 'Commander's Intent' as we know the North Star, the goal of the mission.

We sit down with our client and we formulate the desired result. Then we put the Commander's Intent in place to get that result. We then go out to our team, our Interior Stylists/Stagers, our contractors, our finish crew, our cleaner, Annie – our photographer, our marketing agency and we give them the desired results.

Then within that 'North Star Result' our team has the flexibility that they see fit to make necessary changes to get said result.

Need to paint cabinets because Designer said so... DONE. Need to update fixtures... DONE... Need to shore up deck – contractor comes in and then says we have to do X, instead of Y. DONE

When you have a trusted team in the field who know the desired results, then you give them the leeway to execute their part of the mission to get the result.

That's what makes us different at Impact. We don't have a cookie cutter answer for every client. We customize based on an in-depth analysis with our clients and then we give our team leeway to execute to get those results within the MISSION.

IMPACT CLUB™

Creating Memories

Will you be a part of something Special?

I'm giving you an opportunity to have a massive impact locally without much invested, a \$30,000+ Impact. How? By becoming an ImpactClub® Frederick member.

Every Quarter we host a wedding. Invite 250 of my friends. Provide food and drinks. There is entertainment. And there are sure to be a few tears at the wedding. Some people say they look forward to the night out and plan their month around the wedding.

This is a memorable event.

Just kidding, this is the ImpactClub® and although everything, except the wedding part, is true.

I never realized when we said, "Count on me!" that ImpactClub® would have such a profound effect on EVERYONE involved. Every member. Every local charity – winner or not. The scene at ImpactClub® is unlike any other that we've EVER seen.



Thanks to Ryan Fletcher, the founder of ImpactClub® for coming up with the idea of ImpactClub®, it is truly AMAZING event with an unmeasurable impact for local charities in the ImpactClub® communities.

But I, Eric Verdi co-founder of the Frederick chapter, want to thank the 12 amazing team members and community leaders that have stepped up to offer their

time, effort, and services to making each and EVERY ImpactClub® event memorable.

Without the support of EVERYONE we would 'die on the vine', but just like a wedding you need the priest, you need the location, you need the wedding planner, you need the photographer, you need the bartender, you need the florist... Each person plays their role and every role is imperative to create a MEMORABLE Event.

Next week we host our 13th event.

I, personally, want to invite you to come as my guest to check out what ImpactClub®Frederick is all about. Come hear the stories. Come meet the awesome members. Come have a drink or 2 on me. Our event is Tuesday February 18th at Idiom Brewery in downtown Frederick on Carroll Creek. And our event kicks off at 6p. – if you want to sign up prior, head over to www.impactclubfrederick.com

Hope to see you there so you can check out how this small little club has donated over \$310,000 LOCALLY here in Frederick by just hosting an event each quarter for an hour.

And instead of SPENDING \$30,000 on a wedding, over 300 INCREDIBLE, CARING, GIVING philanthropist will DONATE \$30,000 to one deserving local charity.



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.

Brittany Seiter Reaver is with Elizabeth LeBlanc and Nicky French in Thurmont, Maryland.
January 26 at 7:42 AM · 🌐 · 📍

SUPER thankful for amazing friends who have their shit together and help a struggling mama out!
@momo_nicky @ebee11 SAVED the day!!!!

#bingobabes #winnerwinnerchickendinner #reavergirls #wildsaturdaynight #saturdayisforthegirls #mytribe #alwayslookingoutforeachother #thurmontmaryland #egobingo @ Thurmont, Maryland



Merry Klinefelter, Victoria Lynne Neely and 20 others · 2 Comments

Brittany Seiter Reaver is at Ski Liberty Mountain.
January 26 at 8:22 PM · Bethesda · 🌐 · 📍

We all survived...

It was worth it to see Madi's face, hear Harpers giggles and Peyton calling today 'epic'

#reavergirls won't be doing anything fun till April, mama is tapped out... and broke..... See More



Would you recommend this place?

Ski Liberty Mountain
Ski Resort
Bethesda, Maryland
4.3

No Yes

Merry Klinefelter, Victoria Lynne Neely and 27 others

Brittany Seiter Reaver
February 8 at 8:39 AM · 🌐 · 📍

#proudmama

This kid has some balls. She killed it at the talent show! She was so excited, I couldn't stop smiling watching how proud she was of herself!!! #shoutout to the moms who kept me in line, remembering practices, hosting practices, car pooling! @ameliaandeanor .
#peytonkilledit #soproudofter #talentshow #middlechild #bestiesonstage #spiritriddingfree #nailedit



David Morris, Victoria Lynne Neely and 56 others · 24 Comments

Brittany Seiter Reaver
February 7 at 10:50 AM · 🌐 · 📍

Serious questions...

When you are in the bathroom and blow your nose- where do you throw away tissue/toilet paper away?!?!
#settlethisdebate #oldebate #toilettrashcan #whosright #petpeeves



Merry Klinefelter, Stacy Allgood Smith and 5 others · 52 Comments

Like Comment Share

IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

3295 Prices Distillery Rd.
Ijamsville, 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

- We challenged Impact with a beautiful, but unique, property to sell. We specifically chose to work with Eric because he has grown up and still lives in the area, giving him a strong knowledge base for marketing homes in our area. Eric was detail oriented and very driven to produce a quality home to market and implemented a wide range of networking tactics. – Christy N.

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