

IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

APRIL 2020



The NEW Normal...

I could get used to 'some' of this!

I am going to say it, "I am not ok". And I know I am not alone. It is ok to not be ok. I do know that it will all be ok...one day.

We are going through something that none of us have ever experienced before. It is scary. Uncertainty is weighing heavy on me. Despite this, I will continue to look for the good and stay positive, because that is what I do.

I am scared.

I am sad.

I am miss working.

I am 6573 other things and feelings all happening at the same time without knowing how to juggle and cope.

I don't know what is going to happen or how long this is going to last... but I do know that I am seeing things differently and far more clear than I ever have. As horrible as (the media is making this out to be) this pandemic is giving me a gift: we are getting a break, a moment of peace and clarity. We are getting so much quality family time. I am getting to see Madi, Peyton, and Harper's little personalities without the chaos of life standing in the way.

My work right now is very uncertain. Especially since I am carrying a miracle child for another family. I have to be extra careful with myself and the baby- which means limiting my workload to almost nothing. Which means no paycheck. This is terrifying to me. Real Estate is my only income. I have to keep a roof over my girls' head, food in their tummies (and that WiFi for our sanity). So, for everyone else in the same boat, I feel your pain. But this will pass, I don't know when, hopefully sooner rather than later, and we will recover.

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.

Just like MANY small businesses, I am sad for what is happening with mine. The business that I have worked extremely hard to build over the last 6 years. I am a small business, I run an essential business for many people, including my family. I am sad for the uncertainty of the real estate industry, but I am going to stay positive. People are still going to have to move, and I will be here. Some who are unaffected by the lay off and furloughs are still looking to buy, and I will be there to help. I will do what I can for those who need it, just like I always do.



Fieldtrips with #babymama
#freshairtherapy

Many appointments are being done differently. Some Home Inspections are being done without us, as agents, and the clients. This is in an effort to limit the number of people in

someone's current home AND keep the home inspector safe. Client and staff meetings are being held online. We are FaceTiming and Zooming clients, designers, and stagers while at a property is needed. The way we traditionally do business is completely changing, and it's not necessarily a bad thing. It is definitely different. There are so many safety precautions realtors are taking so that we can continue to work.

No matter what I will be there for my clients. Just like I always am. Whether they need real estate services or anything else. I pride myself on the relationships I have built and maintained. Last week I had a lender and former client reach out to FaceTime because they needed normalcy and to laugh.

It felt so good to be that person they thought of.

It is a tough time for MANY people, as so many Americans are losing their jobs and are left with unanswered questions about employment. That being said, obviously a lot of people who may have been thinking about buying or selling, have had to put those dreams on the FAR back burner. I get it, I do... I am one of those people. David and I were planning on buying a house to join our 2 families, but now we are rethinking everything. The money I had planned to use for a down payment, is what I now have to live off of, which I am incredibly thankful I had. My 2020 'plans' are slowly falling apart day by day... but I am making new plans. New plans that involve loving on my family more and figuring about a plan B for everything.

As sad as I am for my own situation, I find myself stopping to think of all the first responders, hospital workers, grocery clerks and everyone on the front lines, who are out there every day putting themselves at a great risk to be able to help out. I wish I could do more right now. Then I think about this surro babe's parents...

I am sad for my Intended Parents. If you saw my social media post, the Intended Mom (#babymama) had to hop on a plane in the wee hours one morning after Trump announced a travel ban from European countries. Her husband insisted she get on the first plane out just in case. She has been in Frederick for 3+ weeks now. She is alone. She has only purchased 2 items for the baby, because she had planned to use the last few weeks of the pregnancy to get the nursery ready and prepare for baby. We are not sure dad will even make it, depending on what happens with the travel ban and quarantine rules. I can't imagine what she is thinking and feeling right now. At least I am home with my family.

Right now, my family is all she has.

She completed her 2 week isolation quarantine and can finally join us at home for family dinners and on all the hikes (since she has had NO contact with anyone else and will continue to do so, she is considered part of our family and can be with us- we've checked into this). So silver lining in this craziness, we get to bond on a level that I never imagined! I am thankful for this time, despite the conditions it had to happen under. We already had an amazing relationship, and now we get to become even closer. The girls are becoming very close with her as well, which is awesome to see.

I am sad for her. She had to leave her home, her family, and her work. All her plans for getting ready for baby have been shot. The nursery will not be completed. She is worried about getting diapers, wipes, other essentials. It is uncertain if her husband will be here for the birth and they are currently working with attorneys and the US embassy to see if he can come over after the birth (being the genetic father). Our birth plan is gone, we simply have to play it by ear. Because no matter what, in a few short weeks a beautiful healthy miracle baby boy will be in his mom's arms.

What is normal anyway...

Everyone wants life to 'go back to normal'... and trust me, I am guilty of saying/thinking this too... But I certainly don't want them to go back to the way they were, let me explain...

This time has given me an opportunity to appreciate what I have more than ever. When things go back to normal, I want to do things differently. I want to take the time to appreciate my friends more and the small gestures of love and friendship that they give me on a daily basis. I want

to show and tell more people how much I appreciate them, like all the teachers who are working tirelessly to learn new technology and make sure their students have everything possibly available to them to make this transition easier.

I want to sit in a restaurant and appreciate the small business owners who, like me, had to shut down during this time, but never gave up hope and pulled through.

As well as the rest of the staff who were laid off but came back with a smile on their face to rebuild their careers. I want to take time to not only appreciate the food that is on my table, but to really think about what it took to get that food there and keep it there, because right now some people

are going without. I will not take getting in the car and going on an outing for granted. We are learning right now that the best adventures are the ones, we are doing together exploring our world outdoor, and I don't want to lose that.

I never want to forget the lessons we are learning in quarantine- I want to make this our new normal.

I want my kids to appreciate what we have and the family time we are getting to experience right now. These small moments were so easily overlooked on a daily basis a few weeks ago, but now I am learning to embrace it, even though it is significantly harder sometimes.

At the end of the day, my girls are not going to remember the fights over schoolwork, they are going to remember getting to spend allllllll day every day with their family. They are going to remember getting to know #babymama and going on tons of hikes with her, playing Twister, and eating pizza on the floor! They are going to remember creating a stained-glass chalk wall along our back-yard fence with their roommate (grandma). They are going to remember sitting with the other roommate (Papa) reading books and making up silly stories. Give yourself some grace during this time, because we are all learning and adjusting to a life we never expected.

Home School Hell... and Other lesson I AM learning

This quarantine and home schooling is HARD. The girls and I are struggling... a lot... but you know what... we

are together. We are safe (for the most part). And we are healthy. School work may or may not get finished, and that is ok. The girls are definitely living the meme life right now, only changing out of their nighttime pajamas into their day time pajamas... they are quite literally eating me out of the house, but we are together and doing the best we can. (Except maybe Harper, who tried to run away from home)

I am trying to use this time to teach the girls some life lessons and skills. They have learned how to do numerous chores around the house, who knew! They actually really enjoy helping and ask for things to do more. They have been writing letters to family, friends, and several 'adopted' elderly residents who don't have anyone close by. They genuinely want to do kind things for some of the neighbors, from making cookies to dropping plants off on their doorsteps. So, no matter what, I will continue these small acts, most of which aren't new to them, because I think they are so important.

If you are reading this, do me 2 favors:

1. Take a minute to really appreciate everything you have in your life to be thankful for. This is something I do on a regular basis, thanks to David, who likes to stop me in the middle of melts downs all the time and remind me how much good there is in my life and around me. Take a minute and really be thankful. As always, if there is anything I can do for you, especially now during this time, please let me know. I am here!
2. I know you all are scrolling the internets all day every day, so go to www.UpdateImpactInfo.com and update your contact information. Address. Email. Birthday. Spouse/Kids Bdays. I do this so that I can keep in touch, but more important, I will send you a PERSONAL Bday Card with a lil sumthing, sumthing 😊 It takes 3 minutes to do and it is **IMPERATIVE** that you do it for me. Thanks!

Lastly- how are you holding up? I'd LOVE to know... What are you doing to stay sane? Call me, text me, FaceTime me!

Sending you all the biggest hugs!

Hashie



Family Hike #weloveher
#shesfamilynow

Don't Forget to Have Fun!!!!

April Quiz Question

Q: What famous writer celebrated his birthday on the 23rd of April?

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.

March Question & Answer

Q What is the first day of Spring called?

A: Vernal Equinox

Congratulations: Jamie Deaver!

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8							4
4					2		1
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Happy Birthday

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

Ashlun Kunka	Apr 1st	Kelsey Simmons	Apr 8th	Darryl Brenzel	Apr 20th
Betsy Cavazos	Apr 1st	John Thorhauer	Apr 8th	Marli Sayles	Apr 20th
Garrett Hamilton	Apr 1st	Austyn Tsikerdanos	Apr 8th	Olivia Rogers	Apr 20th
Keri Fackenthal	Apr 1st	Stefanie Ulrey	Apr 8th	Christopher Martin	Apr 21st
Quinn McClellan	Apr 1st	Laura VanSant	Apr 8th	Matt Doody	Apr 23rd
Alissa Haynes	Apr 2nd	Diego Monzon	Apr 9th	Wesley Tan	Apr 23rd
Jenny Orndorff	Apr 2nd	Paul Goodwin	Apr 9th	Hanna Wharton	Apr 23rd
Josh Keeney	Apr 2nd	Victoria Love	Apr 9th	Scot Bracewell	Apr 24th
Julia Tusing	Apr 2nd	Bonnie Hines	Apr 10th	Ellen Santucci	Apr 24th
Nicole Goodwin	Apr 2nd	Laney Kelly	Apr 10th	Dane Sutherland	Apr 24th
Colin Bitler	Apr 3rd	Lauren Kelly	Apr 10th	Eric Verdi	Apr 24th
Luanne Barnas	Apr 3rd	Ryan Weinstein	Apr 10th	Mark Wharton	Apr 25th
Russell Austin	Apr 4th	Jeff Love	Apr 11th	Scott Glasco	Apr 26th
Alice Sacchetti	Apr 5th	Callie Brown	Apr 12th	Rick Grubb	Apr 26th
Mike Long	Apr 5th	Paula Hood	Apr 12th	Sherri Harawa	Apr 26th
Patrick McCauley	Apr 5th	Monica Stuckey	Apr 12th	Ryker Keeney	Apr 27th
Jennie Ballenger	Apr 5th	Sean Quill	Apr 14th	Mark Temporado	Apr 27th
Justin Anders	Apr 7th	Christina Balsor	Apr 17th	Sean Johnson	Apr 28th
Cheryl Skipper	Apr 8th	Roman Monzon	Apr 17th	Cheyenne Fandel	Apr 29th
				Steve Linger	Apr 29th

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.

The NEW Way – Day 21...

From the Impact Family

Sitting here 3 weeks into the Corona/Covid19 virus is a WEIRD time. First it started that you need to not gather in groups of 250. Then a day later is was 100. Then 50.

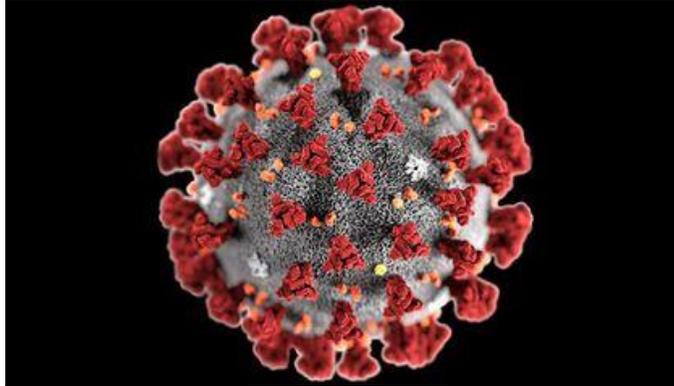
And at that point you had to be 'socially distant' from people. And you could be in groups of no more than 10 people.

Then 'non-essential' businesses were closed, and you were encouraged not to gather. Then after a week of that level of security, the Governor of Maryland order a 'stay at home' directive in Maryland through the end of April. The 'essential' businesses were still allowed to operate, but now you could get in trouble/fined for just being out.

IMO this was done for the idiots that still gathered and the groups that blatantly ignored the 'no more than 10' criteria that was put in place that the 'authorities' now have Carte Blanche to fine and give these people a misdemeanor immediately.

Kids are home and started 'distance learning.' Teachers have to upload technology and interact and have 'office hours' for their students.

Restaurant workers... waiters and waitresses are closed. Hair and Nail Salons closed. Weddings and Wedding venues, along with the 100 ancillary services that go along with weddings



have been shut down. Massage therapist. Chiropractors. Dentist. Most in health care. Have all been shut down.

Banks only allow drive through.

Florists are shutdown.

Real Estate, even though all of the above businesses have been shut down, has been deemed an essential service! Which, to me, I can understand certain aspects. People that have contracts, that have movers set, that have gone down the 'sale' road should be able to continue.

We get asked all the time:

How are we handling this? How is this affecting Real Estate? What are you guys doing different?

Before we get into that let me give you our overarching view on how the Quarantine will transform business. I don't necessarily view this as a 'bad' thing for the innovation of business. Telehealth is now a thing. You can get on with your Doctor and not have to wait an hour in a crowded waiting room.

Colleges. Don't get me started on colleges. This could radically transform the college education system where students spend \$20k, \$30k, \$50k a year to attend a University. But

now, they can get the same education online for a fraction of the cost. How many parents and students will give pushback to the tens of thousands of dollars a year.

People working from home and being much more efficient and effective. Zoom meetings with co-workers, clients, customers, vendors.

This could actually end up being VERY innovative for house businesses operate!

How are we 'doing real estate' in this environment?

First, we are 'socially distancing' with clients. Home inspections are just inspectors right now. We get pictures, reports, and videos of issues and then we can do Zoom call to go over reports with clients. Septic inspections, we just have inspector attend.

New buyer meetings are now done on Zoom. Going over contracts are also done on Zoom.

We did 3 'Staging/Design' Consults this week and we were able to do them all remotely on Zoom. Although we will have to 'put our eyeballs' on the home to give specific enhancements and finishing touches we can start the process on a virtual consult.

Settlements, because of 'grouping' requirement and being too close to individuals at settlement is now just attended by the 'signers' and most are done with seller going first and then buyer coming after the seller signs so they are separated.



The BIGGEST adjustment right now is that we aren't listing any new 'occupied' homes right now.

Meaning, if you live in your home, we aren't going to list. The reasons are 2-fold: First, we don't want to put you and your

family at risk by having people come through your home. Second, a lot of buyers are unwilling to go look at homes now, which could affect the value/price of your home.

If this lasts too long (June 1st is our mental cutoff), then I believe it will have MAJOR ramifications on the economy and send us into a depression. If we can defeat the virus in the next month or so and we are allowed to go to work and function as 'new normal', then I believe the economy will pop back.

However, innovation will continue to explode after this and we will have many new ways to do business which will benefit EVERYONE!

Stay Strong. Stay Safe!

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 in Frederick, Maryland. March 19 at 7:29 AM · 📍

Last week when Trump announced the travel ban- surro baby's parents had only a few hours to make a plan to get out of their country...
Ultimately only baby mama came, dad needed to stay and continue to work. Baby mama hopped on a plane, suitcase full of dirty unfolded clothes, no plan, no place to stay- with all the uncertainty she just knew she needed to be here for her baby.
Of course- by the time her flight landed I had a place for her to stay, all the groceries she could ... [See More](#)



David Morris, Lacey Petersen and 120 others 28 Comments

Brittany Seiter Reaver is in Frederick, Maryland. March 23 at 8:39 AM · 📍

If I was a betting woman I would have put money on myself to be the one to loose my shit and move out... turns out Harper was the first...
She is sick of me and Peyton so she packed a bag and 'moved out' (walked to her dads house- for 30ish minutes) 🤔
[#byefelicia](#) [#byeharper](#) [#thequarantineisreal](#) [#quarantinelife](#) [#meanmommy](#) [#movingout](#) [#shegonego](#) [#shestoomuch](#) [#4yearsold](#) [#imnotevenmad](#) [#getitgirl](#) [#feelya](#) [#4goingon14](#) [#wewontmakeit](#)



David Morris, Victoria Lynne Neely and 83 others 19 Comments

Brittany Seiter Reaver is at Downtown Frederick, Maryland. March 17 at 5:33 AM · Frederick · 📍

This is a scary time... but you have 2 choices, freak the fuck out or make the best of it.
Try to find the good right now, because there's not a whole lot we can change...
They are only this tiny once and I'm going to soak up every second of them, no matter how afraid I am at what is happening around us.... [See More](#)



Victoria Lynne Neely, Deborah Knox-Teitel and 29 others

Like Comment Share

Brittany Seiter Reaver is with David Morris in Ballenger Creek, Maryland. March 24 at 8:46 AM · 📍

Pickles and I are over here just living out best life!
We need more cookies @7thstreetceo
[#livingourbestquarantinelife](#) [#quarantine15](#) [#livingourbestlives](#) [#picklesthecat](#) [#belliesaregoodforsomething](#) [#hesjustfat](#) [#ihaveanexcuse](#) [#surrogate](#) [#heirbunmyoven](#) [#bestchocolatechipcookies](#) [#feedmedavid](#) [#quarantinelife](#)



David Morris, Victoria Lynne Neely and 48 others 6 Comments

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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 is the best! They make you feel like you're their only client. They're always available and never made us feel like any of our questions were unimportant. – Bob & Christie

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