

IMPACT MARYLAND MONTHLY

with Stacy Allgood-Smith

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MAY 2020



What Is Normal Anyway?

Last month I was very excited to write about our trip to Florida. This month I'm very excited to write about a trip to the grocery store.

I start making my grocery list days before I actually plan to go. It takes me days to figure out which mask I'm going to wear to the store. Just kidding, I use a bandana. I have an old cowboy style one and a cow print one. Oh the choices!

I shop at Aldi, and I always make sure to get in Taylor's line when I check out. I've known Taylor since she was probably 4 years old, as I used to work with her mom. Now she's in her 20's and working at Aldi and I get to see her and see how her folks are doing.

After that, I may have other stops to make and I plan out whatever other stops I'm going to make so I can use my time outside and off my property wisely.

Honestly, though, sometimes, Rick and I just go out for a drive.

This whole thing of self-isolation is – well, isolating. I'm an extrovert and when this whole thing started, it was really rough. We didn't know this would become what everyone is referring to as "The New Normal."

Every time I hear that phrase, I laugh to myself. As a massage therapist and real estate agent, I don't think I had a "normal" before all of this. Every day looked different. But now, I think I have more of a routine than before.

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.

I also have more fingernails than I did before since I don't have to cut them for doing massages. Scratch that. Errrr....don't scratch that. ☺

The Elephant in the Room

I didn't want to talk about it last month, but I guess right now, there's not much else to talk about. I



Remember a couple months ago I talked about my brother in his spiffy band uniform? Here it is!

think we have all learned about Zoom meetings and online church, if you are a person of faith.

Maybe we're trying new recipes, finding new binge-and-criinge-worthy Netflix shows (Hello, Tiger King – of which I've only managed to get through the first episode), and

cleaning out and reorganizing all the things.

All those projects that "I'll get to 'one day.'"

Confession: I've done some of those projects, but definitely not all of them. And I may not get to all of them.

I'm ok with that.

"But, Stacy, we're just dying to know what have you been doing during all of this?"



Aunt Betty and me enjoying some iced tea.

I understand. We all wonder what we're all doing to make it through, right?

An old friend of mine from elementary through high school is teach a group of us sign language.

I need to practice more than just the half-hour "class time" we have so I "talk" to Rick and the cat sometimes in sign. I don't get much response.

I have been digging more into Ancestry.com for both my family and Rick's family. I found out that one of my paternal great-great-great-great(add a

bunch more) grandfathers was apparently a knight in England as he had the title of "Sir."

Both sides of my family came from England around 1500 and 1600's. My mom's family settled here in Maryland, mainly Montgomery County. My dad's family moved around the country quite a bit. Virginia, Indiana, Illinois, and ultimately Oklahoma, where he was born.

Road Trips are...A Trip!

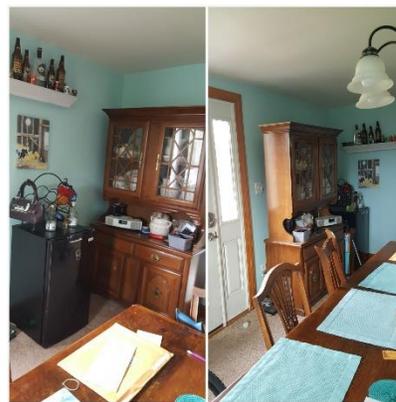
Every summer from when I was little, up until I was about 9, my family would drive to Oklahoma and meet up with his brother and sisters' families. I don't remember the adults calling it a family reunion, but that's basically what it was.

We would take a couple days to get out there and get back. We would stop at Six Flags in St Louis, check out Meramec Caverns in Missouri, or other interesting places. I think this is probably why I enjoy road trips even now.

Sometimes we'd take the camper (the kind that sits on the back of the pickup truck) and sometimes we'd take the car and stay in the motel with a swimming pool – because you know...kids and pools. Especially since it was the hot summer!

We would spend a couple days in Midwest City at Aunt Maxine's house and then we would all pack up and go to Ada to spend a few days at Aunt Bonnie and Grandma's house. Aunt Ruby and her family and Uncle Arlen and his family would also meet up with their campers or we'd find rooms in the house to stay in – even the back porch sometimes!

During the day and into the night, while the locusts buzzed their cadence calls, the adults would sit around in a circle under the trees and talk...and talk, and talk some more. I thought it was so boring.



One of my Self-Isolation Projects – make more room in the dining room.

Now all the trees I remember there were “bean trees.” Picture a green bean that is about a foot long – and that’s what would hang off these trees.



A time when both sets of my grandparents got to meet in Oklahoma.

While the adults were endlessly talking away, we kids (my cousins and me) would play in the yard – usually chasing each other with the beans from the tree and beating each other with them. Or hide

and seek. Or tag – or whatever. We’d get our folks to give us some change so we could go to the corner store down the street and get freeze pops and ice cream to cool off.

Other days, the whole family would go to Lake Konawa and go swimming or water skiing and have a picnic.

Photographic Memory

All these memories came back to me the other day when I was looking through old photographs – another thing I’ve been doing during these long days. Finding pictures of the adults sitting around the circle, drinking their beer of choice (usually Schlitz or PBR), and reminiscing and catching up. Pictures of Lake Konawa, the campers, the cousins.

With Social Media, we can share these of memories and photos with other folks, too! Not to mention being able to keep up with the family and cousins and all.

Frankly, I’ve been grateful for Social Media during this time so that I can keep in contact with people outside the four walls of my house. Well, most of the time anyway, I’m grateful. Other times it can be a dark place, with people complaining or arguing or being horrible to each other. That’s the part I can’t stand.

Another part that is super annoying is when someone “friends” me but never comments on my posts or communicates with me in any way until I

get the “hey girl! I’m having a sale tonight for my <insert Direct sale/MLM company name here>!”

Remember last month, I talked about how I never want to be the sleazy pushy sales guy? Here’s another one I don’t want to be. The direct sales company person that only ever communicates to push their product on you.

Yeah, there may be times that whatever they are offering isn’t something I need to have a relationship with them in order to use their products. However, if I know someone who sells that product already, that’s who I will probably reach out to in support of them.

Now, I’m not gonna lie.

This newsletter each month is my way of communicating with you about what I do in real estate, but I hope you find it as something more



Family meal gathering in Oklahoma – definitely before I was born. 😊

than “a sales pitch.” That you enjoy it. Maybe it makes you chuckle. Maybe touch you.

Ultimately, it’s so you get to know me, and hopefully you think of me when you (or your family/friends) need real estate services.

I look forward to getting through these weird times and getting back to “normal” – whatever that means for you. In the meantime, stay safe. Stay healthy.

Until Next Month,

Stacy

Don't Forget to Have Fun!!!!

May Quiz Question

Q: What kind of weapon is a falchion?

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.

April Question & Answer

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

A: William Shakespeare

Congratulations: Kendan Bauer!

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Happy Birthday

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

Jenny Brenzel	May 2nd	Anna Elisa Scott	May 11th	Jenn Cavanaugh	May 21st
Kenny Insley	May 2nd	Catherine Gilbert	May 11th	Camryn Rawlett	May 22nd
Jacob Martin	May 3rd	Dan Wilson	May 12th	Heather Fogelson	May 22nd
Vicky Neely	May 3rd	Claire Purgason	May 13th	Ray LeBlanc	May 22nd
Karen Kapust	May 4th	Kenny Barnas	May 13th	Colin Haraway	May 23rd
Leila Martinez	May 4th	Mike Haggerty	May 14th	Derek McCauley	May 23rd
Lena Picha	May 5th	Linda Holifield	May 15th	Lauren Fox	May 23rd
Ryder Cavanaugh	May 5th	Jim Steele	May 17th	Bobby MacCracken	May 24th
Kim Nunez	May 6th	Tyson Tsikerdanos	May 18th	Megan Sutherland	May 24th
Grant Huffstetler	May 7th	Max Van Vlerah	May 19th	Andres Menocal	May 25th
William Huffstetler	May 7th	Kate Felton	May 20th	Brent Allgood	May 26th
William Pattison	May 8th	Brad Ranneberger	May 20th	Jennifer Bobbitt	May 27th
Leon Kaas	May 8th	Jamie Stanley	May 20th	David Morris	May 27th
Steve Duncan	May 9th	Michelle Bairrington	May 21st	Michelle Schaffer	May 28th
Josilyn Insley	May 10th	Garrett Goodwin	May 21st	Sherri Beachley	May 29th
Abe Lopacienski	May 11th	Raymond Wilson	May 21st	Jeremy Bitler	May 31st

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 MOST Delicious Recipe

From Eric and the Impact Family

I'm gonna tell you a secret today.

I'm going to share a recipe with you and explain the specific steps of the Famous Baked Layered Antipasta dish. Then I'm going to give you the analogy of how this recipe is direct related to the real estate process, specifically our documented Approach that is outlined in our book, *The Psychological Approach to Sell Real Estate*.

If you've never had this dish, these baked layered antipasta, then you are missing out on something delicious. EVERY TIME... EVERY SINGLE TIME that I make this recipe and someone tries it for the first time they RAVE about how good it is and ask for the recipe.

Today, I'm giving you that recipe.

First, it is cooked in a glass 12x9 casserole dish. You will spray the dish with Pam or something similar. You will need 1/4lb of each of these meats and cheeses. It is BEST to get directly from the deli. 3 Meats: Cooked Ham, Hard Salami, Pepperoni (the big ones). 3 Cheeses: American, Provolone, Swiss. You will then need 2 rolls of Pillsbury Crescent Rolls (ideally seamless, but they don't always have them). 2 Eggs. Roasted Red Peppers. A little Olive Oil.

Now comes the important part. It is important in the way you construct the dish.



If you don't follow the sequence of the recipe it won't taste how it's supposed to taste. It might taste good, but it won't be phenomenal.

Turn Oven to 350. Lightly Spray Dish. Unroll Rolls and layer on the bottom of the dish. Then you start at the bottom with layering the salami – make sure you cover the entire pan to the edge of the rolls. Then you layer Provolone. Followed by Cooked Ham. Next Swiss. Next is Pepperoni. Then American Cheese.

This is very important!

It won't taste to perfection if layering is off. It is UBER important to end on top with

Cheese because of the melting factor.

Then, here are the next steps.

You carefully spread out the Roasted Red Peppers on top of the American Cheese. Do NOT go all the way out to the edges. You will cover about 60-70% of the cheese with Roasted Red Peppers.

Then you crack an egg and a half (leaving the 2nd yoke til later).

You whisk the Egg and a half and then you spread over the Cheese and Roasted Red Peppers.

After that you need to carefully unroll the 2nd crescent rolls and cover the antipasta. Do NOT let the dough rip as you spread. You MUST be careful in these steps.

After the rolls/dough, then you have one final step before baking.

You take that last half of an egg, the yolk, put in a bowl and add about a tablespoon of Extra Virgin Olive Oil to the Eggs. You whisk the egg/oil.

Then you use a little brush and spread the egg/oil mixture on the top of the rolls. This helps with the baking so that it doesn't burn and also helps bake the Antipasta equally.

After this it is ready to bake!

You could actually do the above steps and then put in the fridge for a few hours if you are preparing the dish for later in the day.

Now onto the Baking.

With the oven pre-heated to 350, you are ready to bake. You HAVE to do the next steps in THIS order.

Cover the dish with Aluminum Foil. Make sure it is tight so the foil is not touching the dough.

Bake for 30 minutes COVERED. Then after 30 minutes bake for another 30 minutes (60 minutes total) UNCOVERED!

That is IT!!! And you are ready to cut and serve. From personal experience, if you can let the dish sit 30-40 minutes before cutting into $\frac{3}{4}$ inch by $\frac{3}{4}$ inch squares. You can cut immediately, but it cuts a little easier if you wait a bit.

That is IT, that's the recipe!

Do yourself a favor during this Quarantine. Make this dish and send me a picture and what you thought of it.

Now, let's relate to Real Estate Sales Process. You noticed the very specific steps to the recipe, the SAME is true with buying/selling homes.

I recently had a friend text me and said they needed to talk about buying a home. Their family had grown and they were ready to move from their first home, a townhouse, to a larger single family home that had some privacy. They had been browsing online and had identified a few homes that they thought fit their needs.

It was during this time that I had to put the brakes on them.

They were adding the Roasted Red Peppers first before even putting down the dough.

I had to quickly explain that they could start putting the ingredients together, but they couldn't start baking yet!

The ingredients... and each family might add or subtract a few ingredients for their own taste... but the ingredients include. Getting Approved for a Mortgage on a New Home. Cleaning. Staging. Interior Stylist Consult. Packing. DeCluttering. Fresh Paint. Photos. Property Story/Flyer. New Carpet. Fresh Flowers. Plumber. Home Inspection. Loan Approval.

Now comes the fun part where you need a knowledgeable Chef to put all those ingredients together.

You can't do property photos without first doing the stylist consult. But should that come before or after painting and cleaning? Loan Application, where should that go in the process. Well that's like putting the meat NOT the cheese on top. It might taste ok, but it ain't right!

The Baked Layered is INCREDIBLE if you follow the directions. It is DECENT if you have all right ingredients but don't layer in the correct order. And it can ABSOLUTELY be INEDIBLE if you don't have the right ingredients or cook at incorrect temp or time.

Buying and/or Selling a home with someone that doesn't know the EXACT recipe, that doesn't have a Documented Approach, it can a HORRIBLE/INEDIBLE experience. Us, at Impact, we know the recipe. We know the steps to have INCREDIBLE results.

There is a recipe and steps for Baked Layered Antipasta that MUST be followed to be delicious. And there is a recipe for success in real estate... We know those steps! If you need any help, just hollar and we're here to help!

IMPACTCLUB™

ImpactClub Adapts...(Passion)

Yes, there is going to be an ImpactClub® Frederick Event.

We have gained too much momentum to have the Covid-19 'Shelter In Place' order shut down the Impact you and 308 other people have made over the last 3 plus years.

ImpactClub® Frederick has donated over \$341,000, since inception in February 2017. Through 14 events, first at The BlueSide Tavern and most recent at Idiom Brewery we have gathered. We have hugged. We have laughed. We have had good times. We have had good food and drinks.

Most IMPORTANT we have heard 42 different speakers stand up in front of you and pour their heart out. Speak of their passions. Speak of those they help. Some have been in recovery themselves. Some heartwarming and tear-jerking stories. Some speakers, like Wayne Dorsey, made us laugh.



Whatever the emotions each and every speaker representing their charity has a PASSION for whomever they are helping.

Each of our 300 PLUS ImpactClub® Frederick members have a PASSION for helping others and ImpactClub® helps fill that passion.

We are well aware that some ImpactClub® Frederick members, this is just a SMALL portion for what they do and who they help and their donations are many and their volunteer hours are endless. And



there are others that just come together once a Quarter and use ImpactClub® as their main charitable contribution. Either one is GREAT, we are just happy that you found ImpactClub® and continue to support our mission to help charities here in Frederick by turning your

\$100/quarter donation into OVER \$120,000 ANNUAL contribution!

Just like those speakers each event, we too have a PASSION!

Our passion is bringing like-minded, caring, generous individuals together to have a GREAT evening and to have an Incredible Impact. To make our members feel a part of something bigger than themselves and their \$100!

With that, we are NOT gonna let COVID-19, STOP IMPACTCLUB® FREDERICK...

True we can't meet in person. Which absolutely STINKS! But we can still meet and we will use technology to host our 14th Event on Tues May 19th.

We are doing a Zoom meeting at 6:30pm on Tues 19th. For technology and voting reasons this is a Members Only event.

If you are a current member you should have received an email and an evite for the EVENT. If not, please reach out to me ASAP and we will figure this out before the 19th.

If you are just now reading this for the first time and want to know more about ImpactClub® Frederick and how your \$100 could have a \$30,000 Impact, you can check out past events and JOIN us at www.impactclub.com/clubs/frederick-md/, we would LOVE to see you on the 19th of May!

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

- Thank you Impact for all you did to get us in our forever home. We were a challenge that you rose to! I'm so glad we got to know the wonderfulness of you! – Barb Z

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