

# IMPACT MARYLAND MONTHLY

*with Brittany 'Hashtag' Reaver*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JULY 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

- Spring Market on Steroids Pgs. 1 - 3
- July Birthdays. Pg. 4
- Don't Forget to Have Fun Pg. 4
- Stories From the Street – Horrible Business Decision? Pgs 5 -6
- Social Media Stories Pg. 7
- What Recent Members said about their experience with our Company. Pg. 8

## "Spring Market on Steroids"

Can we all agree that 2020 is like a 2 year old testing our patience... Just when you think they've stopped the tantrum over the wrong colored cup, they change gears and spill an entire tub of glitter on the floor. I mean you can't make this shit up. 2020 is one curve ball after the other, you can't keep up, you never know what absurd thing is next, and you just want to cry and make it all go away.

But, that 2 year old is going to grow up too quickly, so enjoy the tantrums and clean up the glitter and love your babies. Teach them that even though the world may seem like it's falling apart all around that they are loved unconditionally and that you are the one thing in their life that will remain 'normal'.

When COVID started no one knew what was happening or what to expect. I remember thinking it was just going to blow over. I don't have TV, so I don't watch the news, and let's be real, I only use my phone for social media and selfies, so I wasn't reading any news articles.

Then all of a sudden it got bad. People were panicking and scared for their lives. The world shut down, literally. That's when I actually got nervous. I was pregnant, trying to maintain the sanity of 3 spirited kids in the house 24/7, and my job seemed to be in grave jeopardy.

I live solely off real estate, I do not have a second means of income, I do not rely on anyone to support me and the girls- and that's ok. But I got scared because if that goes away, so does the last 'normal' thing they have, their home, the home they have grown up in.

*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.

Without a source of income, I was afraid of what would happen without that.



Surprised the girls with a trip to KY! #ilovesurprises

It didn't help that people were bashing the housing market saying it would never recover, that we are going to see another housing recession, and on and on...

**I wasn't sure what I would do if that happened.**

There wasn't much I could do, I did the best I could with the girls. I didn't want them to worry. They have enough change going on in their tiny worlds already. It was hard not working.

Especially since Eric, SueMart and I work as a team, a real estate trifecta. Each one of us can pick up exactly where the other left off in second, and I was out of that loop. I had no idea what was going on and I hated that.



Where's Waldo search #downtownfrederick #lovewhereyoulive

After a few weeks, shit hit the fan. More and more buyers were starting to come out of the woodwork. Zoom

calls became the new normal to 'meet' clients. And let me tell you, there is nothing like meeting new clients in bed with pajama pants still on! Am I right!?

Eric, my broker, said he has never seen anything like the housing market right now. It is like the spring market on steroids. Inventory is still low and the historically low interest rates are creating a buyer frenzy.

Luckily, Eric, SueMart and I work closely- because we have had to tag team clients right now. We all have families and lives, and in this market, if a home is listed in the morning, we have to get the clients out that day if they stand a chance. Between the 3 of us, one of us is always available and ready to jump in when needed.

Just this weekend, I took buyers out to a few homes. We showed up at the second house and I swear to you- it looked like the grand opening of a Chick Fil-A, there were dozens of people standing all over the front lawn and going in and out of the house... people have been super



Dress up with Ms. Kentucky #dreamsdocometrue

cautious recently, sellers are asking only 2 clients and agent accompany showings and they are limiting the amount of time you can have on a appointment, some are also leaving some down time between showings for the house to air out...

but this weekend I was stunned to see so many people.

I knew the house was underpriced, yes it needed some cosmetic work, but the overall bones of the house seemed great! The clients, who have been wishy washy really wanted this house, along with 765,039,867 other buyers. So we immediately started working on a plan. We called the agent and chatted, spoke with the lender and ran 87 scenarios. We knew off the bat we would have to go WAY above list price, so we were working through that. Having an agent that knows how to write a strong offer, do the research on the back end, get a leg up, hit the pain point of the agent/seller, know when to push and when to pull, as well as what to include or exclude.



Gang's all here #familytime

ask for up to 3% in a normal market and sellers expect that. But in this market, it is unheard of! Sellers are getting multiple offers extremely quickly, so they have the upper hand. An offer in this market needing closing cost is almost immediately thrown to the bottom of the pile. After writing a few offers on their behalf, it just wasn't working. We were also having to call

listing agents before we even showed the property to ask if 1) they had offers and 2) if their seller would consider giving any assistance with the right offer.

Over the years, I have learned to write an offer 187 different ways. There is a lot to consider, but for these buyers, there was only so much I could do to make theirs as attractive as possible. And as much as I hate to let 3 buyers go right now, I knew it wasn't fair to them to continue to show them property and get their hopes up, knowing that I more than likely won't be getting them into the house of their dreams. When it is the right time for them, you can bet your ass that I'll get them into a home that they will love!

One thing I have learned in real estate, and in life, is that no matter what curve ball is thrown at you or how many times you get knocked down or beat out, you have to learn from that and get back up and stand tall. From every offer that doesn't get accepted, to every 'life lesson' thrown at me, I am taking away valuable lessons to use in the future. I don't always get it right, but I will never stop trying and learning from these experiences.

Until Next Month,

*Hashie*



Baby Franz on 4th of July  
#bornintheusa  
#crabsoldbayandtheusa

**Sadly, the property from the weekend had 64 showings in 2 days and 17 offers, 17!**

What the actual F!?! We wrote the strongest offer that our clients were able to do, but they ultimately lost out to a cash offer that settles next week. It happens...

In the last month, I have also had to have very raw conversations with 3 new buyers and let them know unfortunately this was not the market for them to be buying a house in. The buyers all came to us qualified from reputable lenders, however, they all needed a significant amount of closing cost assistance. Not normally a big deal, we generally

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

### July Quiz Question

**Q:** Which planet has the most gravity?

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.

### June Question & Answer

**Q:** Originally an acronym, what does "posh" stand for?

**A:** Portside Out Starboard Home

Congratulations: Tammy Long!

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

## *Happy Birthday*

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

Katie Sillex	July 1st	Lalania Knowlton	July 13th	Owen Cooper	July 22nd
Phaedran Linger	July 1st	Aiden Wingard	July 14th	Paool Majalca	July 22nd
Eleanor Basile	July 2nd	Shannan Thorhauer	July 14th	Lou Zammichieli	July 22nd
Gary Hertzberg	July 2nd	Linda Ranneberger	July 15th	Elle Gorman	July 23rd
Tracy Boyd	July 3rd	John Sulmonte	July 16th	Soraya Ally	July 24th
Greg Martin	July 3rd	Naiya Sayles	July 16th	Ryan Bell	July 24th
Taylor Reiland	July 6th	Carissa Beard	July 17th	Jim Bender	July 24th
Jim McClellan	July 7th	Erin Cotter	July 17th	Heily Insley	July 24th
Gage Stanley	July 7th	Marisa Yearta	July 17th	Steph DeLauder	July 26th
Emma Klinko	July 8th	Sherri Reitz	July 18th	Michelle Bitler	July 29th
Shelley Smith	July 8th	Caroline Ranneberger	July 19th	Andy Giacco	July 29th
Cash Insley	July 8th	Bill Crosthwait	July 20th	Jacki Grubb	July 29th
Taylor Rawlette	July 9th	Chad VanSant	July 20th	Tracy Pattison	July 30th
Terry Hood	July 11th	Caitlin Hamilton	July 21st	Britt Steele	July 30th
Heather Quill	July 13th	Jessie Donnellan	July 21st	Jeremy Tuel	July 30th
		Mike Wingard	July 21st	Colette Benton	July 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.

## Horrible Business Decision??? (Impact lost \$24,750 Last Year)

Ok. I have a question for you this month in Story From The Street.

If you were running a business would you stand on principles and morals or would you try to squeeze EVERY last dollar out of your customers?

If everyone else in your industry does something that squeezes the client. LITERALLY every settlement that we went to last year when we looked on the settlement statement had this fee that the other brokerage charged their client.

**Oh, it's industry norm.**

Do you know how easy it would be for us, Impact Maryland Real Estate, to do what EVERYONE else is doing and charge our client an additional fee.

Could we justify it? Absolutely

Could we use the extra \$24,750? Damn right.

**Would it be a good business decision to charge our clients this \$24,750? Probably.**

But you know what... Sometimes you have to stand up for what you believe in even it is the OPPOSITE of what EVERYONE else does. Sometimes it isn't always about the 'bottom line.' Sometimes it is just about 'Doing the Right thing.'

And hope and pray that your customers see you doing the right thing and still want to do business with you. Still refer their friends and family to you (our #1 Source of Business is YOU!).

NOT charging an 'Administration Fee' – 'Transaction Fee' – 'Broker Fee' ... some of the common names used by companies is something that we NEVER want to charge clients for. These fees range from \$195 a transaction to – I've seen it as high as - \$895. And on average this 'additional fee' averages \$495 a transaction.

**\$495 for what? I'm not sure.**

The Real Estate industry we work on contingency basis.

What is that?

Well, we don't get paid until we actually do our JOB. Til we sell a house for a seller. Or we have a purchaser actually purchase a home.

We can spend months and THOUSANDS of dollars getting a home ready for sale. Staging/Design, Appointments, Arranging Contractors, Pictures, Social Media, Marketing, and TIME... Thousands of cold hard cash outlaid to sell a house.

And if we don't sell it... We don't get a dime.

**Then for buyers...**

We had one buyer that we actually worked with for 5 and a half years until he purchased. I think we ended up working for \$4.13/hour with him. We work with buyers AS LONG AS IT TAKES to get the job done. Sometimes they just don't end up purchasing and we work for free. Sometimes buyers buy the first house they see. To us, it all evens out. But we don't get paid until the end.

Paycheck = 2, 3, 6 months of working with someone.

Some paychecks are bigger. Some are smaller. But no matter what we treat each client the same...

**We NEVER NICKEL AND DIME OUR CLIENTS!!!**

**We have never and will never charge this \$495 'transaction fee.'**

Why don't we do this when everyone else does????

For a couple of reasons. The first is we HATE. Like DESPISE when people nickel and dime us and we REFUSE to do that to our clients/our friends. Second... Because our #1 source of business is YOU!!! Is your business. Is your family's business. Is you referring business to us. We don't want to do anything to jeopardize that relationship.

Imagine saying to a friend. "You are thinking of selling? You have to call Impact Maryland Real Estate, they will take super good care of you... and they will only bend you over the barrel for an additional \$495 – "F.U. fee"

Our stance hasn't changed. This isn't anything new to us. In our book, "The Psychological Approach to Sell Real Estate" that was originally published in 2015 and modified for Impact Maryland Real Estate in 2017 is the following text.

We had 5 Differentiating Factors in Why YOU should work with us and this is #5:

#### **5. We DO NOT Nickel and Dime Our Clients**

*A few years ago, when most U.S. airlines were struggling to stay afloat and losing money by the truckload, they made decisions that ended up separating them as wheat from the proverbial chaff.*

*They started charging fees for bags. It was a "brilliant" idea from airline CEOs who wanted to offset their losses. But it backfired. You can see it now by looking at the slow decline in ticket purchases on airlines like Frontier, American or Delta.*

*Nickle and diming clients doesn't build a successful brand. It's a desperate, last-ditch effort that inevitably weakens an organization's entire business model.*

*But not all airlines went down that path. Southwest Airlines, for example, was determined*

*to be different. They became the "no frills" provider that offered to do just one simple thing: get you where you needed to go ON TIME.*

*They created an entire philosophy around their simplistic approach called "TransFAREncy," which they define as the "philosophy created by Southwest Airlines® in which customers are treated honestly and fairly, and low fares actually stay low—no unexpected bag fees, change fee, or hidden fees. Created and practiced exclusively by Southwest Airlines."*

***We might not be selling airline tickets, but at IMPACT, we follow the pattern of Southwest. They're transparent in their fares; we're transparent in our commissions.***

*Our agents will never charge you an admin or transactional fee. In fact, we believe real estate agents who do that probably don't feel that highly about their own skills to sell homes at a fair price to begin with.*

*It's against the core of our character to charge a few hundred dollars on a transactional fee when we're earning a commission. We NEVER do it.*

*Our commissions are enough. Our faith is in our strategies and the work we do to increase the value of your home. If we've done that, we've done our job. The rest will take care of itself.*

We have lived by this philosophy and last year we could have made \$24,950 but you can't put a price on relationships and 'doing right' by our clients, so WE DON'T!!!

Thank you for being a loyal client and friend... We love you!

# 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**  
June 28 at 4:41 PM · 🌐

This is what memories are made of!

#allthecousins #kentuckycousins #backyardhillbillies #cousintime #wildcrew #summermemories #summer2020 #kentuckysummer #makingmemories



30 2 Comments

**Brittany Seiter Reaver is with Pam Seiter in Louisville, Kentucky.**  
June 27 at 7:44 PM · 🌐

4 generations of powerful strong bull shit free women!

David Morris

#4generations #strongwomen #getshitdone #kentuckystrong #raisingdaughters #raisingstrongdaughters #raisethemright #fourgenerations #wtharper #tuckygram #grammy #louisville #kentuckyproud



Elizabeth LeBlanc, Nicole Webb and 65 others · 7 Comments

Like Comment Share

View 5 more comments

**Brittany Seiter Reaver is with Pam Seiter.**  
June 19 at 7:54 AM · 🌐

I was fortunate enough to grow up watching and learning how to give back from my mama... she has always been selfless and generous of herself and her time...

I learned from the best... and now we both get to share and teach these kiddos. They absolutely loved shopping for and delivering goodies to the @frederickmdpolice @fred\_md\_police @frederickrescuemission @frederickfire13666 @the.real.estate.mama ... See More



71 7 Comments

**Brittany Seiter Reaver**  
June 9 · 🌐

Monday night adventures with my crew ❤️

#mondayadventures #startingtheweekright #reavergirls #riverrats #floatin #weneededthat @7thstreetceo




24 4 Comments

# IMPACT MARYLAND MONTHLY

*with Brittany 'Hashtag' Reaver*

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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)

- IMRE sold our house and helped us buy a new one during a global pandemic. The mic drop of realtors! Love these folks. (Chris M.)

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