

IMPACT MARYLAND MONTHLY

with Stacy Allgood-Smith

"HOW TO THRIVE IN EVERY KIND OF MARKET"

AUGUST 2020



Oh No! Not the Crochet Needle?

I grew up in a small town where half the town folk were my relatives, and half of the other half were related to each other. My mom seemed to know everybody.

My sister and I still talk about how when Mom would take us to the grocery store that was 2 minutes away for "just a few things." It would be an hour long trip because she would inevitably see someone she knew and end up talking in the aisles FOREVER!

That also includes some of the staff at the Safeway, too. There was "Fred without the FR" (his name was Ed, but that's how Mom remembered it) and Mr Farrell, who I think was the store manager. I can still picture them and how jovial they were with Mom.

I think my sister had it worse than me since she's more shy than I am, but both of us would still have that exasperated, "C'mon, Mom!!! I wanna go home!" while she was chatting it up. Sometimes, though, I would just pop myself into their conversation and join in. Ya know, the 7 year old's wisdom and all. I'm sure I embarrassed my mom countless times.

One time, when I was about 2, Mom and I went to Bellison's store/carry out, and when we got into the door, apparently I felt the need to greet everyone and Mom heard her own words coming from me: "Heddow, heddow, heddow!" Kids are mocking birds, right?

Saturday mornings were trips to the meat market, where Mom (with me in tow) would catch up with Bruce the butcher on the latest town news. Of course, my sister married Bruce's cousin, because you know...small town.

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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.

After the weekly meat market trip, we would head to Grandma's for her grocery shopping. We couldn't possibly go to Safeway, though. We would have to go to Main's Store in Cedar Grove, so Mom could get Grandma's groceries...and catch up with Willard on the latest there. She'd probably share news from Damascus that she heard from Bruce earlier.

Let me be clear, this was not GOSSIP. This was NEWS. *Ahem*

Sometimes during the year our Saturday routine was off because I would be going to Children's Choir rehearsal at church, directed by Sharon. I don't know how she did it. She was probably in her early 20's, directing all these unruly kids (like me) and somehow got us to sing so pretty.



I was able to do a quick beach weekend getaway with "the girls"

I loved Children's Choir. I could sing as loud as I wanted!!

Not that anyone really wanted to hear me, but I digress.

Mom and Sharon were good friends, so after rehearsal, they would end up chatting for what seemed like forever. I would end up playing around the

church, in the car (pretending I was driving), crawling from the back of the church to the front of the church, under the pews.

I'm not sure she ever knew back then what all I did while she was chatting, whether it was in church, the grocery store, Main's Store, the meat market, or wherever. She rarely met a stranger.

Do you catch a theme here?

Mom LOVED to talk to people.

Sound like anyone else you know?

You know the saying, "The apple doesn't fall far from the tree."? I have my own version: The nuts don't fall far from the tree.

A few years ago, I was in Food Lion in New Market, and ran into one of my fellow church friends I hadn't seen in a while, and I am pretty sure we ended up talking for a half an hour! We talked about his kids, their schools, our church and how we enjoyed it, and I don't even remember all what else.

When we parted, I had that "Ah-ha" moment of "Oh crap. I AM my mother."

I suppose that's not a bad thing, since people enjoyed being with Mom.

In her later years, she wasn't able to drive and after Dad passed away, she relied on the family, or her church friends to get her places. Inevitably, when they brought her home, they would still be talking and sit in her driveway for another 45 minutes "finishing up" the conversation.

I've heard this from MULTIPLE people. And experienced it myself.

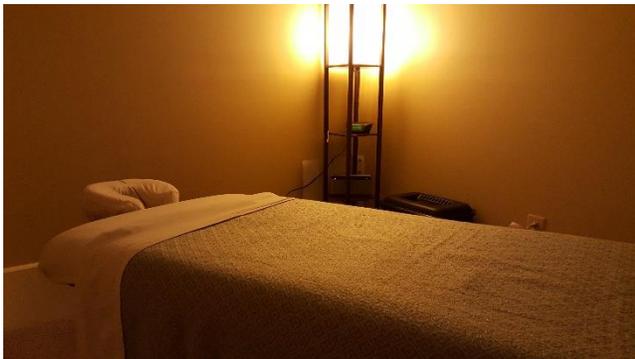
She also enjoyed crocheting. She would crochet afghans, washcloths, baby blankets and such while sitting in front of the TV. She'd be watching her BBC shows "As Time Goes On," Mr Bean, and something Summertime something. I always called it the BBC: Boring British Comedies. She "forced" me to watch them with her sometimes. I found they weren't as boring as I thought they would be.

Anyway, she had crocheting needles around and sometimes when we'd be chatting at the dining room table into the night and I was trying to go home, she'd fidget with her crocheting needle. I always joked that she was threatening me with her crocheting needle.



Mom's crochet needle, sitting on one of her afghans

I still have that blue plastic crochet needle. I don't crochet, really, but I can't seem to part with it. Nor can I part with the afghans my mom made with that dang crochet needle she frequently threatened me with. 😊



My massage treatment room – newly redecorated!

I think we have established that my mom likes to talk and I'm pretty much her clone in many ways.

I suppose that's one of the reasons I love what I do in real estate.

I get to talk to people!

It's like...MY JOB!!!!

Find out what style of home they like, don't like, what they had for dinner, how their cat escapes into the yard to watch the birds at the birdfeeders, what school their kids go to – or want to go to, and so many other things.



I wonder if this deck had been previously deemed as "unsafe."

Most importantly, I get to help people find their special home- their dream home, or sell their

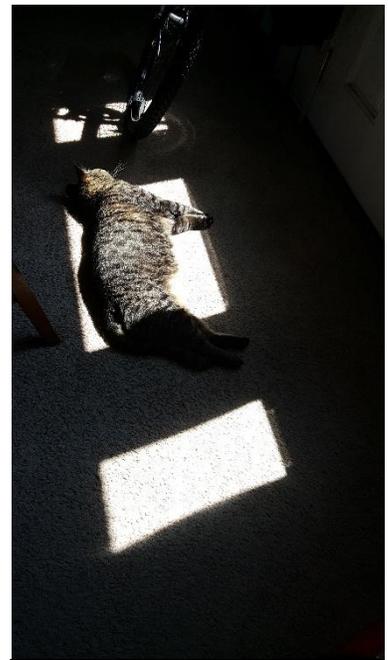
current home to be able to get to their dream home.

I want to be the kind of agent that finds out what your goals are. Do you need to sell quickly? Or for the most return?

Do you need a bigger home for your growing family? Are you downsizing and still want a place for the grandkids to play? Are you the single professional that is tired of renting and wants to invest into your future equity?

I love to hear all the answers to these questions.

And the ones about what your favorite Netflix shows are right now. Or your favorite Star Trek episode. Or your favorite Flying Dog brew. Or your theory on why the toilet paper is best loaded behind and under, rather than behind and over.



Obligatory cat picture. Of course, he's laying in the warm sunlight.

If you're thinking of making a move in buying or

selling properties, you want to make the best decisions possible for your needs and goals. You need to work with the right agent, like me, who works toward your goals and dreams because through conversation and "chatting it up" we can figure out what will work best for YOU!

Until Next Month,

Stacy

Don't Forget to Have Fun!!!!

August Quiz Question

Q: Which 1980s movie theme song was recorded in just 3 hours?

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.

July Question & Answer

Q: Which planet has the most gravity?

A: Jupiter

Congratulations: Brian Brushwood!

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Happy Birthday

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

Beth Monzon	Aug 2nd	Brynn Edwards	Aug 12th	Belynda Sulmonte	Aug 20th
Elizabeth LeBlanc	Aug 2nd	Andy Kapust	Aug 13th	Brian McClellan	Aug 20th
Andrew Tuel	Aug 4th	Chris Nicholson	Aug 14th	Joe Yoho	Aug 20th
Alina Sillex	Aug 5th	Erica Bush	Aug 14th	Madison Umberger	Aug 20th
Matt Bobbitt	Aug 5th	Lindsay DeLauder	Aug 14th	Connie Stevens	Aug 20th
Brianna Kaas	Aug 6th	Ronan Spangler	Aug 14th	Lauren Galla	Aug 21st
Emme Haraway	Aug 6th	Lacey Peterson	Aug 14th	Mateusz Zielinsk	Aug 21st
Kathleen Hertzbe	Aug 6th	Sean Donnellan	Aug 15th	Erika Blumer	Aug 22nd
Jess Fandel	Aug 7th	Jamie Deaver	Aug 15th	Krissy Steelman	Aug 23rd
Joe Huggins	Aug 8th	Cooper Ranneberger	Aug 16th	Macy Bell	Aug 24th
Brendan Wharton	Aug 9th	Erica Fouts	Aug 16th	Neria Joseph	Aug 24th
Aaron Miller	Aug 10th	Landon Morris	Aug 16th	Reagan Morris	Aug 24th
Brian McArdle	Aug 10th	Phil Petrides	Aug 16th	Laura Whitting	Aug 26th
Jack Wilson	Aug 10th	Ryan Diener	Aug 17th	Amy Goldsmith	Aug 27th
Barb Zoellner	Aug 10th	Willie Monzon	Aug 17th	Keith Fouts	Aug 27th
Anthony Orsini	Aug 11th	Tom Hamilton	Aug 18th	Ben Risbeck	Aug 27th
Cindy Warfield	Aug 11th	Eileen Risbeck	Aug 18th	Mike Seiter	Aug 27th
Lou Sacchetti	Aug 11th	Jayden Joseph	Aug 18th	Kait Allgood	Aug 28th
Shayla Martinez	Aug 11th	Ashley Wingard	Aug 19th	Frank Lawrence	Aug 29th
Emily Purgason	Aug 12th	Matthew Clark	Aug 20th	Aunt Maggie	Aug 30th

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.

5 Star Restaurant or McDonalds???

You Don't Have to Have Both

This business that we are in can wear on you. We talk all the time about the ups and downs of real estate that we are either giving our clients spectacular news or delivering horrible news. Rarely during a transaction do we just get to call and chit chat about their kids, the weather, where they are going to eat this weekend.

This past month we went through a 14-day period with 3 different buyers where they wrote a total of 15 offers on multiple properties and every time they got beat out by another buyer!

We had to deliver heart crushing news 15 times to our clients.

Do you know how hard it is to tell someone that they aren't getting their 'home' they dreamt of?



Then the week after that we were winning offers for all 3 buyers. One, our client, with our advice on how to structure the offer beat out 16 other buyers!!! YES, 16 OTHER buyers. Delivering this news is special but then the work begins.

There are actually many steps of a real estate transaction and some seem to use the McDonalds approach to real estate, while others use the Food Truck approach.

At McDonalds they have a person for every step. One person bakes the hamburger. One takes the buns out of the container. One squeezes 2 circles of ketchup. One puts on 3 pickles. One person wraps the burger. And then there is one person taking the order. Then there is the pimply face 19 year old manager that just went through 6 weeks of training. He is far from an expert but because he went through this training where he learned scripts and tactics he or she thinks she is this almighty person.

Then when you go to a food truck or a small locally owned restaurant you get to meet the owner. You know the owner has locally sourced the food. The owner picks out the ingredients. The owner personally trains the staff. The owner oversees the process. And the owner takes pride in the quality of product that you eat.

Just like going to a restaurant where there are many steps that go into preparing your meal there are MANY steps in a real estate transaction and then 52 things that go into each step.



First there is the 'before' part of the transaction. Some call it 'lead generation', others refer to it as content creation. However, both serve a purpose in **client acquisition**.

You can't stay in business very long if you don't get people through your front door.

Then the next phase, which some agents just skip over. Is the **education phase**. Any client that comes through our 'front door' will get educated on the buying or selling process. They will be made aware of potential pitfalls, they will know timelines, they will know what to expect. Because there are 172 moving parts in a real estate transaction, and there are consequences for each of those 172 moving parts. So, we take time to educate our client.

Then you go into the **search/selling phase**. This is the time when you are either searching for a home or your home is for sale and before you get a contract. It could take a few days to a few months during this phase and this can either be super rewarding, or it can be super frustrating, but you can't get your desired result without going through this phase. However, if you were properly educated/informed in the education

phase then you are already prepared for the unexpected.

Then you have the **contingency phase**. This is immediately after the contract and for 10-14 days the transaction is in the most vulnerable state. Inspections, Appraisals, Financing, Radon, Mold, Title work, there are 1,000 things that can pop up during this phase and you have to be able to navigate through them.

Next you have the **waiting phase**. Now there are DEFINITELY things that can blow up in the waiting phase and this can be the most frustrating and disappointing if you think you can see the finish line, but then the rug gets pulled out from under you. Getting final loan approval. Final walkthrough. Utility transfers.

All of this leads up to the **Settlement Day**.

This is the culmination of 2, 3, 7 months of hard work. Of an emotionally draining time. And it should be a JOYOUS day!!!

Most companies stop here.

We, however, are there after settlement to help with anything house related and also to give a big ‘thank you’ for entrusting us and we also welcome you into the ‘Impact Family’ where we constantly tell stories and stay in touch if you need anything.

Just yesterday I got a text from a client... They should have reached out to the lender, but we were the ones who stayed in touch, not the lender... The text said, “Hey our rate is 4%, do you think we should refinance?” And within 3 minutes we responded and got our client back in touch with the lender.

Why did they reach out to us first?

Because we are there every month with this newsletter. Our clients get birthday cards (if you don’t, PLEASE update your info at www.updateimpactinfo.com). They get little reminders and thank you’s throughout the year so we are top of mind.

We tell you this because what we have seen recently has really disgusted us.

Agents taking the McDonald’s approach to the extreme. Segmenting jobs and duties. We had an incident last week on one of our listings where the buyer agent got a contract on one of our listings and then the inspection was scheduled a few days later. When we reached out to the agent to ask about the

inspection and who the inspector was going to be, she had NO CLUE that the inspection was even that day because her ‘transaction coordinator’ had scheduled and forgot to tell her.

Agents really should attend inspections and when we asked who was attending, she said no one on her ‘team’ could cover for her. This was the hamburger maker forgetting to tell the ketchup person that the burger was ready.

And when there is a breakdown on the McDonald’s assembly line there is NO way of fixing it because the pickle girl, and the ketchup person, and the fry dunker have just been taught to do their specific job.

Everything has to run smoothly at the assembly line and one piece of dust in the conveyor belt can mess up the entire operation.

This is how MOST real estate companies and big TEAMS operate... they all have a roll. And they stay in their specific role. They might be the best cold caller in the world. They might be able to make 100 cold calls a day and be the best pest out there. But give them a failed septic and they are

LOST. They don’t have a script for that. They can’t think on their feet because they were trained at McDonald’s.

Then you go to the food truck and there are 3-4 people. Each knows how to cook. Each knows how to run the register. Each can fill in because they are always helping each other, and the owner is either right there or has a trusted sidekick that manages everything while he is outsourcing the best food.

We, at Impact, run like the food truck.

We are all there in the trenches with our clients. Yes, one of us might be better at one thing, but we all there all the time should something break down to step in.

We are personal with our clients. Our clients know us. And we present the fact that you will not just be passed off to someone else that each of us has stake and cares about each of our transactions, our clients, our family.

Not that there is anything wrong with McDonald’s everyone loves McDonald’s and they do a lot of business, HOWEVER if you want higher quality food you don’t go to McDonald’s.

So, do you want McDonald’s service or do Food Truck service???



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.

 allgoodrealestatemd



 Liked by amarieimagery and 10 others
allgoodrealestatemd Multiple Offers and Under Contract in 4 Days!

 Stacy Allgood Smith added 2 new photos.
2d · 



 2 Years Ago
See Your Memories > 

 Linda Shipley Vincent is with Michelle Lynn and 3 others.
Aug 4, 2018 · 



  You, Lisa Giacco and 2 others 4 Comments

 Add Photos/Videos

  Rick L. Smith and 51 others 4 Comments

 Stacy Allgood Smith is in Ocean Pines, Maryland. 
Aug 2 · Ocean Pines, Maryland · 

This morning's bedhead wishes you a happy Sunday.

#bedhead #notcatpajamas #oceanpines #breezymorning #peacefuleasyfeeling #wheresbrunch @ Ocean Pines, Maryland



  Rick L. Smith and 31 others 3 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

- IMRE knew exactly what we needed to do to get our house sold, and it was sold for a lot more money than we had hoped for! (J. Steele)

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