

IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

OCTOBER 2020



Ch-ch-ch-changes....

Every year the seasons change, it is generally predictable. Summer to fall, fall to winter, winter to spring, spring to summer. However sometimes those transitions happen quicker than normal, temperature changes can be more drastic. Or seasons sneak up on us because we are too busy with life. Unlike seasons, people can change too. This can happen over night or over the course of weeks or months. Sometimes people change for the better... and sometimes for the worse.

I am a slow and steady change kinda person. I am a work in progress. And that's ok!

I have learned very recently, that it is ok to not be ok! Life is stressful on a normal day, add in a pandemic and homeschool, and shit!

My favorite time of year is the season changes. I do not have a favorite season, there are things about each that I love and dislike... It is something to look forward to. Summer to fall, means break in the heat, cozy sweatshirts, and all the basic B fall activities! Fall to winter brings chillier temps and SNOW!!!! Winter to spring gets us out of our houses and fresh air. Spring to summer gives us a break from routines and summer fun!

In life and nature, seasons change, people change, situations change... you HAVE to learn coping strategies and always be prepared to deal with the hand that you have at that particular moment. #easiersaidthandone

Do any of us want to be home school teachers? Hell no! Do I want to let clients go because they can't afford to buy a house? NO WAY! But this is reality now I am learning to navigate as best as I can.

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.'

HEADLINES

- Ch-ch-ch-changes.... Pgs. 1 - 3
- October Birthdays. Pg. 4
- Don't Forget to Have Fun Pg. 4
- Stories from the Street - It's the Little Things Pgs 5 -6
- Social Media Stories Pg. 7
- What Recent Members said about their experience with our Company. Pg. 8

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.



Reunited with this boo!
#whereareallthekids
#pumpkinpatch

One day at a time

Fall has brought us cooler weather, the start of virtual learning, sports starting back up, and possible market shifts in real estate.

Fall is generally a season of stress, school starts, new schedules, new routines, new teachers, sports schedules, I could go on and on. This fall is looking a little

different with virtual learning #boo. The girls recently switched from their Montessori school to a regular public school... it was a long time coming and I finally bit the bullet and made a hard choice to do what was ultimately best for them. No regrets!

This is something I have been struggling with for 2 years.

I am not in my forever home, and didn't want to pull the girls only to have to switch them more times than necessary... But it was time. The girls' dad recently moved into Lake Linganore, and this was a good opportunity for them. Within a week of moving in, they had already made TONS of friends, one of which ended up on Madi's class... it's like it was meant to be.



Out shopping for a new man
#justkidding

The first week of their new school, I noticed a HUGE difference in Madi... She was actually engaged, she was turning her camera on... and the icing on the cake: she took it upon herself to ask her teacher for a private call because she couldn't figure out how to log into something! I legit cried. I didn't recognize

this kid. This may sound like the smallest accomplishment, but when you have a kid who is

struggling in school, someone who is very aware of how far behind their peers they are, someone who is incredibly conscious of what others *may* be thinking- this is monumental!

Then there is Harper who sets up barricades in front of the computer so no one can see her and will only drink out of a wine glass for google meets... And Peyton, who doesn't want to put pants on and cries about every assignment.

So, listen up, we are all doing the best we can with these changes. No one asked for this. But we are all figuring it out in our own ways, there is no right and no wrong way.

And then there is the EVER-changing real estate market.

The last few months have been insane, like nonstop, can't catch your breath. Imagine a normal 'spring market' and jack it up on steroids... No one can predict what the market is going to do. Typically, we see a decline over the next few months with school starting and the holidays approaching... however, inventory is still incredibly low and rates haven't risen much, so who knows!

There are still multiple offer situations. People are forgoing inspections, which I cannot believe, and this past weekend, I saw buyers waiving appraisal issues, meaning they will pay out of pocket if it doesn't appraise! WHAT!?!?! This was on a town home, that my buyer wrote on at \$12k OVER asking already, and the other offer was more than that! I just do not understand!

People keep saying the market is going to crash like it did in 2008. But that was a completely different market.

At that time, buyers were buying with 0% down... that is not this market. Buyers are coming to the table paying all of their closing costs and down payment. People are invested in what they are buying. Yes, home prices are higher because sellers have the upper hand right now, so be careful of that when you write an offer. You don't want to go too high and risk appraisal issues, and I certainly wouldn't advise to pay out of pocket if it doesn't appraise!



#mytribe
#pickingupthepieces
#whatwouldidowithoutthem

I have seen several buyers become incredibly frustrated recently after writing multiple offers and losing out for various reasons. I get that, I am sensitive to that! It is a tough market for some buyers, I do what I can to alleviate the stress for them and help walk them through every step. I do what I can to write the best possible offer, many times turning to my broker to see if I am missing anything. And sometimes, it just doesn't work out.

The market will change. It cannot stay like this. We know that. We have to be patient. Patience sucks. I have very little of it. But we gotta do what we gotta do! In the meantime, I am telling some of my buyers to hold tight, save more money, rent for a few more months, sell and rent before jumping into another purchase.

I am not a very good salesperson.

I have talked more buyers OUT of buying home this year than I have done during my entire 7 years of real estate. I get emotionally attached to my clients, they truly become friends. I care about them, their well-being, the family situations- I don't want my people to get in over their head financially, I don't want to see them rush into a home they don't LOVE. I want to make sure they are going to be happy and not regret this huge financial decision.

Just like season changes buyer and seller markets fluctuate. Inventory and rates play a big part of this.

Despite all the changes we deal with on a normal day, some things stay consistent. One thing that will

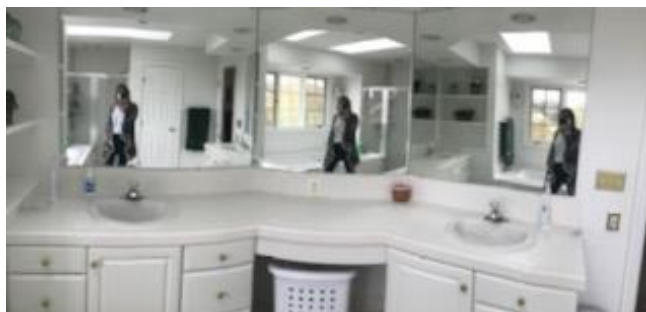


Heartly House virtual Walk in Her Shoes #closetomyheart #girlmama #raisingstronggirls

always remain consistent is the fact that I love and cherish my clients. My clients become friends, they become family, because without them I couldn't survive- so I want to make sure I treat

them the absolute best that I can. It is not fake. It is genuine, and I know that I get too attached sometimes, but who doesn't want someone in their corner fighting for them?

No matter what, #teamimpact will be there with smiles always willing to help however we can. Eric, SueMart and I have created a team that is unstoppable, we can each pick up where the other leaves off. It is something no other real estate agent can offer. Yes,



Panoramic selfie during a showing
#learningnewtricks #dontmindme

there are other 'teams' but those teams are just a group of people who report to their 'leader'. At Impact we all work together on every client. If I have kids on a Wednesday night, I know SueMart or Eric can jump in and do a showing if necessary. On days I don't have kids, Eric loads up my day to help alleviate his workload. It all balances out. This is something we have worked on for 2 years. We are still perfecting it, but it works so well with kids, lives, families, and personal lives.

I have a client now, who came to us through her mom... instantly we connected... picture the movie *Step Brothers* 'did we just become best friends'. She is going through a divorce with small children and I am dealing with my own train wreck... I was able to connect with her on a personal level and understand her pain and confusion. I was in her shoes at one point and was able to talk her off the edge many times and also give her the guidance she needed to hear!

Ultimately after getting cold feet on one property, and losing out on a few, I was able to get her an off-market property that met EVERY one of her needs, it was truly meant to be! You know you have done your job well when a clients mother calls to thank you for not only getting her into the perfect home, but for being a friend and a resource during a dark time for her daughter!

Changes are inevitable- life, seasons and real estate... I think we are all maxed out on 2020, no one could have predicted this shit show or even prepared for it ... As I deal with even more of my own life changes this year, I am choosing to show up with a genuine smile every damn day, because I will figure out how to navigate and cope! Because in life and real estate there are things that are out of our control, so instead we must make plans B, C, and D... and that is ok! We will all figure it out!

Until Next Month,

Brittany

Don't Forget to Have Fun!!!!

October Quiz Question

Q: By what name do we now know
The Sandwich Islands?

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.

September Question & Answer

Q: The traditional chef's hat has 100
pleats, which symbolizes the
number of what?

A: The number of ways to prepare an
egg.

Congratulations: Monica Stuckey!

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Happy Birthday

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

Crue Allgood	Oct 2nd	Connor McElroy	Oct 11th	Vincent Dabney	Oct 20th
Amy Raymond	Oct 3rd	Matt Blumer	Oct 11th	Mady French	Oct 20th
Melanie Taply	Oct 3rd	Jimmy Kopf	Oct 12th	Nicole Bell	Oct 21st
Eric Bouchat	Oct 3rd	Josh Doody	Oct 12th	Tom Cline	Oct 22nd
Lucas Fox	Oct 3rd	Jason Stanley	Oct 12th	Bina Allgood	Oct 23rd
Griffin Bonadies	Oct 4th	Kate Riling	Oct 14th	Rosemarie Weiler	Oct 23rd
Chloe Peterson	Oct 4th	Laura Via	Oct 14th	Sutton Allgood	Oct 23rd
Brian Wells	Oct 5th	Peter Fleck	Oct 14th	Alivia Smith	Oct 23rd
Zoe Blumer	Oct 5th	Nicholas Orsini	Oct 16th	Christine Kaas	Oct 23rd
Marco Garcia	Oct 7th	Alex Joseph	Oct 16th	Pamela Wheeler	Oct 23rd
Emily Willet	Oct 7th	Cooper Bobbitt	Oct 17th	Anna Carroll	Oct 24th
Kampbell Quill	Oct 8th	Dan Luippold	Oct 17th	Colton Phelps	Oct 24th
Kensy Love	Oct 8th	Jennifer Purgason	Oct 17th	Ray Baker	Oct 25th
Tara Hornung	Oct 8th	LeeAnna Arrowchis	Oct 17th	Jack LeBlanc	Oct 25th
Candi Insley	Oct 8th	Maria Menocal	Oct 17th	Amanda Miss	Oct 26th
Mandy Rawlett	Oct 9th	Andria Spicer	Oct 18th	Jayleigh Insley	Oct 28th
Paul Gorman	Oct 9th	Lauren Mills	Oct 19th	Emma Ranneberger	Oct 30th
Merry Klinefelter	Oct 10th	Bruce Murray	Oct 20th	Rebecca Shoemaker	Oct 30th
Alexis Fogelson	Oct 11th	Sam Schroeder	Oct 20th	Nicole Webb	Oct 31st
				Russell Lazarus	Oct 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.

It's the Little THINGS...

"Dad, I can do it. Just let me try!"



"Mom...
PLEASE!!!"

Kids always want to try new things and be grown ups but don't realize the consequences for their actions or the results of

not having knowledge and experience needed to get the results of someone with experience.

Kids see their parents cooking and think they can do it. And God love them for trying. But that first time when they oversalt the scrambled eggs and it taste just like you swallowed the ocean. Or when they spill the flour all over the kitchen when trying to bake chocolate chip cookies.

You think it is cute that they try and chalk it up to experience because it is a learning experience.

Or we all know this story.

When the child cuts their own hair. Who hasn't had a son, daughter, niece or nephew cut their own hair with the one big piece taken out? Or the crooked bangs? Kids want to try something on their own that they have no knowledge or experience and then they are left with the results. Either wearing a hat for months while their hair grows out or going to the barber/salon and getting a buzz cut or cut really short.

There are YEARS of experience that go into cooking. Years of training on how to become a licensed barber or stylist.

Now imagine trying to do this when selling your house. Inexperienced. Never done it before. Don't

know how to market. How to hire a professional photographer. The legalize of a contract.

If you had Covid would you put in your own cocktail of medicines thinking you can get better? If you had cancer what do you do with self-diagnosis and try your own treatment plan?

Then why would you try to sell your house without experienced knowledgeable professionals doing this on a daily basis. Literally your home is your most important investment. Yes, it might not be your largest investment, but it is your most important investment 'cause that's where you live, that's where your family lives, that's where you have holiday meals.

From years of experience I can tell you there are a million moving parts and a real estate transaction.

We take so much pride in our business and presenting our houses for our clients that we are always tweaking and innovating. Coming up with new ideas to help our clients on a daily basis based on our learned knowledge in our experience in the market.

This past month we had a client who had an investment property the renters wanted to purchase the property. However, being savvy, knew that he couldn't manage from contract a settlement without 1000 pitfalls happening.

He negotiated directly with the tenant on the terms and conditions up the contract, which is fine, because there was no marketing advertising photos staging cleaning that needed to be done on the property. He then brought us in for a fee to make sure the legal part of the transaction was covered. For us to make sure that he knew his rights and obligations and the buyer knew their rights and obligations.

He knew that he wanted to bake the cake.



He read the recipe and he still wanted him to put the ingredients together. But when it came out it was cook, he brought in a chef with knowledge and experience to make sure it was not burnt around the edges and that it was properly baked.

That's what we did for this client we make sure that 1000 pitfalls that could have happened didn't happen.

It never ceases to amaze me when people think they know more than they know.

When we see For Sale By Owners. And we have buyers that want to see the property, we know that were going to have to do double the work cause the sellers don't know the intricacies of a contract of sale. Sellers don't understand deadlines. Sellers don't know timelines. Sellers don't know the ramifications of inspections or appraisals.

There are LITERALLY a THOUSAND moving parts and aspects of the sale that we take into account when selling. From photos. To arranging photos in a VERY specific order. To cleaning. To design and staging. To making sure sellers have the right light bulbs. To the outlet covers. To the time of the week that you list a home.

We went to see a FSBO this weekend and GUESS WHAT?

It was the MOST embarrassing day. We had been texting with the owner and had scheduled a time to go see the home. She said just to remove shoes and come on in.

We pulled up with clients. Texting and on the phone as we walked up to the house. No sign. Nothing.

We walked up to the front porch and opened the door.

I yelled, like I always do, "HELLO... HERE for a showing."

No one said anything.

We walked right in and the house was a disaster. Smelled like smoke. Cups and plates everywhere. Trim was f'd up. The house was a WRECK!!! So much so that we didn't even go upstairs.

We walked outside and I texted the seller, "thanks but not for our clients, it needed to much work."

She texted back, "What? My house is immaculate."

We double checked the listing printout vs the house number and **WE WENT IN THE WRONG HOUSE!!!**

Seriously. WE WALKED THROUGH THE WRONG HOME!!!

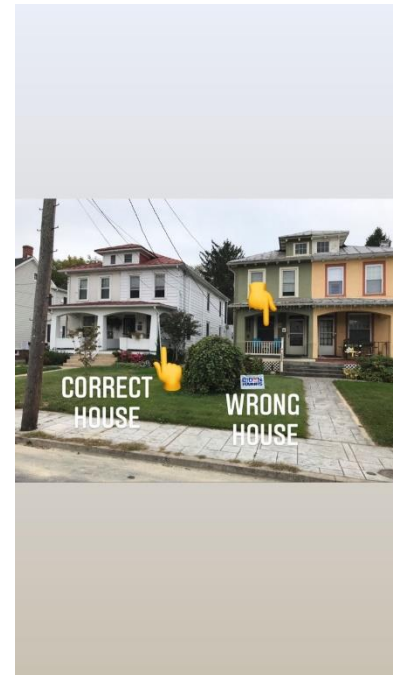
And the seller's home, it was a really nice. The pictures (fatal flaw #1) didn't do the home justice, but they were good enough to get us through. But the fact that they didn't have a sign in front of their home led us to the wrong house.

And when I asked the seller for disclosures and if they had offers, she was very standoffish.

She was like dealing with a 4 year-old trying to bake a cake and leaving flour all over the kitchen.

It is ALWAYS better to have a professional with experience and knowledge on your side.

Cheers



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.



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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

- Brittany is amazing! She was attentive, prompt, and worked tirelessly to get us the home we wanted. Brittany and her team at Impact Real Estate treated us and took care of us like family. You don't want to settle on a house you don't love, so don't settle on your real estate agent! We highly recommend Brittany, she is a pleasure to work with! - Emily & Nigel

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