

IMPACT MARYLAND MONTHLY

with Stacy Allgood-Smith

"HOW TO THRIVE IN EVERY KIND OF MARKET"

OCTOBER 2020



I Hope I Look This Good When I'm 70

Owning a 70 year old house can present some interesting challenges. When we bought it in 2017, there was wall-to-wall carpeting all over the main living areas. The main floor's carpet was pretty decent and up-to-date, but the upstairs (and the stairs) was a pretty old tan and dark brown shag-like carpet.

The kitchen and the bathroom had wallpaper. Flowers and fruit. I'm thinking 70's...maybe 80's....reminding me of what you might find at Archie Bunker's house.

If you don't know who Archie Bunker is, then you're a whipper-snapper and you need to GET OFF MY LAWN!! (just kidding, of course)

Anyway, can you imagine the first things I did before moving in?

I pulled up the upstairs carpet and padding underneath. Then there were the tackstrips and staples that hold down the padding and carpet. Under the carpet was hardwood floor that just needed a little refreshing and polyurethane. All of that was a several day project.

I even learned how to rent necessary tools from Home Depot. ☺

While working on the carpet, if I was in the kitchen, I picked at the wallpaper a little bit here and there. When I got done with the carpet and floors, I got serious about the kitchen wallpaper, borrowing a friend's steamer, making the project a bit easier.

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.



The space under the antique secretariat, that's filled with family heirlooms, mostly

Let me tell you, though, it's messy. I wasn't sure if I had been painting or what. My clothes were an absolute mess.

After it was all done and Rick painted the kitchen, it was all worth it.

We left the carpet intact on the main floor since it was still in good shape and not ugly. However, after three years of living in the house, they were starting

to look pretty worn in the heavily used areas. The carpet under the sofa and table looked perfect, of course. *rolls eyes*



Me in the cab of a box truck, helping a friend shuffle some furniture between main house, storage, and beach house. Not exactly sure about this whole thing with going over the Chesapeake Bay Bridge

For months, I've been thinking about how to pull up the main floor carpets, knowing there are hardwood floors underneath. However, with all the furniture, I knew it would be a big project.

You know when you're buying furniture, you don't think about really

having to move it once you're in your home. So it seems the huge pieces of furniture take a village to move, especially if they have 18 inch deep mattresses that weigh about 800 pounds, give or take.

Finally, I figured out a *plan* – and more importantly – a *goal* of completion for the rest of the carpet to be gone.

The *plan* is to work on the parts under the bigger and more awkward furniture. Basically just cutting out those portions and then work on the bigger portions as I have time.

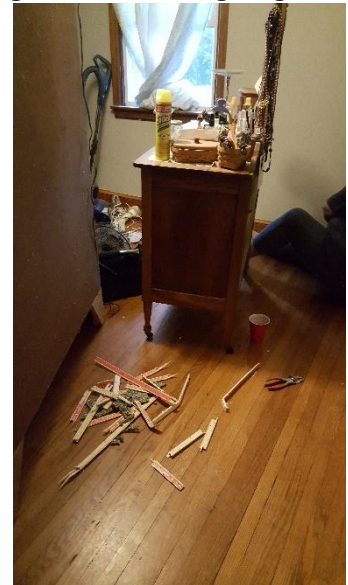
The *goal* is to have everything done by Thanksgiving when family comes in for the holiday. I'm not saying the floors are going to be sealed by then, but the carpet will no longer be present.

As of this writing, I've gotten a couple small sections done, but with the help of some very dear friends, we were able to get the carpet out of the bedroom, the most difficult area.

The “boys” (PJ & Rick) got the 800 pound (give or take) mattress moved out and then the headboard, footboard, and siderails. Then Monica and I would cut out carpet and work on the tackstrips and staples. We started about 12:30 on Sunday afternoon and were able to put the bed back together around 5:30, just in time for a comfort food supper.

We were pretty tired – but a good tired. The accomplishment tired.

Meanwhile, in other parts of the house...



The bedroom floor! And a pile of tackstrips Make sure to wear shoes or be careful when you walk around these!



Rick and me on a windy day in Ocean City

While going downstairs to do laundry the other day, I noticed a disturbing bit of water in the basement, immediately under the bathtub.

Great, here we go again. Like I said - the challenges of a 70 year old house.

With an appointment with the plumber, we discovered it's not "just a leaky pipe" and would be best resolved by taking out the tile in the shower, fixing the pipes, putting up waterproof boarding, and re-tiling.

Basically, we may as well remodel the whole bathroom while we're at it.

Not a small project.

And frankly, not something we are ready to tackle right now.

However, we have a *plan* that can be a stop-gap measure for now, until we are ready to tackle the bigger project. It's not ideal, but it's what we can do for now. We don't know what the *goal* finish date is going to be, but we can work toward it.

Next Phases

When you are thinking about selling your home and move on to the next phase in life, you almost have to reverse engineer the process. When is the *goal*

of selling and moving on? A year from now? Two years? Six months?

Based on that time frame, you have the opportunity to formulate the *plan* so you can maximize your profit to be able to move on to the next step.

When you work with Impact Maryland Real Estate, one of the concierge services we offer is the "Flip it or Sell It" program. We give the home sellers the option to sell their property as it sits today, and we can even bring a cash buyer to the table (Sell It).

Or we update/renovate their home and sell it at a premium price. Most of the time it makes more better financial sense for home sellers, through our extensive network of contractors and contacts, to update their home. (Flip It)

We currently have three projects where we are updating their houses. The first one goes to settlement next week. The as is projected price was \$400,000 to \$415,000. We invested \$32,000 into their home through 'Flip It or Sell It', and the end result was a sale of \$510,000, which is almost a 350% ROI!



Being able to volunteer at church again!!! Doing tech stuff of course.



As you can see, we work closely with the homeowners so that we are all on board with that plan, and our homeowners trust us to do our job well.

If you are thinking about selling your home and moving on to the next phase, you'll want to work with an agent and brokerage that offers premium concierge services, like our "Flip It or Sell It" program. You can get the most out of *your goals* while we work together on the *plan*.

Until Next Month,

Stacy

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.

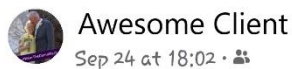
It is ALWAYS better to have a professional with experience and knowledge on your side.

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.



So not only did she sell our townhouse in less than a week—THEN she sent us goodies!!!
Best realtor EVER!!
Thank you [Stacy Allgood Smith](#)
❤️❤️❤️❤️❤️



👍❤️ You and 7 others · 3 Comments



IMPACT MARYLAND MONTHLY

with Stacy Allgood-Smith

3295 Prices Distillery Rd.
Ijamsville, Md. 21754
240-815-0890



For Inquires AND Referrals contact:

StacyAllgoodSmith.Impact@gmail.com

Or Call/Text to 240-446-2210

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

- Trustworthy, reliable, will fight for you during closing. Great team with a great work ethic. I wouldn't trust any one else with buying your new home. – Dan B.