

# IMPACT MARYLAND MONTHLY

*with Stacy Allgood-Smith*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

NOVEMBER 2020



## Church Suppers, Service, and Gratitude

What are your first thoughts when you think of the month of November? I think one of the things in the top 3 would probably be Thanksgiving, wouldn't you say?

One thing I fondly remember about November was all the church suppers that would happen in the last part of October through mid-November. I remember almost all of the Methodist churches in the area had one.

Not only was it an annual fundraiser, but also something like a reunion for people to gather and enjoy delicious homemade suppers together.

Turkey and Oyster suppers. All-You-Can-Eat with all the scrumptious side dishes. They also offered carry out and I'm pretty sure that one carry out supper could feed about 3 people.

For several years, I volunteered to help out in the carry out section. I'd help fill orders, go to the kitchen to replenish our supply of whatever foods were needed. It's where I learned that I actually liked fried oysters.

Nobody makes fried oysters like the church folk for a church supper. The ladies would pat the oysters out and then the men would fry them in the deep fryer outside. I think the minimum age for this particular activity had to be at least 50...we young'uns didn't know how to do it.

Hey! I can probably qualify to pat out oysters now!

*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](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.



I didn't hear it when it fell overnight, so it must not have made a sound. 😊 The good news: we'll have lots of firewood!

Usually, there'd also be a bake sale and bazaar where the ladies would sell craft items and baked goods. The craft items could make either great decorations or great gifts.

When I realized that this year, because of COVID, there won't be any church suppers, I got pretty sad. I haven't been to one in a couple years, but that I CAN'T go to one this year really saddens me.

Chalk up another one to "you don't miss it until it's gone." I'll just have to have fond memories of it this year.

**Another thing that comes to mind when thinking about November is Veteran's Day.**



One of the helicopters Dad repaired, I'm guessing

My dad was in "The Service." That's what Mom always said. She didn't say "Army" – just that he was in "The Service."

Dad grew up in pretty rural Oklahoma and he said one time that the first time he saw an automobile as a child, it terrified him. His family was pretty poor, even to the point of living in a cave at one point, from the stories he told.

When he was 17, and before he graduated high school, he begged his mom and dad to give their permission for him to go into "The Service." I imagine he saw this as his way of going further in life than he could achieve in rural Oklahoma.

At some point, after he went to boot camp, he was deployed to Asia for the Korean War. He didn't talk about what he saw too much, but I seem to remember him telling the story of how he got stuck behind enemy lines for a couple days and lived off peanut butter and I guess MRE's.

After Korea, he was stationed at Ft Myers in Washington, DC, where he ended up meeting my mom through mutual friends. After they married, they moved to wherever he was stationed. Places like Mineral Wells, TX, Fairbanks, AK, and Ft Ritchie on the MD/PA border.

He was also deployed to Okinawa during the Vietnam war, where he was a part of The Big Red One and his job was repairing helicopters.



Couple of the guys from Dad's unit, working on a 'copter

One time after he bought one of the Army utility trailers from a surplus auction, Dad was telling me that they will hold 24 cases of beer – and that he learned that during the Vietnam era.

I guess that's how they kept entertained when they weren't on duty. 😊

Also, while he was there, he bought an 8mm movie camera and a regular still camera. I found these pictures and a few more in his "special box" after he passed away.

Mom said that when he came home after the Vietnam deployment, he settled down into more of family life. He became a Rockville City Police Officer until his retirement in the 80's.

**It was about a year or so after Dad got discharged that they found out they were expecting me. Surprise!**

With Dad being in "The Service" and Mom being a civil servant, working for NIH (Fed

Government), I was shown by example that we should be serving in some way.

Since starting my own businesses in massage therapy and then in real estate, I discovered that both are truly about serving others. It happens



Dad's platoon mates enjoying some coffee

naturally for me because of the examples set for me.

It always gives me such pleasure to see the happiness (or total relaxation) on someone's face when I've been able to help them in some way, whether after a massage or after they've purchased their dream home.

I find that the month of November, people are more focused on gratitude. I want to join in to celebrate this month with Thanksgiving and honor those who served on Veteran's Day.

I also want to express my gratitude for all of you, my friends and family who make my life as rich and full as it is. I also am grateful to my Impact Maryland Real Estate Family, who keep me laughing and learning.

Speaking of my Impact Family, I'm also excited to share that our Impact Family is growing, with the addition of Barry Weller and Janelle Wilson to our team of Eric, SueMart, Brittany(Hashie), Katie, and me.

Their energy and acumen will be a tremendous addition to our team and we are pumped about them joining us!

Barry is a successful agent by any means. With a wealth of knowledge in home building having been with Ausherman and Drees. Building

Custom homes. Land/Lots. And resale. And just an interesting StoryTeller. And a perfect fit for us.

Plus, the sprinkles on top of the ice cream, is Janelle, who is a vibrant mother of 2. A workout warrior, so she may be a great inspiration to me. She's a PE Teacher in FCPS and LOVES giving back to our community. Janelle is A BUNDLE of energy.

During our "first meeting" all together – which "may" have taken place at Idiom Brewery, during their trivia night. We had a great time, threw out some ideas about our plans, yelled out trivia answers, got reprimanded, and just generally got to know each other better. A great Ice Breaker, for sure!

We are looking forward to some great times working (and playing) together!

If you are looking to have a real estate agent who has your back, and also one with a team of experts, you'll want to go with someone like me, who has the whole Impact Family with me. With our wealth of knowledge and experience to help you with what is probably your biggest investment – your home.



Welcome Barry and Janelle!  
Not from our first get together – we were having such a good time, we forgot to get pics!

Until Next Month, Happy Thanksgiving!

*Stacy*

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

### **November Quiz Question**

**Q:** Which animal symbolizes good luck in Europe?

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.

### **October Question & Answer**

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

**A:** Hawaii

Congratulations: Winner!

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## *Happy Birthday*

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

Brian Edwards	Nov 1st	Laurie Luck	Nov 11th	Mattie Darby	Nov 21st
James Knowlton	Nov 1st	Daniel Barnas	Nov 12th	Brandon Fandel	Nov 21st
Bella Risbeck	Nov 2nd	Barrett Shoemaker	Nov 12th	Jacksyn Fandel	Nov 21st
Stephanie Murphy	Nov 3rd	Steve Cohen	Nov 13th	Emberleigh Keeney	Nov 21st
Harper Reaver	Nov 3rd	Darlene Knight	Nov 14th	Beryl Long	Nov 22nd
Carlos Sayles	Nov 3rd	Trishia Lopacienski	Nov 14th	Isabella Tan	Nov 22nd
Annie Walters	Nov 3	Brynn DiSanto	Nov 15th	Beth Eccard	Nov 25th
Sydney Sutherland	Nov 4th	Ella Edwards	Nov 15th	Bill Keefer	Nov 25th
Haley Hornung	Nov 5th	Jos Long	Nov 15th	Tres Kelly	Nov 25th
Jocelyn Hornung	Nov 5th	Margie Davis	Nov 16th	Leslie Reen	Nov 25th
Rick Grubb	Nov 6th	Trevor DeLauder	Nov 16th	Stephen Basile	Nov 26th
Grant Kelly	Nov 8th	Rachel Reitz	Nov 16th	Josh Grubb	Nov 27th
Amber McCauley	Nov 9th	John Throckmorton	Nov 17th	Mark Lawson	Nov 27th
Kristie Graves	Nov 10th	Rob Shoemaker	Nov 18th	Payton Hanna	Nov 29th
MJ Rawlett	Nov 10th	Lee Anne Little	Nov 20th	Dario Cavazos	Nov 30th
Aleena Steele	Nov 10th	Carmen Monzon	Nov 20th	Kerah Fouts	Nov 30th
		Tiffany Moore	Nov 20th	Julie Martinez	Nov 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.

## The "WHO" matters more than you THINK!

A friend said, "You must be busy doing Open Houses now."

My response was, "Actually I spend most of my time on the phone taking care of problems, coordinating projects, managing transactions, talking to clients, and being a part-time psychologist."



Property estimated to sell at \$415,000 in as-is condition.  
Updated/Upgraded in 4 weeks... total cost \$28,213.44

Sold for \$507,500

This is a 327% ROI (Return on Investment)

\*Design and Staging by Blue Ridge Interiors/After' Photography by A. Marie Imagery



The perception from the public to people in real estate is what they see on TV, on "Million Dollar Listing" where they get this beautiful listing in Malibu or New York City and then hold an Open and hundreds of people come and they make \$100,000 commission.

**That is TV. Let me tell you the reality.**

#1, real estate is not for the faint of heart. Less than 10% of the people that get their license in real estate actually have careers over five years. It is tough to get started, it is even harder to have long term success in real estate.

#2, To be successful in real estate you always have to be "on." It doesn't mean you always need to be doing open houses, showing homes, in front of the computer, doing cold calls.

**What it does mean is that you need to be there for your clients ALWAYS.**

A lot of people can't do this. It is a different mindset than working 9:00 to 5:00 having evenings and weekends off. Getting two weeks of vacation a year and having sick leave. In a real estate transaction, your clients don't care if you've got a cold, don't care if you're away... and FRANKLY, the best agents that I know don't care either. They know their clients put a LARGE amount of faith in you.

Some agents, they have large teams with a bunch of minions they do everything for them while they get all of the credit. That is a business model that does work. However that doesn't work for impact. That is the me model.

Because all these agents care about is their success. Their stats. How many homes they've sold.

We, at impact, take a client centric approach. We all pull together to help one another out without wondering who is going to get the glory of the sale. Impact realizes that your home sale or purchase is the number one priority in your life at that moment and we make it ours.

Impact is more of a family than a team. At any one time one of us can pick up the pieces for the other of



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the transaction and help out for the good of the client.

### **The “Who” matters in life and the “Who” matters in real estate.**

If you've never heard about “The Who” that is who is involved with you not what, where, why, or how.

At Impact, “The Who” is the most important aspect. This is how we can have success for our clients, and this is how we can form relationships in the community in various aspects of real estate. A real estate agent, a good real estate agent surrounds himself or herself with phenomenal “WHO’S.”

The general public thanks we just sit at open houses all day.

That could not be farther from the truth a real estate transaction it's like a Centipede. The Centipede has 1000 legs that must be in concert to move forward each of those legs plays a role and the overall movement of the bug.

Real estate at any one time has hundreds if not thousands of moving parts. Has tons of people, professionals that are involved in the transaction. Inspectors. Lenders/Mortgage Company (that has in itself 5 different people involved). Insurance Company. Title Insurance. Pest Inspector. Surveyor. Contractors (could be 10 different trades involved here). Power Company. Gas Company. Water Company.

### **The real estate agent, the best agents, have 1000 “WHO’S” in the phone.**

I joke that my phone is worth a Million Dollars!

Not because of the phone, but because of the contacts in it. Anything you need in real estate, if I don't know the answer, can find it in my phone!!!

### **With this great team of professionals, these ‘who’s’ we can do anything you need.**

The latest project that we did, just the updating part involved, a hardwood refinisher, a carpet/flooring guy, a painter, a handyman, an appliance company, a

house cleaner, a plumber, an electrician, and a window/door guy.

### **We had to help coordinate this entire project.**

The sellers, they had a choice, to sell their home as-is. The as-is Estimate was about \$415,000. Or they could have us help coordinate a “FLIP” for them where we improved their home and updated it. The estimate was \$30,000 and the estimated sale price was \$475,000. Impact even financed the project for this seller, meaning the seller didn't have to pay \$30,000 out of their pocket to the contractors.

The end result. The updating took our “WHO’S” 4 weeks and ended up costing \$28,000.

We ended up listing for \$499,997 and then we ended up getting 3 offers and settled for \$507,500!!!

**The seller, because of our ‘Million Dollar Phone’ ended up netting \$63,700 more than they would have if they didn't listen to our strategy.**

Imagine, an agent having a team in place that could put \$63,700 COLD

HARD CASH in your pocket when selling?

We ALL pulled together to help the client!

This wasn't about us. This was not done to make US look good. This was to help the client. Every leg of the centipede moved in harmonious action to get the result for our client.

You can go with an agent and company that spends their time and effort advertising THEMSELVES and their accomplishments, or you can go with an agent and a company that spends months and money working FOR their clients. Rolling up their sleeves. Spending HUNDREDS of hours on our ‘FLIP’ projects to help put amazing profits in our client's pockets.

To me, the choice is easy... there is no choice 😊



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# 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.

**Stacy Allgood Smith** 3d · 🌐

**Allgood Real Estate Maryland** 3d · 🌐

Monday Meanderings

I adore Rick's side of our family. I love spending time with them. The real bummer is that they're so far away from us, we really... [See More](#)



**Stacy Allgood Smith** memory. Oct 24 · 🌐

Now that's funny

3 Years Ago  
See Your Memory

**Stacy Allgood Smith** Oct 24, 2017 · 🌐 Rick L. Smith and 2 others

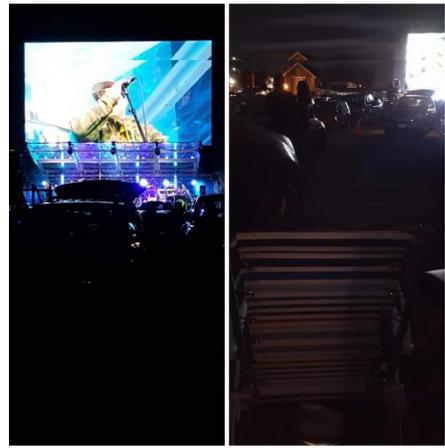
Seven days. Seven B/W photos of my life. No people. No explanations. Challenge someone new each day; 3/7. Challenge: [Kelsey Ann](#)



👍👍👍 Rick L. Smith and 3 others 2 Comments

**Stacy Allgood Smith** is attending **Autoflex Entertainment Presents: KELLY BELL BAND + JAH WORKS, at Showtime at the Drive-In.** Oct 24 · Frederick, Maryland · 🌐

Seeing cuz Kelly socially distanced in our own little pod area.



👍👍 Rick L. Smith and 7 others

**Stacy Allgood Smith** is at **Damascus Road Community Church.** 4d · Mount Airy, Maryland · 🌐

Happy Sunday Morning from Camera 2!



👍👍 Rick L. Smith and 73 others 8 Comments

# IMPACT MARYLAND MONTHLY

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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](http://www.facebook.com/impactmarylandrealestate)

- The Impact team treat you like family. No question or concern ever goes unanswered. Always available. Considerate, professional and knows the housing market. We put our trust in his ability to sell our home and we couldn't be happier! – Frances T.

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