

IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

FEBRUARY 2021



#momlife = #realestatelife

"Single parents don't have it easy. They find a way to make it work, even when they don't know how. It's the love for the child that pushes them through, every single time."

I have said it before, but I will say it again...

Being a real estate agent is just like being a mom...

Moms go 994 mph and never get a break... real estate is the same, every day my to-do list consists of 894 things- and about 26 things actually get done. Most days I don't know how I do it, but it gets done! At IMRE, we call this GSDing , getting shit done. You find a way and do it, no excuses.

Sometimes, a lot of times, I do so much for others and leave myself on the back burner, both with clients and my kids. But at the end of the day, no matter how stressful, I wouldn't change a thing. Because snuggling up to my kids and seeing them smile at the end of the day, or getting a sweet thank you text from a client absolutely makes my heart burst.

In life, and in real estate, on the daily, I do tasks that I would prefer not to do I have been criticized for doing things like going on septic inspections, because that task is not making me money. But, again, this is why we work different, for me it is not about the money. **It is ALL about the relationships.**

Case in point, I did not even know how much money I made in 2020 till I got my 1099! All I knew was that I was getting my bills paid and keeping the girls happy- and all my clients were happy!

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

- #momlife #realestatelife Pgs. 1 - 3
- February Birthdays. Pg. 4
- Don't Forget to Have Fun Pg. 4
- Stories From the Street – It's Not What You Know, but Who You Know Pg 5-6
- Impact Club We Love Participation 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 you would like to receive this newsletter. I'll include a note explaining that it is totally free because you arranged for a free subscription.

As I am writing this, I am sitting on a septic inspection for a client



#septicselfie #septicsquad
#youlearnsomethingneweveryday

Something that 97% of real estate agents do not do. Not only that, while I was here, I collected the water sample and I am going to drop that off at the lab. This is just another reason why Impact works differently than most

agents/brokerages. When I called the listing agent, not only was he shocked that I was on the appointment, but he was flabbergasted that I took the water sample and am dropping it off. This agent has probably never been on a septic inspection, nor does he probably know HOW to take a water sample.

At IMRE, we show up to EVERY inspection, no matter what!

I think it is so important to be present for the client. And not only that, but the inspectors have great information to share most of the time. I can ask questions about what they are seeing, and together we can usually problem solve before it becomes an issue. PLUS, every single inspection is different, and I learn something EVERY DAMN TIME. That knowledge goes so much further when I am able to use it down the road or help talk clients through difficult inspections.

I was recently invited on an inspection for an agent in our family. There had already been a septic inspection and it had failed... this was an extremely difficult inspection, because the inspector could not find an area that was dry enough for new drain fields to salvage the system.

Together, both agents, the septic inspector, inspectors from the county and two soil scientists worked together to make a plan for an entire new

system... not ideal, but not everything can be rainbow farts. A plan was created, a plan that everyone was happy with. Since the home was getting an entire new system and tank, the old tank needed to be filled in and 'closed' essentially- I had never had this happen on a home before, so it was fascinating to learn about that.

(Plus there are always #setpicselfies)

I recently listed a good friend's house. A few months ago we had her appointment with the stager, but she wasn't quite ready. Which is fine, I will never pressure anyone into anything... fast forward 6 months. I was able to get a sneak peak at a listing that would be coming soon in a few weeks... right away, I knew this was the house for her.

I actually FaceTimed her at this appointment...

We wrote an offer on the new house pending the sale of their current home, and the seller accepted... In order to buy this home, they needed to sell their townhouse, and the townhouse was nowhere near ready for an Impact Maryland Real Estate listing... we have high standards (higher than my previous dating standards).

These 2 got their butts in gear and within a week were photo ready I was actually amazed when I went into the home before Annie, our photographer!



Part of the new crew
#impactfamily #iloveus

It is not easy to list a house when you are still living in it. When you finally start to box your stuff up or declutter, that's when you discover how much sh*t you really have! Fortunately, my friends were able to pack up a lot of non-essential items and move them to the basement. I am starting to do this in my own house, and I have a whole new appreciation for my sellers!

Because of the client's hard work, we had 38 showings in a little over 48 hours and 8 OFFERS! It was crazy and chaotic. I think I had close to 50+ phone calls and hundreds of text messages from agents about the property... but we got them a great offer and everything is falling into place. You have

heard me say it before, but when the time is right, everything will work out- their time has come! I can't wait for the epic pool parties this summer!



Harper is such a great helper at the new office #sarcasm

The weekend we listed their home, I had the girls... It wasn't easy taking all those phone calls and, and there were times when I had to ask for a few minutes of peace, but at the end of the day, my kids know that I have to work. They see that I don't have help, and can sometimes navigate on their own so that I can have a few minutes.

There was a day recently that stands out, and I posted about it. I had been working allllllll day, I felt like I was ignoring my kids, they wanted me, they wanted my time, and I just couldn't give it to them- #anxietysucks... but I had 2 offers that needed to be written. At some point that afternoon, amidst my extreme guilt, Madi asked if there was anything she could do to help out. She knows that I do it all by myself, and I do it because that is a choice I made years ago. She asked what chores she could do, helped out with the few chores, and entertained her sisters. Little things like this make the bad days a little more bearable.

At the end of the day, I am thankful that the girls see how hard I am working to build myself up to do better. I am raising some strong little girls who will do amazing things.

At IMRE we compare ourselves to agents that we work with daily... there are amazing agents that we admire and then there are others that 'just get by'. You would be SHOCKED to know who are in these groups!

I never want my clients to put me in the latter category... I want every single one of my clients to feel loved, I want them to feel like they are my only client. I never want someone to feel like they are bothering me. I think I do a pretty good job with this. Many clients have complimented me- but if

they only knew the shit storm that was on the other end of that phone call or text.

2021 is off to a great start, we have so many amazing clients who are finding exactly what they want, which is rare in this market. It hasn't been easy.

Since inventory is SO low, but we are doing anything and everything we can to get our clients the home they want. I have been texting agents and seeing if they have anything coming soon, I am writing HUNDREDS of hand written notes to neighborhoods, and just overall keeping track in MLS for new listings.

It is the small things like this that add up and make the difference for our buyers to get a home compared to other agents who do nothing and wait for it to pop up on their screen.



I miss hanging out with my people #realestatebosses #wegetitdone

That being said, and not to be salesy...

but if you are considering selling your home, reach out. I am happy to just chat and give you some information, or feel free to pass my information along to any friends, family, and co-workers!

I can literally have the biggest smile on my face and make you laugh even though I may have been crying in the bathroom 10 minutes earlier. It is who I am. I want to see the good. I want to be the good. If you know me, and especially if you have worked with me, you know that I will treat your referrals like family!

Until Next Month,

Hashie

Don't Forget to Have Fun!!!!

February Quiz Question

Q: What is a group of giraffes called?

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.

January Question & Answer

Q What is someone who shoes horses called?

A: A Farrier

Congratulations: Jeff Fehnel!

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Happy Birthday

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

Stephanie Barnas	Feb 1st	Walter Bonadies	Feb 12th	Paul Poliachik	Feb 21st
Lisa Giacco	Feb 4th	Susan Caulfield	Feb 13th	Lily VanSant	Feb 21st
Ricardo Smith	Feb 4th	Adam Willem	Feb 13th	Corrine Cavey	Feb 22nd
Kyersten Brennehan	Feb 5th	Nichole Willem	Feb 13th	Emily Hansroth	Feb 22nd
Becky Wells	Feb 5th	Andy French	Feb 13th	Allie Doody	Feb 23rd
Robie McClellan	Feb 5th	Alexis Wingard	Feb 14th	Em Goldsmith	Feb 23rd
Kim Joseph	Feb 5th	Renee Myers	Feb 14th	Kathie Bush	Feb 24th
Ashley Orsini	Feb 6th	Michelle Hornung	Feb 15th	Noah Orndorff	Feb 24th
Gary Delbrook	Feb 6th	Taverlee Laskauskas	Feb 16th	Jim Chandler	Feb 25th
Jerris Joseph	Feb 6th	Sophie Donnellan	Feb 16th	Joe Parker	Feb 25th
Bailey Murray	Feb 9th	Tanner Mills	Feb 16th	Reese Klinefelter	Feb 25th
Eliza Folgelson	Feb 9th	Dorothy Schrider	Feb 17th	Bibi Dabney	Feb 26th
Lisa Titus	Feb 11th	Valerie Wilson	Feb 19th	Matthias Lee	Feb 28th
Mason Diener	Feb 11th	Holly Young	Feb 20th	Adam Kloper	Feb 28th
Owen Hornung	Feb 11th	Jesse Callahan	Feb 20th		

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 NOT What You Know, it's WHO You Know

Since May 2020, right after Maryland went back to Stage 1.b of the re-opening phase when people were allowed to come out of their house again there has been the perfect storm in Real Estate.

The inventory is as LOW as it has ever been in Frederick County. 118 'Active' resales on the market as of this writing. (A 'normal' market has between 1,300 and 1,500 homes for sale). And HISTORICALLY low interest rates (right now under 3%) have led to a PERFECT STORM.

Economics 101 teaches the law of Supply and Demand.

Right now, the demand for houses FAR, FAR, FAR outweighs the supply.

What this means to you:

- 1- *If you are a SELLER... Do it NOW!!! (If you follow our documented approach you can achieve unheard-of profits.)*
- 2- *If you are a BUYER... You need to be CREATIVE in getting a home.*

We tell all of our buyer clients that they need to look at a purchase in 2 phases. Phase 1 is getting the contract and Phase 2 is getting from contract to settlement. Managing Inspections. Getting the loan approved. Appraisal. Setting up Insurance. Changing over utilities. And the million other steps it takes.



SOLD!

2 days, 21 showings, 7 offers, \$15,000 OVER list price and cash purchase!

Usually, Step 2 is **MUCH harder and more stressful.**

Nowadays, Step 1 is **NEARLY impossible.**

Imagine going out to see a home. Getting all excited. And then you have to compete against 6, 8, 15 other buyers for the same property. We are talking about bidding on a \$25 toy on Ebay. We are talking about a \$400,000, \$500,000+ home!!! And you must compete

against other buyers for the same buyer.

VERY STRESSFUL!

We recently had a buyer client that was working with another brokerage. They had their own lender; they had used another agent and they had LOST out on 3-4 homes with their offers.

Unfortunately, they didn't know that importance of 'Step 1' and lost out multiple times.

We met with them, first via Zoom, then later in person. We contacted their lender to make sure we were all on the same team pulling in the same direction for the clients.

Then we went out on a Saturday looking at homes and they found one they LOVED. And wanting to move forward with an offer. The deadline was Sunday at midnight, so we had to snap into action.

We called and emailed the lender, he said he could get a 'pre-approval' letter to us in 2-3 days.

THAT DOES NOT WORK.

Not in this market, not with us – EVER!

We had to have a heart to heart with the buyer to explain the importance of having a proactive lender and agent. They agreed to talk to a lender that many of our clients have been satisfied with.

And guess what?

Within 3 hours we had a pre-approval letter and a clear picture of our clients' finances.

The next step was strategizing how to make an offer and actually write the offer. We, at #ImpactFamily, pride ourselves on having our offers professionally written, in a certain order, and all i's dotted and t's crossed. (you wouldn't believe how bad some agents are with writing offers).

We submitted the offer on Sunday.

And although we were \$10,000 less than another offer, the agent and seller had the confidence in our client, our lender, us, in actually getting the buyer to settlement... our Client's offer was ACCPETED!!!

There are 1,000 moving pieces that go into getting a home, make sure you work with someone who knows how to navigate and manage those moving pieces.

The #ImpactFamily point of view on multiple offers from our FB Page:

Multiple offers, what do they come down to? As we work with our sellers, often presenting multiple offers, the determining factors aren't always what one would think. Of course, price, financing, contingencies, and other specifics are to be considered...but what about when they are so similar that choosing one seems impossible? What does it finally take for the sellers to pick one over the others?

TRUST



Stacy Delisle, Realtor

January 25 at 5:56 PM

Up against multiple offers, but we got it done!!! Excited for my client who is under contract on this beautiful property in Middletown! A lovingly maintained cozy home with views that are breathtaking... it doesn't get much better than this!! #homesweethome #impactfamily #undercontract

At Impact Maryland Real Estate, one of our core beliefs is that trust plays just as much, if not more, of a vital role in a successful transaction than anything else. Our agents are dedicated to building, maintaining and strengthening relationships. And not just with our clients, but with our contractors and vendors, with lenders and others in the financial industry...and with other Realtors, too. The

Realtors who we will be sitting across the settlement table from.

Having been judged on our communication, our timeliness, our attention for detail and how effective we were in a smooth settlement process. Building a trusting relationship for any future transactions.

As Stacy Delisle put it this morning, while scrutinizing multiple offers on one of her listings, 'Sometimes the best offer isn't the highest priced offer, or the one with the fewest contingencies.'

More often than not, sellers choose the offer based on THEIR goals and desires.

Many factors go into sellers' decisions, and it is not always the highest bottom line that they choose. Often, it's the path of least resistance to reach their own goals.'

Choose your representation wisely. Do your research. Read reviews. Trust your instinct. Choose an agent that you, and others, find to be knowledgeable, resourceful, dedicated, and easy to communicate with. You could be in one of those multiple offer situations, where the face of your offer...your agent...will be the last card you get to play. And it needs to be the best card played to win.

Friends, I can't stress to you enough. When you are buying or selling a home, make SURE you choose an agent and company that will have your back and do EVERYTHING in their power to make sure you get your desired result when SELLING or BUYING!

IMPACT CLUB™

We LOVE participation!!!

We are turning 5 this month!!!

We still can NOT believe that ImpactClub® Frederick is kicking off it's 5th year in existence this month! It has been quite a journey to this point with over \$440,000 donated locally here in and around Frederick.

How have we gotten to \$440,000 donated you ask?

Let me break it down and it will be EVEN more amazing to you!

Since each member donates \$100 every quarter, for \$400/year, if you break it down ImpactClub® Frederick has help fund 16 charities with 4,400 INDIVIDUAL donations!!! That is an UTTERLY amazing figure! FOUR THOUSAND FOUR HUNDRED individual donations!

We LOVE the fact that our members are so passionate about doing good and giving back to our community and that our members are SOOOO passionate about sharing the story of ImpactClub® with their friends.

Our event last February was our last FULL LIVE event.

This month we will host our 4th 'Virtual/Live' event because of COVID guidelines and restrictions. We will have the presenters and our volunteers live at Idiom Brewery, but the membership will not be allowed into the event because of the 25-person limit.

We will be streaming the event live on Zoom and Facebook!!!

ImpactClub® 'Virtual/Live' event still gets tremendous participation and involvement, but it just isn't the same as it was when we were all LIVE.

Not to even get into the camaraderie and the excitement of seeing your friends and other ImpactClub® members, but the feeling the emotion of listening to the 3 presenters on stage pouring their heart out. Talking about their charity, why it means so



much to them... who they help... the impact they have with their good work that they do.

When we leave the events, you are EMOTIONALLY drained.

You feel great about what you just did and who you helped, and that part is missing when viewing the presenters on FB Live or Zoom.

It is more like a TV show than a live concert.

You aren't usually jumping a screaming and singing along at a TV show, but at live concerts you are FEELING the atmosphere!

That being said, we can't say enough about our members, they are loyal, they are devoted to doing good and supporting non-profits.



See that picture? That was minutes before we drew – at random – 3 charities to present on Feb. 16th. That is 277 nominations/amplifications that our members submitted on who they wanted to present. That is INCREDIBLE!!!

We will continue to inspire others to action and to give back at ImpactClub® Frederick.

Thank you and Love you!!!

IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

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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

- Brittany Reaver is a long time family friend, so it was a no brainer to work with her when it came time to buy our first home, and we were not disappointed! Brittany was great through the entire process, giving advice and recommendations as needed. She was able to quickly set up at the showings at the properties we wanted to see and was very responsive with any questions we had. She truly had our best interests in mind and made the entire process fun & smooth! – Jamie D

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