

IMPACT MARYLAND MONTHLY

With Stacy Allgood-Smith

"Keeping it Real in Real Estate"

FEBRUARY 2021



The Price is Right

Scene: Two sisters in a car, driving along the coastal road in Kitty Hawk, on the Outer Banks of North Carolina.

Older Sister: Lois Price is on the island.

Younger Sister: Oh wow! Who's Lois Price? Is she here on vacation too?

OS: *starts laughing hysterically* *wipes tears from eyes from laughing so much*

YS: Why are you laughing at me? I know you know a bunch of people I don't, but why are you laughing at me?

OS: *Laughing even harder*

YS: WHAT? REALLY, OLDER SISTER!?!?! WHY ARE YOU LAUGHING AT ME!?!?! I JUST DON'T KNOW WHO LOIS PRICE IS!

OS: *still laughing, but finally gasping* "I was ***laughter*** reading the sign ***laughter*** at that beach store.
BAHAHAHAHAHAHA**.....LOWEST Prices on the island!"

YS: *joins in hysterical laughter*

End of Scene

You'd probably be surprised to know that this was NOT Nita and me. It was actually a former co-worker friend of mine who regaled me of this tale.

I can't see those "Lowest Prices" signs now without giggling.

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.

Way back when...when I was 16 and had a brand new drivers license, I decided it was time for me to get a job.

Remember that this was the 80's, so there were no apps on the phone to tell you who was hiring, or "apply online."

You actually had to make phone calls, read the newspaper, and visit places...and have A resume. One. Resume.

Now, it seems you have to tailor your resume to the job you're applying for, but that's a whole other subject maybe we can talk about another day.



Obligatory snow day picture

might have 20 sheets left, but I haven't been able to use it for its intended purpose. ☹️

Anyway, back to my job hunt as a teenager. My resume then was pretty lacking, since I hadn't had a job yet. I think I mostly talked about the classes I was taking in high school, and the volunteering I did for stuff at church.

One day I went to Lakeforest Mall and applied at a few different places. I ended up getting hired at a store called "Beckers." They sold nice leather belts, wallets, purses, briefcases, and nicer "executive gift" type items. I guess you could

Dos Gatos

New Release!
New Hits!

Reserve your copy of Dos Gatos' new album release right meow!

☺️ ☹️ ☹️

say it catered to a "certain clientele" – like those with "higher means" than I had grown up.

One Saturday morning, I traveled all the way to NORTHERN VIRGINIA for some training on the higher end items that we carried. Particularly, I remember learning about the briefcases and ways to tell real leather from fake leather.

I enjoyed the job. I got to meet some interesting people and my co-workers were pretty cool.

After all that, I'm sorry to say that after 2 weeks on the job, I quit.

I even typed up a formal resignation letter. It's one of the things that I was taught, along with the resume thing.

You see, I didn't have my Google calendar on my smartphone back then, and I *thought* I could remember my retail work schedule without having to write it down anywhere. And in my first 2 weeks, I missed a shift because I didn't have my schedule written anywhere except in my head.

I thought I knew my schedule. I had let my co-workers down. And frankly, I was embarrassed. Maybe it wasn't time for me to have a job yet. Maybe I'm not ready for those responsibilities.

It's one of those humbling moments in life.

Which...I've had A LOT of in the years since.

Looking back now, I realize I didn't have to quit. The boss or co-workers probably would



A seated massage gig at a scrapbookers' weekend retreat.



Look at this little sweetie, Pico. This was right before the zoomies took over and he went flying through the house.

have helped me find a pocket calendar that I'd actually LOOK AT to know my schedule.

Heck, I probably could have gotten a nice LEATHER BOUND pocket calendar at a 25% employee discount!

Despite what happened with my goof up, I learned an important lesson in those 2 weeks besides learning to rely on a calendar

and not just my brain.

I distinctly remember learning about the leather briefcases and mentioned to the manager that one was "cheaper" than the other.

She fined-tuned my verbiage by saying that I should use the phrase "less expensive," instead of "cheaper."

"Cheaper" has a connotation that it is an inferior product while "less expensive" just means that it's the same quality but takes less out of your pocketbook.

And being in that particular type of higher end store, we did NOT want to talk about cheap anything!

At Impact Maryland Real Estate, we want to offer our best services, like professional staging and photography by Annie Main of A Marie Imagery.

I've shared before that we charge our commission, and not a "transaction" or "administrative" fee that's a line item on the settlement document.

And we help our clients maximize their profits!

Our "Flip it or Sell it" worked for 5 clients in 2020 and put an additional \$130,000 PLUS profits in our seller's pockets when selling.

Our team has worked seamlessly to fine-tune this process for amazing ROIs for our sellers.

A particular project on Fairview Ave was UNIQUE. We tried to "Sell it" and received an offer at \$375,000.

Then we put our team to work and 3 weeks and \$23,862 LATER, our client returned a 197% ROI.

And the Best Part?

This is more than a transaction. It's a partnership with the sellers. As partners, we invest our time, strategy, and our vast number of contacts for these projects. You invest in TRUST. Trust that we know what, how, why, and who to help guide you through the process.



Our new office space is so AWESOME! I'd love to see you there and give you a tour!

If you want to get your house sold for your highest ROI, you need to work with someone like me who offers those quality services that can help get you that return. My name my not be Lois Price, but my team and I can help get you the best bang for your buck.

Until Next Month,

Stacy

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 Brenneman	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 Stacy Allgood-Smith

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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

- 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 (Karen G)

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