

IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JANUARY 2021



Family, Work, and Fresh New Beginnings

We are only a few days into 2021 and I have to say it is off to a pretty good start!

I got to spend NYE with the girls, my bestie, and her family! We played games and laughed all night- it was the perfect start to the New Year!

After the dumpster fire 2020 put us all through, 2021 is refreshing to say the least.

BIG things are happening already!

I announced a few weeks ago my 'promotion', aka- I teamed up with the Frederick famous Barry Weller, you may know him from his famous billboard off 26, or perhaps his larger than life personality. Barry has been a wealth of knowledge the past 2 months. I am learning all about land purchases, new construction and commercial real estate.

Barry and I make a perfect match, as we balance each other out. I am more the excitable puppy who never stops yapping, and Barry is the laid back let things play out kinda guy. He tells me every day what a 'pain in the ass I am'.... But guess what, I get shit done! I am very excited for all this coming year holds for US.

Impact Maryland Real Estate is also off to an amazing start. For starters, we got a brand new STUNNING office. I mean jaw dropping! For the last month, we have had a crew working tirelessly to transform a blank generic office into a warm, cozy, homey area.

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.

Walking into the unveiling last week, alongside all of my new partners (more on that later) actually brought tears to my eyes.

I am beyond excited to begin working in this office space, which feels more like a beautifully staged home.



Girl Squad Goals #reavergirls
#downtownfrederick
#allsmiles

For the better part of the last 3 years, Eric, SueMart and I have been the 3 amigos (we have 2 other part time agents as well).

We work seamlessly together and help

each other with almost every transaction. We like our clients to know that NO MATTER WHAT, one of us will always be there. It works great for us, because we each have our own strengths and we can each pick up exactly where the last one left off, whether its showings, or writing/submitting an offer...

At the end of 2020, Barry and his part time partner, Janelle, joined us. We have known them and loved them both for years, and now they are ours! Then BOOM, we added Carmella, Stacy, Josie and Tim... it has been a little chaotic, but we could not be happier. Each one of these individuals offers something new and unique to Impact. Each one of them fits right in and we have already made some strong partnerships and bonds in the few short weeks that we have been together!

One more special piece of this family is our long time friend and colleague, Annie Main, who does all of our photography! She will be joining us as our in house go to marketing expert and remain the photography extraordinaire.

We are now a family of 12! I say family, because we are more than coworkers. The word coworker is never actually mentioned when we refer to each other, because we are so much more.

When I say we are family, I mean that. Eric and SueMart have been there to pick up my pieces for

the last 3 years. I have been through a divorce, a surrogate pregnancy and most recently an incredibly toxic relationship and break up. Never once did they turn their backs on me, no matter how much they disagreed with some of my horrible choices. They were there with whatever I needed, be a shoulder to cry on, a sitter to watch the girls, or help with work. I truly appreciate them more than they will ever know, because honestly, without them as my biggest support system, I don't know where I would be.

It has been a huge adjustment and a f* ton of work, but we are finding balance in our new routines.

With so much work, I am still struggling to find balance in my personal life. I am working significantly more, which I love, but it has been difficult to do that, keep the kids on top of virtual learning and manage every day tasks, all without help. I am thankful that my parents try to help out once a week, but that just doesn't cut it sometimes.

So that is where #impactfamily steps it up. If I have the girls and can't do a showing, my people step in. If I am on the road and need an offer written, I know I can text someone and ask them to at least get something started. We are all there for each other when needed, with no expectations of anything in return.



Surro babe and parents
#babys1stchristmas
#chunkymonkey
#hemeltsmyheart

With all the new changes in 2021 with work, there are just as many changes for the girls and me. We are finding our new normal. It has been so refreshing to have the girls all to myself again and give them all my love and attention. I love watching them explore and grow.



No one works harder than a single mom #takeyourkidstowork #singlemamakingit

Just like each one of my work family members contributes something special and different, each one of the girls is offering up their own spice to life.

Harper, God love her, adds all the spunk. People are constantly telling me how much

like me she is, and trust me, I am very aware of this. She keeps us all on our toes. She makes every day brighter and constantly makes me laugh saying the most absurd things.

Then sweet Peyton. Peyton is a ball of emotions right now, as she deals with lifes transitions. There is an unbalance in her little life and I do everything I can to help guide her and deal with what she is feeling. Peyton loves to make us all laugh and she sees all the good in everyone and everything.

Then there's Madi... this kid brings tears to my eyes every day. She is far too mature for her age and is constantly trying to help me around the house and with the girls. She is so smart and cares



#snowday #playoutside #freshairtherapy

so deeply. She amazes me every day!

Each one of my kids brings something amazing to my table, and

I, in return try to give them each what they need. It's hard, because most of the time I feel spread THIN... but at the end of the day, when Harper snuggles up next to me and I am at the breaking point of exhaustion- I feel complete.

Just like work, there are days when I am beyond tired- physically and mentally... then I get a text from a client who is over the moon excited for something I have done for them- and boom, it makes everything worthwhile.

I am the kind of person who likes to please everyone... so I will constantly go above and beyond to make sure my kids have a great day, or that my clients do not have to worry about anything.

2021 is going to be about family, my work family and my own family.

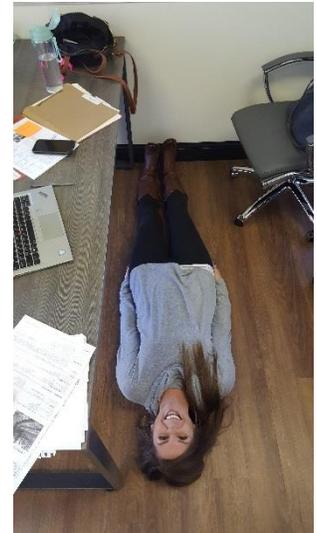
I am going to focus on improving myself as a mom and learning and growing as much as I can in real estate.

I would love to help you, your friends, or your family this year, so keep me in mind, and know that I will treat them like my own family!

I am wishing you and your family all the love and happiness in 2021. Stay positive, find the good, be the reason someone smiles today!

Until Next Month,

Brittany



Measuring the table without measuring tape. #impactfamily #iloveus #bettertogether

Don't Forget to Have Fun!!!!

January Quiz Question

Q: What is someone who shoes horses 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.

December Question & Answer

Q Which animal symbolizes good luck in Europe?

A: Ladybug

Other possible answers: pigs, crickets, rabbits, frogs

Congratulations: Susan Pardo!

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	4						1	3
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3	9						4	5
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Happy Birthday

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

Clancy Murphy	Jan 1st	Mark Haraway	Jan 13th	Michael Riling	Jan 18th
John Knowlton	Jan 2nd	Max Lopacienski	Jan 13th	Brooks Campbell	Jan 20th
Jeff Willem	Jan 3rd	Phil Ranneberger	Jan 13th	Joe Main	Jan 20th
Landon Clime	Jan 3rd	Mike Roderick	Jan 13th	Jane McClellan	Jan 20th
Charlie French	Jan 3rd	Franek Zielinski	Jan 13th	Natalia Menocal	Jan 20th
Becky Cromwell	Jan 4th	Jim Riffle	Jan 14th	Jeff Purgason	Jan 20th
Patrick Roderick	Jan 5th	Joseph Durnal	Jan 15th	Brian Meagher	Jan 20th
Patrick O'Brien	Jan 6th	Brandon Kaas	Jan 15th	Penelope Bybel	Jan 22nd
Matt Fogelson	Jan 8th	Amber Fehnel	Jan 15th	Mike Seiter	Jan 22nd
Cindy Shelton	Jan 9th	Sara Tuel	Jan 15th	Heather Throckmorton	Jan 23rd
Justin Anderson	Jan 10th	Susan Martin	Jan 16th	Gina Keefer	Jan 24th
Paul Ford	Jan 10th	Ryan Hines	Jan 16th	Janiah Orchard	Jan 24th
Amy Temporado	Jan 10th	Monica MacCracken	Jan 16th	Gavin Via	Jan 24th
Andy Knight	Jan 10th	Susan Martin	Jan 16th	Michelle Tranchitella	Jan 24th
Jon Roark	Jan 11th	Bella Migdal	Jan 16th	Max Basile	Jan 25th
Jackson Palmisano	Jan 11th	Katie Nicholson	Jan 16th	Elke Wharton	Jan 25th
Yuko Maura	Jan 11th	Elizabeth Wells	Jan 16th	Zach Brown	Jan 26th
Laela Blumer	Jan 12th	Kennetha Orsini	Jan 17th	Emily Keefer	Jan 27th
Stephanie Felmet	Jan 12th	Doug Cooper	Jan 18th	Barb McCormick	Jan 29th
Kylee Callahan	Jan 12th	Jennifer Long	Jan 18th	Mandy Rawlett	Jan 30th
Kristen Bonadies	Jan 13th	Vicky Nichodmus	Jan 18th	Lizzie Goodwin	Jan 31st

Be Sure to Wish these Friends a HAPPY BIRTHDAY if you see them.

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.



'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.

Whatcha Don't Know

Pulling into the garage I could see something was not normal. It was not as bright as usual. I get out and look at the headlights and notice that the passenger headlight was out. It worked when the high beams were on, but not the normal headlight.

Letting this go for a week and 'hoping' that it would just magically fix itself and I wouldn't have to deal with it.

Well, you know what they say, "Hope is NOT a Plan!"

With EVERYTHING in life, I go into a risk/reward and Plan B and C. This is what happens in real estate EVERY day. There is chess, not checkers being played, and you need to know what happens when Plan A fails. When an inspection goes sideways. Or when a lender messes up.

Back to the headlight. The easy fix would cost about \$250 to send to a mechanic to change the light bulb. OR try and fix it myself.

Going to YouTube University and typing in, "Change headlight in Nissan [xxxxxx]" provides a quick 3-minute video. NOTHING like I expected. I thought you'd pop the hood and fiddle around to change the bulb in there. NOPE you go in through the wheel well and work up from the bottom.

Thinking to myself, "Self, ok what is the worst thing that can happen. I can't figure it out and I spend 30 minutes trying to change the headlight and then I have to go to the mechanic if things go sideways and gotta spend \$250. Or I do it myself and it cost me about \$17 for a new headlight... It's not like I'm trying to change a carburetor. Even if I mess up, I can't mess up my car that bad."

I have a Plan A and Plan B in place, just in case I can't fix it myself.

So, I figure – easy enough – and off to AutoZone to get a headlight. But knowing what I think I know, I will get there, and their will be 97 choices for headlights, I decide to get the lightbulb out first to take with me as I need to make sure to get the right one.

Head to AutoZone get the bulb and head back to finish the job. An hour after I started the job, I was able to pop the new bulb back in and put the wheel well back together.

DONE!!! A lil Youtube University, some elbow grease, and \$17 it was fixed. Life is about weighing the risk/rewards. Best case I fix it for \$17. Worst case – I

won't mess up the car any worse than it is – is that I don't fix it and it ends up costing \$250.

We play chess EVERY day. EVERY transaction.

Recently we had a buyer that had their own lender. All was good. All was smooth. Appraisal good. Everything ready to go to settlement. A day before we are supposed to go to settlement the lender calls me panicking. The underwriter found something he didn't like, and they had been working the last 2 days to get a resolution and were calling me to fill me in. We were going to give it one more try before pulling the plug.

Immediately call the listing agent to inform him of the possible issue and what we are doing to resolve.

The transaction on life-support – LITERALLY.

The buyer, our client, desperately wanting this house. Furniture scheduled for delivery. Movers lined up. Cleaners ready to come in. Ready to paint and we get a snag at the 11th hour. I call one of our go to lenders, Mike, and give him the scenario – putting plan D into action. Plan B and C were work arounds with current lender.

He says, "Slam Dunk. We just have to do X, Y, Z and change this... and we'll get in done in 3 weeks."

The next day, the current lender calls and the underwriter won't bend.

We immediately let the listing agent know the scenario and he let the seller decide to give us another couple weeks to get to settlement after the listing agent talked to Mike.

And within 17 days (less than 2 weeks later) we end up going to settlement. Our TEAM saved the day!!! Every decision out of the 1,000 that go into a real estate transaction has to have a risk/reward factor and also must have multiple plans if any of those 1,000 moving parts goes sideways.

When you know how to problem solve and take care of clients in their most stressful times, they form a loyalty to you! They will be repeat customers! But what they will really do, is that they will be advocates for you and will refer business to YOU!!!

That is how you build a successful business – by being a Problem Solver!

IMPACT CLUB™

The Show Goes On

There is SO much craziness going on in the world right now. UTTER CRAZINESS with COVID-19 still going raging. A vaccine that is starting to get distributed. School shutdown extended (atleast in Frederick County). Restaurants and Bars/Breweries at minimal capacity. Election. Inauguration. People working from home. No fans at sports. Wearing Masks everywhere

Every other day I hear of a new friend that is getting Quarantined because they have been in contact with a positive case.

What is going on?

Like, really, what the heck is going on?

That being said, we at ImpactClub® try to provide some normalcy once a quarter to our Frederick community.

We haven't missed a meeting since our initial meeting in February 2017. Every Quarter, like clockwork, we get together to donate \$20k, \$22k, \$27k... and the last few meetings we have right around \$30,000 that we are INVESTING in a local charity.

ImpactClub® is basically a Venture Capitalist organization that invests \$30,000 a Quarter and nearly a \$125,000 annually locally!

Imagine being part of a movement, of a society of awesome citizens where you could commit to \$100 each quarter but could be a part of a BIGGER impact of \$125,000 a YEAR!

That's what we, ImpactClub® Frederick DOES! We take individual donations and we end up having a MASSIVE IMPACT!



ImpactClub helps those less fortunate. ImpactClub feeds the hungry. ImpactClub puts meals in front of children. ImpactClub helps families build facilities/playgrounds for our community. ImpactClub helps recovering addicts overcome the grips of addiction. ImpactClub

helps woman and men of domestic violence.

ImpactClub helps kids who's parents have been incarcerated. ImpactClub helps Vets return to civilian life.

ImpactClub® HELPS!!!!

That is the common thread. There are so many organizations, 15 total (we had 1 repeat winner) so far.

The community and the non-profits count on ImpactClub® Frederick each Quarter. And Each Quarter WE DELIVER!!! Through a Pandemic we are still going strong.

Has it been tough to continue? Absolutely. Has it been a Major Pain to not have over 300 people in a room? YES!

But, IMPACTCLUB® Frederick WILL continue to be that platform to give back to OUR community! I can't wait for the day when we return in FULL FORCE, but for now, we have to go with a modified model to achieve the \$30,000 results!

Our next event is Tues, Feb 16th (not sure of the specific details yet), but we will be in full force!!! Become a member at www.impactclubfrederick.com

Can I count on you to play your part?

IMPACT MARYLAND MONTHLY

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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

- Impact was so professional and extraordinarily helpful moving us along to get ready to sell. Without them, we would still be trying figure out what and when to get our house on the market. – Paul R.

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