

APRIL 2021

Re-Hashing the Month

KEEPING IT REAL IN LIFE AND REAL ESTATE!

WELCOME!

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Deposits & Withdrawals

For the first few years of a child's life they are completely dependent on their parents for EVERYTHING! As a parent you give 110% 24 hours a day for YEARS because you love your kids more than life itself. Despite the fact that they literally suck the life out of you, you continue to give to them, your time, your energy, your everything.

They are constantly withdrawing from you, while you spend all day every day depositing into them. Thankfully my girls are FINALLY all at ages where they can start giving back, they can make deposits and understand the process.

Every day, the girls have chores, usually small stuff like unloading the dishwasher or emptying trash cans... I assign them each at least 1 chore a day. I don't put their laundry away anymore, and if they choose not to, it sits in piles on my bedroom floor.



PARK DAY WITH THEIR BESTIE,
MAKING A DEPOSIT WITH MY
BESTIE
#LOVETHESEGIRLS
#PARKPLAYDATE

I have been working on a few projects around my house and the 2 older ones actually helped me paint a little bit!

We all understand the concept of withdraws and deposits as it pertains to money. I can't withdraw money from the bank if there isn't any there (trust me, I know this all too well). Relationships work the same.

In life there are givers and there are takers. Sometimes there is a balance of giving and taking and sometimes there isn't. Some days you are a giver, some days you area a taker. Most days I am a giver... I make lots of deposits. I am working on some of those withdraws.

This past week I stepped way out of my comfort zone and ASKED for help. Yes, me, Brittany Seiter Reaver ASKED for help... and hell didn't freeze over!

With my parents an hour away and no sitter for the girls, I rely on ONE friend who will consistently take them, no questions asked and make sure they are happy and fed.

I make it a point to ALWAYS help this friend out, because she has NO idea how much she helps me. On Saturday I had 2 showings... I could have easily taken the girls, it was only 2 houses... plus my client was bringing her 3 kids...if you read my newsletter last month, asking for help and accepting help is a huge downfall of mine...

We all have things we are working on...



DOING MAMA'S MAKEUP
HARPER: YOU ARE STUNNING!
(1/2 IS ELSA, 1/2 IS ANNA)
#IAMBEAUTIFUL #PROUDGIRLS



MY BABIES ARE GOWING UP

#IMISSMYBABIES #SASSYGIRLS

#OUTNUMBERED #GIRLMAMA

I dropped the girls off with my friend, and my kids got to play outside with their friend for 2 hours and got pizza for lunch- instead of sitting in the car driving around Frederick with my mom guilt.

I made a withdraw from my friend. But it's ok, but I put in plenty of deposits with her. I offer to take her daughter anytime I can, play dates, sleep overs, help with practices- I will do what I can whenever I can.

Sometimes its small deposits like a text, a phone call, or sitting in the Target parking lot drinking a coffee with a good friend while we both vent.

With my clients, it takes a lot of time and energy to show them how much I care. My clients are everything to me, not just because without them I couldn't make a living, but because I do care about them and their families and their lives. I am incredibly grateful for my clients and for my friends who refer their friends.

I make a lot of deposits into my clients, because I need them to know how important they are to me.

I give my time, my energy and most importantly my heart!

I am not just helping someone buy or sell, I am investing in them giving them all of me in hopes that I can help alleviate some of the stress of the home buying/selling process. And in turn I hope they truly see how much I care about them as people, not just clients.

All my deposits eventually pay off in referrals from past clients and friends. Within the last month a former client AND a friend referred me 2 clients!

One of these new clients had already spoke with another real estate agent, but after meeting with me said she feels so much more comfortable with me and how I was already exceeding her expectations!

That meant the world to me, because I love what I do and when someone sees that and feels it, it makes all those deposits worth it!

I love that I am able to help people with one of the biggest purchases of their life.

At Impact Maryland Real Estate, we rely on withdraws and deposits. Eric, SueMart and I have been doing this since day 1. The 3 of us constantly step in and step up when one of us needs help. We all have lives and things going on. We each deposit on our good days and withdraw on our not so great days.

Balance.

At IMRE we have a trusted group of contractors in every specialty who we constantly refer clients to. We know these people and we know their work is good and our clients are in good hands. We send them A LOT of business between all of us- big big deposits!

I recently had to call in a withdraw from 2 of these contractors. Both came out the same week for estimates. I told them my completely unrealistic timeframe and they STEPPED UP! Both guys moved some things around to make it fit within my timeframe!

I usually hate to call in favors, make a withdraw- just like it is super hard for me to ask for help, but I had to in this case and it actually felt really good! I put a lot into my relationships. Whether it is with my girls, my parents, my friends, my coworkers, or my clients, I do what I can to make them happy because I love them and care so much- I deposit into these relationships. I am investing into my relationships.

Relationships make life full and good. We all need healthy strong relationships.

Life is all about relationships.

I love people and I love to make them happy.
How can I invest in you or your friends?

-hashie

April's Trivia Question

Everyone who texts or emails me with the correct answer by the last day of the month will be entered into a drawing for a \$25 giftcard to Downtown Frederick!

How many teeth does an aardvark have?!?

8		6		1				
		3		6	4		9	
9						8	1	6
	8		3	9	6			
7		2		4		3		9
			5	7	2		8	
5	2	1						4
	3		7	5		2		
				2		1		5

happy birthday

JENNIE BALLENGER APRIL 5TH
AUSTYN TSKIERDANOS APRIL 8TH
CHERYL SKIPPER APRIL 8TH
CALLIE BROWN APRIL 12TH
ELLEN SANTUCCI APRIL 26TH
SCOTT GALASCO APRIL 26TH

IF YOUR BIRTHDAY IS NOT ON MY LIST,
TEXT OR EMAIL YOUR BIRTHDAY AND I WILL ADD YOU!

Stories From the Street

INFOGINERRING APPLIED TO REAL ESTATE

Real Estate is a FUNNY business. Not 'HaHa' Funny. Just more of an 'aha' funny in how it works and the intricacies that go into a real estate transaction and the 1000 different moving parts.

As Entrepreneurs we see things different, there is never a box that gets checked and then you go to the next box and check that off too until you are complete. There is no 'right' way to do real estate and to help clients. There is the 'North-Star' that you follow that is doing right and being a fiduciary for the client but getting the end result is never the same twice.

The fun part as Impact grows is that we all have varying levels of success and we all go about our transactions different, all the meanwhile striving for the same goal with our client.

The learning how others 'do' real estate has been the most interesting aspect of the growth at Impact.

How Barry does business differs from Stacy who differs from Carmella, to Hashie, to EV, to all of us. And we talk and strategize on a daily basis.

We look at each other for pricing of homes, for negotiating offers, to working through issues.

One of the things that we are big on at Impact is the pricing strategy and what is BEST for that client and THEIR home. I'll tell you that there are no two strategies that we give 2 different clients that are the exact same.

In this market pricing is crucial and what is even more crucial is the appraisal.

Let me explain appraisals. Everyone thinks that appraisals are a scientific method for putting a valuation on a property, but this is not entirely true.

There is data used to put a value on a property but there is a lot that is subjective. What 'comps' are used is a HUGE factor. Literally within a mile or two radius you could find 25 comps to use but you only need 5 - 6 to use and then if an appraiser picks out 5/6 on the lower end of the values vs 5/6 on the higher.

This variance could literally be \$50k - \$60k.

We recently had 6 properties listed that went from \$32,000 over list price to \$77,000 over list price with multiple offers. We were worried about the appraisal on all of them and the ones that we were super worried about ended up appraising, and 2 other that we thought would be fine ended up appraising low.

This got us thinking about how we value homes from the beginning and it is part data, part comps, part current market conditions and our knowledge of the market and the process of what buyers will be looking to buy.

This decision is what's referred to as Infogineering... What is infoineering???

Below from infogineering.net

The Differences Between Data, Information and Knowledge

We frequently hear the words Data, Information and Knowledge used as if they are the same thing.

You hear people talking about the Internet as a "vast network of human knowledge" or that they'll "e-mail through the data."

By defining what we mean by data, information and knowledge - and how they interact with one another - it should be much easier.

Has Anyone Seen My CDs?

In the UK, the Government Tax office recently lost some CDs containing 25 million people's records, when they were posted unsecurely. The fear was that there was enough information contained on them to allow criminals to set up bank accounts, get loans, and do their Christmas shopping... all under someone else's name.

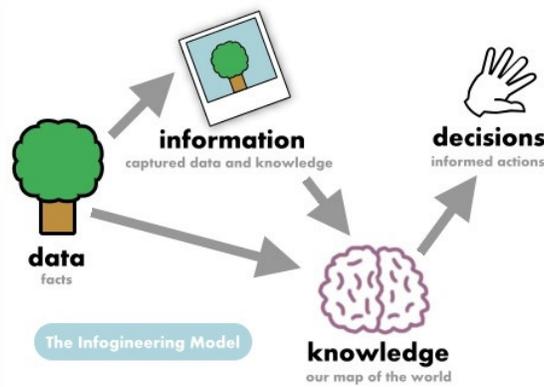
In the fallout, the main argument in the press was about security, and inevitably there were many that were using it to attack Government ministers. Anyone who's ever worked in a beaurocracy will know that this kind of thing goes on more often that we would like to think, as people cut corners. No procedure or official process is water-tight. It's just this time, they didn't get away with it.

The media used the terms "data" and "information" interchangeably.

For example, one of the frequent mistakes was that they lost "data." However, you can't physically lose data. You can't physically pick up data, move it about, etc.

Confused?

Let me explain, but - before we go any further - I should point out that I'm using the Infogineering defintions of the three words (data, information, knowledge) here. They've been so muddled up over the past few years that the various definitions don't match up. So, let me explain how Infogineering views them all.



Knowledge

Firstly, let's look at Knowledge. Knowledge is what we know. Think of this as the map of the World we build inside our brains. Like a physical map, it helps us know where things are – but it contains more than that. It also contains our beliefs and expectations. “If I do this, I will probably get that.” Crucially, the brain links all these things together into a giant network of ideas, memories, predictions, beliefs, etc.

It is from this “map” that we base our decisions, not the real world itself. Our brains constantly update this map from the signals coming through our eyes, ears, nose, mouth and skin.

You can't currently store knowledge in anything other than a brain, because a brain connects it all together. Everything is inter-connected in the brain. Computers are not artificial brains. They don't understand what they are processing, and can't make independent decisions based upon what you tell them.

There are two sources that the brain uses to build this knowledge - information and data.

Data

Data is/are the facts of the World. For example, take yourself. You may be 5ft tall, have brown hair and blue eyes. All of this is “data”. You have brown hair whether this is written down somewhere or not.

In many ways, data can be thought of as a description of the World. We can perceive this data with our senses, and then the brain can process this.

Human beings have used data as long as we've existed to form knowledge of the world.

Until we started using information, all we could use was data directly. If you wanted to know how tall I was, you would have to come and look at me. Our knowledge was limited by our direct experiences.

Information

Information allows us to expand our knowledge beyond the range of our senses. We can capture data in information, then move it about so that other people can access it at different times.

Here is a simple analogy for you.

If I take a picture of you, the photograph is information. But what you look like is data.

I can move the photo of you around, send it to other people via e-mail etc. However, I'm not actually moving you around – or what you look like. I'm simply allowing other people who can't directly see you from where they are to know what you look like. If I lose or destroy the photo, this doesn't change how you look.

So, in the case of the lost tax records, the CDs were information. The information was lost, but the data wasn't. Mrs Jones still lives at 14 Whitewater road, and she was still born on 15th August 1971.

The Infogineering Model (above) explains how these interact...

Infogineering Model

Why does it matter that people mix them up?

When people confuse data with information, they can make critical mistakes. Data is always correct (I can't be 26 years old and 59 years old at the same time) but information can be wrong (there could be two files on me, one saying I was born in 1981, and one saying I was born in 1948). Information captures data at a single point. The data changes over time. The mistake people make is thinking that the information they are looking at is always an accurate reflection of the data.

By understanding the differences between these, you can better understand how to make better decisions based on the accurate facts.

Does that make sense??? The Data could be correct but HOW the data is used could be wrong and/or changes over time.

What is true today was not true 6 months ago and might be totally different in 2 months.

That's why Infogineering is so important and a key strategy that we use at Impact to help our clients.

social media stories

TYPICALLY I WOULD SHARE SOME OF MY FAVORITE POSTS HERE... HOWEVER, I TOOK SOME TIME OFF SOCIAL MEDIA THE LAST MONTH. IT WAS MUCH NEEDED AND FELT AMAZING. SO THIS MONTH, I WILL JUST SHARE SOME PHOTOS OF #REAVERGIRLADVENTURES



AQUARIUM ADVENTURE

#SWEETPEYTON #SHINEBABYGIRL



MY SIDEKICK AT SOFTBALL

#BESTSNUGGLER #MYMINI



#SIBLINGLOVE



CRAYOLA FACTORY

#FAMILYFUN

#YOUNEEDTOGO

Re-Hashing the Month

KEEPING IT REAL IN LIFE AND REAL ESTATE!

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testimonial time

Working with Brittany was a no brainer! I've known her for most of my life so I felt comfortable working with her for such a big decision of buying my first home as I knew she would take care of us. She made the entire process easy & fun, explaining all the steps and answering any questions we had along the way. She is very responsive and will go above and beyond to make things happen. I remember when we were out on a few house tours and there was an additional place we wanted to see but didn't have an appointment and she made it happen that same day to work within our schedule. We will definitely be using Brittany again in the future when we are ready to sell our current home and move on to our next! --Jamie & Dave

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