

JUNE 2021

# Re-Hashing the Month

KEEPING IT REAL IN LIFE AND REAL ESTATE!

WELCOME!

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## An Incredible Journey

By now you have probably seen that I listed my personal home for sale.

Yikes dude!

This was not easy.

For 2 years I have wanted to sell my home and start fresh... I now understand why that never exactly worked out for me... It simply wasn't my time. But it is now baby!

I tell my clients all the time, that certain things were not meant to be and that their time/their dream home will come when it is ready.

I was finally ready... with a \*little\* push from my people.

My amazing #impactfamily helped me realize that a few weeks ago when I sat down with 2 of my favorite people. We all had a very serious and difficult heart to heart conversation. It was exactly what I needed to get my a\$\$ in gear.



IS THERE ANYTHING BETTER  
THAN A SATURDAY  
NIGHT WITH ALL YOUR  
FAVORITE PEOPLE  
#MARIOCARTTAKEDOWN  
#ITDOESNTGETBETTERTHANTHIS

We talked about all the things.

Bottom line, SueMart looked at me and said 'what are 3 things that are going to make you happy?'

One of them was selling my home and starting FRESH!

That very day, SueMart helped me secure a storage unit and I started calling contractors to schedule work.

6 weeks of literal blood, sweat, and a lot of tears...

At IMRE we have a process for everything. Listing a home is an extremely strategic well thought out detailed process that almost every single seller follows. Being on the agent side of things, I had never fully experienced that process. I have certainly helped many friends/clients with cleaning and staging, however when it is your own home, you work full time, run a single parent household and have spring sports, its literally a whole new ball game!

Good lord I was not ready!

Being in real estate and selling your own home is something most realtors don't experience.... Add in some overthinking and anxiety... It was the perfect storm.

First things first, we have a staging appointment. I however, waited till the very end. I felt like I knew most things that needed to be done and I got right to work.

After the staging appointment, clients get a checklist of suggested changes. We discuss with them and decide what is the most beneficial and what will make their home look the best. Sometimes it is as simple as moving/removing items, sometimes it involves paint and flooring...

Naturally, my first project was baseboards. Not just cleaning them- no no- I had to take things to the next level... I repainted ALL of them, WHY? Why did I think this was going to be a selling point of my home? I have no idea, but you bet your ass I look at other people's baseboards when I am showing homes and I knew I didn't want mine to look like most of the ones out there!

The hard work continued for several weeks. Dozens of trips to the storage unit, painting, cleaning, organizing, a million tiny projects... Literally A MILLION! I could not stop myself, one small project led to 4 other projects... A few times I literally had to just put the lid on the paint and put all the tools away!



\$100 per person  
per quarter  
...making a HUGE  
Impact on our  
community!  
#askmehow



Reason **328756** my kids are  
AMAZING:

I take the girls with me to a showing  
and they point out this  
sign on the wall and tell me it is true!  
#yourethemomeveryonewishestheyhad

I spent 6 weeks doing all the things. ALL THE THINGS. I went so far as to change out all the light bulbs the night before pictures for an astronomical amount, I did not know light bulbs were so expensive! I replaced EVERY. SINGLE. ONE to the photographers preferred lighting! It became an obsession!

And if you have read previous newsletters, you are already aware of how hard it is for me to ask for help... But I had no choice (also my therapist HIGHLY recommended that I hire someone to take some of the stress and burden off). There is ONE of my and 54,894 things that needed to be done. I hired a painter and a carpet guy. I also asked my parents for help. And one special friend helped TREMENDIOUSLY! I did do a lot by myself, but without these people, my house simply would not look as stunning as it does!

When I say blood, sweat and tears, I mean it! It was brutal. There were times I questioned what I was doing and just wanted to stop it all.

I now have a completely new understanding and compassion for my sellers. I want to drive around and HUG you all so hard, because holy f-balls that was hard! BUT... when I saw the pictures from the AMAZINGLY talented Annie Main, I got teary eyed! I had done it! I made my house look like it belonged in a magazine! The full IMRE listing process was complete!

I listed my home on a Friday and was IMMEDIATELY overwhelmed with showings. From Friday afternoon to late Sunday afternoon there were over 80 showings. It was like a damn Chik-Fil-A grand opening, cars and people lined up to get in, agents trying to squeeze clients in between scheduled showings... hundreds of phone calls and texts.

In traditional #reavergirls fashion, we turned a crazy situation into something fun! I rented a hotel room, because we clearly couldn't go home, we swam, had a pizza party and a snuggle movie night!

In life, the best things are usually the hardest! I learn and live this every day!

Being a single mama is NOT EASY. It is a choice I made, and I wouldn't change that. I am happier now than I have ever been, no matter what!

I want better for my girls and damnit, I am going to do everything in my power to do that for them! First up, getting us a new home... I don't know where we are going yet, but I am manifesting our destiny and we will end up in Middletown, surrounded by some of our favorite people! We will begin a new chapter that is all OURS! They want a trampoline and I want chickens, so done and done!

I ended the weekend with 26, TWENTY SIX offers! It was overwhelming to say the least... It took me an entire day to sort through them at the office with Eric, Josie and Stacy...

I am a people person, I like to feel the connection, I want to feel the love. I felt a connection with a few from the beginning, 3 in particular, one wrote a letter and 2 of the agents called to talk to me as a person and agent... they took the time to invest in their offer and their clients.

Because I am an emotional decision maker, I went with the buyer who wrote a letter and tugged at my heart strings. They were the 'underdog' offer being a VA loan, but I honestly wanted to give them the chance. This market is tough for conventional buyers and I knew it was going to continue to be difficult for them... so I went out on a limb! Everything is working out perfectly, their lender has been fantastic and the we are on track to settle at the end of the month!

If you're reading this, the process WORKS! What do you have to lose as a seller? As your listing agent, I pay for the staging and professional photos out of my commission, and I don't raise my commission to cover those things! I literally give you everything you need and will hold your hand throughout. I've done it for all my listings, but now I feel even more connected to my sellers having gone through the process.

Please send me all the positive vibes for my house search! I am certain that I will find something absolutely perfect for the girls and I!

I now know how scary selling a home is, and I am here for you! WE got this, we can get through it together! So let me help you, your friends or family! There is no agent more \*incredible\* than me!

*-hashie*

## June's Trivia Question

**What animal cannot stick out  
it's tounge?**

**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!**

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

*happy birthday*

**Keegan Edwards 6/1**

**John Reitz 6/8**

**Charli Webb 6/12**

**Laura Whitting 6/19**

**Eva Risbeck 6/22**

**Barb Huggins 6/24**

**Anya Blumer 6/25**

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

# Stories From the Street: The Q & A Edition!

This month we are changing it up a bit and doing a Q&A.

You have questions, we have answers. The real estate market is always moving and evolving and what was true 6 years ago or even 6 months ago isn't necessarily true today. One of the absolute joys of real estate is that our jobs are ever evolving, and we have to keep on top the current trends in the market to make sure we are providing the absolute best advice and expertise to our clients.

If you have any questions about real estate just reach out and we'll give you our professional opinion/advice and will help you in any way that we can.

We feel that our job is education and to inform our clients so that you can make the best decision possible for you and your family.

It's our job not just to tell you why or how to do something but the logic and reason behind the advice. It is like when you were in school and learning and a new subject that you can learn either by memorizing the answers OR you could learn and dissect the practical applications to get the answer. If you know the structure and foundation of how to find the solution, then your knowledge bank is that much more powerful for the future.

At Impact Maryland Real Estate not only do we want to help our clients but we want to educate and empower our clients so that they can make their own informed decisions. With that said here are some recent questions:

**1-I've heard that the market is crazy right now for sellers, so should we buy first or sell first?**

We get this question with almost every client that we have that is selling and buying. Yes, this is SUCH a brisk market for sellers that if you are considering selling then you should ABSOLUTELY do it in this market. It seems like every house that we list gets 20, 30, 80 showings in just a few days and will end up with 5 to 15 offers.

The buyers are so anxious, and it is such a competitive market that they sellers can really dictate the terms that benefit them.

Have you ever been to one of those Koi ponds with hundred of Koi and you drop a morsel of food into the water and the fish are literally swarming for that one little piece of food?

Yep, that's what it is like right now.

When making an offer in this market there is no way that a seller is accepting any contingency for the buyer to sell their home. This is just not happening.

The buyer's offer has to be clean and provide little to no resistance in contract terms of getting to settlement.

We are seeing... No house to sell/settle contingencies... Either As-Is or waived inspections (this is a VERY risky tactic that we explain to our clients, but sometimes necessary in this market)... Appraisal kickers or waived appraisals (meaning if the appraisal value is lower than the sales price, the buyer will make up the difference)... Rent backs when sellers sell their homes (we are seeing buyers offer free rent backs to sellers, so they don't have to move out right away).

Does any of this sound normal to you?

It's not and it is not how buying a house should be, but unfortunately if you want to purchase in this market you are going to have to use some or all of the above strategies to get your home sold!

So, back to the original question, buy or sell first?

If you have the financial wherewithal, meaning that you can buy your next house without selling your current house, we suggest that you do that!

Because in the buy/sell equation the buy part of that equation is the MUCH harder thing to do right now. If you can go out and find a house and get a contract to buy then do that first and we can sell after you have that contract or have moved out.

Not many people can do this financially, but this is the preferred method.

If you are like 95% of our clients and need to sell first to buy your next home, then you must sell first! We would prep your home and get it on the market and when negotiating a contract we would do a house of choice contingency, meaning that you would have time to find your home while your buyers wait out that process and if you don't find a home, you don't have to sell.



Or work out some sort of 30 to 60 day rent back with the buyers so that you can stay in your home 30-60 days while you are working out your purchase.

Another option is to find a rental or move in with a family member while you purchase.

We have 4 clients right now that have sold their homes and are in rentals waiting for that RIGHT house to pop on the market so that they can make a strong offer.

There are options, not all are great options, but the flip side of that coin is that you are going to get \$30,000 to \$80,000 more than you should for your current home.

We have been telling everyone for the past year now (it actually started right before Memorial Day 2020) that IF you are considering selling in the next 2-4/5 years you should DO IT NOW!!! We don't know how long this market will last and you could 'cash-out' and maximize your profits.

That being said, if you can afford 2 homes and 2 mortgages go ahead and buy first and then sell. But if you are like 95% of the people, then sell first and figure out the 'buy' part later.

The next Question Piggybacks on the first:

1-How should I price my house in this market?

Another AWESOME question that we have often with our selling clients. And pricing strategy is one that we LOVE to discuss and are very passionate about as this is a key component in selling your home.

Pricing goes hand in hand with human psychology and why consumers purchase one item over another. Big brands spend MILLIONS of dollars to figure out if they should price their item at \$19.99 vs \$22.50 or another other pricing strategy.

Pricing strategy is uber important and their isn't a 'RIGHT or WRONG' strategy, there is a good and better strategy ☺ and what we tell one client in one situation might be completely different than what we tell another client. But at the core there are 2 fundamental pricing strategies that we look at in today's market.

Push vs Pull Strategies...

Let us explain this. Let's say we think your house is worth about \$410,000 in today's market but you really want \$425k-\$430k and you want to maximize your profits.

The 'Pull' Strategy would be to price your house at \$429k and hope that you can PULL a buyer up to your desired price point.

The 'Push' Strategy would be to price your home at \$399k and then let the market play out and push your price up to a price point that you want to sell.

We have found, in general, that the Push Strategy is working much better and let us tell you why. When you price your house above the 'market value' of your house you are immediately lessening the amount of showings that you have and you are hoping that 1 or 2 buyers find your home desirable and make an offer at or near list price.

Now the push strategy opens your home up to MORE people, MORE showings, MORE eyeballs. And once you do this, then you increase the likelihood of getting MULTIPLE people interested in your home.

In this market you want MORE offers and you want buyers to become emotionally attached to your home.

Because once emotions become involved people make irrational offers. And as your listing agent, when selling, that will benefit YOU!

We just listed a home 2 weeks ago that we'd been working on for sometime. The seller kept telling us he wanted \$410-\$415k, and in a normal market his house is worth maybe \$370k. Well when it came time to talk pricing we told him the 'Push vs Pull' strategy and although he wanted \$410k-\$415k that we didn't think pricing in that range was smart.

We, instead suggested pricing at \$399k to get more eyeballs and interest.

I think we ended up with 30 couple showings in 4 days and 3 offers. The seller ended up with a GREAT offer above his target price of \$415k (not going to tell you the price yet, because it hasn't settled) AND we got him a free rent back. If we would have priced at \$410k, we would have had 1/3rd of the number of showings and would have hoped for 1 'decent' offer. Instead, the sellers listened and went with the push strategy and will end up putting additional money in their pocket.

This was fun, answering 2 recent questions. I hope we informed you ☺

If you need anything or have any questions, I am always here for you, just shoot us a call/text/email and we'll be glad to help.

# social media stories



**MY ABSOLUTE FAVORITE BOY**  
**#SURROGATEBABY #CREATINGAFAMILY**



**#MASKLESS**



**BEST MOTHER'S DAY!**  
**#KEEPINGITREAL #MOMMINAINTEASY**



**IT'S OK TO NOT BE OK!**  
**#GIRLSQUAD**  
**#MYFAVORITEHUMANS**

# Re-Hashing the Month

KEEPING IT REAL IN LIFE AND REAL ESTATE!

5300 Westview Drive  
Suite 101  
Frederick, Maryland 21703



For Inquiries AND Referrals contact:  
[brittanyreaver.impact@gmail.com](mailto:brittanyreaver.impact@gmail.com)  
Or call/text 410.422.5826

## testimonial time

Brittany sold our family home on the FIRST day on the market!  
That left us to stay with friends while looking for a new home.

We had A LOT on our wish list!

We needed a house with a garage for under \$250k!

Brittany showed us HUNDREDS of homes over 6 months. She was always happy to help us and made sure we stuck to our budget.

There was a difficult situation with a tradesman, and Brittany competely went to bat for us!

I recommend Brittany for all your real estate needs!

-The Zoellner's

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