

# IMPACT MARYLAND MONTHLY

*With Stacy Allgood-Smith*

"Keeping it Real in Real Estate"

AUGUST 2021



## I Blinked

### August 2001, A Snapshot.

I lived in Damascus in my own condo that I bought as brand new construction five years before. It was a half mile from my parent's house, the home where I grew up.

I worked at the same job I had for 10 years, and I had just gotten a nice promotion, and was learning all sorts of new computer skills and apps.

My sister and brother-in-law had sold their house and while waiting for their new house to be built, they lived at his parent's house just a few miles from my condo. Since my sister and I worked at the same place, we met up at our friends' coffee shop and carpoled together, after grabbing a cup o' joe, of course. Maybe even throw in a bagel. ☺

Bruce and Theresa, my friends with the cawfie shop(that was just up the hill from my condo), had my 2 year old Godson, Bailey. His dad worked at the cawfie shop while Mom was at home with The Boy. I learned to love Blues Clues while spending time with Bailey.

I played keyboard with the worship team at Daybreak Community Church, a mobile church that met in New Market, at Deer Crossing Elementary School. Our worship leader/director, Jeremy, had just gotten married to his college sweetheart, Sara, the month before.

*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](mailto: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.



The sign the boys and I made one Friday night. The sign hung over the door to my dad's "workshop" until we sold the house and I got it and keep it on my wall

My family met up on Friday nights to have a meal, some laughs, and catch up on the week. It was generally my brother

and sister-in-law, their two boys, my sister, and my parents. We recorded random weird conversations or other stuff with the computer's microphone. The boys would go to "Pop's Shop" and build things or they would do "circus tricks" in the living room.

Not knowing the events that would follow the next month, it was a great time in life.

**And then, I blinked.**



The boys and me, piled into the living room chair because the floor was lava, obviously

And realize 20 years has gone by.

I met Ricardo (Rick) in 2003, married him in 2005, what seems like yesterday. We've sold, moved, laughed,

worked, loved, and experienced loss together. We may have a few more gray hairs. Or no hair. 😊

My sister and brother-in-law moved into their new house, and now that house is 20 years old. They've been starting to replace the original fixtures, appliances, roofs, and all the parts of the house that need replacing.

My sister is getting ready to retire in September from that job, whereas I got laid off in 2009, during that crazy downturn in the economy. I've

learned (still always learning) how to be a business owner through lots of trials and errors.

Bailey, my sweet little Blues-Clues-loving Godson, married his college sweetheart this past June, after graduating from Valley Forge University with a Digital Media degree.



Bailey, in his Blues Clues sweatshirt, getting ready for his first ride on the Metro

Instead of playing keyboard (or bass guitar), I am part of the tech team and Soul Food ministry at Damascus Road

Community Church. Jeremy and Sara, from Daybreak, now live in Lancaster., PA, have three beautiful kiddos, and he's a worship pastor at a church in Mt Joy, PA.

In my family, we've lost both my parents and my brother. The nephews have their own families now, so getting together on a Friday night is now a truly special occasion, as everyone is so busy.

But I'm so glad to still have these relationships I formed so many years ago.

I may not see everyone all the time, and some I "see" mostly on social media, but I know when we get together it's like no time has passed at all and we pick up right where we left off.

**I blinked, y'all. That's all it took.**

I may sound like I miss the days of 20 years ago, and yes, there are parts I do. I miss my family members who are no longer with us. I miss being



Bailey, with his sweet bride, being introduced as husband and wife for the first time



Friday night entertainment at our friends' house with their dogs 😊

able to “just hang out” on Friday nights with my family.

Most recently, our Friday nights are likely

If we’re selling their home, I strive to be right there with them. I have been known to help clean up stuff, maybe pack a little, maybe move a little.

I draw the line at moving glass table tops, glass cabinets, or mirrors. There have been a few “incidents” where that did NOT go as planned. I’ll just leave it at that and try not to think about that 7 years of bad luck superstition. 😊

Admittedly, I don’t know everything about real estate, but I have a great team behind me with decades of experience I can reach out to get questions answered.

spent with our friends just up the street, with a blazing firepit, playing with their dogs, catching up on the week, and maybe a card game or two.

I think I have mentioned how I have met so many new people even in the last six years, since becoming self-employed and stepping away from a “J-O-B.” I am so grateful for these new relationships, whether they be acquaintances or those who have become dear friends.

Relationships that will last a lifetime, which lately seems like the blink of an eye.

In real estate, building that relationship of trust doesn’t necessarily happen in the blink of an eye, but it is so vital to getting the best for the client. Frankly, because that relationship is so important, using the term “client” sounds so formal. Because even if I didn’t know them before, they become my friends!

Especially during the heart of searching or selling!

If we’re looking for their next home, I get to know their likes/dislikes, needs/wants. I can almost start to read their minds about what they’re thinking.



A recent Friday evening with the ladies, celebrating with the bride-to-be(the one already on the ground) at a local winery. No, we did NOT attract any attention to ourselves. \*smirk\*

I can imagine that the next 20 years is going to go by in a blink of an eye. I’m going to sit and enjoy this cup of cawfie for this one moment in time, while thinking about how I am grateful for you.

Whether I’ve known you all my life, or known you since last week, thank you for being my friend.

Until Next Month,

*Stacy*



Don't mind me, I'm just here to keep an eye on you #obligatorycatphoto

## *Don't Forget to Have Fun!!!!*

### **August Quiz Question**

**Q:** In what year were the first Air Jordan sneakers released?

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.

### **July Question & Answer**

**Q:** What is Andy Dufresne's prisoner number?

**A:** 37927

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

## ***Happy Birthday***

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

Beth Monzon	Aug 2nd	Haley Knight	Aug 15th
Dan Coleman	Aug 3rd	Dee Smith	Aug 15th
Andrew Tuel	Aug 4th	Mark Stevanus	Aug 16th
Matt Bobbitt	Aug 5th	Ryan Diener	Aug 17th
Emme Haraway	Aug 6th	Danni Sheron	Aug 18th
Dan Sheron	Aug 7th	Keely Hollyfield	Aug 19th
Alex Super	Aug 8th	Matthew Clark	Aug 20th
Brendan Wharton	Aug 9th	Fiona Bybel	Aug 21st
Jack Wilson	Aug 10th	Krissy Steelman	Aug 23rd
Lou Sacchetti	Aug 11th	Macy Bell	Aug 24th
Cindy Warfield	Aug 11th	Phil Lyles	Aug 26th
Ashley Smith	Aug 12th	Amy Goldsmith	Aug 27th
Andy Kapust	Aug 13th	Kait Allgood	Aug 28th
Josh Burrier	Aug 14th	Maverick Eccard	Aug 29th
Rhett Super	Aug 14th	David Migdal	Aug 30th
Belinda Love	Aug 15th		

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

# IMPACT CLUB™

## ImpactClub Frederick Update

*Persistence and Dedication leads to \$31,600*

ImpactClub® Frederick is coming up on our 19<sup>th</sup> event on Tuesday August 24<sup>th</sup> where we have invested over \$500,000 locally here in Frederick! That equates to OVER 5,000 individual donations at \$100 each! The Impact is a ripple effect that has helped Tens of THOUSANDS of lives here in and around Frederick! Literally ImpactClub® has saved lives!

ImpactClub has helped people overcome addiction. ImpactClub has helped save the lives of veterans. ImpactClub has fed at risk youth. ImpactClub has helped people find jobs. ImpactClub has helped build a playground.

**ImpactClub® Frederick members has played their part in leaving a legacy and an impact locally. We believe that EVERYONE can do good and can help those less fortunate.**

We might not be the founders of the charities. But we SUPPORT those founders.

We might not be on the front lines handing out food. But we SUPPORT those that are.

ImpactClub® does its part which is a VERY VERY large donation every quarter to a local non-profit/charity that IS doing the hard work, IS doing the heavy lifting. They are on the front lines of those in need. But they wouldn't be able to help those in need without fundraising and donations.

Having spoken to nearly every local charity, there has been a common theme of...

***"if we only..."***

If we only didn't have to chase donations, we could do more...

If we only had more revenue, we could help X more people...

If we only had more money, we could buy a van that could transport youth...

If we only had more funds, we could feed 200 more kids a year...

ImpactClub® Frederick helps solve the *"if we only..."* when it comes to the funds issue. We can't solve every problem, but we can invest each quarter and help the charity with one of their biggest problems.



**The 2<sup>nd</sup> role that ImpactClub® is to help charities tell and define their STORY.**

Like the TedTalk of non-profits ImpactClub® is that platform for charities to come and tell their story, to gain an emotional connection with the audience, to find their purpose in voice, in story. Everyone can have a mission statement written on a piece of paper.

You can have board members help provide the vision of the non-profit and there is a place for all of that.

However, standing in front of a group of investors telling them why and how you impact those that you help is a learned and practice skill!

Having the ability to put others in your shoes, to visualize your purpose, to become emotional and laugh or cry because of the words you choose and use is POWERFUL.

**ImpactClub® Frederick winners are GREAT story tellers.**

Our 18<sup>th</sup> winner, Aaron Vetter, at City Youth Matrix was a presenter at our 6<sup>th</sup> event. And frankly, his presentation was lacking in emotion. It was facts and scripted. It was fine for a board meeting to explain about City Youth Matrix, but for an ImpactClub® event when you only have 5 minutes to connect with the members it wasn't great.

**But Aaron didn't give up and when City Youth Matrix was selected a 2<sup>nd</sup> time to present in May, at our 18<sup>th</sup> Event, Aaron was an ENTIRELY different storyteller.**

He was emotional. He connected with the audience. He tied his story together. He persevered and because of that... City Youth Matrix walked away with \$31,600!!!

ImpactClub® has a role, and it might be a small role, but it is an important role in Frederick. We are thankful and grateful for EACH and EVERY member!!! And we are always looking to grow and get more members!!! If you are a member, we'll see you on Aug 24<sup>th</sup> at Idiom

If you want to become a member, sign up at

[www.ImpactClubFrederick.com](http://www.ImpactClubFrederick.com)

Have an AMAZING month!

# 'Stories From The Street'

**Stories from the Street** is a series of monthly articles using real life examples, told in 'story' format by one of our #ImpactFamily partners to give you knowledge of what actually happens behind the scenes of a Real Estate Transaction.

## Reasons Why We LOVE You!!!

I had an epiphany the other day when talking to a fellow agent with another company. Through our conversation I realized that the agent didn't understand the contract that his client was signing. He failed to know the intricacies of the legally binding contract of one of the most important investments of his client's lives. And he was already talking about all his other deals and how much he paid in marketing for 'leads' every month.

### It made me realize that there are 3 types of agents.

First there are agents like the one I was talking too that is a REALLY REALLY good 'Salesperson.' They are great at closing deals and getting leads. Their entire being is being a salesperson. They came from a different sales industry and all they know is sales. If they fail in real estate, it doesn't matter, they will go find something else to sell.

### They are in real estate because they are good at selling.

However, they are not so good at the details of real estate and don't know how to best serve their clients.

Then there are agents that know EVERYTHING about real estate. Know about deeds. Know about contracts. Know title. Know land. Know surveying. You talk to them on the phone, and they can tell you and teach you ANYTHING that you need to know in real estate, BUT they don't know how to get clients and/or build a business.

These types of agents, they do the 'lunch and learn' events. They do all the mastermind meetings. They know everything inside and out except HOW to actually get clients and sell homes. They do their

handful of transactions a year, but they know EVERYTHING, just ask them.

### Then there is a 3<sup>rd</sup> group... Very RARE. Like Unicorns...

These agents actually know a LOT about real estate and actually do a nice little business BUT they do it without all the sales tactics of the first group. The billboard ads. The 'Guarantee' programs (the ones with the fine print). The cold calling of expired listings and the pestering of everyone they might know. These are the tactics of the 1<sup>st</sup> group and admittedly, these sales tactics work to get sales. However, they don't work to build relationships and foster long-term sustainable businesses.

Agents at Impact, we look for Unicorns!

We Consistently Communicate with the people we love, YOU, through various activities and medium, but most consistently through the monthly newsletter you are holding in your hands 😊

Our newsletter has become the #1 source for our business. And it is

**BECAUSE OF YOU** that we don't have to use those pestering sales tactics that others use. See, because of YOU we don't have to go chase business. You, our #ImpactClientFamily, you continue to do business with us AND you refer those that you care about to Impact.

We LOVE having you on our side and we are forever grateful and thankful that your loyalty continues as I grow my business!



# 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.

Stacy Allgood Smith is in Shookstown, Maryland.  
Jul 2 · Shookstown, Maryland · 🌳

I mean, who gets this excited about a tractor?  
I've been hearing about these tractors for 35 years or more, and never thought I'd have the chance (or need) to own one...but this baby is mine! Willy the Wheel Horse.  
It may be 30-couple years old but it rocks!  
And mows!  
Original Wheel Horse baby! Accept no substitute!

Edit: forgot to add that it's a 312-8 with a 42 inch rear discharge deck. 😊❤️

#frederickmd #shookstown #wheelhorse  
#beforeToroboughtthemout  
#onepreviousowner



👍👍👍 Rick L. Smith and 88 others 31 Comments

Stacy Allgood Smith Jul 4 · 🌳

I have no idea why this picture is so perfect 😂😂



👍👍👍 Rick L. Smith and 116 others 10 Comments

Stacy Allgood Smith shared a memory.  
Jul 14 · 🌳

Can you say 70's?

8 Years Ago  
See Your Memories >

Stacy Allgood Smith is with Nita Allgood Lawson.  
Jul 14, 2013 · 🌳

Now here is the smiling family photo circa 1970



allgoodhomes\_at\_impactmdre Frederick, Maryland



👍👍👍

10 likes  
allgoodhomes\_at\_impactmdre It's the little things that we do as realtors behind the scenes to keep clients happy. ❤️  
Also, I am grateful for my friend who is brave enough to climb a ladder to change out a smoke detector on a cathedral ceiling...well, that, and he HAS a ladder tall enough. 😊

#frederickmd #realestate #happyclients  
#littlethings

# IMPACT MARYLAND MONTHLY

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Or Call/Text to 240-446-2210

Allgood Homes



## **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](http://www.facebook.com/impactmarylandrealestate)

- "My husband and I decided to sell the house we lived for 15 years. It's a unique property and Impact with Stacy Allgood Smith was perfect for the job! We encountered a few glitches but Stacy walked us through each step. She even bought and delivered a new built in microwave when ours broke right before closing. When I say IMPACT goes above and beyond—I mean it with all my heart. If you need a realtor use Impact and Stacy! She is all good!" – Donna S.

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