

SEPTEMBER 2021

Re-Hashing the Month

KEEPING IT REAL IN LIFE AND REAL ESTATE!

WELCOME!

EVERYTHING HAPPENS FOR A
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Everything happens for a reason...

Hi!

Remember me?!?!

Shew, it's been a rough summer... its actually been a rough 6 months.

First and foremost, to each one of my lovely clients who have sold a home, I have a whole new respect for you! As a real estate agent, I understand the process of listing a home. At Impact, we do things a very certain way. First you meet with me, then the stager, then our amazingly talented photographer works her magic... it is a very thought out and strategic plan that works like magic.

Each listing is different, some need very little work and others need a complete overhaul... From the time I meet with you till the time we go active could be anywhere from 2 weeks to a few months, it is ultimately your call.



OLD FRIEND, NEW NEIGHBOR
#FARMLIFE
#SHELOVESTHEMLIKEHEROWN
#COUNTRYLIVING

A little back story... back in March, 2 amazing friends sat me down and basically told me I need to get my shit show of a life in order. They asked me on the spot to name 3 things that I needed in my life to make me happy.

I did not hesitate and spit them out without even thinking about it. One of them was selling the townhouse and starting over fresh in a home that was all MINE (ours actually, because the girls needed this as much as I did).

So I got to work, first things first, the staging appointment. I obviously already had an idea of what she was going to say, but I wanted to do the process correctly.

I had my work cut out. I was incredibly hard on myself and wanted every last detail, down to changing EVERY SINGLE light bulb and repainting ALLLLLLLLLLL the trim. It became obsessive.

6 long weeks later, some blood, lots of sweat and SO many tears, I was ready for pictures.

I cried that day, all my hard work paid off tremendously.

I went active on a Friday, and in true Britt fashion, my phone died that day. In the chaos of having over 20 showings on the first day, I had to get a new phone.

The girls and I actually ended up staying at a hotel all weekend because we ended up with over 80 showings! This market truly is insane...

I ended up with **TWENTY SIX** offers... I was blown away!

I sat at the office with my #impactfamily and together we sorted through them all... it took all day. Literally.

After less than 72 hours, my home was under contract! What a relief that was!

Hard work pays off, I promise you that...

I had no prospects of a new home... but I had faith that everything would work out the way it should...

And boy did it! I got a call from my broker, who had a client reach out about a house they wanted to sell in Middleotwn.



The reasons I am a messy mama,
but also the reasons my
heart is so full of love!

#reavergirls
#girlsquad



When there is extensive construction
on your street and you have a family gathering...
naturally THIS happens!

#safetyfirst
#ilovemyfamily
#normalfamilygettogether

Within an hour, I was driving by the house. I was texting friends who lived in Middletown who were driving by as well...

Obviously I got the house.

My personal house was going great through inspections and all that jazz, until the week before settlement. The lender had underplayed some pretty major things that stood in the buyers way... I was in an absolute panic.

I went back and forth with co-workers and my personal lender about what to do and what could be done for the buyers.

Not only was I concerned about the sale of my house falling through, but I was under contract on my dream home! A home that I was not willing to lose for anything!

After 3 days of stress, dozens of phone calls and hundreds of texts, I decided to let it play out. Settlement ended up only being delayed a few days.

I was lucky enough to get a post settlement occupancy for a few weeks, which gave me time to finish packing and move into the new home before leaving the townhouse.

I settled on my new home on July 2nd... it was a magical surreal day. A day I wasn't sure I would make it to sometimes... a day I worked tirelessly for for 4 years. My new independence day!

I made it happen for myself and my girls with a little push from some amazing friends and the help of a very special friend!

Timing is everything... I tell this to my clients all the time. For the last year and a half, the buyers market has been brutal. My buyers have been so discouraged after submitting multiple offers for week and sometimes months...

Ultimately, I have been fortunate to get almost all of them in their dream homes. And throughout, I told them, when the time is right it will happen... maybe for whatever reason it wasn't right for them at that moment.

When Covid started and the market went insane, my broker kept telling me to sell my townhouse and rent. He knew I needed to sell per the divorce and he knew I wanted out, but I was also very picky with my needs and wants and knew I probably wasn't going to get what I wanted in that market. Hindsight, it wasn't my time for more reasons than that...

Everything works out in the end. I was fortunate enough to get my dream home, minus the chickens.

Be patient, trust that the universe knows what you need and you will get it when your time is right.

I am now on my next adventure, renovating my new home.

I am 8 weeks into it and let me tell you, you it is not for the faint of heart. Even being in real estate and knowing all the things and all the people- I am personally STILL having a hell of a time getting it together.

But at the end of the day, that house brings me so much joy. I wake up in the morning thankful for each and every client and friend who trusted me enough to help them in their real estate journey, because of each one of them (and you) I am where I am today. I am building a better life for the girls and myself. Selling a home isn't just a paycheck, it is building a life for my family. That house is exactly what we needed, exactly when we needed it most.

Not only do I have a home I would be happy quarantining in, we have made so many new friends. The seller, Susan, who's dad and grandfather built the house, it is the home she grew up in until she married. We still keep in touch, she still visits and Facetimes the girls. She will always be a huge piece of our journey going forward!

My girls also made a very special friendship with the hardwood guy, Bruce. Bruce cam recommended by my contractor and has since become a friend to myself and the girls! In fact, the girls have asked for a lunch date with him, lol! If you need any hardwood/flooring services, give Bruce a call at Vision 23 Wood Floor Services!

Whether it is buying or selling a home, I have over 8 years of experience and I continue to grow and learn each day!

My clients become my friends because I am in the business of relationships. As I slowly start to get some consistency and a schedule with school starting and home renovations wrapping up, if there is anything I can help any of your friends or family with, PLEASE let me know!

I would love to help your people and hopefully have them become my people! Or if you want to grab coffee (or a mimosa) and catch up, let me know! I would love to see you!

Cheers to the new school year and getting some consistency!

-hashie

SEPTEMBER TRIVIA

QUESTION

Which girl's name is also the name given to a female donkey?

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!

happy birthday

Jessica Galacso 9/2
John Tsikerdanos 9/4
Skylar Fox 9/4
Eumi Lee 9/8
Anissa Lyons 9/13
Jackson Cavanaugh 9/15
Dylan Petersen 9/16
Jess Poole 9/17

Ari Woods 9/18
Camden Flook 9/18
Kelly lawson 9/24
Madi Reaver 9/24
Ginger Petersen 9/25
Ronnie Lushbaugh 9/29
Kevin Ballenger 9/30

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

Stories From the Street: Presentation Matters



Presentation matters... Impact recently got 2 properties that others couldn't sell and we got AMAZING results!!!

The story that follows is not unusual for Impact ☺

Every morning I wake up early and one of the first things that I do is look at the new listings. It is a fun game that I play with myself to see how other agents present homes.

Some are INCREDIBLE and do their client and their client's home justice.

Unfortunately, about 80% of the listings and subsequently, their client's homes, aren't properly presented.

There are 3 main errors that we find:

First is the agent that tries to do the pictures themselves. They use their iPhone or use photos sent to them from their client. This is a horrible way to sell a home. Now we love a good selfie and iPhone pictures are great for showing your most recent vacation, your pet, or what you ate yesterday, but iPhone pictures are NOT so good when it comes to presenting your most important investment, when trying to sell a \$400k, \$500k, \$800k home.

There are sooooo many services and companies out there that do 'professional photography' that if you aren't investing \$400-\$500 to have nice photos of your client's home then you probably shouldn't be in business.

Then there are different levels of professional photography. There are ones that use nice cameras but don't edit and they look sharp and good but they don't POP.

Then there is Annie Main at A. Marie Imagery who is on a different level.

Annie brings 2 cameras to each shoot, one indoor and one outdoor. She brings her tripod. She won't let anyone be on site when she shoots. She won't shoot on dark or cloudy days. THEN she will spend a couple of hours shooting HUNDREDS, HUNDREDS of photos.

And that is just the beginning. Then Annie spends between 8 and 16 hours editing and fine tuning the photos to make them #ImpactWorthy.

I can say without a shadow of a doubt that Annie is the BEST I have ever seen at capturing the essence and emotion of a home.

There is crappy, there is good, and there is Annie!

Our clients get the Annie treatment...

The 2nd fail that we see is the order of presentation...

Now, this is an Impact thing... and partners when they come to Impact learn that one of our Pet Peeves is the order presentation of the photos/property. We HATE when agents look at photos and the first 8 photos are all exterior photos or offer a horrible presentation.

At Impact our photos, we present our listings that the first 5-7 photos are the BEST 5-7 photos of the home and CAPTURE potential buyer's attention so that they save, store, become emotionally attached.

This is a trick that Annie taught us years ago to bring the buyer into the home.

And our photos are done ENTIRELY to get buyers to schedule a showing.

The 3rd Fail that we see is 'presentation' or as others call it, Staging...

At Impact we work with some of the top designers in the area and, frankly, in the country. We 'Scientifically Stage' our homes.

While others might throw in a couple plants. A rug. Some crappy art. A table that looks like they got from a yard sale. Or EVEN worse they don't even attempt to stage.

Our Designers are professionally trained and have a rotating inventory that is on-trend and stylish whether we are staging a 1930 Southern Style Victorian, or a brand-new townhouse in Urbana.

Our homes, our projects are well thought out and we collaborate on design. Our designers ask us who we think the target buyer will be and then we design and stage accordingly.

All of this leads to SUPERIOR results for our clients.

Impact recently achieved the highest Per-Square-Foot price for a single-family house in Urbana in 2021!!! Because our Designer knocked it out of the PARK... And Annie did a BEAUTIFUL job with her photos and Stacy used the 'Impact Method' when inputting the pictures and listing into the MLS...

And Impact's write up, tell me this is normal:

Maya Angelou said it best: "The ache for home lives in all of us, the safe place where we can go as we are and not be questioned."

Welcome HOME to 3466 Sugarloaf parkway, a stunning oasis of spaces and places where you can come just as you are... to Live. Love. Laugh. And just be. Ideally situated in the sought-after community Villages of Urbana on a magnificently landscaped lot and walking distance to numerous amenities, this pinnacle property lacks nothing. Enjoy morning coffee or an evening glass of wine on the large wrap-around porch with friends and neighbors... or maybe just a good book.

Upon entering, you will be wow'd by the grand, hardwood staircase ahead... one of the hallmark features of the Veranda model by Main Street Homes. A split living room and dining room off the foyer offer endless possibilities for entertaining!

As an added bonus, both rooms feature direct access to the porch. The chef's kitchen features upgraded cabinetry, large island, granite counters, stainless steel appliances, custom backsplash and lighting, and more! Off the main kitchen is a cozy eating area completely surrounded by windows, offering plenty of light! Large family room with stunning stone surround on gas fireplace, complete with build-in storage benches on either side, is the perfect place to read, catch your favorite show, or chat with friends.

Finally, the main level features a custom mud-room addition, complete with built-in cubbies and storage... the PERFECT drop zone and organizational solution for any and everything! Upstairs, the large primary bedroom suite offers plenty of space and conveniences... a welcomed retreat at any time of day!

Three additional, generously-sized bedrooms and a hall bath complete the upper level. The lower level is an entertainer's dream!! Complete with a wet bar, bedroom, full bath, two recreational spaces, and plenty of storage, it's the ideal gathering spot! From movie nights to watching the big game, there's opportunity for it all. Need room for in-laws or an au pair suite? No problem! The lower level is ready to function in that capacity as well!

The backyard sanctuary features a beautiful stone patio, plenty of flat space for yard games, and a variety of landscaping creating a heavenly haven in all seasons! Crepe Myrtles bloom pink and white through the summer, and the Red Maple turns a brilliant red in the fall. Your ache for home ends here.

Tell me this is normal???

Nope this is the 'Impact Method'...

We have 2 recent projects where sellers came to us after other's had failed to sell their homes. They are beat up. They are frustrated. They are disappointed.

But when they come to us they come referred and then they are all ears to what the 'Impact Method' is...

One particular property was on the market for 43 days with 2 price reductions... Super Frustrated Sellers. They called Impact and we put our team into action and used our 'Push vs Pull' pricing strategy. Guess what?

3 Days On the Market and the sellers received \$8k over list price.

Our second example hasn't settled yet, so I don't want to jinx it... But needless to say the sellers weren't happy being on the market for 72 days with 2 price reductions.

We brought our Designers, Contractors, Landscapers, and Annie in... and we ended up listing for \$40,000 MORE (granted this was a year later as they tried to sell in 2020) than the last list price that they were on the market.

But when you have a documented approach with documented results – the 'Impact Method' to selling homes the results are never ordinary and sometimes SPECTACULAR!!!

If you are looking to sell, ask around, do your research and PLEASE check out that agent and company's listings to see how they present homes and would you like yours to be presented in the same fashion.

As I said, 20% of the agents do a SPECTACULAR Job presenting homes... just make sure you are finding one of those agents.

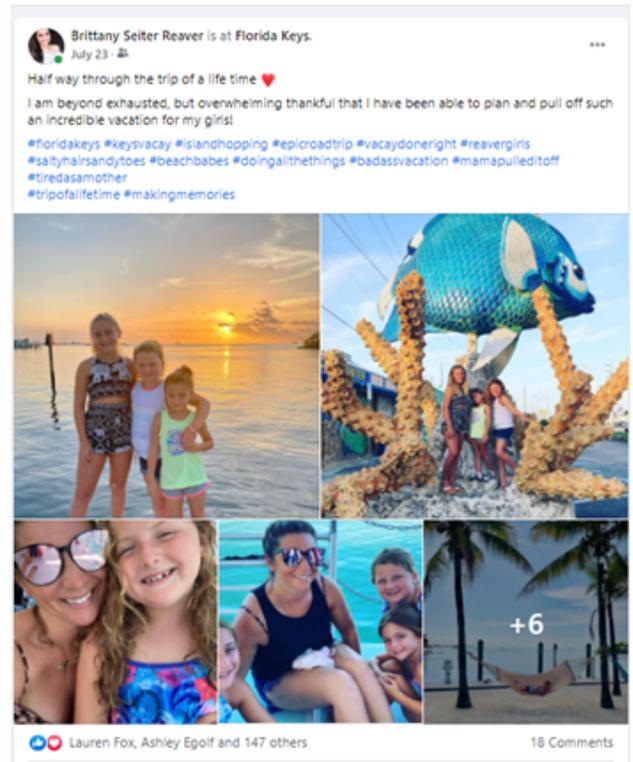


social media stories



HE COMPLETES ME... I MEAN US...

#TATERTOT #RESCUEDOG



REAVER GIRLS DO VACAY!!!



FIRST DAY OF SCHOOL!



BEST.
THING.
EVER.
COME VISIT AND TAKE
A PIC WITH HIM!

Re-Hashing the Month

KEEPING IT REAL IN LIFE AND REAL ESTATE!

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testimonial time

Being first time home buyers, we were getting a bit discouraged with the whole home buying process as we felt our prior 2 realtors didn't understand our needs...and then Brittany came along to renew our faith! Throughout the buying process, Brittany went above and beyond by making herself available to answer our questions, taking the time to understand our needs, and maintaining clear lines of communication. Thanks to her, we found our dream home! Brittany's style of communication and transparency will really serve potential clients well during this mostly virtual COVID world. A true professional...5 stars! -Scott & Jessica

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