

IMPACT MARYLAND MONTHLY

With Stacy Allgood - Smith

"Keeping it Real in Real Estate"

SEPTEMBER 2021



Stars on the Water

When I was growing up, my dad always seemed to have a boat. It didn't always work, so he was constantly tinkering with it. Even several times, on the morning of a planned family trip to the river.

My brother apparently got annoyed with it, but he never fussed at Dad about it. Just helped fix whatever problem it was – usually with bubble gum, duct tape, and a beer can.

Pretty sure that's who they molded the show McGuyver after...my dad.

He had one boat – a Sea Witch – but apparently Dad called it another name that rhymed with "witch" because it acted up and he had to fix it so much.

Needless to say, I feel like I grew up on a boat and am very comfortable out on the water. I may have also learned some "non-conventional repair skills" along the way.

My brother, Brooks, and Dad could water ski. They would even do fancy stuff, like go outside of the boat's wake, off to the sides and such. The rest of us tried, but never really seemed to be able to get up on the skis.

I'm not sure if it was the summer of 1978 or 1979, but one of the first times I tried to ski, they had me out in the Potomac River, around Harpers Ferry. I remember wearing a 2 piece bathing suit, my life jacket, and was ready to get up on those skis!

Well, I didn't make it up on the skis.

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.

One thing I had seen everyone do when they fall while skiing (or don't make it up), is let go of the tow rope.



Quite a few years ago, out on the boat with my dad

Well, there was NO WAY I was going to let go!

Because I had heard of this little movie called JAWS, where a great white shark would eat people just hanging out in the water! And

clearly, there were great white sharks in the Potomac River...in my 10 year old brain.

Since I didn't let go of the tow rope, I was being dragged behind the boat. And water was going up my nose, and probably down my throat. Yummy. Potomac River water!

And then apparently gravity or some other law of physics that occurs while being dragged behind a boat, the bottoms of my 2 piece bathing suit got ripped off.

Forty-some years later, and I can still feel the sensation of them slipping down my legs, off my feet, and left behind, never to be seen again.

I've often pictured a fish wearing my bathing suit bottoms.



My interpretation of my face the whole time on the waverunner

Recently, I had the opportunity to go on a "ladies' retreat" with the beautiful and insightful women from one of the women's groups of which I'm a part – called "WISH" – Women, Inspiring, Supporting, and Helping.

Our leader of WISH, Melissa, graciously invited us to her beach house in Ocean Pines, MD. There were four of us staying most of the weekend, Friday and Saturday, Melissa, Joann, Sandy, and me.

Sunday morning, our friend Kelye came in and lead us in a formal session of "Living Sunny Side Up" – about how to live life with a positive outlook.

(As a side note, if you're interested, Kelye let me know she is offering this session on October 15th...contact me for details if you're interested.) Back to our regularly scheduled programming.....

Meli Mel (my affectionate name for Melissa) has a wave runner, and I am sad to admit that I haven't been on the water in way too long.

Saturday afternoon, after we visited the local farmers' market, we finally managed to get out on the water, taking turns on the wave runner, with MeliMel driving us.

Meli took us out to Assawoman Bay, showing us a neat little island property, the bridge, and where the party beach is - it's only accessible by boat/water vessel. Folks will drop anchor and enjoy their own private beach oasis, where common non-boating riff raff can't reach them. 😊

I told MeliMel at one point that we'd have to count the bugs in my teeth because of the cheesy grin I had the whole time. The higher the waves she would jump, the more I "yipped" in delight. Maybe a YaHOOO and a YEEHAA too!

We finished off the amazing day Saturday with dinner and a Journey tribute band show at the



MeliMel and me getting ready to run some waves

Yacht Club, the neighborhood restaurant and watering hole. And as MeliMel says, “what happens at the Yacht Club stays at the Yacht Club.”



The Jon Bon Jovi lookalike guy
Do you see it??

Let’s just say one of our crew (codename Jojo) caught the attention of the keyboard player, who looked JUST LIKE JON BON JOVI back in the 80’s!

But my lips are sealed.



Not gonna talk about it.

During the weekend, three of the four of us

who stayed at the house are real estate agents, each at a different brokerage. One of the realtors being our hostess with the mostest, Meli Mel. In effect, we are competitors, but the support and encouragement we give each other, you would never know.

Sure, we talked about real estate a little, and some of the joys and concerns of the profession, and we had great discussions about it when we did venture into “shop talk.”

I’ve heard (and observed) some realtors are only in it for the “next deal,” almost ignoring the clients they have and moving to the next.

Like almost being to settlement with a client and the other agent just ghosted us...off seeking the next one.

I’ve heard some agents’ radio advertisements where they are selling houses every three days...and my thought was – what kind of “personal service” was he/she giving to those clients? And they’re advertising for more on the radio???

One thing we all talked about that weekend was how we didn’t want to be “that” kind of agent. How we actually become friends with our clients, because we’re really dealing with the biggest purchase (or sale) people generally make – and

it’s not one to get into lightly. People actually have to live in a home that we help them find. Or help them sell.

It’s hard not to become close to people we’re helping in real estate.

Through the years, we had all realized that when we help our clients/friends and focus on them, the “next deal” – to us, our new friend - will come.

When you’re thinking about selling your house, or maybe you’re looking for your first

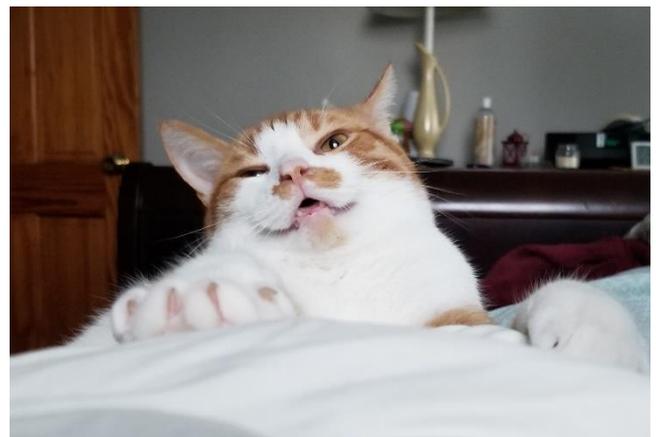
home, do you want the agent who is looking for the next deal, or do you want someone who will stick with you to closing?

Until Next Month,



A special weekend with these ladies

Stacy



Sometimes cats make weird faces, and I’m happy to capture it on camera

Don't Forget to Have Fun!!!!

September Quiz Question

Q: Which country invented tea?

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.

August Question & Answer

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

A: Created in November 1984 and first released in March 1985

Congratulations: Jake Rhindell!

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Happy Birthday

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

Jenni Meisner	Sept 3rd	Amanda Allgood	Sept 18th
Joann Phillips	Sept 7th	Ron Martin	Sept 18th
Nita Lawson	Sept 8th	Khris Brenneman	Sept 20th
Pam Gianni	Sept 8th	Wayne Crum	Sept 21st
Anthony Verdi	Sept 9th	Sabrina Clauser	Sept 21st
Betty Baker	Sept 10th	Phil Graves	Sept 23rd
Pete DiSanto	Sept 11th	Madison Reaver	Sept 24th
Brittany Reaver	Sept 14th	Susan Verdi	Sept 25th
Leah Hill	Sept 16th	Jeff Fehnel	Sept 24th
Evan Felmet	Sept 17th	Donna Sheron	Sept 26th
		Ed Verdi	Sept 27th

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

IMPACTCLUB™

Next Goal... 'One Million Dollars!'



It was a beautiful Summer evening. One where the birds are chirping. People are enjoying even strolls after a hard day's work. Flowers in full

bloom. Carroll Creek bustling with people as the rippling water meanders its way through the place we call home, Frederick.

There is also the other side of the coin.

This time of year with the kids going back to school you have kids coming from broken or dysfunctional homes that all they look forward to is going to get structure for 8 hours a day because there is neglect or abuse in their home. They get 3 meals. They get to see the teachers' smiling faces. They get to laugh with classmates and just be a kid for a few hours a day.

Can you imagine being 7, 8, 9 years old and having to have the weight of the world on your shoulders because your parent/care giver is more concerned about doing nefarious things than taking care of a child?

There are support groups that help raise these children... and they do YEOMANS work, EVERYDAY.

From Aje Hill at I Believe in Me, Inc... to Shari Oster-Scher at Children of Incarcerated Parents Partnership... to the entire crew at Blessings in a Backpack... Aaron Vetter at City Youth Matrix ... to Melissa Golden at Hayden's Heroes... Natalie and her mom at Spanish Speaking Community of Frederick County... to Jack and Chrissi Lillard at Sophie and Madigan's Playground... Ed and MaryLynn Hinde at SHIP of Frederick County (all prior ImpactClub Winners) and the DiSantis at The Love for Lochlin Foundation...

These organization, these beautiful people they are helping raise the at-risk youth in Frederick County. They each play their role. They EACH work together in such a beautiful way that they set their own goals and egos aside to help one another HELP the children!

ImpactClub® Frederick has donated over \$250,000 to charities that specifically help children!!!

ImpactClub® Frederick has donated just over \$522,000 to charities here in Frederick, through 19 events we have raised over half a million dollars, which is amazing and incredible.

Why do I talk about the kids?

Because they haven't made the choice for their situation, they are a product of someone else's struggles, and they shouldn't be burden with THAT struggle. Unfortunately, they ARE! But Frederick is such a great community that we have so many people willing to devote their life, their time, their resources and their heart and soul to others, to help others.

At our most recent event on Tues August 18th, our 19th event, Shari Oster-Scher of Children of Incarcerated Parents Partnership took the microphone and in just 5 short minutes captivated our ImpactClub® members with her story. With the story of the youths that she helps. I've heard so many wonderful stories, from others, about what Shari does for the youth whose parents are incarcerated. How she goes and sits with the children. How she reads them books. How she cares for them. How she provides HOPE and a LOVING face in their most trying times.



Shari and COIPP walked away with \$31,600 from YOU... From ImpactClub® Frederick... Each of you, each member of ImpactClub® give Shari and her all volunteer team at COIPP the backing to support those children!

Shari thanks YOU from the bottom of her heart!!!

Shari thanks YOU from the bottom of her heart!!!

Every quarter ImpactClub® is making an Impact in Frederick. We support those who support others!

THANK YOU!!!

'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.

Presentation MATTERS – The Impact Method

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 soooo 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.



VS



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 other 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. I 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!



VS



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.

IMPACT MARYLAND MONTHLY

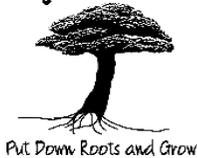
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Allgood Homes



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

- "We had an excellent experience selling our house with Impact - I recommend them for selling or buying of your home." - Tammy F.