

IMPACT MARYLAND MONTHLY

With Stacy Allgood - Smith

"Keeping it Real in Real Estate"

NOVEMBER 2021



The Verdict: The Jury Is In

On Valentine's Day in 1996, I signed a contract to buy a brand new condo in the sales office/trailer of Ryan Homes in Damascus. At the time, I was living with my parents after separating from my first husband.

Ironically, the reason I remember that it was Valentine's Day was because it was the anniversary of my first marriage. Signing that contract was like my own personal celebration of my independence and moving forward with my life.

That evening, I got to pick out my carpet, counter tops, cabinets, flooring, and how many rough-ins I needed for ceiling fans/lighting. I got two rough-ins, in case you wanted to know.

The salesman for Ryan Homes did a good job of walking me through everything I needed to do.

What I didn't know at the time was that I could have had a buyer agent help me through this process. I know the salesmen are supposed to be fair, but they're also working on the seller's behalf – in this case, Ryan Homes. Looking back, I kinda wish I had an agent guiding me, making sure I got everything I needed.

As they say, hindsight is 20/20.

Anyway, for the next six months, as I anticipated being able to move into my own place, I started collecting things that I might want and formulating ideas for decorating.

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.

Sometime around July, I was called for federal jury service in Greenbelt. I ended up sitting on a civil trial that ended up settling out of court before we could finish hearing each side of the case.



I had the opportunity to provide seated massages for Frederick County Public Schools for their Fall 2021 Health Expo

At least back then, when you serve on jury duty in federal court, not only do they provide a “per diem” for each day of your service, but also pay you for mileage from your home, each way. I think I served three days and lived about 40 miles from the court.

I remember getting almost a \$300 check for that jury service. And I remember exactly what I did with it, too. I went to the

mall and bought a MATCHING bathroom set of a shower curtain, trash can, soap dispenser, cup, and toothbrush holder.

You wouldn’t think that stuff would be that



I hosted an open house on Halloween, and had some chocolates wrapped in Impact Maryland Real Estate foils. I became a mason and created my own “brick” wall of chocolate

expensive, and it rather shocked me. But I just remember that set being my “jury set” and it held that time in my memory.

Since then, I’ve served on a couple other juries. I think it was the summer of 1998, when I was on a high-profile criminal case in Montgomery County. It lasted four weeks. The day we were supposed to start

deliberations, the defendant changed her plea to No Contest, so we never went into deliberations.

Everybody knew the case I was on, but I couldn’t talk about it.

While I was on this trial, someone had sent a beautiful flower arrangement to me at my job at the pension fund. I wasn’t there when they arrived, and the bosses were concerned that someone was attempting to



Beautiful staging for one of the open houses I hosted

tamper with a juror. When I got back to work, I was able to relieve them since the arrangement was from a grateful person I helped on the phone get his pension approved.

I also couldn’t watch local news or read the newspaper while I was on the trial. My mom saved the newspaper articles and recorded any TV news about the case for me so I could watch it when the trial was over.

It was fascinating to see the coverage about it afterwards, since I was all in the mix of it.

Then, about 13 years ago, I served jury duty as an alternate juror for a Frederick County civil case that was a 10 day, semi-high-profile trial. Once again, I couldn’t read the newspaper. Since it wasn’t really covered on TV, at least I could still watch the news...not that I did anyway. *smirk*

Because I was an alternate, when they went into deliberations, I was not included. But I still had to sit through the whole 10 days of the trial.

Isn’t that funny, that out of three trials, I never got the chance to go into deliberations?

Also, after being on a couple juries for six weeks over my lifetime, I figured I was done with my jury service.

Wouldn't you know it, for a week this month, I'm on jury service in Frederick County. I had to go in once so far, and it's only Tuesday. And I did not get selected to be on the jury. That was a first!



They say that cats are aloof and not very affectionate. Will someone please let this one know that? Especially when I'm trying to sleep?

While serving on a jury can be a pain and most of us will do anything to avoid serving in jury duty, I always felt that I learned something while serving.

The expert testimony from witnesses and evidence has to be explained so that each juror can understand some potentially complicated concepts.



Doing my techy thing. I love that I can help someone in another part of the world become a part of our church family, thanks to this kind of technology. I *may* also like wearing the headphones and acting like an airline pilot, bringing us in for a smooth landing.

In the criminal case, because they were going for a "not criminally responsible due to insanity," I learned about some mental illness issues, specifically borderline personality disorder.

In the civil case, I learned about dementia in the elderly, and how it can be devastating to families, especially when someone caring for the person with dementia becomes neglectful.

Since I am one that enjoys learning new things, that part of the jury service was quite interesting, even it was things I wasn't

necessarily interested in knowing.

There have been some things in real estate that aren't glamorous and yet have been fascinating learning them.

I've learned about wells and septic systems, not only from a continuing education class, but also from actually "seeing" the concepts taught in the class in action. Like getting water samples to check for levels of bacteria or other impurities. Or perc tests for a septic system, and what happens when they fail.

As an agent, it's my job to stay informed and learn about homes and their systems. The more I know, the better I can help my clients get through the obstacles and get to the finish line: settlement.

And certainly, if I don't know something, I have a team of expert witnesses who can help me learn what I need to know.

If you are looking for an agent who is willing to learn and help you through the process of buying or selling, think of me and the backing of my expert witnesses.

Cheerio!

Stacy



The Next Album Cover for Dos Gatos: Rembrandt Inspired

Don't Forget to Have Fun!!!!

November Quiz Question

Q: Who was the Sausage King in Ferris Bueller's Day Off?

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.

October Question & Answer

Q: Queen's first song in 1980 was also their first Number One hit in the United States. Which song was it?

A: Crazy Little Thing Called Love

Congratulations: Daphne Drew!

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Thanksgiving

WORD SEARCH



CHILDREN HOLIDAY PARENTS
 DINNER HOME RELATIVES
 FAMILY JOYFUL SEASON
 GATHERING MEMORIES VISITING
 GRATEFUL OCCASION THANKFUL



Happy Birthday!

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

Lisa Phelps	Nov 7th
Kristie Graves	Nov 10th
Laurie Luck	Nov 11th
Darlene Knight	Nov 14th
Margie Davis	Nov 16th
Judy Taylor	Nov 17th
PJ Leroux	Nov 20th
Lee Anne Little	Nov 20th
Gabby Murray	Nov 20th
Mark Lawson	Nov 27th
Carol Quinn	Nov 27th

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

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 at **Barbara Ingram School for the Arts**.
Nov 5 • Hagerstown, Maryland • 🌐

Seated massages for teachers and staff!
#relaxedteachers #notawellnesswagon
#seatedmassage



 Stacy Allgood Smith is in **Frederick, Maryland**.
4d • Frederick, Maryland • 🌐

It seems that the leaves are later than usual to change this fall, But based on the colors I'm seeing, totally worth the wait!

#worththewait #frederickmd #fallcolors
#trees #treesoffall #leaves



  Michelle Lynn and 107 others 16 Comments

 Stacy Allgood Smith is 😊 feeling mischievous with Rick L. Smith at **Ruby Tuesday of Frederick Crossing**.
3d • Frederick, Maryland • 🌐

Grabbing a bite after going shopping TOGETHER. A very unusual occurrence. It was only Target but I honestly can't remember the last time we went there together. 🤪🤪



  Rick L. Smith and 76 others 8 Comments

 Stacy Allgood Smith is at **Idiom Brewing Co.**
19h • Frederick, Maryland • 🌐

Getting ready for Impact Club!



 Stacy Allgood Smith was 🎬 watching **The Nine Lives of Christmas**.
Nov 9 • 🌐

So apparently I now have a favorite Hallmark Christmas movie. 🤪🎄👶❤️ It has cats, in case you can't tell from the title. 🐱

  Nita Allgood Lawson and 23 others 9 Comments

'Stories From The Street'

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

Not Our First Rodeo

Impact's Documented Approach

The phone rings at 7:04am with a familiar voice of a local Realtor on the line. (Yes, 7:04am, because Real Estate at Impact NEVER sleeps).

"What do we have to do to keep [address hidden because it hasn't settled yet] from going on the market on Thursday? Are the sellers open to a pre-market offer?" – agent on the other line.

I know where this one is going because this isn't the first time that a potential buyer has wanted to buy a home – sight unseen – from all of the strategies that Impact has in place prior to ACTUALLY putting a home for sale.

The agent is asking... If my buyer makes a 'Godfather' offer will the seller accept an offer before everyone else has a chance to view?

What's the 'Godfather' offer you ask?

It's an offer that you can't refuse.

At Impact we have in-depth discussions with our clients about 'Our Documented Approach' that has helped 223 sellers since opening our doors in 2017. We ask about our sellers' "Desired Result" and then we work to strategize a plan to achieve said "desired result". Some sellers want to stay in their house after settlement. Some have a house they want to buy and want to speed up the process and 'bottom line' isn't the most important factor. Some just want a quick, no-hassle sale. Some don't want 42 people going through their home when they are living there and want to restrict showing access. Some want the MOST profit.

We enter all of that into our massive computer at the office and then it spits out the best strategy for THAT client.

I'm kidding, we don't have a massive SALES MACHINE at the office that tells us what to do. But what we do have is 12 agents with over 110 years'



experience that we have available to collaborate and discuss the BEST way for THAT client.

See, Impact Maryland Real Estate, is not some franchise where all we care about is the number of agents we have and the number of transactions. We don't have any sales 'goals or quotas.' Because

when you have 'goals and quotas' as the main focus of the business then THAT is what each agent is focused on and the customer is treated like a NUMBER and a 'Quota.'

At Impact we are client centered where decisions and advice is what is best for YOU! And what is best for YOU might not be the best for another client. And since we don't have any office 'Quotas' then we can serve our clients like people, like family.

Our advice to every client is the same advice that we would give our brother or sister or aunt or uncle or even our grandmother. Because we TRULY believe in our Client First approach.

Even though our Documented Approach is Wildly successful for our clients, it is a 2-Way Street and if the client doesn't trust our ADVICE then like an 18 wheeler going down one of those mountain ranges on 70 west towards Deep Creek Lake with faulty breaks things can get UGLY really quick.

Back to the 7:04am call, we had already talked to the client about how offers work and the offer review strategy. And we talked about pricing of the house and our Push vs Pull Strategy. And do we set an offer deadline? Review as they come in? Do we wait for one offer and then do a deadline? What if the offer is a 'Godfather' offer, do you just accept it?

These are ALL discussions that have taken place in the 6 weeks of preparation in getting the home ready to sell.

The seller makes EVERY decision, we just provide the scenarios and then from each scenario, like an octopus, we outline the positives and negatives for each decision that is made.

We knew that it was important to this seller, because they had a young child that they were willing to do EVERY that our designer, Adrienne, and Impact suggested to maximize the profit.

Impact went out to the house 5 times during the process to check-in on everything and to make sure no detail was overlooked.

Then comes ‘game week’ as we call it.

This is when we bring our photographer – who is THE BEST – Annie in for a photo shoot. And, on this project, we brought Michael DeMattia in for a video/drone tour of the property.

Once the marketing was complete, we started to slowly drip the property story (both visually and in written form) out to the public through our various media channels.

This is all systematic and has proven results for clients.

The feedback was immediate and stunning as buyers started to inquire and schedule showings for the following weekend.

But that 7:04am call was different.

This agent’s buyer didn’t want any competition for the home. He wanted to ‘lock it up’ before it even hit the market. He was confident this was ‘the one’ just from the pictures, the video, the staging, and ALL the marketing and preparation Impact and the Sellers did prior to listing.

The offer was received, and the sellers were BLOWN away by the interest and the offer.

After a short period of negotiations, the ‘Godfather’ offer was accepted.

The weeks and weeks of preparation and planning paid off and the best part? Impact told the sellers that they had to leave their house for the first weekend on the market because selling a home and having dozens of people through your home SUCKS, so NOW they didn’t have to leave for the weekend 😊

The opposite can ALSO happen...

Because this is YOUR home and we are cognizant of this fact all we can do is make suggestions and offer advice based on our Documented Approach and the 110+ years

of experience that we have and our collaborative effort within our #ImpactFamily... Ultimately you get to choose what is done with your house and what you allow us and our team of experts to help with.

We can explain the benefits of a Push vs Pull pricing strategy.

We can explain the Psychology of a Pricing Strategy and why we might ‘suggest’ pricing a house at \$679,997 vs pricing it at \$700,000 and why in one situation we suggest the first option while for another house we might suggest the 2nd option.

We recently had 2 other clients who listened to EVERY suggestion that we had getting their house ready, but when it came time for pricing one listened and took our advice and the other one had their own pricing strategy in mind.



We tell ALL our clients; this is YOUR money and YOUR home. We work FOR YOU! This is entirely your call. You can ask our opinion on anything, and we will give you what we believe but EVERYTHING is up to you.

The first house ended up with multiple offers and getting escalated \$70,000 OVER list price. They took our ‘Push Strategy’ approach.

The second house. We made suggestions but they chose their own price. Unfortunately, you can do EVERYTHING right with the designer, the painter, the cleaners, the staging, and the photos, but price is also a KEY factor in selling.

The result. Very few showings. Over 2 weeks on the market without an acceptable offer and now we are staring at a price reduction. We now have to ‘flip the script’ and try to price accordingly to push an offer back up to their desired range with a house than active and interested buyers have already seen, so now they have a ‘stale’ house.

But don’t worry in our 110+ years we have dealt with this many times and we will overcome this hiccup and still get great results for our client.

When we tell you we ‘Got You’... What we mean is we got a plan for EVERY scenario that comes up in a transaction. We might not always know the best way immediately, but our resources and our experience will guide you the best we can through any scenario.

Not everyone gets the ‘Godfather’ offer, but EVERYONE gets treated like FAMILY at Impact 😊

IMPACT MARYLAND MONTHLY

with Stacy Allgood-Smith

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For Inquires AND Referrals contact:
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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

- Impact and team treat you like family. No question or concern ever goes unanswered. Always available. Considerate, professional and knows the housing market. We put our trust in their ability to sell our home and we couldn't be happier! – R Kincaid