

# IMPACT MARYLAND MONTHLY

*With Stacy Allgood-Smith*

"Keeping it Real in Real Estate"

DECEMBER 2021



## New York State of Mind

I can't believe how late it is in the month and I haven't gotten to get my newsletter out until now.

Frankly, I had everything ready except this first article/story/monologue.

Honestly, I had no idea what to write about until now. I mean, yeah, I could write about the end of the year or the holidays but it didn't sit well with me to do that this year.

It's important to me that the story add value, humor, or something to make you think each month.

As I am writing this portion, typing it out on my phone, I am sitting on a NICE bus in Rockaway, NY. I will finish the rest later, but I wanted to share about where I am right now as I am thinking about it.

This is my last day this week that I have been in Long Island, NY, on a work trip. Even staying close to Hicksville, Billy Joel's hometown.

**Why would this small-town girl go to the city? Or really really close to the city?**

My friend has a marketing firm that specializes in customer service. In her company, "People First" is always their top priority. She has ongoing contracts, nationwide and provides various customer experience services, to evaluate and analyze the customer's experience and provide feedback for the clients to enhance the service.

*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.'

### HEADLINES

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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.

Sometimes, a big, short-term project comes up, where she needs to hire “temporary” people to come in and help her with these quick but important projects. I’ve been in New York this week for such a project.



Our 2021 Christmas Card Photo

I figured while my business kinda slows down around this time of year, I’d take the opportunity

to help out a friend, go on an adventure by meeting new people in a new situation, and make a little Christmas cash while doing it. 😊

The bus system on Long Island wants to know who they are serving and what they can do to improve their services for those people. They have developed a survey (on paper!!) for 6,000 riders on all the routes to participate in while they are riding their bus, whether it’s their regular route or a brand new route for them.

Of course, some routes are more heavily used than others, but they still need to be canvased.

My job has been to talk to riders to explain what we’re doing, hand out the surveys, and collect them back after they’ve completed them.

Also, I get to wear a fancy bright yellow vest and an official badge! And the vest has pockets!

All this seems simple, right?

First, we had to learn the routes of the bus system, and when are good key times to reach a good number of people to complete the survey.

Then we need to get on the buses. And talk to COMPLETE STRANGERS!

Didn’t your mom ever tell you to NEVER TALK TO STRANGERS!?!

So here I am, talking to strangers. Through masks, of course, ya know, since the pandemic and all.

After a bus or two, I realized that maybe being a little more bold and doing an announcement on the bus, may get me better results, instead of talking to people individually once I arrive on the bus.

It started working and I even shared that with my team and “the boss” and we all started doing that. It was especially easier when I had my “spiel” down. Every once and awhile, I’d throw in some ad lib funny lines – or at least “I” thought they were funny...but I got met with a lot of stares.

Regardless, those days I did that, I had good response and got a lot of surveys completed.

I met some really nice people. There was a lady I met at a bus stop who worked as an in-home caregiver for the elderly. After we talked and waited for the bus, she put on her headphones and began to sing along with the song she heard. I recognized it as one of the songs we sing in my church, so I started singing along with her singing. And the next song, too!

I also got a chance to practice my Spanish that I just started learning in March! I was able to communicate enough to let them know we had questions to help the bus system. It was rudimentary, and it makes me really appreciate when people whose primary language is not English and yet they still try to use it.



“It has pockets!”

One very sweet gentleman on the bus spoke Spanish and couldn’t see the questions. I muddled through reading him the questions – in Spanish - and getting his answers. That was amazing for me! I absolutely loved doing that for him. And that fact that he understood the value of his feedback for the services he uses every day.

There were some people who were suspicious of us and flat out refused to participate. I feel badly

for them because they aren't letting their voice be heard if they have feedback for the system for improvement.



Even pigeons at the bus stops like to show their individuality by having a mohawk!

One of the nights after regrouping with our crew, I was pretty exhausted and frankly, just done. Like toast. Just wanted to watch some cat videos.

And then one of our teammates talked about the pain she was in. I told her to give me about 15 minutes and I would be glad to give them seated massages because I knew by helping her I would feel more alive again.

No surprise to me, I felt much more "hooman" after she felt some relief from pain.

This trip was all about customer service and serving people. Whether or not they appreciate it or even understood that this was all about them.

Much like we strive for with all of our client friends with Impact Maryland Real Estate. It's all about them, and doing the best we can for them.



After a day of riding buses, we relaxed with some yummy dinners. This particular evening, we relaxed at Dirty Taco and Tequila.

We work behind the scenes to create as smooth of a transaction as possible for our client friends. If we do our jobs right, you wouldn't even know what happened if there was a hiccup.

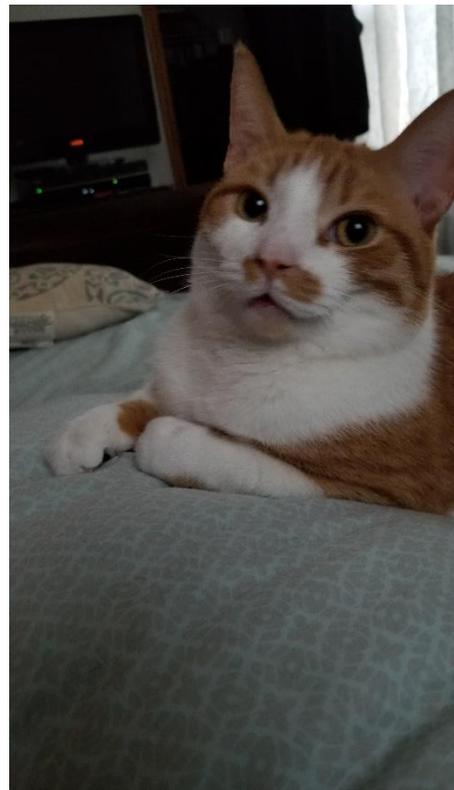
Obviously, we have to let our clients know when something goes completely sideways, but if there's something we can take care of without them knowing, we just do it.

I love the culture at Impact Maryland Real Estate that Eric as created and am excited as our team grows, that we all work for this same goal of people first.

If you're looking to buy a home and want to work with someone to guide you through the process, please think of me.

Merry Christmas and Happy Holidays!

*Stacy*



Monthly Kitty Derp, of which he provides endless amounts 😊

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

## December Quiz Question

**Q:** Twice in the film "Die Hard," Sergeant Al Powell (Reginald VelJohnson) sings a Christmas-related song to himself. What's the song?

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.

## November Question & Answer

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

**A:** Abe Froman

Congratulations: Jim Wright!

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

## Christmas Word Search


 A W F X U P R A N C E R A R J  
 V L I D A N C E R D B T W V Z  
 E D O C X S A C I G N C R T U   
 J R Y B J Z D P D A J H L B I  
 S J T Y B I U R S O G L R V H  
 K G N C B C W W U I F E P I H  
 J K E O X C A H E D N I K X S  
 R L Z M G H L L N N O A N E W  

 O I Z E Q R S B O U W L I N D  
 G S V T L I W D L O Z K P E A  
 E B M W S S S N N I O G F H S  
 D R I U F T L S F O T V I H H  
 F N L K T M Q Y C W C Z B Y E   
 Q V K Q J A X R E I N D E E R  
 W L F V W S B H Q Y F G S N L

SANTA  
CHRISTMAS  
COOKIES  
MILK  
ELF  
SNOW

BLITZEN  
DANCER  
DASHER  
SLEIGH  
REINDEER  
RUDOLPH

CUPID  
VIXEN  
DONNER  
PRANCER  
COMET

[thismamaslife.com](http://thismamaslife.com)



## Happy Birthday!

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

|                    |          |
|--------------------|----------|
| Mary Ellen Farrell | Dec 2nd  |
| Wyatt Allgood      | Dec 4th  |
| Sue Crum           | Dec 9th  |
| Kacey Austin       | Dec 11th |
| Mollie Davis       | Dec 12th |
| Megan Clark        | Dec 14th |
| John Clauser       | Dec 16th |
| Michelle Baird     | Dec 17th |
| Taylor Tuel        | Dec 19th |
| Teresa Brewer      | Dec 21st |
| Jill Johnson       | Dec 24th |
| Hoda Entezari      | Dec 27th |
| Robyn Hulvey       | Dec 28th |

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

# IMPACT CLUB™

## ImpactClub Frederick Update

### Event #20 – We go to Kindergarten



The sleepless nights. Getting up in the middle of the night to feed. The constant change of dirty diapers and feeding every 3 hours.

Remember when they started crawling. First swaying back and forth on their knees. Then progressing to scooting backwards. And then crawling around the floor pulling themselves up on wobbly legs and falling on their butts. Then finally pulling up and gingerly letting go of the coffee table for just a second before grasping the safety and security of the table again.

To the first steps and falling down.

Then the first real steps. And then there is FREEDOM of movement. However, you must monitor all the moves to make sure they safely move around the room without injury. Then walking, talking, learning to read, every day is a new adventure.



And you blink and they are off to Kindergarten. Then you blink again, and they are in middle school. And another day goes by, and they are graduating and moving out of the house.

ImpactClub® Frederick just finished our first 5 years of life.

This journey has had ALL of the above.

The sleepless nights. The worry about if we will get any members. The first steps and first event, which that memory is etched in stone for the 182 BEAUTIFUL founding members of ImpactClub® Frederick.

We can't tell you the amount of planning and the details that go into each event. That first year, the first 2 years really, it is like planning a wedding EVERY event.

Then we had the flood of May of 2018 where it was literally raining inside of The BlueSide Tavern, our partner venue for the first 3+ years.

Then the abrupt closing of The BlueSide left us scrambling for a new venue.

Idiom opened their doors, Mike – the owner, and Lindsey – manager have been nothing short of spectacular in allowing ImpactClub® Frederick to come in quarterly to have our events. Even during COVID, we were allowed to come have the events at COVID (within proper protocol) and simulcast the event to our members.



Our recent event was on Tues Nov. 16<sup>th</sup> and SOAR, a 2-time winner, walked away with \$33,100 for a 5-minute presentation.

Since the birth of ImpactClub® Frederick, we have donated \$555,300 to 20 local charities.

We didn't get to \$555,300 overnight and it definitely hasn't been easy.

Just like a newborn growing. There have been bumps and bruises. Sleepless nights. Falling down when we looked to stand. First steps. Now we are growing up.

ImpactClub® Frederick isn't going anywhere, and you know why?

Because Frederick is one of the most amazing communities, I have ever seen... The support and commitment to 'making an Impact' for our community is incredible.

As we embark on our 6<sup>th</sup> Year and events 21-24, we would love to increase our membership from our current 336 members to over 400 members. Love to have you join at [www.ImpactClubFrederick.com](http://www.ImpactClubFrederick.com)

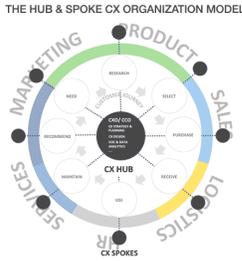
Have amazing holidays!!!

# '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.

## Relationships Matter

*Success for the Long Game*



Life and Real Estate aren't that different after all. You have friends you can count on, you have family that

you can count on. You know the one's that if you text or call them and ask them to do something – maybe an event, a dinner, a happy hour, a game – that they are always there for you with bells on. The one, when you are having a bad day, that you can reach out and they are always there with an encouraging word or just there to listen and provide a shoulder to cry on.

Then we have those friends that are only there when THEY need something. You can call/text and they will go days without responding and then all of a sudden POOF, when they need something, it seems like they come back to life and blow your phone up.

### Let me tell you a dirty little secret about Real Estate.

Most real estate agents and brokerages only refer business to those companies and individuals that they receive something of value in return.



What this looks like in the real estate world is maybe a lender will pay for an agent's Zillow Marketing. Or a title company incentivize a brokerage for sending settlements their way. Or I have even heard of an agent, a really high producing agent, having

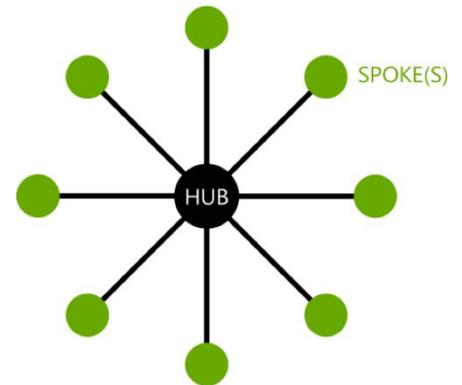
her 'Stager' pay her a referral fee for sending sellers her way.

The client pays the Stager a marked-up fee and then the Stager pays the agent a referral fee.

Although this act might not be illegal it definitely isn't in her clients' best interest. Why not just ask the Stager to cut her fee some and pass the savings along to the client?

**Real Estate is VERY much a hub-spoke model as there are so many ancillary businesses that are involved in a real estate transaction.**

The client – the seller or buyer – typically doesn't have the time or the knowledge to have relationships with the 20+ industries that revolve around a home sale/purchase so, in most instances, the real estate agent plays a pivotable role in coordinating most everything.



There are the big – known industries. Realtor, Lender, Title Company, Insurance Company and then there are the other businesses that support real estate and although they might not be needed on EVERY transaction, they are needed more than you know.

From a Pest Inspector to a Home Inspector, Septic, Well, Radon, Mold and Chimney Inspectors to Structural Engineers, Home Warranty Companies, and Property Managers. To relationships at local counties and jurisdictions. Then we have the supporting trades that might need to get involved with Stagers, Designers, Painters, Drywall contractors, Landscapers, Trash Removal, Movers, Hardwood Flooring

company, Tile installers, Carpet/Vinyl/LVP installers, Carpet Cleaners, House Cleaners.

### And what about the trades?



Plumbers, Electricians, HVAC contractor (then if you have a boiler instead of a heat pump), Roofers, Siding guys, Concrete Company, Paver Company, Fence installers.

### And at the center of this is the client...

Does that client have all of the necessary contacts?

Most of the time the answer is NO. But the real estate agent, if they are good at what they do, they have a network of people that are there to help clients.

*At Impact Maryland Real Estate, we have – what we believe – is THE BEST network of contacts for our clients.*

### And, our dirty little secret...

We don't ask our network for money for the referrals of our clients.



Impact Agents are in this for the long haul and we learned something a LONG time ago. That 'Professionals Focus on the Relationship, while Amateurs Focus on Sales' and our relationship with our clients is priority #1 and our relationship with the supporting

companies and business is #1A. We know that if we take care of our clients and protect our clients and help our clients that our clients will 'take care of us.'

### What does that mean? Let me be clear.

First, at Impact, we don't have relationships with anyone because we receive money, referral fee, kickbacks from our vendor partners.

### What we receive is INCREDIBLE service for our clients.

When our clients water heater busts, or recently we were on a home inspection with one of the inspectors

that our clients use he said to us, 'Hey I don't have any water in my house, I think my well pump is shot, who is the plumber you use?'

Keep in mind that this inspector LITERALLY works with hundreds of agents locally. He, better than most, 'know the game' and that he knows how Impact works and if we refer someone in our 'Vendor Network' to anyone that we do it for one of 2 reasons: They are really good at what they do... and... they take excellent care of our clients.

We gladly referred Shelton Plumbing to our inspector and told him to make sure when you call that you tell them that Impact referred you.

When we circled back a couple of days later to check on things our Inspector couldn't thank us ENOUGH because Shelton diagnosed the problem – it ended up being a simple fix – and he took care of the issue seamlessly.



### Did we get anything out of this?

Nope. But our Vendor Client got some business. And our friend got EXCELLENT service and results.

Know that at Impact, we are in this for the long game, and while it might be nice to get a few hundred dollars from a Stager for referring a client we would MUCH RATHER have a happy client/ a raving fan that in the long run will do business with us again AND will happily refer business to us.

### And we do the opposite of most...

In fact, instead of asking our Vendor Partners for 'things' we shower them with love and admiration. We recently hosted a Vendor Appreciation Party at our Westview office for our great Vendors. We had a lavish spread and a few cocktails for them, just as a Thank You for taking wonderful care of our clients.



As you read this, know that we appreciate YOU, whether you are a vendor, a client/friend that our #ImpactFamily loves how you support us and all that goes on in our crazy real estate world.

# IMPACT MARYLAND MONTHLY

*with Stacy Allgood-Smith*

5300 Westview Dr, Suite 101  
Frederick, MD 21703  
240-815-0890



**For Inquires AND Referrals contact:**  
StacyAllgoodSmith.Impact@gmail.com  
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)

- 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