

ALLGOOD HOMES MONTHLY

Keeping it Real in Real Estate

Impact Maryland Real Estate



Creating More Time

I talked last month about how learning the nuts and bolts – the tools of the trade, so to speak – lead into creativity and fun. This month is almost like a sequel, or even an epilogue, to that.

Growing up, Dad would be tinkering around the house when he wasn't at work. Sometimes working on a car, sometimes painting, or fixing up something around the house.

He was a mechanic on the choppers while he was overseas during the Vietnam war, so mechanical things like cars were pretty familiar to him. I'd watch him work on the cars and I'd ask, "What are ya doing that for?"

His answer was almost always, "Cat fur."

I guess he was trying out his dad jokes before there were dad jokes.

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It seemed like he had a tool for everything.

Did you know that a spark plug has to be calibrated to a certain millimeter – or even a fraction of a millimeter – for it to work properly?

Dad had a disc-shaped tool that looked like a secret decoder ring to exactly measure the distance between the tip and the conduit to create the spark needed.

He had his own creative way of doing the projects around the house. Sometimes they worked, and sometimes they didn't.

The “chin up” contraption he built to be able to do chin-ups was pretty good. It was about 7 feet high and stood on its own, with wood pieces at the bottom to brace it to not tip over. However, the first time he used it, he was hanging from the bar after doing his chin-ups (I'm guessing he did 2 or 3), and realized once he jumps down, the brace bar at the bottom was actually in the way of his feet, potentially making him lose his balance and get hurt.

Instead, it became a baby swing for the grandson. Way before Pinterest, and probably even before the creator of Pinterest was born, he designed and fashioned the baby swing seat out of PVC piping.

Thinking back on it now, I realize that he used his experience and tools for creative projects – or reworking projects that didn't work out so well.

There was a stand-up comedian I saw on TV years ago whose whole routine was about the things our right-brain and left-brain were thinking.

He explained that the left-brain was concerned with logical and linear thoughts – Coke over Pepsi, flame-broiling over frying, coffee over tea. Definitely concerned with the importance of measuring.

And the right-brain was more creative and artistic,

and it was concerned with thinking about ways to stain stainless steel. Exact measurements may be...more fluid than rigid.

I am pretty sure my dad was left brained with the way he figured out how things work but at the same time, there were some right-brain tendencies in there too, like using PVC pipe to make a baby swing seat.

Y'all – in case you didn't know – I am a right-brained person by nature.

However, I have the ability to use my left-brain too! And when my left-brain is working and doing things right, my right brain is pretty happy.



Impact Team meeting, planning how to best serve our people

In what feels like a lifetime ago, in reality, a little over 20 years ago, I had gotten a promotion to a position to the “IS” or Information Systems department. What we now refer to as “IT.”

In that new job, instead of running the computer hardware or mainframe, I was becoming more of an advanced user (not quite an expert, but pretty darn good) of office productivity software.

In layman's terms, I was learning the Microsoft Office suite of applications – Word, Excel, Outlook, Power Point, and others – and how they could relate to making the office run efficiently using the right tools.

Specifically, our office used the mail merge function in Word to be able to send form letters to our participants, but personalized for each so that it fit their needs and situation.

Some of the functions that Word offers is pretty advanced and started leading me down the path to having to learn a bit of software programming – well, maybe not full programming, but using the logic that programmers need to make it work as needed.

AKA – my left brain went to work.

I made a lot of mistakes while learning the technicalities of all the various software applications I was using, as can be imagined. And I also learned from all of those mistakes and was able to put that knowledge to use in getting processes more efficient.

The bosses even had me to teach others how to use some of the Microsoft Office applications to make their tasks more efficient.

After I was no longer working for that organization, I wasn't sure if, how, or where I would use those technical skills.



Andy and me doing a masked selfie before church service.

About 7 years later, when I became a part of Impact Maryland Real Estate, I had the opportunity to flex my skills again, in helping streamline some of the administrative tasks that can be time consuming.

At the beginning of the year, as a complimentary service to every client who had a transaction the previous year, we will send them a letter with the closing documents from that transaction. The closing documents are helpful when preparing income taxes for the previous year.

It's not something we are required to do, but we know that sometimes paperwork can get lost in the shuffle, so just in case, we'll send these documents because we want the best for our clients.

While we always prefer to have a personal touch, we wanted to get these out ASAP, which meant that form letters would be the best way to get them out quickly.

It used to take a couple weeks to get all of the letters done, as they were printed one by one, in addition to all of the other regular day to day tasks. And with just a couple revisions, using the mail merge function in Word, this year the letters were printed, stuffed into envelopes, and mailed within a day.

Freeing up that administrative time, using the right tools to make it more efficient, means we're all able to have more availability to help our clients with their purchase or listing.

Our "nuts and bolts" left-brain makes sure all the paperwork gets done properly. Also, if it's a listing and we are working to get the house freshened up with painting or flooring, we have people with the skills to do get it done. Then our stagers and photographer come in to work as the right-brain and make sure the house really stands out.

For purchases, the left-brain works on the structure of an offer, while the right-brain helps you place your furniture in the home.

With all of our brains working together, we make a great team!

If you're looking for someone who wants to get the job done and have fun at the same time, or even help minimizing the stress, think of me.

UNTIL NEXT MONTH,

Stacy



February Trivia Question

Q: Who took one day from February and added it to July?

Everyone who texts or emails in the correct answer by the last day of this month will be entered into a drawing for a \$25 gift certificate to Amazon. Good luck!!

January Question and answer:

Q: What is the imaginary line called that connects the north and south pole?

A: Prime Meridian

Congratulations Dennis Weddle!

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

Happy Birthday!

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

PRESIDENTS DAY

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

WORD BANK

AMERICA CELEBRATE CITIZEN COUNTRY ELECT FEBRUARY
 FLAG FOURYEARS GOVERNMENT HOLIDAY JUSTICE LEADER
 LIBERTY LINCOLN PRESIDENT UNITEDSTATES VOTE
 WASHINGTON WHITEHOUSE

- Sharon Curtin Feb 3rd
- Lisa Giacco Feb 4th
- Ricardo Smith Feb 4th
- Kim Callicutt Feb 4th
- Kyersten Brenneman Feb 5th
- Veronica Sellier Feb 7th
- Bailey Murray Feb 9th
- Susan Caulfield Feb 13th
- Brian Guenther Feb 15th
- Taverlee Laskauskas Feb 16th
- Teena Smith Feb 17th
- Paul Poliachik Feb 21st
- Tom Rother Feb 22nd
- Kathie Bush Feb 24th
- Adam Kloper Feb 28th

IMPACT CLUB™

6 Years to \$600,000! (2.22.2022) By Eric Verdi

Where were you in February 2017???

Man, that seems like a LIFETIME ago! A quick Google search gave me the following: Trump was just sworn in as President, which would begin a cycle of craziness over the next 4 years. There was James Comey. Mass Shootings. The Russian Investigation. Harvey Weinstein.

Lots of bad seemed to occur in 2017.

Locally, there were many good things that happened in 2017, and specifically ImpactClub® Frederick was formed and we held our 1st ever Event at The Blue Side.

That cold February night 182 wonderful people came together as Founding Members of ImpactClub® Frederick – and with just a vision of the founder Ryan Fletcher and myself – Eric – as the local co-founder those 182 people put their trust into something SPECIAL and MEANINGFUL!

They had seen the initial video. They had heard how if everyone pulled together for the greater good and contributed a relatively small amount (\$100) each quarter, that their individual donation, by itself wouldn't make an Impact, but when combined with 100, 200, 300 other ImpactClub® members that their donation would now have a \$10,000, \$20,000, \$30,000 Impact!

And that's just what happened!

February 28, 2017 there were 182 founding members that came together and not only donated \$18,200 to Heartly House, but started a movement that after our event on Feb 22nd will have donated over \$600,000 locally!

We have heard some amazing stories throughout these 5 years. Charities start their foundations with a vision and a purpose to help individuals in need. They fill a gap where there is a void. They pour their heart, soul, resources, and COUNTLESS hours to help others.

ImpactClub® Frederick gives the support to these non-profits in the form of MASSIVELY IMPACTFUL quarterly donations.

Our investment into the community has not gone unnoticed!

Each event we bring back the prior winner and hear their incredible stories of how YOUR \$100 donation has helped keep foundations afloat, helped someone with addiction, helped build a playground, fed students meals, and so much more.

We would love for you to join the movement of ImpactClub® Frederick... and if you are currently a member, share the story of ImpactClub® and send to a friend/invite them to our event on Feb 22nd at Idiom Brewery!

To join, pop over to
www.impactclubfrederick.com

Stories from the Street

State of the "Market"

By Eric Verdi

Have you ever had a scratchy throat? A bump on the back of your hand? Pain in your shoulder when you turn to the left? And then you immediately go to Google or WebMD to give yourself a self-diagnosis.

That is the beauty of technology, is that information is at our fingertips. And this is GREAT to an extent!

You can do research on just about any subject and gain more knowledge, but it is what you do with this knowledge and the depth to which this knowledge can be used is limited to your expertise in that specific area.

If you learn that the bump on your hand could need to be removed immediately what would be your next step? You probably wouldn't self diagnosis and do surgery on yourself, would you?!?!?

Nope, you would THEN research hand specialist in your area or schedule an appointment with your general practitioner and THEN he/she would refer you to a surgeon/specialist. The surgeon has all the tools, the scalpel, the medical grade gauze, the wash to clean the incision, the proper skills to stitch/secure the wound, and most importantly has the TRAINING and PRACTICE that you would trust them to operate on you.

Let's roll this forward to real estate.

I love the reports on CNN, NBC and all the news about the 'real estate market' – they give the macro view of the market. They talk about statistics in the housing market, they talk about interest rates, and the overall economy/inflation and how this affects what is going on in the



housing market.

Then you can go and do a quick Google search on real estate in your area and get some generic information.

You can then go and put your address in google and 50+ website will pop up offering to tell you what your house is 'worth.' Just know that this is a fancy algorithm based on area sales and square footage – that is pretty much the only criteria that they use to give you a sense of value?

Sound like WebMd to you?

It does to me. It might be able to provide you with a broad stroke of knowledge, and maybe even some trends in real estate but doesn't speak specifically to YOUR situation and YOUR specific diagnosis.

For that you would need an expert, like a hand surgeon, to specifically look at your situation to give you the best advice for you!

An expert will look at many key data points, but then – more importantly – listen to you and what it is that you want from YOUR outcome – whether that be purchasing or selling – and then and only then can you have a clear course of action to get you from where you currently are to your desired result.

Even the data I'm about to share with you is 'Macro' in a sense but then we will add our analysis of the information.

Because Impact agents are 'boots on the ground' in real estate we can let you know what is going on in the trenches and the daily interactions,

daily conversations with experts in other (ancillary) fields, and most importantly – the consumers whom YOU will be interacting with in a transaction.

Don't you think it would be helpful if you are looking to purchase that you know what SELLERS are getting and looking for when selling their home?

ABSOLUTELY!

Wouldn't it be great if you were considering selling now that you could have some insight into how buyers are viewing the market now? What trends, designs, color palates, flooring are important to buyers in this market?

WITHOUT A DOUBT!

It is almost like knowing the questions to an exam before you start studying 😊

Our practical knowledge of consumer behavior helps us guide our 'expert' advice on the market.

So... onto the current market...

The market is EXTREMELY tight right now. Let me explain that and I can give you a sense of what the headspace of buyers and sellers is at this moment in time – February 2022. The supply – the number of active homes on the market – is at an all time LOW! And the number of people looking for homes is 'on average' – average for what we have historically felt. There isn't a rush of first-time homebuyers. There isn't a glut of move up buyers. There don't seem to be an abnormally high number of buyers moving into the area.

The buying market – in our opinion – hasn't seen a spike in the actual number of buyers.

But what has happened is that the INVENTORY has dwindled over the past 2 years from a slight sellers market to an EXTREME sellers market. I'm going to use Frederick County as an example.

A normal/steady market has about 1200 to 1500 homes for sale at any one time. With this there is enough supply to meet the demand for homes.

Today, as of this writing, there are 105 homes for sale.

In early 2020 right before COVID, there were about 600-700 homes actively for sale, which was a 'sellers' market, but not an EXTREME imbalance in sellers vs buyers. These last 2 years the number of homes for sale has continued to decline on a steady basis. Great interest rates. Anxious buyers. Low rental inventory – with extremely high prices. Has all led to purchasers making aggressive offers!

So those same number of buyers that are out there looking for homes now have only about 8% of what they usually have to look for and to buy. The same buyer pool. Those 1500 active buyers – at any one time – used to have 1200 to 1500 homes to choose from. Now those 1500 buyers have 106 homes to choose from.

This creates a cycle in which prices have escalated and continue to do so on a daily basis.

When will this STOP?

A question we get here at Impact daily. The answer is when the supply of homes starts to increase. When we get back up to 300-400 homes for sale, we will see things not be so insanely crazy. When it creeps up to 700-800 then we will start to trend to a more level playing field.

If you are considering a move, I'm sure you are asking, where does this leave me? What should I do???

Well, you can do a Google search and get a broad overview. Or you can reach out to us at Impact who live this on a daily basis and can offer you the 'surgeon's' advice after we meet with you and correctly diagnose your situation and ask you those questions to best serve you.

If you just want to chat about the market and have no intention of moving, we'd LOVE to do that as well 😊

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Allgood Homes



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