

# MAGNOLIA MONTHLY

REAL LIFE. REAL ESTATE. ALL THINGS LOVELY.



## WELCOME!

*I am so glad you are here! Pull up a chair, grab some coffee, and stay a while. Whether it's 3 minutes or 30, my hope is that Magnolia Monthly and its contents bring you inspiration and joy!*

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## ***Bulls-Eye:***

*Hitting the Sweet Spot in Real Estate and Life*

Do you ever have those moments where you pause and think, "This is exactly where it is I am supposed to be?" The kind that tend to take your breath away, overcome with awe and gratitude... realizing that you were made for such a moment as this.

While I can't remember all of them, some of those "bulls-eye" moments have been extremely poignant, leaving a profound impact on my life.

That time at Camp Sandy Hill when I was 10 years old, and it was just the perfect day. We won the Clean Cabin Award. Lunch was my favorite. I got a letter during mail delivery.

The craft shack was full of new colors of plastic gimp. And the evening activity was the best: an all-camp game of Capture the Flag. Everything about that day was practically perfect... a bulls-eye. The sweet spot in my week at sleep away camp.

Then there was the time I trained for my first half marathon. It was a big commitment, and I had big goals of running a sub 8 minute mile pace. I trained hard... on the pavement. On the treadmill. And in the gym. I yelled at Spencer for making me run hill sprints and telling me to add more weight to the squat bar. All it did was make my legs burn, and I didn't see how it was going to help this distance runner. But he did. And on that beautiful April day in Nashville, TN I did it... a 7:58 pace in the Country Music Half Marathon. A bulls-eye. The sweet spot and peak performance.

***In real estate... especially in this market... whether it's listing a home for a seller or writing an offer for a buyer... there are many ingredients that go into hitting the bulls-eye.***

Just like that day at Camp Sandy Hill. Or at the Country Music Half Marathon.

### ***Preparation. Pricing. Positioning.***

The "just right" blend of these three ingredients are crucial to achieving the desired outcome as a seller. Just as any ingredient missing from a recipe would cause an imbalance in flavor, any of these ingredients missing when listing a home can knock it off killer.

Yes, this is a strong seller's market... but the importance of properly preparing your home for today's market in order to maximize your investment and achieve the desired result cannot be overstated.

Pricing and positioning are also key. Looking at competing inventory (if any), recent comps... and understanding the "soft data" behind a purchaser's mentality... these are also key in hitting the "sweet spot" when listing your home.



***Just like training for a race... the proper balance of ingredients is what hits the sweet post, and can yield a bulls-eye result when listing a home.***

But what about a home purchase?

The same concept is true. That incredible day at camp was comprised of numerous things that made it incredible. And in this competitive real estate market, constructing a bulls-eye offer as a buyer is no different.

***Sure, there are the anchor points like purchase price and settlement date... but there's so much more that goes in to hitting that sweet spot.***

Are there inspections? And how are they structured?

What about an appraisal... and what if it is lower than the contract price?

How about any needs the seller may have? Something specific that may make your offer stand out, while others just miss the mark.

As a kid, those memories of Camp Sandy Hill are still so vivid. And I will never forget that first half marathon.

In December, 2021 Facebook post, I shared the following:

*There is something incredible and inspiring when you find yourself right in that "sweet spot" of your passions, how you've been wired and equipped as a person, and the environment in which to flourish. This past year at Impact has been exactly that... and SO much more.*

### ***So how about you?***

Can you recall those sweet spot, bulls-eye moments? Are you living one now?

Find your strengths.

Realize your passions.

***Live them well.***

*Stacy*

*A recent bulls-eye listing... these sellers did alllllll the right things!*

# Family Fun Zone!

## March Trivia Question

Q: In Greek mythology, who was the goddess of beauty and love?

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!!

## March Sudoku

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



HAPPY BIRTHDAY!!



Here are the March birthdays from our friends of Magnolia 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!

|                    |     |                   |      |                     |      |
|--------------------|-----|-------------------|------|---------------------|------|
| Toni Sakadales     | 3/2 | Anne Marie Gersch | 3/8  | Henry Delescavage   | 3/20 |
| Dominic Petrolle   | 3/2 | Luci Medovoy      | 3/8  | James McDonald      | 3/20 |
| Daniella Petrolle  | 3/3 | Charity Marshall  | 3/8  | Lucas Cabrera       | 3/20 |
| Piper Cole         | 3/3 | Luci Medovoy      | 3/8  | Nick Maxsell        | 3/23 |
| Eliana Delisle     | 3/4 | Jax Paul          | 3/9  | Lily Poska          | 3/24 |
| Timothy Herzfeld   | 3/4 | Danielle Wilson   | 3/11 | Madison Weidling    | 3/26 |
| Wesley Hardin      | 3/4 | Kendra McDonald   | 3/11 | Charlotte Barrett   | 3/26 |
| Amy Cabrera        | 3/6 | Sebastian Melson  | 3/12 | Becky Celis         | 3/28 |
| Miles Hook         | 3/6 | Drew Fellows      | 3/13 | Kyle Altuner        | 3/29 |
| Matt Schmitt       | 3/6 | Renee Walker      | 3/13 | Tiffany Huffstetler | 3/31 |
| Christian Petrolle | 3/6 | Phil Poska        | 3/15 |                     |      |
| Calan Berning      | 3/7 | Natalie Hostetter | 3/16 |                     |      |
|                    |     | Dan Hart          | 3/20 |                     |      |

## Another Milestone... Another Event...

Keep the target moving! On February 22nd ImpactClub® Frederick hosted the 21st event and Friends of Child Advocacy of Frederick County donated a donation of \$35,100!!! With this event ImpactClub® Frederick has surpassed \$580,000 donated here in Frederick since 2017!

This was the first event since COVID started that it felt 'REAL' again.

Idiom Brewery was ELECTRIC. We were packed to the gills with ImpactClub® members and it felt GREAT to have everyone back again! These last 2 years – 8 Events – has been tough but we preserved and donated over \$250,000 when our community needed it the MOST. The members that stuck with us over the last 2 years, and especially those who have been there since the beginning.

### WE THANK YOU!

Any good business. Any good sports team. Any Entrepreneur all have moving targets with goals and success. Sports teams don't start with the goal of winning a Super Bowl/Championship. Well, the good coaches don't start with that goal. They start with each practice. Then each drill in that practice. Then drill down to hand placement and your first step.

When you don't take care of the small things, then you NEVER achieve massive success.

ImpactClub® there are 1000 small details that go into each event. We agonize and strategize on those small details so that we can keep our focus on the bigger picture of the event and ultimately have a HUGE IMPACT to one charity each quarter.

We started with a goal of having 100 ImpactClub® Frederick members and we thought if we could do that by the end of year 1, we would be successful!

We accomplished 100 members within 2 weeks of unveiling ImpactClub® in January 2017!

In fact, by the first event in February, we had 182 members. Then we wanted 200 and surpassed that by our 2nd Event.

Then we wanted 250 and surpassed that our first year as well!

At 250, I thought that would be REALLY cool, because then we would be donating \$100,000 annually to local charities.

It took 9 events to go from 250 members to crack 300 members even stating that goal the entire time! NOW, it is TIME for us to get to 400 members!!! We currently sit at 352 members, so I KNOW that we can do it and it would be INCREDIBLE to do it THIS YEAR!

I can promise you one thing... We will not stop moving the target to be the LARGEST fundraising organization with single member donations IN THE AREA!

We may never be the Ausherman foundation – which does INCREDIBLE work – but they have deep pockets – ImpactClub® Frederick doesn't. We have single member donations at \$100/Quarter and where our SuperPower lies in each and EVERY member!

It is ImpactClub's belief that we are STRONGER and have more IMPACT when you combine forces with others who want to DO GOOD!

Thank you for providing inspiration and motivation to keep ImpactClub® Frederick moving forward, without you and YOUR VOICE to others about how FREAKING AWESOME ImpactClub® is we would be NOTHING! Have an incredible day, and we will see you on May 17th – not a member yet and wanna join?

To join, pop over to...

[www.impactclubfrederick.com](http://www.impactclubfrederick.com)



# STORY FROM THE STREET...

## ***The Secret Madison Avenue DOESN'T want you to Know...***

(How Window Shopping Strategy increased our Sellers Profit 1200%)

### ***Meet the Clients:***

Travis and Alyssa were getting ready to expand their family and go from a young couple without a care in the world to loving parents and they needed to upgrade their living situation from the house they bought when they were first starting out. You know, the bigger home with plenty of space for all the new baby stuff and to accommodate their growing family in a neighborhood that they would feel safe having their soon-to-be-born child play. The home they bought when they were newlyweds was perfect at that time, but their needs changed over time and now was the time to find a new house and sell their current home.

### ***The Situation:***

Travis and Alyssa knew the dynamics of the real estate market as we advised them what a dynamic market it is right now. The sellers hold the upper hand and can usually dictate terms and conditions.

They understood that buying a home with a house to sell would be next to IMPOSSIBLE in this current real estate climate and with a little one on the way they didn't want the stress of keeping their current home in 'show condition' during the selling process as they needed to obtain TOP DOLLAR to comfortably move on to 'next home.' But were unsure of the process and how to best navigate the selling and buying process.

This is one of the many areas where Impact Agents excel:

Coming up with scenarios and strategies to advise our clients and give them options. See moving is like

putting together a puzzle. And most agents/companies don't have the capacity, experience and team of experts to put that puzzle together.

If you don't have experience on your side it is literally like putting together a 2500 piece puzzle that you don't have any direction.

Impact Partners, they have put together HUNDREDS of puzzles and we use the back of the box technique - meaning we already have a clear picture of what the end result will look like, we just have to fit those pieces together in a logical order.

### ***The Options:***

But knowing the area and the comps (recently sold properties) their current neighborhood had a sharp price point and it was a really interesting market with the sold homes:

They ALL went for just at or just under list price and some had sat on the market for months!!!

If we were going to get Travis and Alyssa the 'number' they wanted to move and be comfortable they would have to follow our strategy to a T - and let us provide that 'back of puzzle' box strategy.

Research showed us that their house was worth about \$475k, but Travis and Alyssa really wanted over \$500k, but we were realistic in the sales price and were comfortable if it ended up selling for \$475k.

### ***The Decision and Outcome:***

Ultimately Travis and Alyssa's lender was able to get them approved for a loan WITHOUT having to sell their

current home, so we began looking. We searched for a while and then they found their 'DREAM' home and with our unique offer strategy we were able to get their offer accepted - beating out many other offers - and on January 1, 2022 their contract was ACCEPTED!

The sale process was smooth and they were able to purchase on January 31st and the moving process began.

A few weeks went by and it was time to zero in on selling their home.

We gave Travis and Alyssa a detailed list of items to touch-up, fix, clean up prior to bringing in our amazing designer/stager Adrienne to do her thing.

When selling a home, not only do we look backwards at 'comps' but we also look at the competition and figure out how to beat the current competition.

There were 2 other homes for sale in the immediate neighborhood and both had been on the market for over a month at that point - which is VERY unusual at the time. One home was nicer and larger and a higher price point. One was smaller and decent, but not great and was a lower price point.

We knew we had to stand out to get MAXIMUM price.

*You know how retail stores put the most glamorous and visual appealing aspects in the display windows - it is to get people through the store to buy the most profitable products?*

Same thing in real estate...

If you don't get people through the door by visually WOWing them, then you have cost your seller THOUSANDS of DOLLARS.

That is why we work with Adrienne.

She has a 'Madison Avenue' eye to make our homes so visually appealing that buyers line up to view our homes!

Adrienne knocked it out of the park on Travis and Alyssa's house. As the other 2 houses - unstaged looked like Plain Jane compared to their home.

Now we had to talk pricing and our 'push vs pull' strategy. Our push price was \$450k and our pull price was \$499k. We thought at \$450k we'd get multiple offers and hope to get to \$475k. Or price at \$499k and PRAY to get close to it.

Travis and Alyssa still REALLY wanted \$500k - so they went with the \$499,997 price. We talked - at Impact - about this home and what exactly would be the correct pricing strategy at the 'Pull' level. There is a school of thought - and we use this on some properties - that \$500,000 exactly was the number. But after MUCH deliberation (remember that puzzle box), it was decided that \$499,997 was the right price.

Well - that \$2,500 investment in Staging/Design - let's just say Travis and Alyssa are OVER THE MOON because that ROI was 1200%.

While others cut corners, Impact does WHATEVER is necessary to do the BEST for our clients and bringing Adrienne in, Travis and Alyssa now understand why it is important to have an agent and a company that manages all aspects of the real estate process.

### ***The Window Shopping Technique Works AGAIN...***

If you are looking to sell or buy... or SELL AND BUY... you need to have a company that knows how to navigate all the pieces of the puzzle and help you achieve amazing results with as little stress as possible.



# Social Media Stories

A round up of fan favorites from the month!

**Stacy Rochfort Delisle is at Cafe Bueno.** 1d · Frederick · 🌐

Family fun night stop 1.... Taco Tuesday!!! 🌮🌮🌮



Eric Verdi and 104 others 27 Comments

**Stacy Rochfort Delisle is at Surelocked In Escape Games.** 1d · Frederick · 🌐

Stop 2... Escape room!!!



Eric Verdi and 75 others 9 Comments

**Stacy Rochfort Delisle** Mar 12 · 🌐

When your retreat speaker is hilariously honest and inspiring, it's the perfect night for a campfire w/ s'mores, and the accommodations are amazing 😊

Looking forward to day 2! {Which includes a winter storm warning ❄️❄️❄️}





66 12 Comments

**Impact Maryland Real Estate is in Washington Grove, Maryland.** 3d · 🌐

COMING SOON!! 🏠

Washington Grove, MD

Backing to Washington Grove Conservation Park, with over 12 acres of walking trails that connects to surrounding parks, there is much to be explored!

[www.505BrownStreet.com](http://www.505BrownStreet.com)

Seller represented by **Stacy Delisle**, Realtor:  
301-646-9625 (c) 240-815-0890 (o)  
Stacy.Delisle@gmail.com

#comingsoon #washingtongrove  
#washingtongrovemd #montgomerycountymd  
#realestate #impactmarylandrealestate  
#impactmaryland



**Stacy Rochfort Delisle** 4d · 🌐

"Mom... I wanted to surprise you with a rainbow charcuterie board" 🥰🥰🥰

#teachtheyoung #foodieinthemaking #smileyryleigh





111 7 Comments

**Stacy Rochfort Delisle shared a memory.** 3d · 🌐

Still true :)

6 Years Ago See your memories >

**The Winey Moms** Mar 11, 2016 · 🌐

#truth -m

FRIEND: "YOU LOOK TIRED"

ME: "I HAVE 3 KIDS. I'M PRETTY SURE THIS IS JUST MY FACE NOW"

30 5 Comments

**Stacy Rochfort Delisle** Mar 3 · 🌐

Thursday feels ❤️

Be the reason someone feels welcome, seen, heard, valued, loved, and supported.

Linktree



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Or Call/Text to 301-646-9625

## Testimonials from *Magnolia Monthly* Members...

"There is only one choice when it comes to realtors in the Frederick area. Stacy Delisle goes above and beyond for her clients to make sure they have made the best choice for their families. She is knowledgeable, professional, and patient. Having bought and sold with her multiple times, we will never sign with anyone else. If you are looking for an honest, hardworking realtor who isn't afraid of the hustle, give Stacy and her team at Impact a call. You will not be disappointed!" \*\*\*\*\* The Bombich Family

"We recently sold our family home of 34 years. Yes, the custom home we had built for us, the home where we raised the kids, and the home in which we enjoyed our wonderful community in. We are so glad to have placed the sale within Stacy and Eric's capable and loving hands. They were sensitive to our love of the house and we opted to take the longer route. They were not at all concerned with the time involved, but rather that we could transition out and enjoy handing it off to the next family. They handle both sellers and buyers with the same care and respect and I do hope this review has helped you make your decision. BTW, the right decision is to use Impact Maryland Real Estate." \*\*\*\*\* The Wheatley Family

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