

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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Counting the Cost

...On Vision and Risk

I write this in the early morning, sitting in the sweet silence before everyone stirs. Our family is at a week of family camp at our home away from home, one of our favorite places on Earth... nestled in the mountains of Bedford, PA.

My coffee is hot, the interruptions are few, and the blanket of fog gently lingering in the tree tops amidst gray skies is somehow the perfect metaphor for what I've been thinking about this week.

This welcome retreat each summer is a chance for us to unplug. Sort of reset. And just rest. Yes, there are naps... but what I mean is soul rest.

We all need times like this, don't we?

So where are we? Where is this magical place our family has grown to love so much?

Back in the 1940s, someone had a vision to create a retreat center for military families. Given the many moves military families make, part of the vision was to have a place for these families to come and call home. A constant. An anchor point. We were lucky enough to learn about it through our church, and us token civilians have been welcomed here with open arms. And while we don't move as often as military families, this place has become an anchor point for our family, too.

But we wouldn't be here if it wasn't for someone's vision... And willingness to take a risk.



I don't know about you, but I am fairly risk adverse. In middle school, I declined a lead role in our school play in favor of a smaller role... because I just wasn't sure I could do it. In college, I declared Elementary Education as my major because it felt safe... it was what I knew.

Somewhere along the line, though, as I shared in my first newsletter, I realized that teaching and I were no longer meant to me. And slowly, I developed a vision for something different: a sweet combination of passions and strengths allowing me the chance to serve others in my work while also affording me the opportunity to be in greater control of my schedule and more available for my kids.

It was a bit scary, and required some risk.

And it required that I count the cost. Because risk, inevitably, requires that we consider what we may lose while pursuing a great vision. Seven years later, over and over again, I am reminded that this move to a career in real estate was worth it.

It IS worth it.

Making a move from a very secure, government job to one where I needed to figure out a whole lot. How to get started. How to set myself apart. What works, what doesn't. And most importantly, my WHY.

They say that you should begin as you intend to continue... and the WHY is the cornerstone in the foundation of success.

That doesn't mean that as you pursue your vision, backed by your "why," and take risks that you won't need to pivot, adapt, or evolve. Of COURSE you will, because that's necessary for growth. But that's also where the risk can be found.

More recently, I took another risk and pursued obtaining my Broker's license. Put simply: I am a terrible test taker. And it has been years since I have studied for anything. It felt a bit scary, and at times I was overwhelmed by the amount information necessary to commit to memory prior to my exam.

But great vision requires some risk. And risk requires that you count the cost.

So I set out, completed my coursework.... And I did it. Not the first time. In fact, I missed passing part of the exam by four questions the first time. But I persisted, honed in on the areas needing improvement, and did it again.



And the coolest thing? My kiddos were watching.

They saw their mom pursue something. Commit to it. Take risks. And persist when it was hard.

And the things most worth pursuing are worth the risk, aren't they?

Most recently we took another risk. For years, it has been a dream of mine to own a little place at the beach. To give our kids and other families the same joy I was fortunate to experience growing up. In about a week, we will close on our little piece of ocean front property, and I can't wait to share more with you! Yes it is scary... but yes, we are super excited!

Maybe this all sounds familiar. The whole home buying thing...

A vision for your family. Your future. Risk required... maybe a relocation. Or a re-assessment of wants and needs in a home. Counting the cost... ***will it be worth it?***

Just like anything in life, making a move or purchasing an investment property necessitates a vision. It will require some risk. It will be exciting and scary and fun...probably hard at times... and many other things.

Serving you, or someone you know, in that process would be my joy.

Soon we will head back down the mountain. Back home to where the day to day happens. Work and kiddo activities. Time with friends, and hopefully some time to just be.

This summer, my hope is that you, too, had a chance to find that deep *soul rest*. To renew and reflect, and restore.

And just maybe, you're at a place where a vision that's been in your mind and on your heart is starting to stir. You, too, will be counting the cost and considering the risk.

You, too, can do hard things.

With laser-focus and remembering your why... don't be afraid to step out.

Chances are, it will be worth it.

Stacy



Family Fun Zone!

Trivia

Question:

Q: How many state parks does Maryland have?

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!!

June Trivia Question:

Q: Which body parts continue to grow throughout your entire life?

A: Nose and ears

**Congratulations
Caroline Saunders!**

Sudoku

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



HAPPY BIRTHDAY!!



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

| | | | | | |
|-----------------|----------|-------------------|-----------|-------------------|-----------|
| Liam Corob | July 1st | Cameron Marshall | July 7th | Kennedy Bombich | July 23rd |
| Adam Radford | July 1st | Katie Schmitt | July 9th | Lily Gersch | July 24th |
| Leslie Stanley | July 2nd | Xander Hoheusle | July 9th | Marsha DeGirolamo | July 26th |
| Rachel Shifaraw | July 2nd | Emmersyn Hardin | July 12th | Pierce Desantis | July 26th |
| Gabriella Celis | July 2nd | Nicole Berning | July 12th | Jordan Chaffman | July 27th |
| Dan Hostler | July 3rd | Mali Guard | July 12th | Julian Melson | July 27th |
| Richard Katon | July 4th | Madeline Saah | July 13th | Mia Rochfort | July 28th |
| Caroline Amato | July 5th | Bobby Hartford | July 13th | Jamie Shipley | July 30th |
| Casey Marshall | July 5th | Karen Wills | July 14th | Tricia Paredes | July 30th |
| Allison Getz | July 6th | Timea Horvath | July 15th | Rachel Franz | July 31st |
| Anthony Poska | July 7th | Renee Delescavage | July 17th | | |
| Max Armacost | July 7th | Connor Celis | July 22nd | | |

STORY FROM THE STREET...

Pricing Vs Selling

"I Want"...

"I Want"...

"I Want"...

When we meet with sellers we ask them what is most important to them in the selling process. Some want to move out and turn over the keys and let Impact handle everything. Some want to buy first and then sell. Some want a smooth transaction and transition.

A decent amount "want" the most money.

Whatever the sellers 'Want' we will have an opinion and a strategy for them. Actually, we will present them with multiple options and let them choose the strategy for them.

Most sellers end up having a number in mind that they want to get to sell their home. And then it is up to us (Impact) to formulate a strategy and give them options on how to get to that desired price point.

How do we come up with the strategy?

There are MULTIPLE factors that go into our pricing strategy to get YOU your desired result.

The Price Point that you are selling. Extreme Luxury? Luxury? Move Up Buyer Range? First time Buyer Range?

Location. Not only where you are located?

City/Area, but are you in a neighborhood? How desirable is that neighborhood? Rural? Urban?

Historic Area?

Condition. What is the condition of your home? Is there functional obsolescence on any items? Are systems (HVAC/Roof/etc) older? Recent updates? Is there something that will deter sellers from making an offer?



Competition. Who would be looking at your house and might be looking at similar homes? That is a HUGE factor. Figuring out who your COMPETITION may be. And we need to price ourselves accordingly in that market to be the BEST price.

What we don't look at for PRICING purposes...

Comps. Comps are comparable sales. We use this as a BASELINE, but don't use this information for Pricing Strategy.

"Why, you ask? I've heard agents tell me for YEARS to 'look at the Comps.'"

Great question. Because in OUR opinion Comps are a historical perspective of the market. And don't provide a snapshot of your current market conditions that will affect the interest in your home.

We recently had 2 sellers that BOTH wanted to maximize their Sales Price and one took our advice on pricing strategy while the other one chose their 'price'.

Guess what happened?

You are about to find out...

Seller A was the first ever uber luxury seller in a desirable neighborhood. There was no competition. The house was PERFECT. The owner kept a beautiful home. It was absolutely stunning. This was going to be a unique sale and we were VERY upfront and honest with the sellers.



They “wanted” \$1.2 million dollars for their home. This number was going to be VERY tough to get regardless of how nice their home was. We thought that we could get them \$1.1M or slightly over \$1.1M, and the likelihood of getting their number was less than 5%.

Our suggested strategy to get them to that number or super close to that number was ‘Impact’s Push Strategy.’ Which is to list at a slightly lower number and from that the ‘plan’ is to get a LOT of traffic through the home and have MULTIPLE people interested and make offers. Once we get multiple people interested in the home then buyers’ emotions take over and we can get AMAZING offers!

Our price strategy was \$999,997 in hopes of getting above \$1.1M and as close to \$1.2M as possible.

The seller chose their listing number (NOTE: it is ALWAYS up to the seller to pick their list price, all we can do is advise and diagnose) of \$1.15M. We didn’t think this pricing strategy would generate multiple offers.

However, we did get a few showings and got an INCREDIBLE offer within the first 10 days on the market for \$1.17M (this would have BLOWN away) every other sale in the neighborhood.

The sellers declined this offer and guess what happened?

Showings slowed down. No other offers... and then we had to do a price reduction to generate more activity. We got a few subsequent offers. The next one being \$1.1M, this was \$70,000 less than the original offer ;-(

After about 2 months of reductions, withdraws, indecisions the sellers decided to rent their home. Unfortunately, in this changing real estate market, they will probably NEVER sell \$1.17M anytime soon. And since it is now a rental, they will have the headache of improving and fixing up their home constantly.

Seller B...

This home was again in impeccable condition. And stood out in the neighborhood. Lower price – 1st time buyer price range.

And these sellers ‘WANTED’ \$250,000.

To get to that number we could have started at \$250k or even higher in HOPES of getting that number, but we advised our seller to list at \$239,997 to get multiple offers and multiple interest.

The sellers TRUSTED our Push strategy and were ALL-IN on getting our suggested strategy.

The Result:

We had 12 showings in the first 2 days on the market and we could have had a TON more, but from those 12 showings, we had 6 offers... 6 AMAZING offers!!!

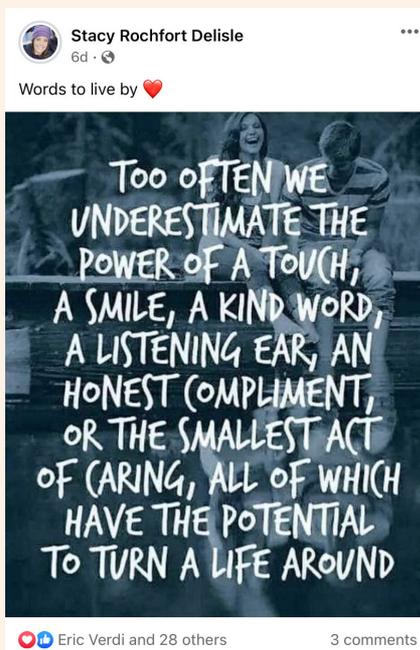
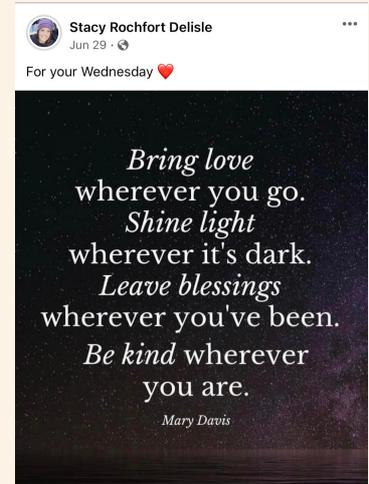
The seller ended up getting OVER their desired number by 4% - meaning we got them \$260,000.

They were ecstatic and OVERJOYED in their SALES PRICE!

Remember there are MANY factors in what your HOUSE will SELL for – YOUR SALES PRICE... and the LISTING PRICE is just as much as a key component as your competition, condition, and location! Choose wisely!

Social Media Stories

A round up of fan favorites from the month!



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Or Call/Text to 301-646-9625

Testimonials from *Magnolia Monthly* Members...

Stacy was patient and helpful in our journey to buy our first home. She listened and provided expert insight that we are forever grateful for. She never pressured us and or made us feel bad for asking tons of questions. She really got to know us and our needs/wants and found us exactly what we had hoped for!

★★★★★ The Torres Family

Stacy is absolutely amazing; couldn't have a more knowledgeable and dedicated advocate!! She's helped us through several sales and purchases and has always looked out for our best interests.

★★★★★ The Melson Family

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