

# Live Happy

*helping you find your place in the world*

## *In This Issue*

**Second Time's a Charm**

**Take Control of Your Home Wealth**

**Word Search & Social Media Recap**

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*Carley (left, in white) in the state semi-final game*

## Put Yourself in a Position to Luck Out

**“Luck” Your Way to Better Offers on Your Home or Having a Smooth Sale.**

Many people who know me, know my daughter plays field hockey most of the year. Even though she plays my position, she is light years better than I ever was – and at an earlier age.

We’ve all watched school sports, and even professional games, where one team scores because they “got lucky”. Someone fumbles or commits an error that gives the other team the advantage.

*cont'd p.2*



## Luck, cont'd

Many times we blame the other team's luck for their win when we don't want to admit that our team's skill was not up to snuff.

As a forward, Carley's primary job at wing is to score goals. This means that she has to be in position at the right time to "get lucky" and put the ball into the cage.

### But how much does luck really have to do with winning??

Maybe a little bit...but practicing drills, staying conditioned, mental toughness, field awareness – all of these put a player in a position to luck out.

Without skills, we ain't makin' it to states.

And we definitely want to make it to states.

So what does all this have to do with getting better offers, you ask? **The skills and drills I take my sellers through** prep them to get better offers on their homes.

With the market settling down from its crazy Covid run, buyers are becoming more confident in asking sellers to make repairs, help with closing costs or to buy their rate down. And with more inventory on the market, buyers can be a little pickier because they have time to compare available homes.

Of course, we want them to choose yours.

Here are the **top 7 actions (aka skills and drills) you can take** to put you in the best position to luck out:

1 - **Maximize curb appeal** with trimmed trees/bushes, mulch, mowed lawn, no yard clutter, pressure washed driveway/walkways.

2 - **Declutter entire home:** remove unneeded furniture, pack away knick-knacks and personal items/photos, get rid of/store anything that does not enhance each room, etc.

3 - **Deep clean** top to bottom, and end to end.



THE BEST EMAIL  
YOU'LL GET  
*All Month*

**Take control of your home wealth  
with my FREE service!**

My VIP clients love knowing things like: their cash-out potential for doing home improvements (increasing value of your home), how to save on interest payments, their purchasing power to buy an investment property.

In today's market, I can guess that you're probably wondering:

*How much is my home worth?*

*Could I afford a vacation home?*

*Should I sell this home or rent it out?*

*What's my equity?*

Find out answers to these questions and some you probably didn't know you have 😊

**Get your monthly home wealth  
dashboard at**

**<https://hmbt.co/jbVVUY>**

## Luck, cont'd



**4 - Repair anything that has been put off or neglected.** Buyers will notice broken light fixtures or a leaky faucet or missing shingles – and if they don't, their inspector will.

**5 - Consider staging** your home before listing photos are taken to enhance the features of the house.

**6 - Professional photos** impress potential buyers from the start of their home search online.

**7 - Great marketing** is last on this list, but no less important than the rest of these skills. This is what will get you the traffic you need to sell your home.

In the market we are coming out of, sellers were enjoying their failure to build skills while still pulling in high offers on their homes.

You can't get away with that, starting now.

**The good news is, I take care of 5, 6 and 7!**

**My buyers get training, too.** JV-level basics for buying include:

**1 - Manage your expectations.** HGTV has done everyone a disservice on what they can expect to find in their price ranges!

**2 - Maintain savings** for your down payment and other closing costs.

**3 - Check your credit report** leading up to applying for a mortgage so you can be aware of your scores and dispute anything that's amiss.

**4 - Don't change jobs** – a stable job history of 2+ years is super important.

**5 - Keep credit card balances below 30%** of your credit limit, and don't open any new cards.

**6 - Don't buy a new vehicle**, even if you can afford it. Wait until after settlement.

So while there is a chance you could get lucky in your selling or buying scenario, there are plenty of factors that can influence the outcome of this game, as you can see.

I'm here to set you up for success with proven plays and tactics that get you to settlement. If you're even slightly thinking about selling your home, please reach out!

**I'll happily consult with you on your home, provide a market valuation and a seller net sheet so that you can make the most informed decision.**

# Second Time's a Charm

A Story of Redemption in Lake Linganore

## Meet the Clients:

Mary is a public educator in Montgomery County, and Roy is a retired police officer. Ready to downsize, their Lake Linganore home had served them well, and they knew it was time to move on.

They also knew that trying to secure their next home and being competitive in the summer of 2022 housing market would be a challenge.

## The Situation:

Taking complete control of their home search, Mary and Roy attended an open house and fell in



*cont'd p.5*

# Word Search

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

## WORD LIST:

- DECORATE
- FROZEN PIPE
- HOLIDAY
- INTEREST RATE
- INVENTORY
- LISTING
- MAINTENANCE
- PERMIT
- PUMPKIN
- REPAIRS
- THANKSGIVING
- WINTERIZE

**Snap a photo of your completed search and text to me at 301-471-1016. The first five will win a gift card!**

## Charm, cont'd

love with the home. They collaborated with the agent they met there to get an offer accepted... and that same agent then became the listing agent on their Lake Linganore home. Knowing that they wanted to go hard after securing this particular property, they quickly listed with this agent in hopes that they'd realize their dream of moving. Back in the summer when the market was still moving at a rapid pace, who could blame them for acting quickly?!

Unfortunately, their home sat on the market for 67 days... and each home they had submitted an offer on in hopes to purchase, they ended up losing. Initially over-priced and with little direction as to how to adequately prepare, even in the summer market, their home hadn't been best positioned to sell for top dollar. They had plenty of showings initially.... But then those started dwindling. And interest rates started rising.

They needed a quick, top-dollar sale to move onto the next phase of their lives... but the question quickly became HOW?

### The Options:

Needless to say, Mary and Roy were torn on what to do. Buying a new home is stressful enough, but when you're trying to sell another one at the same time, it can be an overwhelming process.

Regardless, they needed to come up with a solution to move forward one way or another.

Option #1 was to continue on with their current agent. To continue to stair step down in price reductions, hoping to eventually hit a price point that would attract a buyer and cause them to submit an offer. While not effective up to this point, it was at least familiar.

Option #2 was to quit... at least for the time being. To wait things out, and maybe re-engage in spring of 2023.

Option #3 was to rebrand, reposition, and relist. Quite possibly the "scariest" of all the options, but also the one that at this point offered the greatest opportunity to maximize their ROI (return on investment) and realize their downsizing dream.

### The Decision & Outcome

Roy and Mary ultimately decided to select option #3 and keep moving FORWARD towards their dream.

They reached out to us here at Impact, and like many sellers, they had tough questions about the market. Tired, frustrated, and confused...yet still hopeful... they turned to us for advice. And quite frankly, for HELP.

They believed that despite what had already happened,

our focus on the 4 P's works. Preparation. Positioning. Pricing. And sometimes, a PIVOT!

Because of their 67-day market history, our first P became a PIVOT! We took a look at what had been done previously, identified what was not working, and sought to make adjustments using a combination of market data, best practices, and a little flair!

PREPARE. Our first task was to prepare for re-listing. Our amazing designer, Ellie, from Blue Ridge Interiors consulted with Roy and Mary, going room-by-room, offering various suggestions. Ellie provided a detailed to-do list, which Roy and Mary faithfully completed to a t. No doubt, hard work pays off! When everything was just right, we brought in our incredible photographer, Annie, to capture their home's beauty.

POSITIONING. Then, we took a real-time look at current properties on the market, homes that were pending, and homes that had recently sold. We opted to market them as the true 4 bedroom home that they are, as opposed to the 5 bedroom home their previous agent noted. While this seemed almost counter-intuitive, Roy and Mary trusted that this truly was the best move for positioning their home on the market.

PRICING. The final step. How do we price this home to best position Roy and Mary to maximize their profit and realize a timely sale? In some cases that extra profit means the difference between moving to your next home or remaining stuck. For others, that extra profit is just a reward for being ahead of the pack and learning how to create an emotional attachment and a buzz for your home!

### SO WHAT HAPPENED?

In just 6 DAYS Roy and Mary had an incredible offer on their home. They realized their dream of moving to another community that they love. And this time, they did it successfully... fully supported by myself, my partners at Impact Maryland Real Estate, and the amazing industry professionals with whom we collaborate.

### The Secret Play That Works Every Time:

Following a proven, structured approach that gets results every time. It's not just about knowing the market or how to sell a home. It's about taking that extra step to know the strategy that creates a win for our clients.

You need someone on your side who will not only cheer you on but knows how to win the game. It's knowing the right plays, working together as a team, and having access to the talent and resources that make it all work like a fine-tuned machine.

Selling a home is so much more than a financial transaction. It could lead to the biggest profits you'll ever experience in your life!



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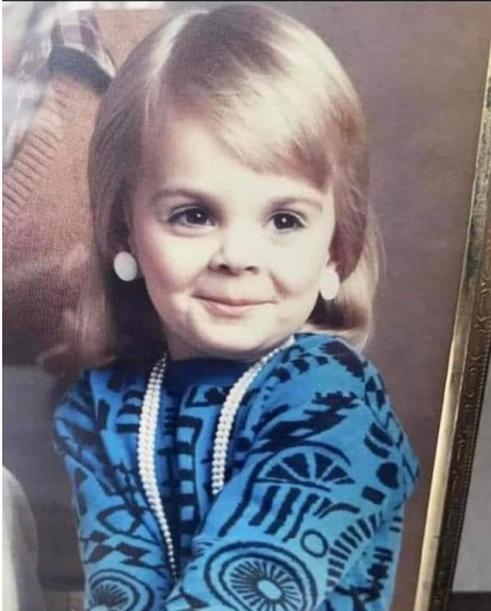


**For Inquiries AND Referrals contact:**  
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Or call/text (301) 471-1016

## SOCIAL MEDIA RECAP

*In case you missed it...*

**when you're 3 but just sold your first house**



**Eryn Topper**  
November 13 at 4:29 PM · 🌐  
What a unique property north of the Mason-Dixon line! I'm not sure if I like the huge pond or the many acres of woods more... 🌲 🏡  
My buyer clients are excited to move their horses (and one pony) here, and I am so pleased for them to be able to have their animals right at home!  
#erynsellsipa #homesbyeryn #ruralproperties #homefortheholidays



**Eryn Topper**  
November 8 at 7:59 AM · 🌐  
How lovely 🍷 🍷



People that have me sell their home are happier, more intelligent and better looking than those who don't; according to a study I made up!

**Eryn Topper - Impact Maryland Real Estate**  
Reels · Nov 3 · 🌐

**How to SAVE HUNDREDS on Your Mortgage**  
Don't let rising rates keep you from buying a new home. 📈 A 2-1 buydown temporarily lowers your interest rate with funds provided by a third party. Mak... See more  
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#mortgage #realtor #homebuying