

# THE MONTHLY SNAPSHOT

with Sean McGrady



2022 December IMPACT Family Outing!

## IN THIS ISSUE

ALL IT TAKES IS ONE  
PERSON TO CHANGE  
EVERYTHING

GAME TIME

DECEMBER RIDDLE

BIRTHDAYS

MOVIE/DOCUMENTARY OF  
THE MONTH

STORIES FROM THE STREET

## ALL IT TAKES IS ONE PERSON TO CHANGE EVERYTHING

*"Coming together is a beginning, staying together is progress, and working together is success." – Henry Ford*

Jenga. A party past time that we all know and love. It is a cheat code as a party host to make sure your guests are entertained. If you aren't familiar with the game, let me give you a quick summary so you are up to speed. You are first given a box of wooden blocks with the task to build a large structure. But, they have to be stacked in an alternate direction on every layer. Once you have created your beautiful tower, each person has to pull a block without it causing it to all fall down. It is INTENSE. Most times, all it takes is one block to bring everything down at once.

### One loose block can bring everything down with it

The amount of teams that I have been a part of up until now is hard to pinpoint, I just know it has been A LOT. But, freshman football is the team that I constantly am pulling stories from, or laughing about with friends. It's a source for so many fond memories and the team I enjoyed the most.

*Story Continued.....*

The jump from middle school to highschool is such an awkward time. It's a combination of complete nervousness and excitement of the unknown. My saving grace was the summer football workouts. The 6am lifts, runs, locker room talks and two-a-days were brutal, but that was what allowed me to build so many strong relationships with my new teammates.

Let me tell you, if you are not super close with someone, run suicide sprints in 90+ degree weather on turf and I promise you will have a bond like no other afterwards. We were all so young, bright eyed and just excited to be around upperclassmen while going through the process.

Coach Kawal.

The head coach of our 2014 Urbana freshman football team. We all loved him, but he was tough, nothing was ever handed to us. For that reason he was not the person to go to for sympathy during a tough day. I knew from the first full practice that this was not going to be an easy season, he was going to push us to our limits physically and mentally.

We had something called "Indian Runs" as a cherry on top to our regularly scheduled sprints. We all had to get into 2 lines and jog around the field, the last two in the line had to sprint up to the front of the line every time a whistle was blown. I swear after some losses that season that we ran 5 miles minimum! All of this was 10X come Liganore week, I won't even get into that.

About two weeks into the regular season a new assistant coach had arrived on the practice field. He was different from most coaches, which made him stick out like a sore thumb. I expected someone older, but he was in his low 30s and in really good physical shape. Most of our coaches were the complete opposite. Slow and older to be honest. Little did I know he was going to fill the role that we desperately needed: A players coach. He embodied what a players coach was. Very personable, held you to a high standard but always picked you up after a bad play. Many times our conversations went beyond the playing field.

All the players gravitated towards him for a laugh, or advice off the field. Coach Shec was the Jenga piece that held the team together through the tougher moments.

All the players gravitated towards him for a laugh, or advice off the field. Coach Shec was the Jenga piece that held the team together through the tougher moments.

Without him, a lot of frustration during the season would have resulted in fights among the players and coaches. We were young and ignorant kids that were quite the group to corral.

### **All it takes is one missing piece to lift the others up**

Real estate transactions are like a game of Jenga as well, where each party involved is a critical piece that supports the overall structure of the deal. Agents, lenders, home inspectors, appraisers, title companies, and insurance companies are all key components. Just as removing a block from a Jenga tower can cause it to collapse, a missing party in a real estate transaction can prevent it from reaching completion. It's important for all parties to be fully engaged and committed in order to successfully navigate the process and avoid any potential pitfalls. By working together and communicating effectively, everyone can play their part in ensuring the success of the transaction and avoid letting it fall apart.

Coach Shec was the Jenga piece that brought our team together for the better.  
 Now think, who is your's?



*Team picture after a great win with the team*

*Don't Forget to Have Fun!*

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

# Christmas Word Search



CANDY CANE  
CAROLS  
CHRISTMAS  
DECEMBER  
ELVES  
GINGERBREAD  
JINGLE

HOLLY  
LIGHTS  
MERRY  
NORTH POLE  
ORNAMENTS  
PRESENTS  
REINDEER

SANTA  
SLEIGH  
STOCKING  
TREE  
WINTER  
WREATH



## DECEMBER RIDDLE

**A cowboy rode into town on Friday. He stayed for three nights and rode out on Friday. How is this possible?**

**Last Weeks Answer: A Hat**

**\*\*Everyone that texts, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$10 gift**

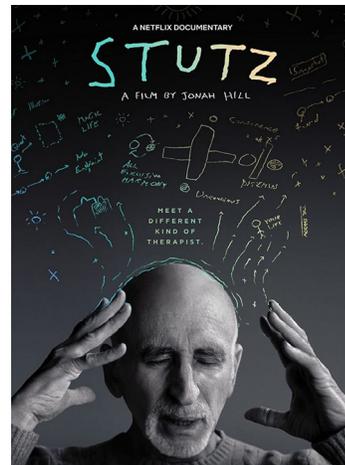
## BIRTHDAYS!

Shannon Woodward	Dec. 7th	Dannny Wilcom	Dec. 23rd
Shamont Snowden	Dec. 10th	Stella Dhima	Dec. 24th
Ricardo Dimarzio	Dec. 12th	Meghan Richardson	Dec. 29th
Jimmy Sullivan	Dec. 19th	Michelle Ferrari	Dec. 29th
Vicky McGrady	Dec. 19th	Beth Mellott	Dec. 29th
Jacob Deak	Dec. 20th	Gary McKee	Dec. 30th
Kaia Asmar	Dec. 22nd	Parker Liposky	Dec. 31st



Follow link to join the list moving forward!

## MOVIE & DOCUMENTARY OF THE MONTH



Bullet Train was great, made a simple plot very interesting. I loved how they incorporated characters from the U.K. Their comedy was unlike anything that I am used to. Highly recommend! You can find it on Netflix.

This documentary is fascinating! Jonah Hill sits down with his therapist to talk about all the tools used to get through anxiety and depression. Subjects that today are not really talked about, WORTH the watch! On Nextflix as well.

# STORIES FROM THE STREET

By: Eric Verdi

*Stories from the Street* is a series of 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.

Survive, Adapt, and Innovate!!!

If you aren't living under a rock and have any sense of what is going on with inflation, prices, the overall economy, and the housing market – then you probably haven't heard all the gloom and doom.

But if you are a living breathing human then I am certain you have felt the effect.

Heck, just going to the grocery store – I don't know about you – but my grocery bills have doubled this year.

I'm spending more on gas. My utility bills have increased. The overall cost of living seems to have doubled overnight!

And I don't know about you, but my income hasn't double in that timeframe.

**At Impact – and in real estate – we are always looking to survive, adapt, and innovate.**

There are soooo many layers that go into running a real estate business – from the brokerage level, but also from the agent/sales level as well.

Do you buy leads?

Do you cold call?

Do you reach out to listings that expired or are trying to sell their houses themselves?

Do you do your '7 calls to unsuspecting people' to wear them down? YES that is really a strategy that is taught?

**Or... Do you LOVE on your people and treat them like GOLD?**

At Impact we choose to LOVE ON YOU!!!

What does that really mean?

Well, first of all it means that we treat you like family! We do our BEST to go above and beyond with you in #alltheways. We try to remain in consistent contact with you. Whether it be this monthly newsletter. Bday cards to you and your family (if you don't get a bday card from me, it's because I don't have your bday – so please call/text me). Purchase Anniversary gifts. Closing and Referral Gifts – for being loyal clients and

referring people you care about to Impact!

**And the client outreach/events!!!**

We have been putting in place a more structured and elaborate way to THANK YOU and LOVE on YOU next year with some EXCITING events!!! (we'll let you know more in next Month's newsletter!!!)

**We are ALWAYS looking for ways to innovate and add value to what we do for our clients!**

One exciting feature that Impact recently added is that we have partnered with a company called Homebot. Homebot is a software that allows YOU, the homeowner to track and manage your most important financial investment – your home. You have your own dashboard where you can track and manager your equity, your value, your mortgage, your investment and it gives you strategies to utilize your home as an ongoing asset to grow your wealth.



*Homebot has tools that will assist in building wealth through homeownership*

We looked at quite a few options on how Impact can better serve YOU. And decided to partner with Homebot and bring this resource to you – free of charge – and for you to utilize as a financial tool!

We have started the process of integrating our clients information and you might have already received your initial email with your information. And if you think any of that information is inaccurate or you need to adjust it, you can on your dashboard. For instance, it might have you as a 3 Bedroom, 2 Bath, but you are really a 4 Bedroom 2.5 Bath. Or your mortgage rate might not be accurate, you can adjust that as well.

**If you haven't received your Homebot login and want to be added to this service – again just let me know and I'll get you added.**

Impact is SUPER excited about this partnership and think you are going to LOVE Homebot!

**In addition to this feature, we also have our 'Flip it or Sell it' Service for clients!**

What that means and how we have used this to help put additional profits in our sellers pockets is that some homes need some work to be in 'model/top dollar' condition. But a lot of sellers don't have the contacts and resources to do the necessary work to achieve the highest profit/sales price?

And with our trusted and vetted team of contractors we can tackle just about any project from flooring, hardwood, painting, plumbing, electrical, bathrooms and kitchen updates, exterior landscaping and hardscaping.

**Whatever our design team earmarks that will add value to your sale.**

We tell our sellers to get out and leave us the keys... and that's when the magic happens. We recently updated a house in Middletown where the sellers moved to Texas, turned over the keys and let us go to work. They left behind 25 years of things they didn't want/need in Texas.

We spent 3 days taking stuff to local non-profit organizations and the landfill. We then went to work on the exterior for a week, to spruce up. Then we brought in our interior team, the designer, painters, flooring guys, cleaners and went to work.

Within 3 weeks the entire house was 'Flipped' and ready for the market. The cost of this renovation project was \$33,000 BUT it put an additional \$60k-\$75k in the sellers pocket, so over a 200% ROI!

Happy clients, for SURE!

At Impact we are ALWAYS ALWAYS ALWAYS looking to innovate our process and find ways to help YOU! Our motto, our vision statement, whatever you want to call it – but it is the words we live by...

**“If you take care of your clients, then your clients will take care of you!”**

And we try to do this to the best of our ability, daily!!! – let me know if you want to be added to Homebot, or aren't currently receiving Bday cards from me.



# THE MONTHLY SNAPSHOT

with Sean McGrady

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**FOR INQUIRES AND  
REFERRALS CONTACT:**  
mcgradysean0@gmail.com  
or  
301-473-2341

A testimonial graphic for Sean McGrady, Realtor. It features a circular portrait of Sean at the top. Below the portrait, his name and title are listed: "Sean McGrady, Realtor", "IMPACT Maryland Real Estate", "301-473-2341 (c) 240-815-0890 (o)", and "McGradySean0@gmail.com". Below this is a row of five yellow stars. The main body of the testimonial reads: "Sean is an AWESOME realtor, with excellent communication and follow-up. He kept us informed every step of the way and made the home sale process easy and efficient. I highly recommend Sean if you are in the market for an honest and responsive real estate agent." At the bottom of the testimonial, it says "-Zillow Testimonial 2022". The background of the graphic is dark grey with a white house outline and a red key. At the bottom left, there is small text: "IMPACT MARYLAND REAL ESTATE 5300 WESTVIEW DR, STE 101 FREDERICK MD 21703 240-815-0890 WWW.IMPACTMARYLANDREALESTATE.COM" and a small icon of a house.

