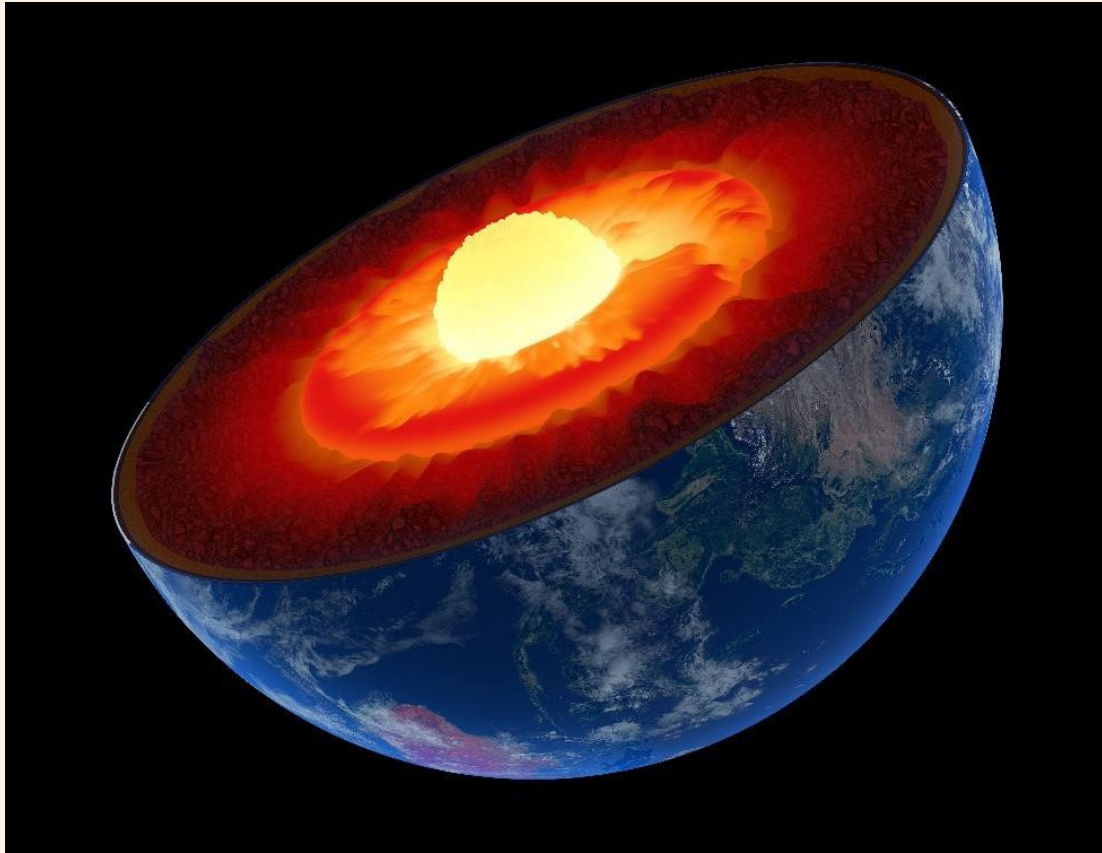


MAGNOLIA MONTHLY

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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At The Core:

Why your "WHY" matters

It's almost the size of the moon.

It's REALLY really hot, averaging 4940-8540 degrees F.

It's made mostly of iron.

It spins faster than the surface of the Earth.

It creates a magnetic field.

The Earth's core, that is. Could you imagine if any one of these things was off, even in the slightest? Our world wouldn't be able to function. Its composition. Its temperature. The magnetic field that exists... all carefully crafted to help sustain life as we know it.

That is a lot like us as humans. Physically, our bodies are designed just so in order to function just right. The phrase “at the core” can often be thought of as “at the heart.” I love this, because it moves from the physical to WHO we are as people.

The New Year is a time many of us reflect. Set goals. Make resolutions. At the core... or at the heart... of all of these items we can check off a list is our WHY.

**Why are we motivated to do what we do?
Be it in our families. At school. In our work.**

Each January, I love taking the opportunity to revisit and re-share my “why” in real estate... how this public school teacher turned stay-at-home mom found her way into an industry she could have never before envisioned herself. It’s rooted in circumstances that will both break your heart and make you smile; and it’s a story more beautiful than once I could have ever authored myself...

It was a summer in the mid 1980’s. Well, multiple summers, actually. The air was thick with mid-Atlantic’s humidity in Ocean City, Maryland, and sunny days spent seaside were long... digging for sand crabs, playing a game my Dad fondly referred to as “Over Under” jumping the ocean’s waves.

Lunch time sandwiches were full of just that... sand... but it didn’t matter. Those days were some of the best.

Sun-kissed cheeks were later cooled with Seabreeze, bellies were filled with delicious dinners, and the evenings were filled with glow sticks and game nights. The daughter of two educators, I couldn’t imagine my summers any other way.

And the family business didn’t end there.

My aunt Janie... my aunt Mary Anne... my Nana... my Nana’s sister Jean Clare... all educators. I couldn’t have realized it then, but the “family business” of being an educator allowed us summers like none other. Summer at the beach. With family and friends who were like family. A long-lived tradition that still burns strong.

When it came time to declare a major during college, I didn’t think twice.

Education. Elementary, to be exact. It was what I knew. It was what afforded our family the time together I hoped to continue with a family of my own one day.

For ten years in the public school system, my degree and career as an educator served me extremely well. I met life-long friends. Learned from some incredibly talented and wise people. It was even where I met my husband! With great hope and expectancy, life was unfolding just as I hoped... until it wasn’t.

I couldn’t have known then that our hopes to start a family would begin with loss.

Loss that changed me and completely redefined my priorities.

Our son, Isaac, may have only lived a short time... but his life has had a profound impact on so many things. Everything, really. You don’t lose your child and walk away the same. Everything is different.

And so it was with my career in education.

I will never forget the moment I was sitting in a staff meeting, about eight months after our second baby, Eliana, was born. I had always imagined teaching fitting so seamlessly into family life, just as I had experienced as a child.

But this was different. It simply, didn’t. There was a disconnect I had felt for months. And at this meeting, in this moment, it became clear.

“It’s all about the kids.”

Those words my principal shared that day ignited something in me I will never forget.

It IS about the kids. But the tension I had been experiencing for months made one thing clear: I wanted to be about MY kids.

The one whose memory I get to steward.

The one whose little self was still a newborn, but growing so fast. I didn’t want to miss it.

Any of it. Despite optimal daycare for her (I mean, it doesn't get much better than Grandma and your close friend caring for your baby!), I wanted it to be me. I was at a crossroads, and I couldn't stay there. It didn't serve anyone well... my students, my co-workers, my family, or myself.

I got home from work that day and will never forget standing in the living room, physically exhausted from both a long day at work, as well as life as a mom of a young baby, looking at Spencer and telling him: "I just can't do this anymore."

My passion for teaching had waned, and it then felt more like a job than a calling. True to form, Spencer was incredibly supportive and in complete agreement.

So with both great trepidation and anticipation, I did it. My heart pounding and a thousand thoughts racing through my mind, I handed in my resignation. While there were many unknowns ahead, one thing was for sure: this decision was right.

Shortly after leaving the "family business," I transitioned into a new position that I was able to complete from home and structure around our family's schedule. A gift afforded to me by a very dear family in our church. A way to make ends meet. A gift of grace.

Working from home while caring for Ellie... then also Jacob... and then Ryleigh, I realized that just maybe this setup was something that could stay. This position helped me to develop a skill set and build a confidence in areas I didn't even realize I lacked.

Moreso, I loved how I was able to be present for my kids. I loved being able to pour into my community. My heart would nearly explode on a daily basis seeing the gift of time that I had been given through this work-at-home position. Time that allowed me to pursue my passions of family, community, and service. And eventually, a new career what was an opportunity to combine them all.

We had quickly outgrown the townhome we long loved, and decided it was time to move. The story is long and may involve moving 4 times in 18 months with three kids ages 5 and under.

We learned, though, that the right home in the wrong place just didn't work.

I also happened to learn that I really, really love real estate.

However, it's not for the reasons you might think. Do I love studying the market, touring homes, and prepping a listing for sale? Absolutely. There is something about the nuts and bolts of real estate that I enjoy tremendously.

Each transaction is different, affording new opportunities to learn. It's taking the best parts of my time as an educator and applying them to a new and exciting context.

But it's more. It is SO MUCH more. It's stepping into another person's dreams. Holding their hand through hardship. Guiding them through a transaction involving their largest asset. It's strategy building. Problem solving. Hope bringing.

For me, it's life-giving... a sweet combination of passions and strengths in service to others.

The past 7 ½ years in real estate have also afforded me the opportunity to spend more time with my family.

Homeschool my kids during a pandemic. Coach Ellie's softball team. Lead a home group through our church. Build strong connections and partnerships with other local small businesses and develop ways to engage and serve our community.

That's how my passion for a client-centered, service-focused, and integrity-driven approach to real estate was born.

It's never about just the house. It's always about the people. The family. Chasing dreams and creating a home.

Contributing to the greater good.

Passionately advocating on behalf of others with uncompromised standards of honesty and virtue.

I could not ask for more...

Stacy

Family Fun Zone!

Sudoku

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

January Trivia

Question:

Q: In what ancient country were eggs given as gifts on New Year's Day

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!!

December Trivia Question:

Q: What is the translation of the title of the song "Auld Lang Syne?"

A: For the sake of old times

**Congratulations,
Mike Libson!**



HAPPY BIRTHDAY!!



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

- | | | | | | |
|-------------------|------|-----------------------|------|----------------------|------|
| Caroline Saunders | 1/2 | Grant Altuner | 1/16 | Michelle Bender | 1/25 |
| Chrissy Barnette | 1/2 | Matt Rogers | 1/16 | Amanda Cunningham | 1/26 |
| Gina Korrell | 1/4 | Terri Cunningham | 1/17 | Tyler Walker | 1/26 |
| Justin Fellows | 1/4 | Ashlie Rose | 1/20 | Tatianna Cartnail | 1/29 |
| Kaleb Higgins | 1/5 | Kidan Shifaraw | 1/20 | Lana Gut | 1/29 |
| Caleb Stillwell | 1/6 | Katie Shapot | 1/20 | Beth Beaston-Belsito | 1/29 |
| Noah Stauffer | 1/8 | Kaci Paulus | 1/20 | Aubrey Coe | 1/29 |
| Tyler Wiles | 1/9 | Hannah Hefner | 1/21 | Julia Hughes | 1/30 |
| Allie Belan | 1/10 | Grace Hostler | 1/22 | Abu Sesay | 1/30 |
| Tiffany Wellbourn | 1/13 | Jordan Coe | 1/24 | Leah Brown | 1/30 |
| Susan Martin | 1/16 | Rebekah Shullenbarger | 1/25 | | |



STORY FROM THE STREET...

When Things Go Haywire: Relationships Matter!!

In the dynamic world of real estate, the role of a real estate agent extends beyond mere property transactions. It encompasses building relationships, understanding client needs, and navigating the often complex waters of real estate transactions. This story delves into the nuanced differences between agents who foster relationships (Impact Agents) and those who rely primarily on traditional lead generation methods like door knocking, cold-calling, and lead generation services.

The Relationship Agent: Building Bonds Beyond Business

At the core of the relationship-driven approach is the principle of vested interest. These agents, often part of companies like Impact Maryland Real Estate, understand that real estate is as much about people as it is about properties. We invest time and effort in understanding our clients, forming bonds that transcend the usual buyer-seller dynamic.

At the heart of our business is OUR RELATIONSHIPS with our clients. That takes precedent over their transaction. When a client becomes an 'Impact' client they are part of our lives and our circle. We reach out to our clients to check on them, their kids, their family and are there when they need something, anything – house related, but more often than not it is friend related. Our clients, we hope to see them numerous times a year through our events, at the grocery store, around the community, at school events.

We are there for their birthdays – sending cards and little tokens of appreciation. When they have an accomplishment or a heart-ache... we are there. We celebrate their anniversaries of when they purchased their homes. We are a part of their lives.

We are trusted advisors about home improvements, refinances, and investing/selling.

For us, at Impact, we cherish our relationship and don't view our clients as 'transactions' but as lifelong friends. A few points of differentiation:

1. Client Understanding: Relationship agents often come recommended through referrals. This existing trust leverages the agent's ability to comprehend the client's unique needs, preferences, and concerns.

2. Long-term Commitment: These agents view their service not as a one-time transaction but as the beginning of a long-standing relationship. This perspective changes how they interact with clients, focusing on long-term satisfaction over short-term gains.

3. Navigating Challenges Together: In real estate, issues like inspection problems, price negotiations, and other transactional hiccups are common. Relationship agents, backed by the trust and bond they share with their clients, can navigate these challenges more effectively. Their clients are more inclined to understand and cooperate, knowing their agent has their best interest at heart.

The Sales/Lead Agent: A Transactional Approach

In contrast, agents who primarily focus on sales and lead generation methods like door knocking and cold-calling, operate on a different spectrum.

Their approach is more transactional, often prioritizing the quantity of leads over the quality of relationships.

1. Broad Outreach: These agents reach out to a wide audience, hoping to convert a fraction into clients. This method can be effective in volume but lacks the personal touch of a relationship-driven approach.

2. Short-term Focus: The nature of lead generation is inherently short-term. Agents are often looking to close deals quickly, which can sometimes lead to prioritizing their needs over the client's.

3. Potential for Dissension: When challenges arise in transactions, the lack of a deep-rooted relationship can lead to misunderstandings and dissension. Without a strong bond, clients may be less understanding and more confrontational, perceiving the agent as just another service provider rather than a trusted advisor.

Impact Maryland Real Estate: A Case Study in Relationship Building

At Impact Maryland Real Estate, the emphasis on forming and maintaining client relationships is paramount. Impact deals with various challenges inherent to real estate transactions but does so with a trust-based approach. We recently had 2 transactions with major issues but because there was built in equity/trust because our clients knew they were loved and we cared for them as people not transactions.

The first example: We had a contract on a home recently and through the inspection process the purchaser, a first-time buyer, asked for a large amount of repairs/credit where some of these were cosmetic and not structural in nature.

Our client and the buyer attempted to negotiate these items but ultimately there wasn't a meeting of the minds and the contract was terminated. After about 40 days on the market and finally getting a contract, and then 2 weeks later – the contract fell through. Our client could have been upset. They could have fired us. But because we have built a relationship over getting their house ready, getting contractors/movers to help, getting staged, and having hundreds of conversations, they trusted us/Impact.

We were able to talk through the situation as friends and come up with a plan moving forward to sell their home.

Had we not have built rapport, trust, and

relationship, this could have turned sour very quickly, but they TRUSTED us. So the transaction continues.

The second set of clients had major structural issues on their home. After months of preparing the house and putting it on the market, it inevitably became a hinderance that we weren't able to overcome. These were past clients who just purchased a lot through us, and we helped them navigate that purchase and find a builder for their home. They knew how we worked and cared for our clients.

So, when the structural issue was verified by a Structural Engineer we put our collective heads together to come up with a solution. We contacted companies to get quotes. The sellers contracted companies to get quotes. And instead of animosity and finger-pointing we circled the wagons and put our heads together to come up with a solution.

In another situation our clients recognize they are family!!! And we pull together to get through any situation.

The difference between a relationship agent and a sales/lead agent in real estate is stark.

While both approaches have their place in the industry, the relationship agent offers a more holistic, trust-based, and ultimately satisfying experience for clients.

This approach, exemplified by firms like Impact Maryland Real Estate, shows that real estate is not just about properties; it's about people, relationships, and the trust that binds them together.

If you or someone you know is looking to buy, sell, or invest in real estate this year, I would welcome the opportunity to help! Serving you (or them!) would be my joy!



SOCIAL MEDIA STORIES

A round up of fan favorites!

Stacy Rochfort Delisle is with Spencer Delisle.
Dec 24, 2023 · 🌐

Year 8... matching Christmas jammies for the win!

Wherever you find yourself this Christmas... regardless of circumstances... may you know the JOY that comes from the deep love of Jesus. The HOPE He brings. And the PEACE that only He can offer.

Good news... great joy! For all people.... For YOU, and for me.

Merry Christmas!

👍❤️🗨️ Josie Lavinia Medwick and 101 others · 20 comments

👍 Like 🗨️ Comment 🔗 Copy ➦ Share



Stacy Rochfort Delisle is with Spencer Delisle and 4 others.
12h · 🌐

Hey local friends!

Four super cool kiddos are having a hot chocolate (and baked goods) stand tomorrow!! Come find us tomorrow at the entrance Worthington Square....3488 Urbana Pike... from 9am-11am.... See more

Stacy Rochfort Delisle
Dec 26, 2023 · 🌐

"Being part of a family means you are part of something special. It means you will love and be moved for the rest of your life."

I am so thankful to be part of the BEST!

We just genuinely LOVE being together. Like, lo... See more

Stacy Rochfort Delisle
1d · 🌐

Little person. BIG impact.

Our sweet Isaac... his little life continues to make ripples. It's an incredible thing to witness.

Today, I got to..... See more

👍❤️🗨️ 203 58 comments 1 share

Stacy Rochfort Delisle
2d · 🌐

For your Thursday ❤️

TODAY.
LOVE MORE.
RUSH LESS, LOVE MORE.
SLOW DOWN, LOVE MORE.
JUDGE LESS, LOVE MORE.
HELP OFTEN, LOVE MORE.
SEE OTHERS, LOVE MORE.
BE KINDER, LOVE MORE.
FORGIVE, LOVE MORE.
LOVE MORE.
TODAY.

original words by rachel marie martin
findingjoy.net
the brave art of motherhood

Stacy Rochfort Delisle
Dec 28, 2023 · 🌐

Happy 12th birthday to our Jacob!!!

He is the most incredible combination of high-energy and yet tender; driven and also notices the small things. He has an incredibly HUGE heart, has a deep sense of conviction, and is a seeker of all things fun!! He is incredibly kind, but will hunt you down on the opposing line in a fo... See more

Stacy Rochfort Delisle
5d · 🌐

Book 1 of the year! 📖

👍❤️🗨️ Annie Walters and 113 others 58 comments

Happy New Year

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3295 Prices Distillery Rd.
ljamsville, MD 21754
240-815-0890



For Inquires AND Referrals contact:

stacy.delisle@gmail.com

Or Call/Text to 301-646-9625

Testimonials from *Magnolia Monthly* Members...

The home buying experience with Stacy was amazing! From the first time we met with her, she listened to to our needs and desires and began the search right away. She was willing to check out options that were located farther away, gave us great feedback on each property, was willing and proactive to gather desired information, and was a pleasure to spend time with during the looking phase. Stacy was professional, punctual and extremely helpful during the entire process. We could not and would not have found our dream home without her. I would recommend her to anyone who is looking for an exceptional realtor.

★★★★★ The Justman Family

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