

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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Are You Paying Attention?

“Are you paying attention?”

This question was embedded all throughout yesterday’s sermon at church... and gosh was it timely.

Rewind to last Monday... the kids’ umpteenth interrupted school day in what I have now affectionately termed “no school October” ... this super wonky schedule designed for parent-teacher conferences, some holidays, planning days. October is, well, a lot. ;-)

"MOM! Look at that!"

Ryleigh came with me on a little "field trip" for work. The well drilling that had been scheduled and rescheduled ended up falling on a day when the kids were... you guessed it... off of school.

As we were driving back home, she noticed the clouds... saw their beauty... and insisted we take a picture. (And by we, I mean she... I was driving)

She was so captivated... how they looked different... what they reminded her of.

She was paying attention.

To be honest I didn't notice them at all at first. My mind was on how to handle the current situation with the well drilling which at the time wasn't going too well... how I was going to get my kids to where they needed and wanted to be that day... all while simultaneously trying to handle things for work.

I am SO glad she noticed. Because she reminded me of how important paying attention really is...

Maybe it's something as simple as the clouds. Their beauty. How things had to align just right for them to look just the way they do.

But it could be something more...

The person who could use an extra hand.

The kiddo who could use an "atta girl."

The momma of littles who is feeling

overwhelmed and could just use a break.

The friend who is always the strong one and longs to be cared for, too.

The person who is holding it all together and would love to know they're doing it well.

The one who recently received some poor news, and through a forced smile, says it's all fine... when maybe they're hanging on to hope by the thinnest of threads.

No doubt our world runs at a breakneck pace. I see it in my kids... if I don't respond to their texts quickly enough. (Maybe you can relate) We can Amazon Prime, Walmart deliver, and Door Dash our way through our days at lightening speed. It is so easy to get caught up in this momentum... myself included.

But at what expense?

What if instead we slowed down *just* a touch, and started to REALLY notice. To pay attention...

I love this so much about Ryleigh. Her big old heart and the way she delights in simple things like the clouds... or the sunset.

Noticing allows us to REALLY see... to be kind. Extend grace. To meet others where they are and not where we want them to be.

Are YOU paying attention?

Stacy

Thanksgiving

WORD SEARCH

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

FALL

GATHER

HOLIDAY

PILGRIMS

PUMPKIN

CORN

FEAST

THANKFUL

TURKEY

CORNUCOPIA

FAMILY

GOBBLE

GRATITUDE

PIE

NOVEMBER

PLYMOUTH

STUFFING

THANKSGIVING

CRANBERRIES

POTATOES

TRADITION



Family Fun Zone!

November Trivia
Question:

Q: How much did the largest pumpkin pie on record weigh?

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!!

October Trivia Question:

Q: What was the first year for the Baltimore Ravens in the NFL?

A: 1996

Congratulations,
Bill Robinson

Sudoku

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



HAPPY BIRTHDAY!!



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

Hadassah Shullenbarger	11/1	Olive Medovoy	11/20
Galilee Shullenbarger	11/2	Gretchen Kneebone	11/20
Annie Main	11/3	Jennifer Garey	11/21
Luke Scorpo	11/5	Emma Ingram	11/21
Sara Maxsell	11/7	Aimee Rogers	11/23
Ben Stauffer	11/7	Mason Carr	11/23
Amir Chughtai	11/9	Jamie Amato	11/24
Lisa Mitchel	11/10	Jason Weaver	11/24
Corrine Hostetter	11/10	Patrick Hoffman	11/25
Anthony Valloric	11/10	Aidan Lenz	11/26
Jaden Delisser	11/10	Rob Botti	11/27
Ryan Bailey	11/14	Williow White	11/29
Gernot Ritzau	11/14	David Decker	11/29
Francisco Abril	11/16	Scott Melson	11/30
Garrett Guard	11/18	Scott Mitchell	11/30
		Verity Downs	11/30

STORY FROM THE STREET...

Second Time's the Charm: Story of Redemption in Lake Linganore

Meet the Clients:

Mary is a public educator in Montgomery County, and Roy is a retired police officer. They have a beautiful love story, having gotten married at home plate at the Frederick Keys stadium. After the ceremony, they threw out the first pitch and enjoyed their wedding reception viewing the game from one of the suites.

Several years later, their blended family downsized as their kids had all moved out... and they were ready to downsize as well. Their Lake Linganore home had served them well, but 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 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 homes 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?!

The home was incredible! Updated kitchen, sliding barn doors, modern/minimalist railings, TWO decks... you name it. Each and every space fully utilized, a fantastic combination of open-concept living on the main level, and plenty of cozy spaces on the other two.

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 that would attract

a buyer and cause them to submit an offer. Essentially, staying the course. While not effective up to this point, it was at least familiar. And sometimes, familiarity is welcome in an otherwise stressful endeavor.

Option #2 was to quit... at least for the time being. To wait things out, and maybe re-engage in spring of 2023. After all, who would blame Mary and Roy for wanting a breather after what they had been through thus far?!

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:

After much frustration, many showings, no offers, and losing out on several homes they desired to purchase, 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. Roy and Mary knew that different agents have different approaches. 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!

Essentially, we developed a plan to re-brand their home completely. 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. Where to touch up paint. What to pack up. How to arrange furniture to maximize space and to give each space a purpose. 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, so 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 they are, as opposed to the 5 bedroom home their previous agent noted. While this seemed almost counter-intuitive, they 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?

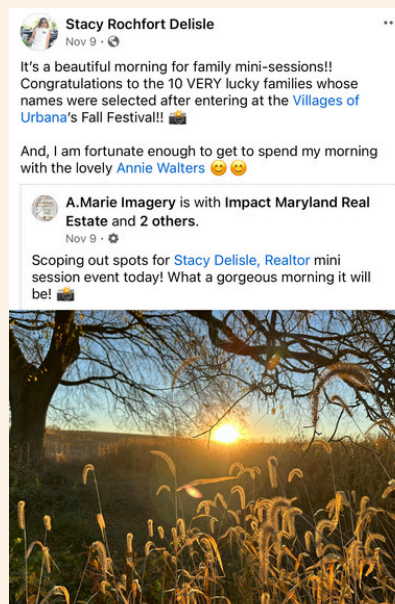
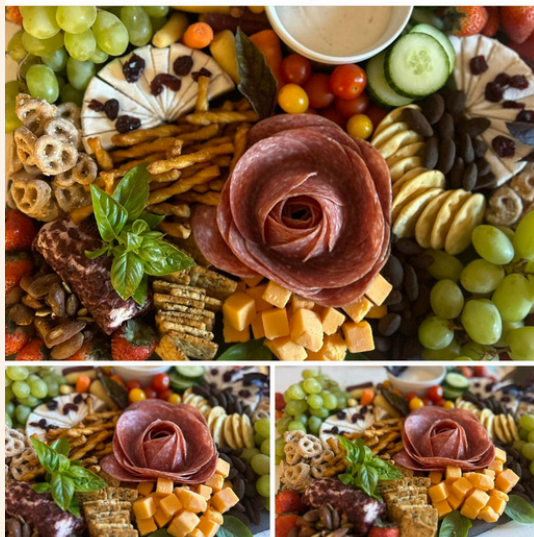
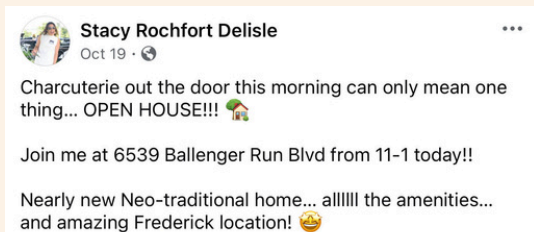
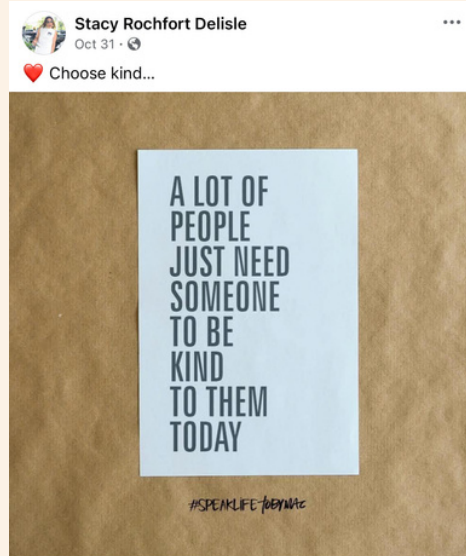
In just 6 DAYS Roy and Mary had an incredible offer on their home. They realized their dream of moving to another community that they love. And this time, they did it successfully!

The Secret Play That Works Every Time:

So, what's the secret to winning like this even when the odds are against you? It's 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 winning strategy that creates a win for our clients. Why go with what everyone else does? Why get lackluster results, or none at all, when you can take home the trophy? 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. We've been doing this for our clients by implementing game-winning strategies that produce a victory. 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!

SOCIAL MEDIA STORIES

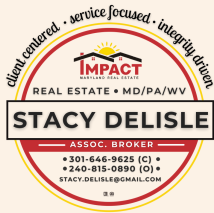
A round up of fan favorites!



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Testimonials from *Magnolia Monthly* Members...

Highly Recommend!

We had an incredible experience working with Stacy Delisle at Impact Reality. She and her broker Eric truly went the extra mile to ensure everything went smoothly. When we encountered a complicated hiccup during the process, They worked diligently to find solutions for us so we could get out of corporate housing. Even when Stacy was on vacation, She made sure there was someone available to assist us. Her dedication and professionalism made the entire experience easier. We couldn't be happier with the service we received!

★★★★★ Michele Elmore

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