

# 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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## 525,600 Minutes: A Year In Review

While Wicked may be the musical of the year with its banner box office run... no doubt if you're a theater go-er the number 525,600 cues a catchy tune from the beloved Broadway musical, Rent.

Rhetorically, it asks, "How do you measure a year?"

There are so many ways to answer that; but more importantly, it serves as a point of reflection. So... here we go!

For our family, 2024 was marked by many memorable things! We were fortunate enough to take some amazing vacations... the highlight of which was a cruise in Alaska. We spent time at White Sulphur Springs for family camp... had a few trips to the beach... visited family in NYC and did ALL the holiday things. I even got a chance to go to Paris with my dear friend Jen, affectionally called FFJ for "fun friend Jen" because she is without a doubt... FUN!

Then there was also the day-to-day... which is also such a joy. When Hoda recently retired from the TODAY Show, she talked about how she wants to be there for her girls "Wednesdays"... those rhythms of life, joy in the small things moments. We have had so many of those, too! Football games and lacrosse tournaments. Field trips and class parties. Hockey games and track meets. Lazy poolside days, Snow days, and everything in between!

What a JOY that the work I am privileged to do affords the opportunity to take the trip... AND be present in those "Wednesday" moments! It is the most wonderful, accidental stumbling into a career I never anticipated.

With 2025 just starting, it's a great time to look BACK and revisit the "why, and how it all began..."

*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", umping the ocean's waves.*

*Lunchtime 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 glowsticks 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... and even my Nana's sister... 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 well. I met life-long friends. Learned from incredibly talented people. It was even where I met my husband! With great hope 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 redefined my priorities.*

*Our son, Isaac, may have only lived a short time, but his life 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 in this meeting clarity came.*

**"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, does it 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.**

*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 baby, saying to Spencer:*

***"I just can't do this anymore."***

*My passion for teaching had waned, and it felt more like a job than a calling. So with both great trepidation and anticipation, I did it. I handed in my resignation. While there were many unknowns, one thing was certain: this 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 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 kid and pour into my community. My heart would nearly explode on a daily basis seeing the gift of time I had been given through this work-at-home position which allowed me to pursue my passions of family, community and service... and eventually, a new career that would combine them all.*

*We had quickly outgrown our long-loved townhome, and decided it was time to move. The story is long, and involves moving 4 times in 18 months with three kids ages 5 and under. Who does that?! We learned, though, that the right home in the wrong place just doesn't work.*

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

*However, it's not for the reasons that 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 nearly 10 years in real estate have also afforded me to spend more time with my family. Homeschool my kids during a pandemic. Coach the girls' softball teams. Lead a home group and run a women's retreat 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, integrity-driven approach to real estate was born.***

*It's never just about the house... it's always about the people. Chasing dreams and creating a home. Contributing to the greater good. Passionately advocating on behalf of others with uncompromised standards of honesty and virtue.*

*Our summers at the beach still happen, much like those in the mid 1980's. Spencer takes some time off from his duties as a Principal, and I am fortunate to be work with some of the best folks in the business who hold down the fort and continue to serve my clients well while I'm away.*

*But now, I sit in my parents' shoes. Sandy sandwiches, delicious dinners, "Over Under", and night time glow sticks all still happen. I'm just the one doing the cooking. And packing.*

*But I still get to do the wave jumping... and I am so, so grateful.*

*Stacy*

# Family Fun Zone!

## January Trivia

### Question:

Q: What does the phrase “auld lang syne” mean?

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: How many sunrises each year are there in the North Pole ?

A: ONE

**Congratulations,  
Judy Bishop!!**

## Sudoku

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



**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!

Chrissy Barnette	1/2	Tony Altuner	1/14	Rebeka Shullenbarger	1/25
Caroline Saunders	1/2	Susan Martin	1/16	Michelle Bender	1/25
Gina Korrell	1/4	Grant Altuner	1/16	Amanda Cunningham	1/26
Justin Fellows	1/4	Matt Rogers	1/16	Tyler Walker	1/26
Kaleb Higgins	1/5	Terri Cunningham	1/17	Tatianna Cartnail	1/29
Caleb Stilwell	1/6	Ashlie Rose	1/20	Lana Gut	1/29
Jen Tretler	1/7	Kidan Shifaraw	1/20	Beth Beaston-Belsito	1/29
Noah Stauffer	1/8	Katie Shapot	1/20	Aubrey Coe	1/29
Tyler Wiles	1/9	Kaci Paulus	1/20	Julia Hughes	1/30
Allie Belan	1/10	Hannah Hefner	1/21	Abu Sesay	1/30
Pat Thompson	1/11	Grace Hostler	1/22	Leah Brown	1/30
Tiffany Welbourn	1/13	Jordan Coe	1/24		

# STORY FROM THE STREET...

## *Creating Value: List It or Flip It*

If you have ever chatted with one of our agents about the possibility of selling your home, then you know that everything that we do for our clients is about achieving maximum profit for our clients when selling their home.

### **EVERYTHING.**

We do this through increasing the perceived value by engineering a result for our client based on years of experience, research, and modeling outside industries. SO many of the best practices in other industries are applicable to real estate!

### **Did you know that our approach to selling homes is modeled after Steve Jobs and Apple?**

Jobs was a masterful marketer that would have people, literally, sleeping outside of Apple stores in anticipation of the 'next' gadget that Apple was releasing. Having studied Jobs and Apple, we employ many of the principles that he used to build Apple. The direct correlation to helping clients sell their homes is astounding!

We tell our clients that if we have done our job (no pun intended) well, then 80% of our work is done before we even list your home.

### **There are sequential steps needed to achieve maximum profit and increase perceived value.**

(You'll often hear us explain them in our own words as "The 4 P's" of real estate. )

Do we always break sales records? Nope. (*But we have!*)

Do we always sell homes in just a few days and sometimes a few hours? Nope. (*But we have!*)

Is it typical to break PSF (per square foot) records and sell in a few days? Actually, it is.

If everything is done correctly and the right buyer is looking at that time, then... YES! And, we have done that, too!

Sometimes the transformation is as minor as re-arranging furniture to open up the rooms. Fresh paint. Removing family photos and a good clean. (NEVER EVER) underestimate the value in having a good clean of a house before selling.

If you go in a 5-star hotel do you expect to find dirt on the floor? Dust on the window sills? Unmade beds? Dirty sinks? Stuff on counter?

However if you go to a Motel 6, maybe you can deal with a little stain in the carpet and the bathroom might not be cleaned to your standards. This is the reason you pay \$49/night and not \$299/night.

### **If you want to maximize profits you have to make your home feel like the Ritz Carlton.**

Sometimes there is more extensive improvements/renovations that need to be complete to achieve the same results.

We recently had a property that needed a make-over before we listed.

We always ask our clients, "What is your goal in selling?"

Most say, "I want the most money." Some say, "Quick Sale." Others say, "I'm DONE. Not investing a dime. I just want out." Then we get, "Selling As-Is."

### **We have customized solutions and game plans for every situation.**

A few years back, Impact had a property that we were helping the sellers get prepared to sell.

The owners had bought another property and their goal was “to make as much as possible.”

Think California Contemporary meets Deep Creek Lake Ski Chalet, but this home was situated just outside of Urbana on 4+ acres. So, the buyer is going to want the modern feel, not the early 80s décor/feel of this home complete with green shower, toilet, wallpaper. Dated finishings and paint.

When we met with the owners we gave them an as-is price. But said that new hardwood, new carpet, paint the entire interior, light fixtures, new interior doors (they had the old wood hollow core doors), plumbing fixtures, a good clean, then scientifically stage... and we could list for nearly \$100K more!

**Our goal was to get that one buyer that desperately wanted to be in the Urbana area, but wanted some land outside of the neighborhood setting.**

However to go from that “as-is” price to achieving maximum profit would require an investment in time and money.

The owners were GREAT. They trusted the process.

We brought in Angelique Hoffman for this project. Having 20+ years as an interior designer and manager for Pottery Barn, her eye for a ‘re-design’ is impeccable. She knows what is on-trend and what current buyers are looking for in a home.

Ang planned the entire project. What hardwood to install. What carpet. Paint colors and tones. Hardware. New light fixtures. EVERYTHING.

Then we went to work with the contractors, completely re-doing the house.

Projects like this can often take 4-6 months. But with our team of trusted contractors, from the time the house was turned over to us until the time we staged and had pictures it was

only seven weeks.

**7 WEEKS!!!!**

The owner’s investment for the project was around \$35,000. Their return was every bit of \$125,000.

**Where else can you turn \$35,000 into \$125,000 in 7 weeks???**

Not every house has this much spread. Some homeowners we will tell them that hey you will invest \$10,000 and you might get \$12,000 in return. Your call if it is worth it.

But without a doubt, when considering seller motivation, analyzing various options, and preparing a home for the market... EVERYTHING we recommend is with YOUR goals, best interest, and return on investment in mind.

We not only have the market experience, but are fortunate to have a team of trusted industry professionals that can help no matter how small or how large the project!

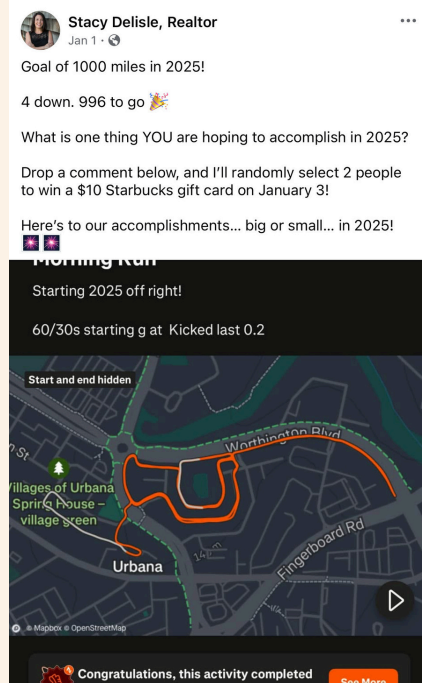
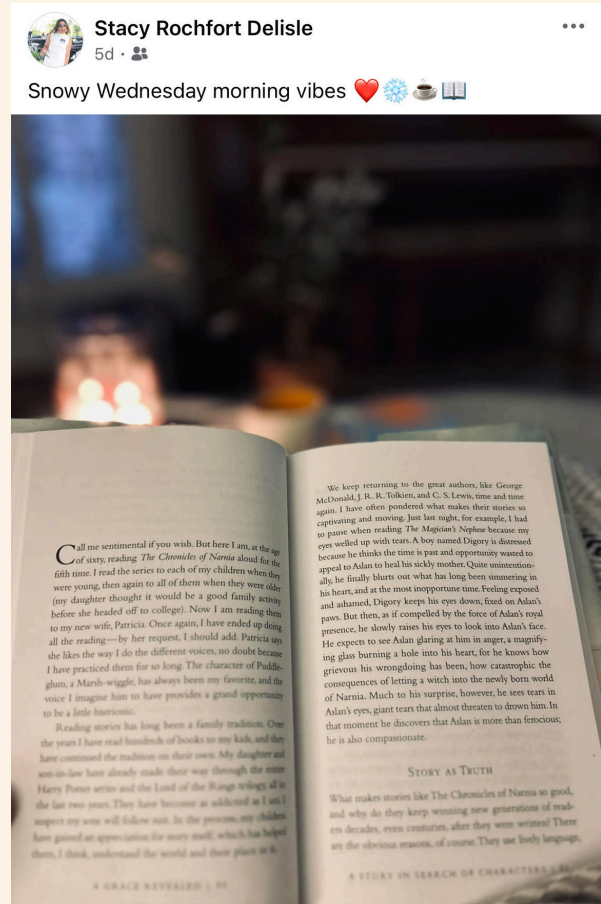
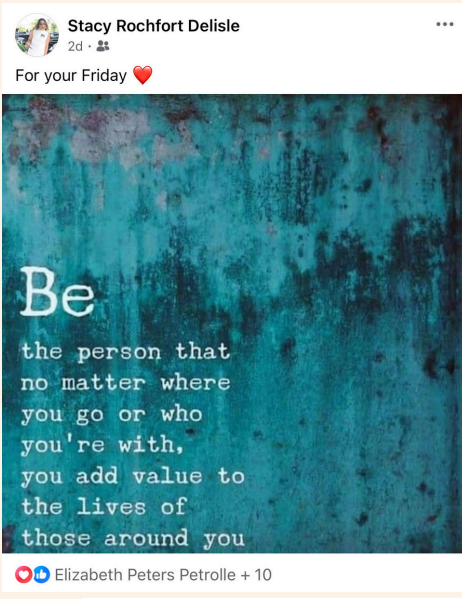
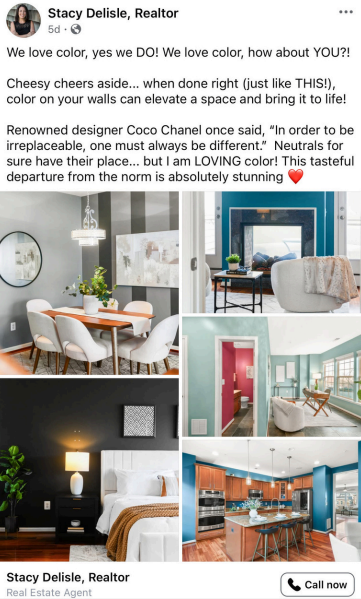
**We are ALL IN.**

If you are considering selling and don’t know where to start, give us a call. We would love nothing more than to sit with you, listen to you, and lend our expertise in order to best serve you with our innovative approach!



# SOCIAL MEDIA STORIES

*A round up of fan favorites!*



Happy  
New Year

# MAGNOLIA MONTHLY

REAL LIFE. REAL ESTATE. ALL THINGS LOVELY.

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Or Call/Text to 301-646-9625

## Testimonials from *Magnolia Monthly* Members...

Stacy Delisle did an amazing job helping our family find a rental home! She was very knowledgeable and responded quickly to my questions. We are looking forward to using her again when we decide to buy.

★★★★★ Gretchen Kneebone

Stacy always went above and beyond to understand my family's personal needs and desires. I couldn't ask for a more gracious realtor. She served our family from the heart and always sought the best for us. I would absolutely call Stacy again!

★★★★★ Dallas Saah

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