

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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"SOUL-FULL"

... ON DISCIPLINE

BEGIN AS YOU INTEND TO CONTINUE. THIS IS SOME GREAT ADVICE WHEN IT COMES TO DISCIPLINE. NOT THAT PIVOTS AND ADAPTATIONS AREN'T NECESSARY... BECAUSE THEY CERTAINLY CAN BE.

BUT AN "I'LL DO IT NEXT TIME" MENTALITY CAN CAUSE US TO MISS OUT ON SOME OF THE GREATEST GIFTS... AND THE GREATEST OPPORTUNITIES TO BE A BLESSING TO OTHERS.

THESE 5 GIRLS.

I chatted with Ellie a few weeks before school started and asked her if she thought her friends would want to come to breakfast on Friday mornings before school.

Her eyes lit up.

So we are 3 for 3 on our Friday morning breakfasts. It's early mornings, that's for sure.

And I wouldn't trade it.

Because at the end of their week, this great group of girlies is exhausted. Starting middle school is tough! And each Friday morning, I get to encourage them. Inspire. And fill their love tanks.

Serve them a yummy home cooked breakfast (which if you haven't figured out, is a "thing" in our house).

Give them the gift of a safe place to land.

Encourage them with words of affirmation.

Spend quality time investing in them and listening to them.

And giving them hugs as they head out the door.

I wouldn't trade these mornings for anything...

While this example, for me, is an exceptionally poignant one, there are countless others.

For you, it may be something entirely different. Perhaps the thing, or area of discipline has to do with getting up early to do *the* thing you seemingly never have time to accomplish.

Reading. Working out. Folding laundry.

Maybe it's series of many small steps to accomplish a larger goal.

Saving a particular amount from each paycheck.

Putting aside money each month to save for a down payment on a house.

Maybe it's a series of small challenging choices as part of a health journey.

No doubt it has been a challenging 18+/- months.. and the routines of so many have been thrown into disarray.

But what if today, you decided to make a commitment to that one thing.

The one that is important, but may often be set aside to deal with the urgent.

The one that is never far from your mind, but is just so hard to prioritize.

Intentionality. Commitment. Discipline. It makes your soul full.

Stacy

Family Fun Zone!

September Sudoku

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

September Trivia Question

Q: How many bones do sharks have in their bodies?

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!!

July Question and answer:

Q: How many cards in a deck of UNO?

A: 108 cards

Congratulations Ellie Delisle!



HAPPY BIRTHDAY!!



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

Jess Baldwin	August 1	Monica Veirs	August 14	Grace Weaver	September 2
Mark DeGirolamo	August 3	Grace Ingram	August 15	Erika Sesay	September 2
Sean Carr	August 3	? Vasquez	August 15	Nathan Franz	September 3
Rachel Micol	August 3	Gracie Barrett	August 16	Katie Hoheusle	September 4
Jonathan Zmuda	August 4	Jubile Shullenbarger	August 16	Rayla Downs	September 5
Kaylee Radford	August 4	Dan Jerore	August 16	Quinton Shifaraw	September 10
Tyler Amato	August 5	Colin Amato	August 18	Humaa Kazmi	September 10
Tristan Meslon	August 5	Kris Weidling	August 18	Michael Paul	September 14
Nathan Wolf	August 5	Gavyn Berning	August 19	Aisha Hartford	September 14
Tessa Gersch	August 5	Amy Lyons	August 19	M Farley	September 15
Tim Baldwin	August 6	Jim McKee	August 24	Eli Stauffer	September 20
Kristin Stauffer	August 6	Krysia Novotny	August 24	Austin Farley	September 21
Kara Mitchell	August 6	Samuel Veirs	August 26	Katie Farley	September 21
Lila Mitchell	August 6	Dylan Williams	August 27	Emma Stefak	September 22
Kim Kile	August 10	Ellen Fellows	August 27	Jaxon Marshall	September 23
Veronica Weaver	August 13	Allie Doyle	August 28	Andy Hughes	September 24
Lauren Medovoy	August 14	Logan Cunningham	August 29	Amy Weaver	September 29

STORY FROM THE STREET...

Presentation MATTERS – The Impact Method...

Presentation matters... Impact recently acquired two properties that others couldn't sell; and we got AMAZING results!!!

The story that follows is not unusual for Impact!

Each day, one of the items on my to-do list is to look at the new listing in the MLS... very often multiple times each day. It is interesting to see how other agents present homes. Some are INCREDIBLE and do their client and their clients' homes justice.

Unfortunately, a majority of their clients' homes, aren't properly presented.

There are three principal errors that we find.

First: The agent tries to do the pictures themselves.

They use their i-phone or use photos sent to them from their client. Truth be told, this is a horrible way to sell a home and is not best practice when it comes to marketing. Now we love a good selfie and i-phone pictures are great for showing your most recent vacation, your pet, or what you ate yesterday; however, i-phone pictures are NOT so good when it comes to presenting your most important investment!

There are numerous services and companies out there that do 'professional photography', but to be frank, they are kind of crappy. Then, there are different levels of professional photography. These are the ones that use nice cameras but don't edit. They look sharp and good but they don't POP.

Then there is Annie Main at A. Marie Imagery who is on a different level.

Annie brings two cameras to each shoot... one indoor and one outdoor. She brings her tripod. She won't let anyone be on site when she shoots. She won't shoot on dark or cloudy days. THEN she will she a couple of hours shooting HUNDREDS, HUNDREDS of photos.

And that is just the beginning! Then, Annie spends on average seven hours editing and fine tuning the photos to make them #ImpactWorthy.

Beyond a shadow of a doubt, Annie is the BEST I have ever seen at capturing the essence and emotion of a home.

There is crappy, there is good, and there is Annie!

Our clients get the Annie treatment!

The second fail that we see is the order of presentation...

Now, this is an Impact thing... when partners come to Impact they learn that the order and presentation of the photos is the paramount.

We hate when agents look at photos and the first 8 photos are all exterior photos or offer a horrible presentation.

At Impact our photos, the first 5-7 photos are the BEST 5-7 photos of the home and capture potential a buyer's attention so that they save, store, and become emotionally attached.

This is a trick that Annie taught us years ago to bring the buyer into the home. Our photos are done ENTIRELY to get buyers to schedule a showing.

The third fail that we see is presentation... or as other call it, staging.

At Impact, we work with some of the top designers in the area and, frankly, in the country. We 'scientifically stage' our homes.

While others might throw in a couple plants, an area rug, some art... Or even worse, they don't even attempt to stage.

Our Designers are professionally trained and have a rotating inventory that is on-trend and stylish whether we are staging a 1930 Southern Style Victorian, or a brand-new townhouse in Urbana.

Our homes, our projects are well thought out and we collaborate on design. Our designers ask us who we think the target buyer will be and then we design and stage accordingly.

All of this leads to SUPERIOR results for our clients.

Impact recently achieved the highest Per-Square-Foot price for a single-family house in Urbana in 2021!!! Because our designer knocked it out of the PARK! Annie did a BEAUTIFUL job with her photos. I implemented the 'Impact Method' when inputting the pictures and listing into the MLS.

And the write-up? Was one of my favorites!!

Maya Angelou said it best: "The ache for home lives in all of us, the safe place where we can go as we are and not be questioned."

Welcome HOME to 3466 Sugarloaf parkway, a stunning oasis of spaces and places where you can come just as you are... to Live. Love. Laugh. And just be.

Ideally situated in the sought-after community Villages of Urbana on a magnificently landscaped lot and walking distance to numerous amenities, this pinnacle property lacks nothing.

Enjoy morning coffee or an evening glass of wine on the large wrap-around porch with friends and neighbors... or maybe just a good book.

Upon entering, you will be wow'd by the grand, hardwood staircase ahead... one of the hallmark features of the Veranda model by Main Street Homes. A split living room and dining room off the foyer offer endless possibilities for entertaining!

As an added bonus, both rooms feature direct access to the porch. The chef's kitchen features upgraded cabinetry, large island, granite counters, stainless steel appliances, custom backsplash and lighting, and more!

Off the main kitchen is a cozy eating area completely surrounded by windows, offering plenty of light!

Large family room with stunning stone surround on gas fireplace, complete with built-in storage benches on either side, is the perfect place to read, catch your favorite show, or chat with friends.

Finally, the main level features a custom mud-room addition, complete with built-in cubbies and storage... the PERFECT drop zone and organizational solution for any and everything! Upstairs, the large primary bedroom suite offers plenty of space and conveniences... a welcomed retreat at any time of day!

Three additional, generously-sized bedrooms and a hall bath complete the upper level. The lower level is an entertainer's dream!! Complete with a wet bar, bedroom, full bath, two recreational spaces, and plenty of storage, it's the ideal gathering spot! From movie nights to watching the big game, there's opportunity for it all. Need room for in-laws or an au pair suite? No problem! The lower level is ready to function in that capacity as well!

The backyard sanctuary features a beautiful stone patio, plenty of flat space for yard games, and a variety of landscaping creating a heavenly haven in all seasons! Crepe Myrtles bloom pink and white through the summer, and the Red Maple turns a brilliant red in the fall. Your ache for home ends here.



Normal? Nope...this is the 'Impact Method'

We have 2 recent projects where sellers came to us after other's had failed to sell their homes. They are beat up. They are frustrated. They are disappointed.

But when they come to us, they come referred by others. Then, they are all ears to what the 'Impact Method' is...

One particular property was on the market for 43 days with 2 price reductions... Super Frustrated Sellers. They called Impact and we put our team into action and used our 'Push vs Pull' pricing strategy.

Guess what?

3 days on the market and the sellers received \$8k over list price.

Our second example hasn't settled yet, so I don't want to jinx it... But needless to say the sellers weren't happy being on the market for 72 days with 2 price reductions.

We brought our designers, contractors, landscapers, and Annie in... and we ended up listing for \$40,000 MORE (granted this was a year later as they tried to sell in 2020) than the last list price that they were on the market.

But when you have a documented approach with documented results - the 'Impact Method' to selling homes the results are never ordinary and sometimes SPECTACULAR!!!

If you are looking to sell, ask around, do your research and PLEASE check out that agent and company's listings to see how they present homes. Consider whether you would like yours to be presented in the same fashion.

Your greatest asset should be handled with the utmost care!

Before:



IMPACT!!!



Before:

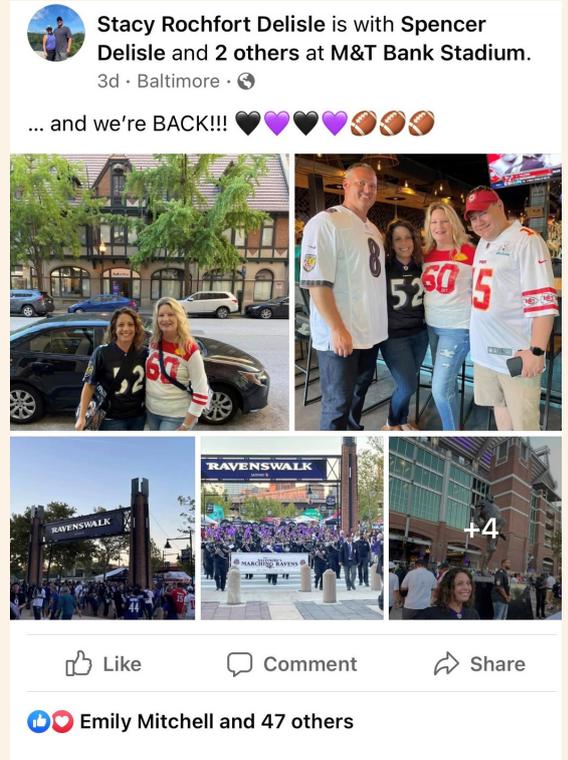


IMPACT!!!



Social Media Stories

A round-up of fan favorites from the past few weeks!



... 'til next month...

MAGNOLIA MONTHLY

REAL LIFE. REAL ESTATE. ALL THINGS LOVELY.

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Testimonials from *Magnolia Monthly* Members...

"From the moment we sat down with Stacy we were confident that we were in good hands. Not only was Stacy extremely responsive to our messages, but her entire team was involved since day one and always made us feel like top priority. All options were clearly conveyed and I commend the "push vs pull" strategy she utilized. Our home was beautifully staged and photographed, alongside a glowing write-up. I felt the whole process was well-organized, thoughtful, and actually enjoyable, although I know lots of work was done behind the scenes. I believe she went above and beyond as an agent and highly recommend Stacy Delisle and the team at Impact."

★★★★★ ~ The Rood Family

"We would highly recommend the team at IMPACT. Stacy Delisle is simply fantastic to work with - start to finish. She is so knowledgeable and efficient and made the process so easy and painless for us. We have worked with Stacy both as a buyer and as a seller and she honestly is flawless in either roll. So it's no surprise that we chose IMPACT and Stacy again for our next project!" ★★★★★ ~ The Pazos Family

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