

# Michelle Monthly

MOM, WIFE, AND REAL ESTATE LIFE



## WELCOME!

I am so glad you've decided to join me. Take some time off from your day and see my latest adventures! Let's catch up!

## INSIDE EPISODE TWO:

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## *New Beginnings ...*

*"Celebrate endings – for they precede new beginnings."*

Throughout life we all go through times where we must let go of what we know for something new.

It could be the start of a new career, our kids starting school for the first time, visiting a new place, or moving out of your hometown to pursue your dreams. All these moments bring on the same type of emotions. You're scared, hesitant, cautious, and reluctant. You have that sinking feeling in the pit of your stomach, your hands feel sweaty, your heart is beating faster than normal, and your voice shakes a bit when you're talking.

But, aside from all those emotions, you're also feeling excited, brave, confident, proud, and happy.

You know that no matter what – YOU GOT THIS! You're like a duck in water. You're cool, calm, and collected above water; however, underneath, you're paddling like crazy!

We recently had to celebrate a new beginning in our family. Our youngest, Liam, started daycare. After three years of being with either us or my mother-in-law, Mandy, we decided it was time for him to start something new.

*There's something that just hits different when your last baby is finally out of the baby stage and they're doing things like their older siblings.*

It took us about a month to prepare for "school" to start. We did lots of pep talks letting him know how the process will go. We told him Mommy and Daddy will drop him off in the morning, he will stay with his teachers and friends during the day, he will have lunch at school, and we will pick him up in the afternoon.

We had a day where we took him to pick out his backpack and lunchbox. Of course, he picked out a very colorful Mario Brothers themed bookbag. He was so excited for his new school supplies!

Every night we would ask him, "are you happy to start school?" he would reply with "yes, I'm happy!"

But Mama knows.

I would look in his eyes and see the look of uncertainty. I would wonder *what is he thinking? How is he feeling? Does he understand?*

But little did I know, Liam and I were feeling the same type of emotions and we were about to experience the same things.

Liam was starting his new beginning in school with teachers and friends, while I was beginning my new journey in real estate.

I now knew what he was feeling because I was feeling the same emotions!

The first day of school was finally here.

. We got up around 7:30 and started to get ready for our day. Liam had his usual breakfast of muffins, chocolate milk, blackberries, and yogurt. Once breakfast was done, we went upstairs to get dressed for his first day. We had picked out his outfit

the night before. He was wearing jeans, a white shirt with cool orange trucks on it, and rainboots. That's one thing about Liam – he LOVES his rainboots! Even on sunny days!

After some pictures with mommy and daddy, we made our way to his school. He attends a small, family-owned pre-school close to our house. We walked up to the door with his hand in mine and I could feel his hands were a little sweaty.

As we opened the door, his teacher and some kids walked over to say hi and I saw a hesitant smile on his face. He looked up at me and Brian for reassurance that everything will be okay. We put a brave smile on our faces and reassured him he is going to have a great day! We said our goodbyes, gave kisses, and we left. Thankfully, there were no tears! At least not from Liam ;)

My precious boy, the last baby, was off to HIS new beginning. He will be meeting new teachers, all new friends, and he is on his way to learn new things.

*Same as his Mama!*

I know his feelings of uncertainty will be assuaged by his teachers and friends, as mine have been with my Impact family.

Every day I am meeting new clients and people in real estate. I am learning something new with every transaction. My support group within Impact is unmatched. The feelings of being reluctant, scared, hesitant, and cautious are fading away.

I am feeling more confident, brave, proud, happy, and EXCITED for MY new beginning. I am focused on learning and growing in real estate.

I am looking forward to treating my clients with the same care that I have put into preparing my son for his new beginning. Sometimes it takes years, months, or weeks to prepare for something great. Just know that when you're ready to take those steps – I am your girl!

See you in April!  
*Michelle*

# 'Stories From The Street'

**Stories from the Street** is a series 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.

## **The Secret Madison Avenue DOESN'T want you to Know...**

(How Window Shopping Strategy increased our Sellers Profit 1200%)

### ***Meet the Clients:***

Travis and Alyssa were getting ready to expand their family and go from a young couple without a care in the world to loving parents and they needed to upgrade their living situation from the house they bought when they were first starting out.

You know, the bigger home with plenty of space for all the new baby stuff and to accommodate their growing family in a neighborhood that they would feel safe having their soon-to-be-born child play.

The home they bought when they were newlyweds was perfect at that time, but their needs changed over time and now was the time to find a new house and sell their current home.

### ***The Situation:***

Travis and Alyssa knew the dynamics of the real estate market as we advised them what a dynamic market it is right now. The sellers hold the upper hand and can usually dictate terms and conditions.

They understood that buying a home with a house to sell would be next to IMPOSSIBLE in this current real estate climate and with a little one on the way they didn't want the stress of keeping their current home in 'show condition' during the selling process as they needed to obtain TOP DOLLAR to comfortably move on to 'next home.' But were unsure of the process and how to best navigate the selling and buying process.

This is one of the many areas where Impact Agents excel:

Coming up with scenarios and strategies to advise our clients and give them options. See moving is like putting together a puzzle. And most agents/companies don't have the capacity, experience and team of experts to put that puzzle together.

If you don't have experience on your side it is literally like putting together a 2500 piece puzzle that you don't have any direction.

Impact Partners, they have put together HUNDREDS of puzzles and we use the back of the box technique – meaning we already have a clear picture of what the end result will look like, we just have to fit those pieces together in a logical order.

### ***The Options:***

First Travis and Alyssa had to decide if they were going to sell first or buy first. If they sell first, then that alleviates some financial constraints and allows them to have more purchasing power. But advising them on the dynamics of the market, selling first is tough for a couple reasons. First, they wouldn't be able to get their offer to purchase accepted with that contingency and additionally if they sold without purchasing where would they go?



If they buy first, that would provide a financial strain, but would make the 'moving process' smoother where they could move out of their current house and then work on the selling process of their current home.

But knowing the area and the comps (recently sold properties) their current neighborhood had a sharp price point and it was a really interesting market with the sold homes: They ALL went for just at or just under list price and some had sat on the market for months!!!

If we were going to get Travis and Alyssa the 'number' they wanted to move and be comfortable they would have to follow our strategy to a T – and let us provide that 'back of puzzle' box strategy.

Research showed us that their house was worth about \$475k, but Travis and Alyssa really wanted over \$500k, but we were realistic in the sales price and were comfortable if it ended up selling for \$475k.

### ***The Decision and Outcome:***

Ultimately Travis and Alyssa's lender was able to get them approved for a loan WITHOUT having to sell their current home, so we began looking. We searched for a while and then they found their 'DREAM' home and with our unique offer strategy we were able to get their offer accepted – beating out many other offers – and on January 1, 2022 their contract was ACCEPTED!

The sale process was smooth and they were able to purchase on January 31st and the moving process began.

A few weeks went by and it was time to zero in on selling their home.

We gave Travis and Alyssa a detailed list of items to touch-up, fix, clean up prior to bringing in our amazing designer/stager Adrienne to do her thing.





When selling a home, not only do we look backwards at 'comps' but we also look at the competition and figure out how to beat the current competition.

There were 2 other homes for sale in the immediate neighborhood and both had been on the market for over a month at that point – which is VERY unusual at the time. One home was nicer and larger and a higher price point. One was smaller and decent, but not great and was a lower price point.

We knew we had to stand out to get MAXIMUM price.

*You know how retail stores put the most glamorous and visual appealing aspects in the display windows – it is to get people through the store to buy the most profitable products?*

Same thing in real estate...

If you don't get people through the door by visually WOWing them, then you have cost your seller THOUSANDS of DOLLARS.

That is why we work with Adrienne.

She has a 'Madison Avenue' eye to make our homes so visually appealing that buyers line up to view our homes!

Adrienne knocked it out of the park on Travis and Alyssa's house. As the other 2 houses – unstaged looked like Plain Jane compared to their home.

Now we had to talk pricing and our 'push vs pull' strategy. Our push price was \$450k and our pull price was \$499k. We thought at \$450k we'd get multiple offers and hope to get to \$475k. Or price at \$499k and PRAY to get close to it.

Travis and Alyssa still REALLY wanted \$500k – so they went with the \$499,997 price. We talked – at Impact – about this home and what exactly would be the correct pricing strategy at the 'Pull' level. There is a school of thought – and we use this on some properties – that \$500,000 exactly was the number. But after MUCH deliberation (remember that puzzle box), it was decided that \$499,997 was the right price.

Well – that \$2,500 investment in Staging/Design – let's just say Travis and Alyssa are OVER THE MOON because that ROI was 1200%.

While others cut corners, Impact does WHATEVER is necessary to do the BEST for our clients and bringing Adrienne in, Travis and Alyssa now understand why it is important to have an agent and a company that manages all aspects of the real estate process.

### ***The Window Shopping Technique Works AGAIN...***

If you are looking to sell or buy... or SELL AND BUY... you need to have a company that knows how to navigate all the pieces of the puzzle and help you achieve amazing results with as little stress as possible.

# ***FUN!***

Monthly Trivia  
Question:

Q. What is a baby kangaroo called?

Everyone who texts, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$25 gift certificate to Amazon.

## March Sodoku

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

## March Birthdays!

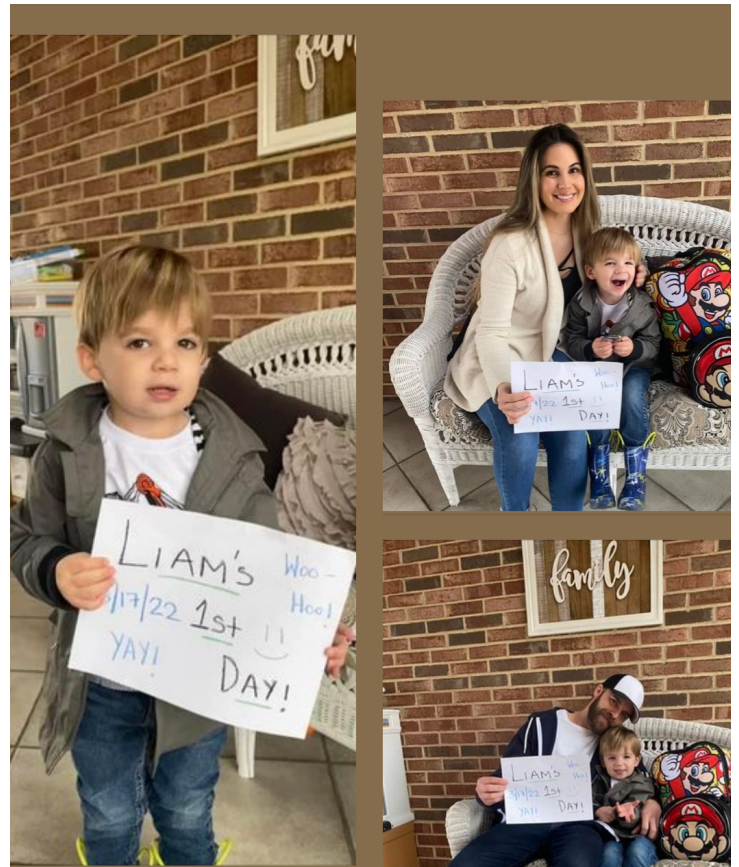
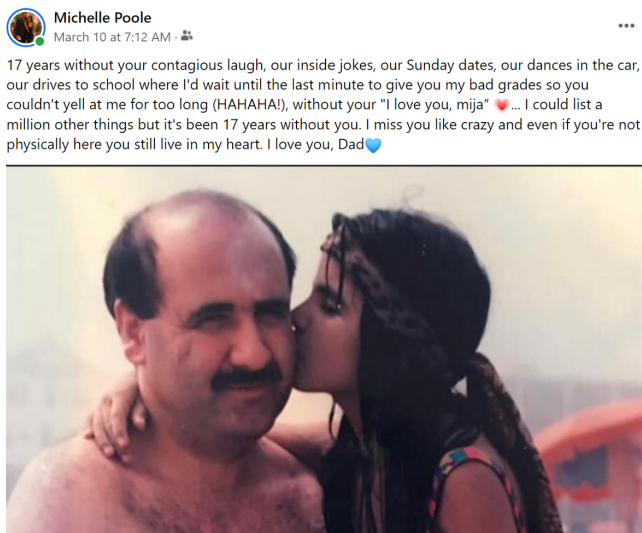
*Happy*  
**BIRTHDAY**

Mari 3/4

Marcia 3/25

# Social Media Stories

*I share quite a bit on Social Media platforms, especially on Facebook. I know some of you may not be on Social Media, so here are a few of my Social Media Stories that got some interest, likes, and comments.*





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## **Testimonials from recent 'IMPACT Maryland Monthly' Members**

Michelle was a pleasure to work with. She was knowledgeable and if she was unsure about something she would figure it out and get back to me. I think it's very important for an agent to take care of the legwork and not just show up for payday. Michelle and the Impact Team always go above and beyond for their clients. I've been working with them as an investor for a few years now and will continue with them. Thanks, Michelle!! – Brian Poole

We LOVE our clients and work tirelessly to get Superior Results when you hire us. We realize that your home is your most important investment we treat the entire experience knowing that it is YOUR family and YOUR life that we are involved. We don't take this responsibility lightly. The following review is of one of our Partners and is taken off our Facebook Page. If we have worked with you, we'd love your feedback. [www.facebook.com/impactmarylandrealestate](https://www.facebook.com/impactmarylandrealestate)

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