

# 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!

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### *Putting in the Work*

*"Leaders instill in their people a hope for success and a belief in themselves. Positive leaders empower people to accomplish their goals."*

*Jab! Cross! Hook! Rear-leg kick!*

A class of 20 kids, in a loud gym, dressed in their white gi's chant and clap "let's go Chelsea, let's go!"

They all slap their hands down on the black mats and say, "let's go Landon, let's go!"

*Jab! Cross! Hook! Rear-leg kick!*

Chelsea and Landon continue to follow Mr. Zach's instructions, just how they've been doing the last few months. They are hitting every mark how they're supposed to. You can tell they are giving it their all by the serious look of determination on their faces.

They are KILLING IT! All their hard work over the last few months is really paying off.

They're seeing the results they have worked so hard to achieve.

After about five minutes of following commands – they did it! They passed their test! they got their yellow belts!

The whole class erupts with excitement. Chelsea and Landon have the biggest smiles on their faces as Mr. Zach presents them with their new belts. The parents and all the kids are cheering because we know how much this means to them.

For months now, they have trained on Tuesdays, Thursdays, and Saturdays for an hour each day. There are days they are tired from a long day at school. There are Saturday mornings where they'd rather relax at home, but they know to achieve their goal, they must put in the work.

Practices are intense. They start with a five-minute run/jog around the gym. During the run they do things like bear crawls, tumbles, jumping jacks, and push-ups. Just the warm-up can be exhausting.

Once the warmup is done, they go into practicing escapes, submissions, and other grappling techniques. These kids are working hard the whole time!

But ... all that work is so worth it when they've acquired the skills they need to move up in their rank.

This got me thinking.

To achieve their goals, they need a good support system. They need someone to guide them through the different techniques and teach them the proper moves to use in each situation.

They get that support from their instructor, Mr. Zach. He is there to teach them the skills they need to achieve their goals in MMA.

When it comes to a real estate transaction – you need a support system. You need someone to guide you through the jabs and hooks from the current market. There needs to be mutual trust between an agent and a client.

Your best interest is always my main concern.

I can be the support you need to reach your real estate aspirations! I'll put in the work you need to achieve your goals.

I am committed to being your Mr. Zach.

See you in May!

*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.

## *Reputation is EVERYTHING...*

"Your offer isn't the highest offer, but we want to work with you [Impact] because we trust you know what you [Impact] are doing."

Just had this conversation a few nights ago with a local agent whom we have done transactions with in the past and who we have a great working relationship! She knows that Impact Agents do their best for their clients, but ALSO have a professionalism and respect for the industry and how hard everyone works.

### **This particular agent/seller ended up with 16 offers.**

I don't know how the conversation on the other side went with the seller and the listing agent, but I know that our client's offer was NOT the highest offer. I imagine with 16 offers there was a top 3-5 that were relatively close on sales price. At that point the seller normally looks to their agent for advice.

And the seller *MIGHT* have said something like this... "Well you have 4 amazing offers. We have these 2 that are at the top, but the top offer is poorly written. Paperwork is a mess. Incorrect addendums. Not sure the agent knows what they are doing. And you have this slightly lower offer – in terms of sales price – but look how well put together the offer is. Numbered. In a logical order. Correct addendum..."

*And I've worked with this agent and brokerage before and they are very professional."*

The seller might have then asked the seller "*what would you suggest?*"

"I have confidence that the agent and Impact know what they are doing and have professional competence... If it were me, I'd rather work with a professional who knows what they are doing."

Then at 7:30 on a Tuesday night the agent called Impact and said, if you can do A, B, and C tonight the seller is going to work with YOUR client! We know you, and we want to work with IMPACT!

For the next 4 hours (YES from 7:30 to 11:30 on a Tuesday night) there were no less than 50 phone calls and text messages between the lender and buyer. The buyer and Impact. Impact and the lender. Impact and the listing agent.

We tightened up financing. We found the buyer a GREAT rate/program.

**We dotted the i's and crossed the t's on the contract and by 11:30pm on a Tuesday night our first-time homebuyers beat out 15 OTHER offers to secure the purchase on their first home 😊**

Our clients – a young couple – were OVER THE MOON estatic that their offer was accepted, and they were super appreciative that Impact worked until nearly midnight to secure their first home.

The agent indicated that the seller wanted done THAT night and the next morning when we followed up with the listing agent she mentioned how appreciative she was that Impact worked tirelessly, the lender worked late and answered all her questions and that they were super impressed with the professionalism on behalf of the buyer!

THIS is why we do what we do.

I'm not saying that there aren't other brokerages and agents that work hard. In fact, there are a LOT of good agents out there. But I'm saying this is common place at Impact Maryland Real Estate!!!

### **The EXTRA effort doesn't go unnoticed!**

The week before this happy client, we also 'made someone's dream come true' because of our reputation with another agent.

We have this client who is in a high-profile position at a local investment firm, and he is moving his family to Maryland from Florida. He is an avid hunter, an outdoorsman. His wife, she likes great is the keeper of the house and wants a beautiful home for their family and to entertain. PLUS they wanted to be in Urbana or Middletown because of the schools.

We had written 4 other offers for them and missed out. Some had parts of what he wanted with land. Others had the stunning house but not the land. They both had to sacrifice, and they were willing to because they knew the constraints to be in those 2 school districts.

### **Then on a Friday morning... the stars aligned.**

Twenty acres... and a very nice house in the Urbana district. Truly a Unicorn!!! We called/texted our client and said, "GET OUT HERE IMMEDIATELY!!!"

Within a couple of hours we saw the house. It was EVERYTHING they wanted. It already had blinds and hunting paths amongst the 20 beautiful acres. The house – could use a little updating – but was in great shape.

We called the listing agent – whom we do about 4-5 transactions a year – with... and WHOM he just brought buyers to one of our listings and closed smoothly. During our transaction when we had the listing we told him, "we won't let you lose it, we'll give your buyer last chance."

And we stood by our word and his buyer got our listing and was THRILLED about buying her first home.

### **Now, the tables were turned.**

We called the agent and asked him... "PLEASE do NOT let us lose this house for our client!!!"

Impact worked feverishly over the next 24 hours to put together a STRONG offer... As strong as we could.(this is where the nuances on how to structure an offer come into play... there are 100 ways we can help client's structure an offer, but knowing the sellers hot button points helps!!!).

We got the offer in... (They already had 3-4 other offers and showings scheduled all day on Saturday and Sunday.)

The agent called us back and said, "If your buyer can do this [modification to the offer], then we can get it wrapped up tonight [Saturday]... and we won't wait for the 20 other offers that would come in."

Our client agreed and while on the road - taking our laptops and using hotspots – were able to make the necessary adjustments and by 7pm on Saturday we had ESTATIC clients!!!

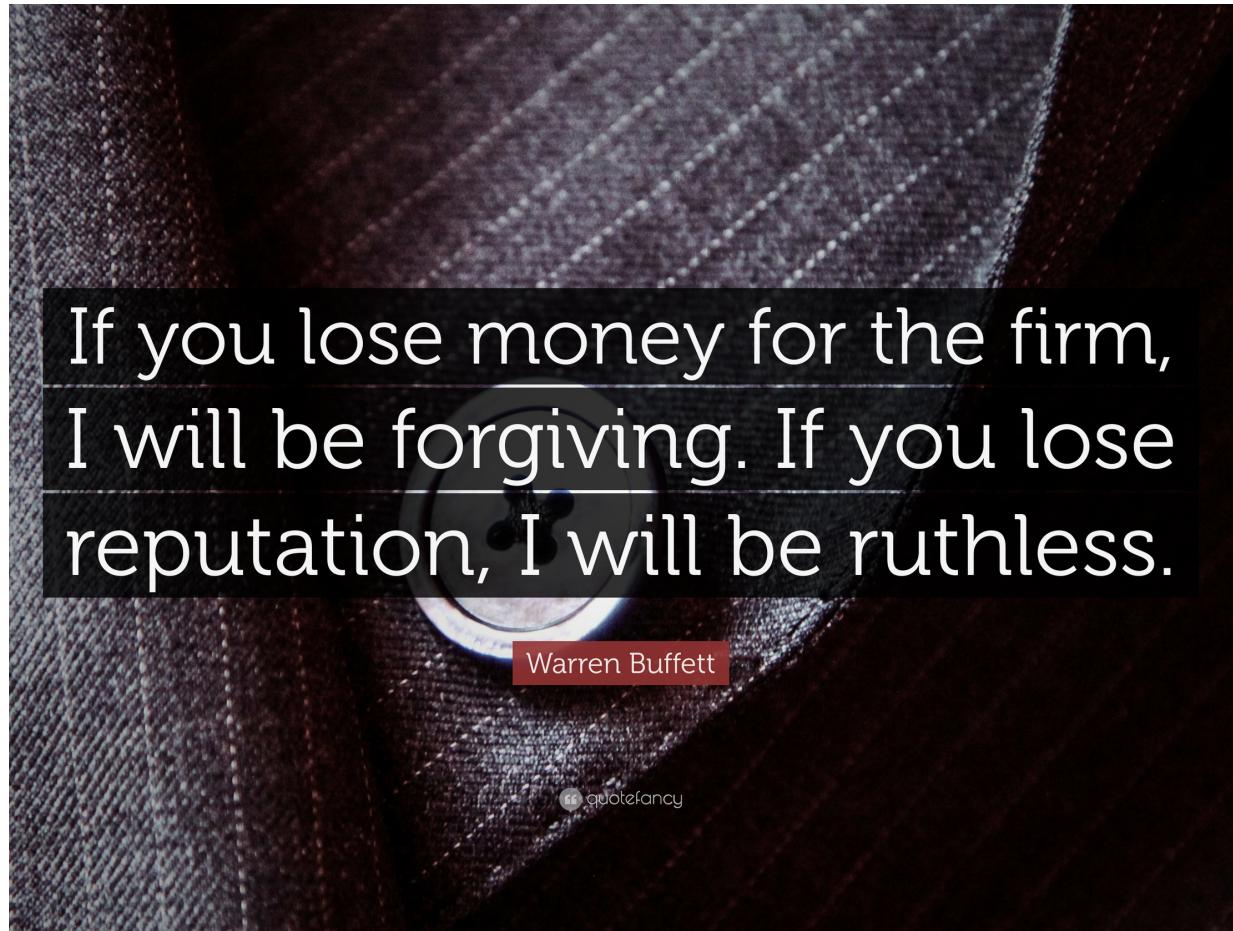
Impact's buyer – I wholeheartedly feel – that it was because of our reputation and our working relationship with the listing agent that he felt compelled to have his clients accept our offer!!!

### **Impact's Reputation is something WE don't take lightly!!!**

We might not always win... but everyone knows that there is a Professionalism that they will encounter when they work a transaction with Impact!

As Warren Buffet Says, "If you lose money for the firm, I will be forgiving. If you lose reputation, I will be RUTHLESS."

Impact's Reputation is EVERYTHING!



# **FUN!**

## **Monthly Trivia**

### **Question:**

**Q. How many hearts  
does an octopus have?**

**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.**

## **April Sodoku**

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

## **April Birthdays!**

*Happy*

**BIRTHDAY**

Chris G. 4/13

Crystal W. 4/30

# 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.



Marika Poole, Cherlyn Aixa and 13 others

2 Comments

A perfect date night 🎉 first Jimmie Cone of the year!



Brian Poole, Marika Poole and 16 others

5 Comments

Michelle Poole is with Brian Poole and Marika Poole at The Fort Mixed Martial Arts Academy.

March 31 at 6:45 PM · Frederick · 5 people

Chelsea and Landon got their yellow belts tonight! So proud of you both!! 🤍



# Michelle Monthly

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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](http://www.facebook.com/impactmarylandrealestate)

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