

# 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!*

## INSIDE THIS ISSUE:

THE P'S OF FOOTBALL, REAL ESTATE, AND LIFE P. 1-3  
 AUGUST BIRTHDAYS P. 4  
 FAMILY FUN ZONE P. 4  
 SOCIAL MEDIA STORIES P.5  
 STORY FROM THE STREET P. 6-7

## *The P's of Football, Real Estate, and LIFE*

They say that proper planning prevents poor performance. And as the most wonderful time of the year (FOOTBALL SEASON!) gets underway, the evidence is everywhere.

Several weeks ago I took Jacob to an open practice for the Baltimore Ravens at M&T Bank Stadium. It was an incredible night, and to Jacob's joy, was filled with dozens of player autographs. But what really struck me was the organization and execution of the practice... and no doubt, the "game day" level of effort exhibited by the players. Drills upon drills... conditioning... Justin Tucker kicking field goal after field goal after field goal.

The timer would sound, and everyone would transition to their next drill. Well planned, and well executed practice... in the name of preventing poor performance.

***But even before these players hit the field for practice, they were planning.***

Studying film. Their off-season workouts. Their diets. Doing whatever is necessary to be in tip top shape. After all, Ravens are built different 😊

About a week later our entire youth football program was invited to a closed practice at the Ravens Under Armor Training Facility. And again, the organization and execution of the practice was phenomenal.



IA much smaller crowd than at M&T, these youth players (and their families!) had a blast interacting with players and watching them train.

What an experience for these boys, who in their own ways, are working similarly on and off the field. And so are their coaches! The hours that Spencer has committed to leading the Pony football squad of coaches and players is astounding... developing plays, writing and copying playbooks. Seeking feedback from collegiate All-Americans. Creating position-specific training opportunities.

***Because proper preparation prevents poor performance.***

In real estate, the concept is no different... except we tickle this former English teacher's heart with even MORE alliteration, also sponsored by the letter P... Preparation, Position, and Pricing.

And sometimes, a PIVOT!

Over the past few months, my partner Eric Verdi and I had the opportunity to serve a sweet couple in the sale of their home. It was a challenge... lots to manage and move. Repairs and updates to be made. All on a tight timeframe.

***But nothing could replace proper preparation.***

As we approached getting ready to go on the market, it was important to position their property well. What similar homes were currently available? How do we set THEIRS apart? (An obvious answer to that lies, in part, to the awesome work of our incredible photographer, Annie 😊 )

***"Real time" positioning in the current market is imperative.***

And pricing. The thing that every seller wants to know. The key, though, is that pricing a home is really a byproduct of the preparation and positioning! I recently read a post from one of our stagers/designers that painting your front door black can increase the value of your home up to \$6000. And then, there's pricing strategy. Are we pushing? Pulling? At the end of the day, it's completely the seller's decision. But, it's important to remember that...

***Pricing involves a strategy, and is the culmination point of proper planning and positioning.***



So much like my beloved Ravens, these sellers worked hard in their "off season." Packing and purging. Trusting Eric and I, and affording us the joy of bringing in our team of contractors to take their home "next level." Having their home professionally staged and photographed.

So what happened????

We went on the market. We had a TON of showings... and a ton of feedback. All saying something similar: "There's an odor in the basement."

***And PIVOT.***

We temporarily pulled the house off the market and within days, we had our carpet contractor out to rip out the old carpet and pad. Replace everything. Grabbed an air purifier to balance out the air quality. But the house BACK on the market. And within days, had an INCREDIBLE offer. Yesterday, this home went to settlement, and I couldn't be happier for this precious couple.

***You see, sometimes, even with the best execution of planning and preparation... you still need to pivot.***

There is no substitute for "off season" work. In football. Real estate. And life. Because when it is game day. Or show time. Or time to show up... that proper planning. Preparation. They matter. A lot.

If you're reading this and in your off season, keep on keeping on! This time is so important. And if it's go time or show time, go out there confidently, knowing that your proper preparation has you! The one P that none of us is, is perfect.

Times to pivot will come, no doubt about it. So when they do, keep your spirits up. Laugh a little. And know it's just part of the process, too.

Stacy



# Family Fun Zone!

## Sudoku

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

### Trivia

#### Question:

Q: The Adventures of Tom Bombadil' was written by which British philologist and author of classic high fantasy works?

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 Trivia Question:

Q: How many state parks does Maryland have?

A: 53

**Congratulations  
Luke Whalen!**



HAPPY BIRTHDAY!!



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

Jess Baldwin	Aug 1st	Kara Mitchell	Aug 6th	Kris Weidling	Aug 18th
Mark DeGirolamo	Aug 3rd	Liam Terrell	Aug 9th	Amy Lyons	Aug 19th
Rachel Micol	Aug 3rd	Kim Kile	Aug 10th	Gavyn Berning	Aug 19th
Sean Carr	Aug 3rd	Veronica Weaver	Aug 13th	Kim Santana	Aug 24th
Jonathan Zmuda	Aug 4th	Monica Veirs	Aug 14th	Jim Mckee	Aug 24th
Kaylee Radford	Aug 4th	Lauren Medovoy	Aug 14th	Kryisia Novotny	Aug 24th
Tyler Amato	Aug 5th	Grace Ingram	Aug 15th	Abigail Cabrera	Aug 26th
Tristan Melson	Aug 5th	Laurie Vasquez	Aug 15th	Samuel Veirs	Aug 26th
Nathan Wolf	Aug 5th	Gracie Barrett	Aug 16th	Jeremy Medovoy	Aug 26th
Tessa Gersch	Aug 5th	Jubile Shullenbarger	Aug 16th	Ellen Fellows	Aug 27th
Kristen Hostler	Aug 6th	Dan Jerore	Aug 16th	Dylan Williams	Aug 27th
Tim Baldwin	Aug 6th	Quincy Burns	Aug 17th	Kaelynn Burge	Aug 28th
Kristin Stauffer	Aug 6th	Scott Shapot	Aug 18th	Allie Doyle	Aug 28th
Lila Mitchell	Aug 6th	Colin Amato	Aug 18th	Logan Cunningham	Aug 29th

# STORY FROM THE STREET...

## Things ALWAYS Even Out Whatever it TAKES!

Have you ever The Seinfeld Episode called 'Even Steven?' Jerry has a theory that everything just evens out for him in life. One friend is having a good day, one is having a bad day. Something bad happens in his week, then Jerry knows something good will happen.

An event causes Stress... Then an event cheers him up...

Google or YouTube 'Seinfeld Even Steven' and watch the clips 😊

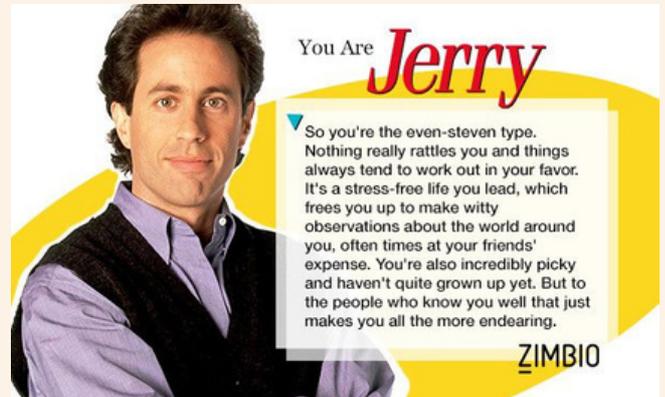
'Evening Out' is something that happens at Impact all the time.

Real Estate is FUNNY like that. One transaction might take extra special work and care while another transaction is very easy. One buyer might look at houses for YEARS, while one might find one on their first or 2nd time out.

Being in the midst of a stressful time-consuming transaction your head and stress level gets lost in ALL the details, ALL the phone calls, ALL the conversations with EVERYONE that you think it will never end. Then you get a transaction that is super smooth and BOOM... it made up for the months of time and hundreds of hours of stress.

Transaction for the AGES...

Impact recently settled a home that from our first meeting with the sellers to actually selling their home took nearly a year.



From our first consult where we walked through their home with a punch list last year to their recent settlement was nearly a year. In between there were dozens of face-to-face meetings. Hundreds of hours of phone calls. And no less than 20 trips to their home to check on things.

At Impact we go above and beyond with our Documented Approach and our 'Flip it or Sell it' program where we have contractors, designers, stagers, photographers, videographers all that we partner with to do what is best for our clients.

This home was running along smoothly (in the normal 6 month timeframe) until a failed septic through a WHOLE NEW level into the transaction.

We then had to get the county involved for a new septic drain field. A perc test. A new drain field.

This process would typically take a few weeks with permitting and scheduling, but we ran into a snag.

Apparently, Potomac Edison did something they weren't supposed to do.



They ran the main power across the drain field. And when the contractor was doing the perc test, he hit the main power line on his 2nd dig. This started a tailspin of HUNDREDS of calls to get power restored. Get a new transformer. Get the engineer from Potomac Edison involved. Get a new trench. Get new main service that took an additional 6 weeks and would have taken longer if we didn't find out a mutual friend of Impact's was a higher up at PE. However we were able to help the seller coordinate new electrical service and new septic field to the house. What started last year at a meeting where the seller was installing a new roof because they wanted to turn over a good house ended with new power and new septic as well. Then things EVEN OUT... Impact recently had another seller that 'Even Steven'd' this transaction. We had a seller that inherited a property and wanted to sell. Unfortunately, the house was in rough shape and needed new carpet, paint, cleaning, staged and clean out.

We quickly got our crew lined up with Medardo, Roland, Jonah/Shana, Adrienne lined up to turn the property over and maximize the return for our seller.

As soon as we got the keys, we had the property turned over within 10 days and ready for the market.

Our team did such a good job that we ended up getting an over full price CASH offer based off the photos 😊

This one ended up being settled in less than 2 weeks.

The other agents were GREAT!!!! No hassle, no stress.

They don't all end up like this, but when they do it sure does help EVEN OUT the stressful ones.

Same thing with buyers!!!

Impact had a recent buyer client that we had to show about 70 homes to in a couple month time period to find 'just the right one'. This one involved many weekends. Over 1000 miles driven. And a LOT of DOGS before the Rose was found.

We negotiated our butts off to get our clients offer accepted, using one of our proprietary 'Carmella Kicker' strategies to get accepted.

Then we have had 2 buyers recently, one that contacted us.

Saw a Home.

Made an offer on the first house she saw, and we helped her beat out 11 other offers. And BOOM – she bought a house.

Then another client, from first meeting our Impact agent to going under contract was 5 days!!!

You could call us the 'Even Steven's' of Real Estate.

Things EVEN OUT at Impact, whether it takes you a year or a week, we will bust our butts and do WHATEVER it takes to help you achieve YOUR GOAL!!!

# Social Media Stories

*A round up of fan favorites from the month!*

**Stacy Rochfort Delisle**  
Aug 19 · 🌐

EVERYTHING 🥰🥰🥰

So Proud of Ryleigh Inbox ★

10:23 AM

Hi there Stacy and Spencer,

I wanted to share a quick story about Ryleigh from yesterday. We've been talking a lot about our classroom family and discussing the importance of being an inclusive and kind classmate. I noticed at recess yesterday that Ryleigh was being really purposeful about looking for kiddos who might not have anyone to play with. She spent some time with a student in our class who is injured and then spent some time with a student who was new to the school and was all alone. I was so proud of how kind she was being to others!

Have a great weekend,

**Stacy Rochfort Delisle**  
Aug 12 · 🌐

Both the Ravens and the Hawks brought their pre-season A-game last night!! LOVE watching my boy do what he loves 🏈🏈🏈  
#themostwonderfultimeoftheyear  
#areyoureadyforsomefootball



37 likes 7 comments

**Stacy Rochfort Delisle is with Morgan McGrady at Holly Hills Country Club.**  
5d · Ijamsville, MD · 🌐

Big smiles. Big laughs. Big beautiful Frederick sky. Big BIG fun! #ImpactClientParty2022 was one for the books. ❤️🥰🥰 More to come...



35 likes 5 comments

**Stacy Rochfort Delisle is with Morgan McGrady.**  
23h · 🌐

Friday morning breakfast... turned Bible study. 🙏  
This mama's heart is so, so full ❤️❤️



**Jennifer Carnahan Weidling is with Kris Weidling.**  
5d · 🌐

Thanks for a fun night Impact Realty Group, **Stacy Rochfort Delisle & Eric Verdi!!!**



You, Eric Verdi and 31 others 4 comments

Love Comment Share

**MaryLou Papara Fisher is with Stacy Rochfort Delisle**  
5d · Ijamsville, MD · 🌐

You know those people who you've known a short time and you feel like you've known forever. This is that. ❤️🥰 — with **Stacy Rochfort Delisle** at **Holly Hills Country Club.**



25 likes 12 comments

**Stacy Rochfort Delisle**  
3d · 🌐

When your day is crazy... you pre-make the after school snack to share the love and set up your most amazing babysitter for hosting what will undoubtedly be a house full of neighborhood kiddos ❤️  
#allthethingstoday



56 likes 18 comments 1 share

**Stacy Rochfort Delisle**  
Aug 13 · 🌐

When your local grocery store knows it's time.... 🌟



29 likes 14 comments

Like Comment Share

**Stacy Rochfort Delisle**  
Aug 17 · 🌐

Here we go!!!! 🚗🚗🚗



226 likes 19 comments

# MAGNOLIA MONTHLY

REAL LIFE. REAL ESTATE. ALL THINGS LOVELY.

3295 Prices Distillery Rd.  
Ijamsville, MD 21754  
240-815-0890



**For Inquires AND Referrals contact:**

[stacy.delisle@gmail.com](mailto:stacy.delisle@gmail.com)

Or Call/Text to 301-646-9625

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

Working with Stacy and Eric was a very positive experience. They guided us through every step of what seemed like a very complex process to buy our current house. We appreciated their attention to detail and ability to come up with creative solutions, especially when an issue arose with our appraisal. They also were extremely calming and patient with us as we navigated this stressful transaction. We have already started recommending Impact's services to our friends and would absolutely use them again when we are ready for our next house! ★★★★★ The Sprtel Family

This newsletter is intended for entertainment purposes only. Copyright 2022 Magnolia Monthly. This information is solely advisory, and should not be substituted for medical, legal, financial or tax advice. Any and all decisions and actions must be done through the advice and counsel of a qualified physician, attorney, financial advisor and/or CPA. We cannot be held responsible for actions you may take without proper medical, financial, legal or tax advice.