

# 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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## ***We're ALL Different!***

“You can learn many things from children. How much patience you have, for instance.”

Or how ***impatient*** you really are ...

Finally at three years old, Brian and I decided it was time to get serious about potty training Liam.

Personally, I had been dreading it. But we knew we could not put it off much longer. He was starting school soon, and frankly, it was starting to look ridiculous that he was still wearing a diaper.

I spoke to some friends that had potty trained recently. They all made it sound so simple! They said, *“he will pick it up in a week!”* *“Skip pants and underwear and he will learn quickly.”* The one that really motivated me was *“my kid picked it up in three days! It’ll be the same with Liam!”*

I thought, three days!? that’s easy! We got this!

*Little did I know – it did not take three days, it was **NOT** easy, and we did not have this!*

Day 1, we started out confident. We ditched the diapers and pants and just went for it. We had the potty close by and we were ready! Every half hour he would sit on the potty and do his business. We had a successful first day! There were no accidents, and he used the potty a few times. I was feeling GREAT!

I thought for sure he would have this down in no time.

Fast forward a few months, and things were not going so well. All his progress was suddenly regressing. To say we were all feeling a little frustrated is an understatement. I was feeling defeated.

I kept asking myself, *“is there something wrong with me? Are all these other moms just better than me? It all came so easy to everyone else”* and I feel ashamed to admit but I could not help but think, *“is there something wrong with Liam that he’s not getting it at all!?”*

I quickly learned that EVERY child is different. What has worked for Kid A and Kid B, does not necessarily mean it’ll work for MY kid.

And you know what? There is **NOTHING** wrong with that.

I think it’s amazing that some kids get potty training down in three days. But I also think it is amazing that my son did things on his own terms. He took his time and did things when HE felt comfortable. He showed me that every person is different, and we need to adjust our approach to fit the person. He taught me to be more patient and that changing your plan to make things work for that specific person is okay!

I am so proud to say that after SIX months, my Liam has mastered potty training! Most importantly, he taught his mama a valuable lesson in patience and empathy. What comes easy for one person does not mean it will for someone else!

This is much like a real estate relationship. Just like every kid is different, each client is different! As your agent, I can adjust my approach to your needs. I understand that some clients may find exactly what they’re looking for within days and that’s amazing! I also understand that some may take longer and that’s totally fine too! It can take three days or 6+ months, I am happy to be the person by your side to guide you through the whole process.

See you in December!  
*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.

## Second Time's the Charm: A Story of Redemption In Lake Linganore

### Meet the Clients:

Mary is a public educator in Montgomery County, and Roy is a retired police officer. They have a beautiful love story, having gotten married at home plate at the Frederick Keys stadium. After the ceremony, they threw out the first pitch and enjoyed their wedding reception viewing the game from one of the suites.

Several years later, their blended family downsized as their kids had all moved out... and they were ready to downsize as well. Their Lake Linganore home had served them well, but they knew it was time to move on.

They also knew that trying to secure their next home and being competitive in the summer of 2022 housing market would be a challenge.

### The Situation:

Taking complete control of their home search, Mary and Roy attended an open house and fell in love with the home. They collaborated with the agent they met there to get an offer accepted... and that same agent then became the listing agent on their Lake Linganore home. Knowing that they wanted to go hard after securing this particular property, they quickly listed with this agent in homes that they'd realize their dream of moving. Back in the summer when the market was still moving at a rapid pace, who could blame them for acting quickly?!

The home was incredible! Updated kitchen, sliding barn doors, modern/minimalist railings, TWO decks... you name it. Each and every space fully utilized, a fantastic combination of open-concept living on the main level, and plenty of cozy spaces on the other two.

Unfortunately, their home sat on the market for 67 days... and each home they had submitted an offer on in hopes to purchase, they ended up losing.

Initially over-priced and with little direction as to how to adequately prepare, even in the summer market, their home hadn't been best positioned to sell for top dollar. They had plenty of showings initially.... But then those started dwindling. And interest rates started rising.

They needed a quick, top-dollar sale to move onto the next phase of their lives... but the question quickly became HOW?

### The Options:

Needless to say, Mary and Roy were torn on what to do. Buying a new home is stressful enough, but when you're trying to sell another one at the same time, it can be an overwhelming process. Regardless, they needed to come up with a solution to move forward one way or another.

Option #1 was to continue on with their current agent. To continue to stair step down in price reductions, hoping to eventually hit a price point that would attract a buyer and cause them to submit an offer. Essentially, staying the course. While not effective up to this point, it was at least familiar. And sometimes, familiarity is welcome in an otherwise stressful endeavor.

Option #2 was to quit... at least for the time being. To wait things out, and maybe re-engage in spring of 2023. After all, who would blame Mary and Roy for wanting a breather after what they had been through thus far?!

Option #3 was to rebrand, reposition, and relist. Quite possibly the "scariest" of all the options, but also the one that at this point offered the greatest opportunity to maximize their ROI (return on investment) and realize there downsizing dream.

### The Decision & Outcome

After much frustration, many showings, no offers, and losing out on several homes they desired to purchase, Roy and Mary ultimately decided to select option #3 and keep moving FORWARD towards their dream. They reached out to us here at Impact, and like many sellers, they had tough questions about the market.

Roy and Mary knew that different agents have different approaches. Tired, frustrated, and confused...yet still hopeful... they turned to us for advice. And quite frankly, for HELP.

They believed that despite what had already happened, our focus on the 4 P's works.

Preparation. Positioning. Pricing. And sometimes, a PIVOT!

Because of their 67-day market history, our first P became a PIVOT! We took a look at what had been done previously, identified what was not working, and sought to make adjustments using a combination of market data, best practices, and a little flair!

Essentially, we developed a plan to re-brand their home completely.

... and there were several reasons why, which you will see unfold.

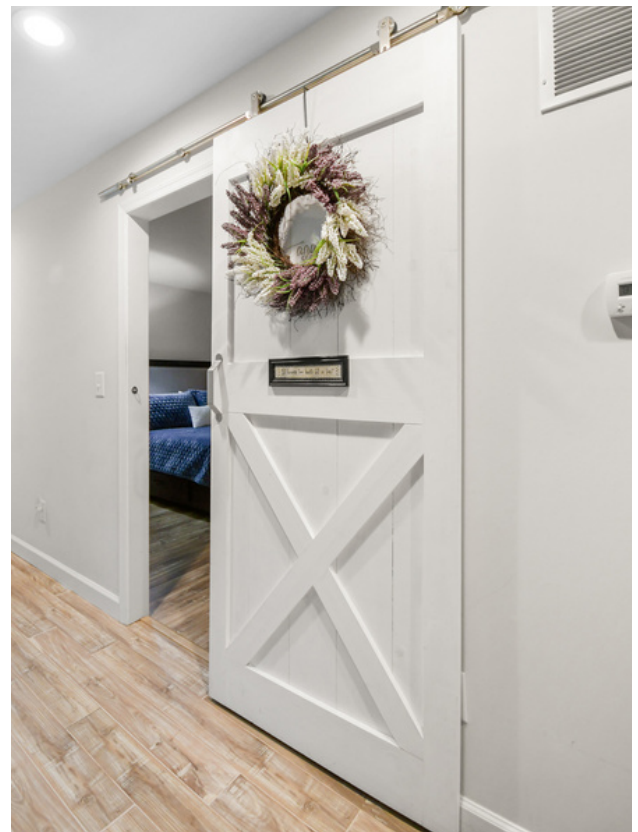
PREPARE. Our first task was to prepare for re-listing. Our amazing designer, Ellie, from Blue Ridge Interiors consulted with Roy and Mary, going room-by-room, offering various suggestions. Where to touch up paint. What to pack up. How to arrange furniture to maximize space and to give each space a purpose. Ellie provided a detailed to-do list, which Roy and Mary faithfully completed to a T. No doubt, hard work pays off! When everything was just right, we brought in our incredible photographer, Annie, so capture their home's beauty.

POSITIONING. Then, we took a real-time look at current properties on the market, homes that were pending, and homes that had recently sold. We opted to market them as the true 4 bedroom home that they are, as opposed to the 5 bedroom home their previous agent noted. While this seemed almost counter-intuitive, Roy and Mary trusted that this truly was the best move for positioning their home on the market.

PRICING. The final step. How do we price this home to best position Roy and Mary to maximize their profit and realize a timely sale? In some cases that extra profit means the difference between moving to your next home or remaining stuck. For others, that extra profit is just a reward for being ahead of the pack and learning how to create an emotional attachment and a buzz for your home!

## SO WHAT HAPPENED?

In just 6 DAYS Roy and Mary had an incredible offer on their home. They realized their dream of moving to another community that they love. And this time, they did it successfully... fully supported by myself, my partners at Impact Maryland Real Estate, and the amazing industry professionals with whom we collaborate.





## The Secret Play That Works Every Time:

So, what's the secret to winning like this even when the odds are against you? It's following a proven, structured approach that gets results every time. It's not just about knowing the market or how to sell a home. It's about taking that extra step to know the winning strategy that creates a win for our clients.

Why go with what everyone else does? Why get lackluster results, or none at all, when you can take home the trophy? You need someone on your side who will not only cheer you on but knows how to win the game. It's knowing the right plays, working together as a team, and having access to the talent and resources that make it all work like a fine-tuned machine. We've been doing this for our clients by implementing game-winning strategies that produce a victory. Selling a home is so much more than a financial transaction. It could lead to the biggest profits you'll ever experience in your life!



# ***FUN!***

## **Monthly Trivia Question:**

**Q. Who was the first Disney princess?**

**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.**

## *November Sudoku*

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

*November Birthdays!*

***Happy***  
**BIRTHDAY**

**Annie W. 11/3**

**Ellie K. 11/7**



# 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.*





# Michelle Monthly

*By: Michelle Poole*

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



**For Inquires AND Referrals contact:**

MichellePoole.Impact@gmail.com

Or Call/Text to 301-906-0041

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

Michelle was our real estate agent, who helped us find and purchase our first home. She was always available to answer any questions we had and guided us expertly through the whole process. We were also able to find a home and have an offer accepted within just two weeks! We couldn't be more satisfied with our experience and recommend her for any of your home-buying needs. – J. Waeyaert, Sept 2022

Eric and Michelle were fantastic to work with! As first time home buyers the process can be overwhelming but they took to time to carefully walk through it with us, willing to answer any questions we had! Their advice was invaluable and we are so happy with our new home! – Madison Jezioro, July 2022

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)