

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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Mountains & Molehills

Gratitude is the Great Equalizer.

You have probably heard the phrase, "Don't make a mountain out of a molehill."

If you have kids, you have no doubt uttered this phrase a time or two. Or ten thousand.

Last week, a friend texted me in utter frustration. The kids were arguing. It started over something small and dumb, and it escalated quickly. Something seemingly simple to quickly disengage, it instead became the catalyst for all of the wrongs ever committed. Ever. In the history of all the wrongs... if you know what I mean 😊 As we were texting, I couldn't help but think how not-so-strangely familiar this felt to our own day-to-day.

Molehills that turn into mountains...

"Why did Jacob get the last score?! He had two yesterday! That's not fair!"

"He moved my stuff without telling me!!!!"

"The girls are ALWAYYYYYYSSSSSS annoying me. Tell them to stop!"

Ellie is approaching her 13th birthday, and I am not sure I know of a single person who wants to go back and re-live 7th grade. Can we all just agree it's a tough... TOUGH... age? Hormones and so much peer pressure and really starting to think about bigger sorts of ideas about life and their future... it's a crazy mix, that's for sure.

But this tumultuous has lead to some of the sweetest conversations...

Ones where we really tease out, "Is this a mountain, or is it a molehill?" Where we strip away all the "stuff," get to the core, and try to make sense of what's really going on. And when we do, determining whether that "thing" is a bump in the road (molehill) that we need to just adjust, absorb, and move forward... or if it's a roadblock (mountain) that we need to more strategically traverse.

More often than not, when it comes down to it, there are many, MANY more molehills than mountains... and quite often, I am reminding her to save her "fight" for the things that really matter. And sometimes, probably more often than I want to admit, I need that reminder myself. Don't we all?

Maybe you're not currently raising a 7th grader. But I think we all need a reality check at times when it comes to mountains and molehills. Maybe, it's a situation at work. Or perhaps a friendship that feels tricky.

You could be reading this and in the middle of moving... buying a home or selling one. Or maybe you recently did, or will be soon. And while I would LOVE TO TELL YOU that things will go off without a hitch, the reality is that there will likely be a hiccup. Or two. And while those hiccups can easily feel overwhelming... the likelihood is that they're not roadblocks, but rather a bump in the road. Not mountains, but molehills.

So when the bumps in life come, how do we keep perspective? GRATITUDE

Ben Rector is one of my favorite musicians, and he has this great song called "30,000 Feet." The refrain of the song says this:

I said I've been better, I've been worse

I have loved a pretty girl

I've seen a couple places that I never thought I'd see

I've walked into harder times, I've walked out the other side

*It seems like you end up getting what you need
Yeah, looking down from 30,000 feet, life's been good to me*

Sometimes we need a 30,000 foot view to regain our perspective and remember there is so much to be grateful for.

Gratitude helps us distinguish the mountains from the molehills.

Gratitude enables to give thanks, even when traversing the mountain.

Gratitude allows us to keep proper perspective.

Gratitude is the birthplace of joy.

Maya Angelou has said, "Let gratitude be the pillow upon which you kneel to say your nightly prayer. And let faith be the bridge you build to overcome evil and welcome good."

As Thanksgiving draws near, and then the hustle and bustle of the holiday season... can we just pause for a moment each day? To grab a 30,000 foot view and remember the things for which we are grateful?

Maybe the minutia of life has you going at warp speed. Or, perhaps this has been a season of great grief, huge heartache, or deep disappointment. Maybe the mundane has you in a place of just feeling "meh."

May I encourage you for just a moment?

I've been there. Thanksgiving of 2008 came just a few short weeks after losing our son, Isaac. The holiday season of 2014 arrived in a matter of months after losing my Dad. It can be HARD to give thanks in the thick of it.

But I can promise you this: even when you don't want to, giving thanks is life bringing. Life changing.

One of my favorite ways to regard the concept of gratitude is in the Greek word "eucharisteo." It's the concept of thankfulness, rooted in grace.

So this Thanksgiving, and in the hustle and bustle to come... can we grab that 30,000 foot view? Can we name the things... even if it is just one... for which we are thankful?

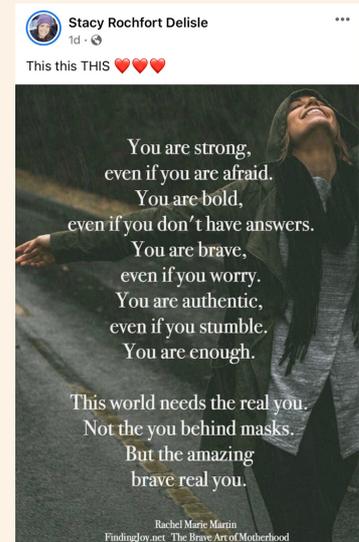
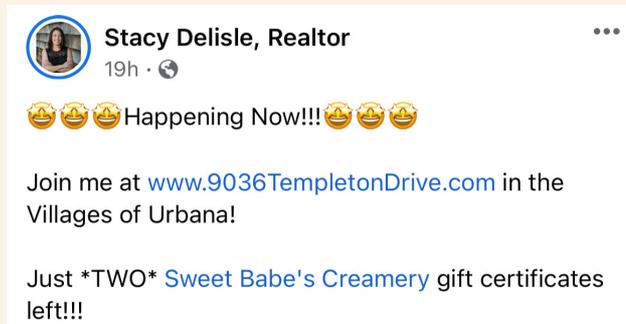
To write them down. In a journal. On a pumpkin... and literally count our blessings, so when the mountains and molehills inevitably come again we can look back and allow those good things to anchor us?

And as we give thanks, let's offer one another, and ourselves, an extra measure of grace. Because life can be hard... but it is oh, so incredibly good.

Stacy

Social Media Stories

A round up of fan favorites from the month!



Family Fun Zone!

Sudoku

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

Trivia Question:

Q: Name one of the North America Wild Turkey sub-species.

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!!

October Trivia Question:

Q: When is Harry Potter's birthday???

A: July 31, 1980

**Congratulations
LANA GUT!!!**



HAPPY BIRTHDAY!!



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

Hadassah Shullenbarger	November 1	Gretchen Kneebone	November 20
Galilee Shullenbarger	November 2	Jennifer Garey	November 21
Annie Main	November 3	Robert Grove	November 21
Shawn Clark	November 6	Emma Ingram	November 21
Sara Maxsell	November 7	Aimee Rogers	November 23
Ben Stauffer	November 7	Mason Carr	November 23
Lisa Mitchel	November 10	Jamie Amato	November 24
Corrine Hostetter	November 10	Jason Weaver	November 24
Anthony Valloric	November 10	Patrick Hoffman	November 25
Jaden Delisser	November 10	Rob Botti	November 27
Gernot Ritzau	November 14	Willow White	November 29
Francisco Abril	November 16	David Decker	November 29
Garrett Guard	November 18	Scott Melson	November 30
Olive Medovoy	November 20	Scott Mitchell	November 30
		Verity Downs	November 30

STORY FROM THE STREET...

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?!

Their 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 a seemingly 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 their 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!





Impact Club Update- Join me??



Just \$100/quarter has a \$150,000 IMPACT!

Did you know that ImpactClub® Frederick is hosting our 24th Event on Tuesday November 22nd at Idiom Brewery in Frederick???

That means that we are 6 Years STRONG!!!!

It also means that at the end of this year ImpactClub® Frederick will have donated nearly \$750,000 to LOCAL charities!!!! This is ALL done by individual donations of \$100 (Each Member/Each Quarter), so for \$100/quarter or \$400/year...

YOU CAN HAVE MASSIVE IMPACT in OUR COMMUNITY!!!

I would LOVE for you to join me in helping to make an Impact. If you have questions, just hit me up, or if you are ready to make an Impact you can join nearly 400 local members at www.ImpactClubFrederick.com

A few of our beliefs are below:

We believe charitable organizations, like business owners, have a responsibility to their donors to deliver ROI: Return on Impact. That means, donated money, it shouldn't just be spent. It should be multiplied. You do not Impact communities, long term, by giving away money.

You do not help charities, their founders or representatives, long term, by giving away money. You do not help affected families, whose loved ones are fighting terrible diseases, to battle that disease, long term, by giving away money. THAT is the misconception.

Giving away money is not the answer. The answer is to inspire charities, their founders, representatives, etc.,

and the parents, children, siblings, of affected family members, to become effective fundraising machines in their own right - so ultimately, they don't need your money.

That means we must accept - A charity is a business. Their product, their service is Impact. And to deliver that Impact, they must sell the value of that Impact to people willing to pay for it, support it, and champion it, to recruit further support.

The benefit of ImpactClub® extends beyond the large monetary donations. The money portion is just the instant gratification and high-stakes incentive (modeled after the XPRIZE), to motivate local charities to get really good, really fast - to jump start their desire, to hone their craft as a storyteller. Like a fad diet, drop 10 pounds in a week. But results, purely inspired by instant gratification, they don't last. Soon, that diet fails. The pounds come back. Likewise, that donated money is spent. Gone. And the need for funding again becomes urgent. Thus, for maximum Impact, the only true solution is for ImpactClub® and charitable founders to play the long game. Which means, 1) Charities must be committed to building a strong "Story Engine." But also, 2) They need the ability to continually water that "seed," should they want to harvest it, time and time again. That is why if ImpactClub® just gave monetary donations, absent the more valuable benefits described below, it would be a flawed concept.

Money only goes so far. But a community of support, and access to knowledge, is an ever-renewing resource. This is why venture capital firms are so supportive of their startup founders, because the support is infinitely more valuable than the money component. JOIN ME!

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stacy.delisle@gmail.com

Or Call/Text to 301-646-9625

Testimonials from *Magnolia Monthly* Members...

Stacy was such a dream to have as we navigated through our home selling journey! We had been listed for months and once we listed with Stacy we were under contract in 6 days!! Stacy and her team worked seamlessly together to get our house ready for the market. She was easy to communicate with and so responsive to our questions along the way. Once our house was under contract, we got right to work on finding our next dream home. She was really great working with the other agent to make sure our deal was fair and exactly what we wanted. Thank you so much!! Highly recommend!

★★★★★ The Younger Family

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