

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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I Found My Joy

"When someone loved dies, the holidays can be painful. The heart of the holidays has been torn apart."

March 10, 2005 changed my life forever. The heart of my holidays was gone.

I remember that day like it was yesterday. It started out like any other day. My dad drove me to school. The five-minute drive from our house to my high school was my favorite time of the day. I still remember he was wearing gray slacks, a blue button-down shirt with a tie, and he smelled like Armani Gio. He dropped me off and as I got out the car he said, "Love you, miija."

Little did I know, that would be the last time he dropped me off at school.

That night he came home from work, and he said to my mom that his stomach felt unsettled. He laid down next to her. Within a few minutes my mom was running into my room in a panic. My dad was having a massive heart attack. Within a few minutes he was gone.

That's it. Our lives had changed forever.

Holidays with my dad felt different. He was a light in our house! We decorated the house beautifully and there was a feeling of happiness in our home. When it came to gifts, we were terrible with surprises, so we always knew what was wrapped under the tree! The holidays were a great time for us.

After his loss, the light in our house was gone. The feeling of happiness and comfort had faded. I remember my mom still decorating the house, but it felt different. It felt empty, dark, sad, like a real-life nightmare. Maybe he will walk through the door, and this will all be over. Things will go back to normal, how they should be. My joy was gone.

For a long time, that joy was gone.

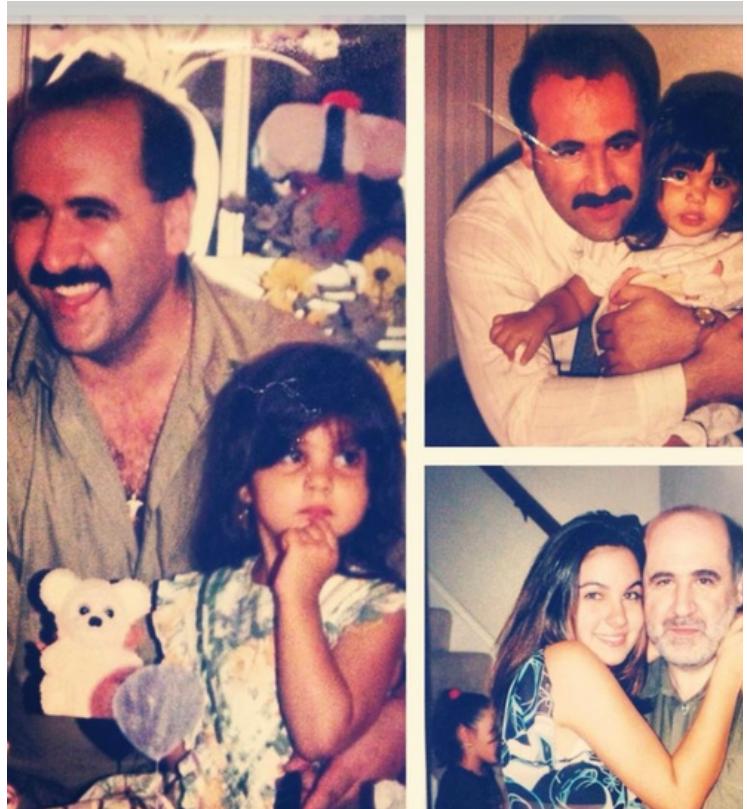
As the years went by, things got a little easier. I started a family and once again found happiness and comfort doing things with them I once did with my dad. Christmas became my favorite time of year. I love decorating my home. Every year Brian tells me we don't NEED another shopping trip to At Home for decorations, but somehow, every year I convince him that we do. My family has brought back this feeling of joy that I lost for some many years. I am beyond thankful for Brian, Chelsea, Landon, and Liam. You guys are my saving grace and the joys of my life. I wish my dad would've got the chance to meet you guys. He would've LOVED you.

I know some of you can relate to this feeling of sadness and loss throughout the holiday season. I hope you know that no matter where you are in your stages of grief, you will find your joy again!

Happy Holiday's Friends!

See you in January!

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.

Survive, Adapt, and Innovate!!!

If you aren't living under a rock and have any sense of what is going on with inflation, prices, the overall economy, and the housing market – then you probably haven't heard all the gloom and doom.

But if you are a living breathing human then I am certain you have felt the effect.

Heck, just going to the grocery store – I don't know about you – but my grocery bills have doubled this year.

I'm spending more on gas. My utility bills have increased. The overall cost of living seems to have doubled overnight!

And I don't know about you, but my income hasn't double in that timeframe.

At Impact – and in real estate – we are always looking to survive, adapt, and innovate.

There are soooo many layers that go into running a real estate business – from the brokerage level, but also from the agent/sales level as well.

Do you buy leads?

Do you cold call?

Do you reach out to listings that expired or are trying to sell their houses themselves?

Do you do your '7 calls to unsuspecting people' to wear them down? YES that is really a strategy that is taught?

or.... Do you LOVE on your people and treat them like GOLD?

At Impact we choose to LOVE ON YOU!!!

What does that really mean?

Well, first of all it means that we treat you like family! We do our BEST to go above and beyond with you in #alltheways. We try to remain in consistent contact with you.

Whether it be this monthly newsletter. Bday cards to you and your family (if you don't get a bday card from me, it's because I don't have your bday – so please call/text me). Purchase Anniversary gifts. Closing and Referral Gifts – for being loyal clients and referring people you care about to Impact!

And the Client outreach/events!!!

We have been putting in place a more structured and elaborate way to THANK YOU and LOVE on YOU next year with some EXCITING events!!! (we'll let you know more in next Month's newsletter!!!)

We are ALWAYS looking for ways to innovate and add value to what we do for our clients!

One exciting feature that Impact recently added is that we have partnered with a company called Homebot.

Homebot is a software that allows YOU, the homeowner to track and manage your most important financial investment – your home.

You have your own dashboard where you can track and manage your equity, your value, your mortgage, your investment and it gives you strategies to utilize your home as an ongoing asset to grow your wealth.

We looked at quite a few options on how Impact can better serve YOU. And decided to partner with Homebot and bring this resource to you – free of charge – and for you to utilize as a financial tool!

We have started the process of integrating our clients information and you might have already received your initial email with your information. And if you think any of that information is inaccurate or you need to adjust it, you can on your dashboard. For instance, it might have you as a 3 Bedroom, 2 Bath, but you are really a 4 Bedroom 2.5 Bath. Or your mortgage rate might not be accurate, you can adjust that as well.

If you haven't received your Homebot login and want to be added to this service – again just let me know and I'll get you added.

Impact is SUPER excited about this partnership and think you are going to LOVE Homebot!

In addition to this feature, we also have our 'Flip it or Sell it' Service for clients!

What that means and how we have used this to help put additional profits in our sellers pockets is that some homes need some work to be in 'model/top dollar' condition. But a lot of sellers don't have the contacts and resources to do the necessary work to achieve the highest profit/sales price?

Sellers don't want to manage: the design, the renovation/updating, the contractors, the paperwork, the scheduling, and the 34 other factors that go into updating a home, so they bring in Impact to manage the process.

And with our trusted and vetted team of contractors we can tackle just about any project from flooring, hardwood, painting, plumbing, electrical, bathrooms and kitchen updates, exterior landscaping and hardscaping.

Whatever our design team earmarks that will add value to your sale.

We tell our sellers to get out and leave us the keys... and that's when the magic happens. We recently updated a house in Middletown where the sellers moved to Texas, turned over the keys and let us go to work.

They left behind 25 years of things they didn't want/need in Texas.



Add We spent 3 days taking stuff to local non-profit organizations and the landfill. We then went to work on the exterior for a week, to spruce up. Then we brought in our interior team, the designer, painters, flooring guys, cleaners and went to work.little bit of body

Within 3 weeks the entire house was 'Flipped' and ready for the market. The cost of this renovation project was \$33,000 BUT it put an additional \$60k-\$75k in the sellers pocket, so over a 200% ROI!

Happy clients, for SURE!

At Impact we are ALWAYS ALWAYS ALWAYS looking to innovate our process and find ways to help YOU!

Our motto, our vision statement, whatever you want to call it – but it is the words we live by...

"If you take care of your clients, then your clients will take care of you!"

And we try to do this to the best of our ability, daily!!! – let me know if you want to be added to Homebot, or aren't currently receiving Bday cards from me

The screenshot shows the Homebot software interface. At the top, there are buttons for 'MANAGE', 'ADD CLIENT' (with a 'NEW' button), and a search bar. Below this is a section titled '30-day performance' with the following metrics:

Category	Value	Percentage
HOME SENDS	227	
HOME OPENS	193	85%
HOME VIEWS	132	58%

Below this is a section titled 'Activity feed' with two items:

- MOTIVATED FOR REFI**
Clients who might be motivated to refinance their home. [Learn more](#)
- MOTIVATED TO SELL**
Clients who might be motivated to sell their home. [Learn more](#)

At the bottom, there is a checkbox for 'Include viewed home', a 'More Filters' button (with a 'NEW' button), and a 'Page 5' link.

FUN!

Monthly Trivia

Question:

Q. What is the best-selling Christmas single of all time?

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.

December Sodoku

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December Birthdays!

Claudia 12/9

Justin S. 12/10

Mandy P. 12/12

Mickey C. 12/12

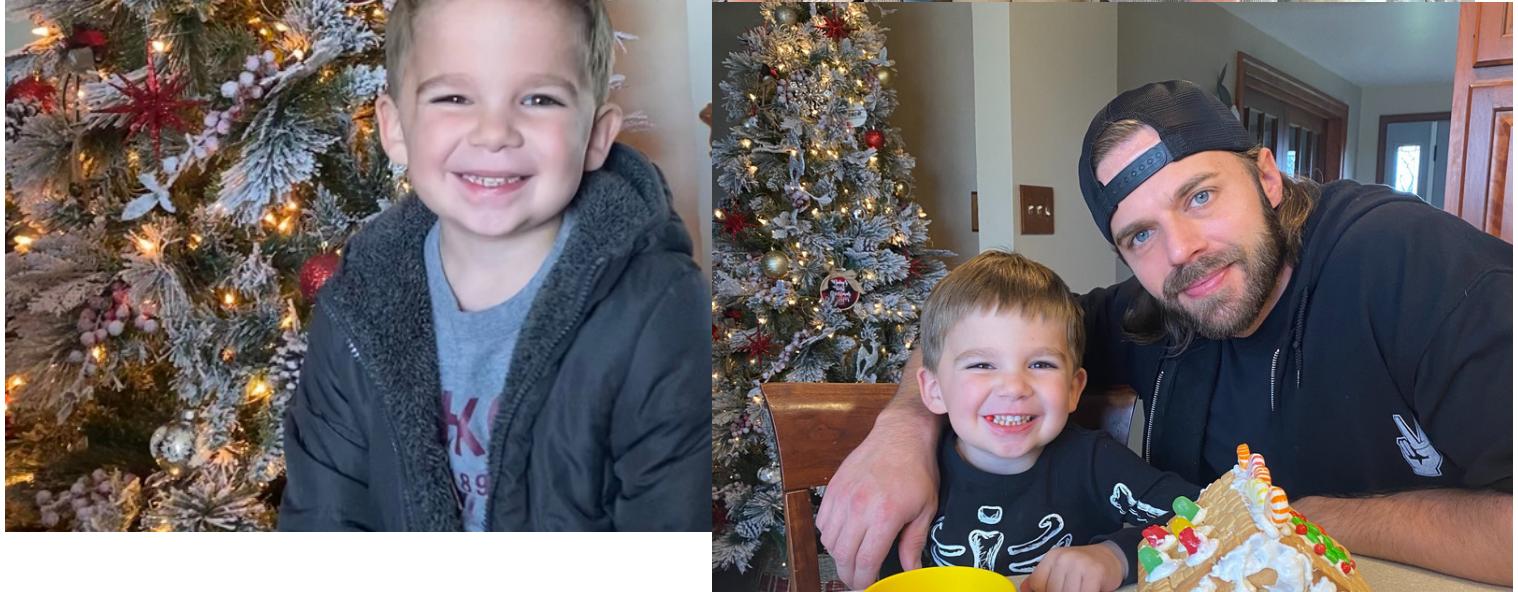
Jenny J. 12/15

Lori B. 12/20

Carolyn M. 12/31

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

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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 the 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