

MEDWICK'S MONTHLY

MOM LIFE. SECRET SERVICE WIFE. REAL ESTATE ADVICE



WE CAN DO
hard things.

WELCOME!

I am so happy to have you here! I hope through my monthly newsletter we share many laughs, cries, and inspiring stories. An authentic look into my unedited world. Enjoy!

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Some Things are Hard

Do them anyway

A sink full of dishes. 5 loads of laundry to wash, dry, fold, and put away. Dirty bathrooms. Work stuff. Hard phone calls. Exercising. Eating healthy. Making a hard decision. Packing and staging your home to sell. Paying off debt. Doctors appointments. The list can go on and on and on.

There are just somethings that are not easy to do. It's just plain hard. It takes too much time. It's boring. It's tedious. Whatever the reason, there are somethings you try to avoid like the plague.

Well I'm here to tell you to just do it anyway. Just get it it done! Easy right? Definitely not. So let me preface this by saying I am very much speaking to myself when I say that. I have avoided certain things because I didn't

want to do them. Stood my ground. Had a mini adult tantrum about it. But that thing was still there. Whatever the task was, it still needed to get done. No matter how long I pushed it off, it needed to get finished.

A good friend of mine has been gently giving me encouragement over the last few weeks to get a certain task done. While I appreciated her “push” I still brushed it off and moved on. Day after day she would send a loving gentle reminder.

She knew I was being stubborn and made an executive decision. This was her phone call to me.... “Hey! I just ordered us lunch. Meet me in the office in an hour.” Free lunch? I’m in!

As I walked into the office she didn’t waste any time. “Open your laptop. I’m setting a timer for 20 minutes. Start typing.”

That was it. I knew I was backed into a corner and just needed to get it done. The 20-minute timer went off. She looked at my screen and announced she was setting another timer. This went on and on until I completed what I needed to do.

THIS is what real friends do.

Some may say she was being pushy and annoying. And I can’t say I would disagree at first. BUT if it wasn’t for her, I would have still been holding strong and pushing this task off. I NEEDED her to push me even though I didn’t realize it. The payoff was so rewarding and so worth it. I felt a sense of accomplishment and I have her to thank for it. Without her staying on top of me it would not have gotten done.

When trying to sell your house there are specific tasks that myself or my

professional stager will ask you to do. Packing up some things, re-calking bathroom tubs, taking down personal pictures, decluttering, etc. These things can be tedious and annoying.... But there's a reason we advise you to do them. So just get it done ;-)

So I’m here to tell you..... Whatever it is that you have been putting off. Just do it. Stop delaying. Stop ignoring. Stop pushing it off like it’s going to magically go away. Do the hard things and thank me later.

Need some encouragement?? Call me, text me, email me. I will send you the loving gentle reminders that my friend sent to me. Sometimes we just need a little push from a friend.

A handwritten signature in black ink that reads "Josie". The signature is fluid and cursive, with a large, elegant "J" at the beginning and a smaller "osie" following it.

Fun Time!

December Trivia/Riddle Question

Q: What tends to do much better in December than any other month?

Everyone who texts or emails the correct answer by the last day of this month will be entered into a drawing for a \$10 gift certificate to Amazon.

Good luck!!

December Sudoku

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



HAPPY BIRTHDAY!!



Here are the December Birthdays from our friends at Medwick's Monthly. If you have a birthday in December and don't see your name on this list, please email or call me so that we will include your birthday!

Helen Choi 12/6
Brenda Bowie 12/11
Paul Meade 12/12

Lisa York 12/15
Ashley Morales 12/25

STORIES FROM THE STREET...

A monthly column of 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 hopes that they 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 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, to capture the beauty of their home.

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!

December Frederick County Events

Some things to do in the area. For more information on these events please visit www.visitfrederick.org/events/

Date	What	time	Address
12/1	Scents and Sweets Competition and Auction Free admission	5:30 PM to 7:00 PM	Delaplaine Visual Arts Center 40 S. Carroll Street, Frederick
12/1	Miss Bennet Christmas at Pemberley \$32 per person	8:00 PM to 9:30 PM	MARYLAND ENSEMBLE THEATRE 31 W. Patrick St., Frederick
12/2	A Motown Christmas Tier 1 \$59.00 Tier 2 \$53.00 Tier 3 \$47.00	3:00 PM	WEINBERG CENTER FOR THE ARTS 20 West Patrick Street, Frederick
12/2-12/4	December at Chartreuse & coFree Admission	10:00 AM to 4:00 PM	CHARTREUSE AND CO. 4005 Buckeystown Pike, Frederick
12/3	A John Denver Christmas with Chris Collins & Boulder Canyon Tier 1 \$45.00 Tier 2 \$40.00 Tier 3 \$35.00	8:00 pm	Weinberg Center for the Arts 20 West Patrick St., Frederick
12/3	Christmas in New Market	3:00 PM to 7:00 PM	Historic New Market Main Street, South Alley, New Market
12/3, 12/4, 12/10, 12/11, 12/17, 12/18	Santa train See website for current pricing: www.wsrr.org	11am, 1:30pm, 4pm*	WALKERSVILLE SOUTHERN RAILROAD 34 W. Pennsylvania Ave., Walkersville
12/3-12/11 Recurring weekly on Saturday, Sunday	Santa's Farm Fest at Green Meadows Farm \$16 (credit) for ages 2 to 92	10:00 AM to 3:00 PM	GREEN MEADOWS PETTING FARM 10102 Fingerboard Road, Ijamsville
12/9	Kris Kringle Procession Free admission	6:30 PM to 8:00 PM	Downtown Frederick 121 N. Bentz St., Frederick
12/9-12/11	The Nutcracker Tier 1 \$35.00 Tier 2 \$30.00 Tier 3 \$20.00	8:00 pm	Weinberg Center for the Arts 20 West Patrick St., Frederick
12/13-12/16	S'mores with Santa \$30 per family	3:00 PM, 4:30PM, 6:00PM, 7:30PM	Utica Park 10200-B Old Frederick Rd, Frederick
12/16-12/18	Maryland Ensemble Theatre's Fun Company - A Christmas Carol \$24 per person	7:30 pm	Weinberg Center for the Arts 20 West Patrick St., Frederick
12/17-12/18	Holiday Market at Catoctin Breeze Vineyard Free admission	12:00 PM to 5:00 PM	CATOCTIN BREEZE VINEYARD 15010 Roddy Road, Thurmont
12/20	Messiah Sing-Along \$30 per person	8:00 pm	Weinberg Center for the Arts 20 West Patrick St., Frederick
12/22	A Christmas Carol (1951) - Classic Films at the Weinberg \$7 per person	7:30 pm	Weinberg Center for the Arts 20 West Patrick St., Frederick
12/23	Live Series: Eric Byrd Trio performs A Charlie Brown Christmas Tier 1 \$30.00 Tier 2 \$25.00 Tier 3 \$20.00	8:00 pm	Weinberg Center for the Arts 20 West Patrick St., Frederick

Social Media Stories

A round-up of fan favorites from the past few weeks!



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I want to hear from YOU!

Have questions? Comments? Garden tips? I would love to hear from you. I truly value your opinion! Send me an email. Text me. Message me on Facebook.

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