

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:

REFLECT, REVIEW, RENEW P. 1-2
 WINTER WORD SEARCH P.3
 JANUARY BIRTHDAYS P. 4
 FAMILY FUN ZONE P. 4
 STORY FROM THE STREET P. 5-6
 SOCIAL MEDIA STORIES P.7

Reflect, Review, Renew

The Power of WHY

New year, new you.

I'm sure at some point we've all heard it said... most likely in the form of an advertisement.

But... what if? What if, it's new year, SAME you. *Only better.*

I'm all about resolutions... starting new things or ending the old. But what if this year is simply a re-commitment to your "why?"

Revisiting all that you're about. What drive you. A "back to basics" doubling down on the things that really matter?

The past few years in real estate have been an absolute whirlwind. It has been incredible... and exhausting.

Over the holidays I had countless conversations with folks asking me how the market was doing, and a repeated theme in my response was, "Good... but I am so glad to be able to take a breath right now."

So in that spirit, I would love to share, again, my "why" when it comes to real estate.

It's a beautiful story, really. It's one of family. Redemption. Putting first things first. It's one of service and of love. It's more beautiful than one I could have ever written myself...

It was a summer in the mid 1980's. Well, multiple summers, actually. The air was thick with mid-Atlantic's humidity in Ocean City, Maryland, and sunny days spent seaside were long... digging for sand crabs, playing a game my Dad fondly referred to as "Over Under" jumping the ocean's waves.

Lunch time sandwiches were full of just that... sand... but it didn't matter. Those days were some of the best. Sun-kissed cheeks were later cooled with Seabreeze, bellies were filled with delicious dinners, and the evenings were filled with glow sticks and game nights. The daughter of two educators, I couldn't imagine my summers any other way.

And the family business didn't end there.

My aunt Janie... my aunt Mary Anne... my Nana... my Nana's sister Jean Clare... all educators. I couldn't have realized it then, but the "family business" of being an educator allowed us summers like none other. Summer at the beach. With family and friends who were like family. A long-lived tradition that still burns strong.

For ten years in the public school system, my degree and career as an educator served me extremely well. I met life-long friends. Learned from some incredibly talented and wise people. It was even where I met my husband! With great hope and expectancy, life was unfolding just as I hoped... until it wasn't.

I couldn't have known then that our hopes to start a family would begin with loss. Loss that changed me and completely redefined my priorities.

Our son, Isaac, may have only lived a short time... but his life has had a profound impact on so many things. Everything, really. You don't lose your child and walk away the same. Everything is different.

And so it was with my career in education.

I will never forget the moment I was sitting in a staff meeting, about eight months after our second baby, Eliana, was born. I had always imagined teaching fitting so seamlessly into family life, just as I had experienced as a child.

But this was different. It simply, didn't.

There was a disconnect I had felt for months. And at this meeting, in this moment, it became clear.

"It's all about the kids."

Those words my principal shared that day ignited something in me I will never forget.

It IS about the kids. But the tension I had been experiencing for months made one thing clear: I wanted to be about MY kids.

The one whose memory I get to steward.

The one whose little self was still a newborn, but growing so fast. I didn't want to miss it.

Any of it. Despite optimal daycare for her (I mean, it doesn't get much better than Grandma and your close friend caring for your baby!), I wanted it to be me. I was at a crossroads, and I couldn't stay there. It didn't serve anyone well... my students, my co-workers, my family, or myself.

I got home from work that day and will never forget standing in the living room, physically exhausted from both a long day at work, as well as life as a mom of a young baby, looking at Spencer and telling him: "I just can't do this anymore."

My passion for teaching had waned, and it then felt more like a job than a calling. True to form, Spencer was incredibly supportive and in complete agreement.

So with both great trepidation and anticipation, I did it. My heart pounding and a thousand thoughts racing through my mind, I handed in my resignation.

While there were many unknowns ahead, one thing was for sure: **this decision was right.**

Shortly after leaving the “family business,” I transitioned into a new position that I was able to complete from home and structure around our family’s schedule.

A gift afforded to me by a very dear family in our church. A way to make ends meet.

A gift of grace.

Working from home while caring for Ellie... then also Jacob... and then Ryleigh, I realized that just maybe this setup was something that could stay. This position helped me to develop a skill set and build a confidence in areas I didn’t even realize I lacked.

Moreso, I loved how I was able to be present for my kids. I loved being able to pour into my community. My heart would nearly explode on a daily basis seeing the gift of time that I had been given through this work-at-home position. Time that allowed me to pursue my passions of family, community, and service. And eventually, a new career what was an opportunity to combine them all.

We had quickly outgrown the townhome we long loved, and decided it was time to move. The story is long and may (does) involve moving 4 times in 18 months with three kids ages 5 and under. (Side note: who does that?!) We learned, though, that the right home in the wrong place just didn’t work.

I also happened to learn that I really, really love real estate.

However, it’s not for the reasons you might think. Do I love studying the market, touring homes, and prepping a listing for sale? Absolutely. There is something about the nuts and bolts of real estate that I enjoy tremendously.

Each transaction is different, affording new opportunities to learn. It’s taking the best parts of my time as an educator and applying them to a new and exciting context.

But it’s more. It is SO MUCH more.

It’s stepping into another person’s dreams.

Holding their hand through hardship.

Guiding them through a transaction involving their largest asset. It’s strategy building. Problem solving. Hope bringing. For me, it’s life-giving... a sweet combination of passions and strengths in service to others.

The past 7 ½ years in real estate have also afforded me the opportunity to spend more time with my family. Homeschool my kids during a pandemic. Coach Ellie’s softball team. Lead a home group through our church. Build strong connections and partnerships with other local small businesses and develop ways to engage and serve our community.

That’s how my passion for a client-centered, service-focused, and integrity-driven approach to real estate was born.

It’s never about just the house. It’s always about the people. The family.

Chasing dreams and creating a home.

Contributing to the greater good.

Passionately advocating on behalf of others with uncompromised standards of honesty and virtue.

Our summers at the beach still happen, much like those summers in the mid-1980’s. Spencer takes some time off from his duties as a principal, and I am fortunate to work with some of the best folks in the real estate business who hold down the fort and continue to serve my clients well while I’m away.

Now, I sit in my parents’ shoes. Sandy sandwiches, delicious dinners, “OverUnder”, and night time glow sticks all still happen.

I’m just the one doing the cooking. And packing. But I still get to do the wave jumping.

I am so grateful.

Stacy

Family Fun Zone!

Sudoku

Trivia Question:

Q: What was the date of the first Super Bowl?

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!!

December Trivia Question:

Q: What is the name of Iceland's tradition of exchanging books on Christmas Eve?

A: Jolabokafloð

**Congratulations
Wilson Saunders**

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HAPPY BIRTHDAY!!



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

- | | | | | | |
|-------------------|------|------------------|------|-----------------------|------|
| Caroline Saunders | 1/2 | Micah Downs | 1/14 | Jordan Coe | 1/24 |
| Martine Sapp | 1/2 | Grant Altuner | 1/16 | Rebekah Shullenbarger | 1/25 |
| Chrissy Barnette | 1/2 | Matt Rogers | 1/16 | Michelle Bender | 1/25 |
| Gina Korrell | 1/4 | Terri Cunningham | 1/17 | Amanda Cunningham | 1/26 |
| Justin Fellows | 1/4 | Ashlie Rose | 1/20 | Tyler Walker | 1/26 |
| Kaleb Higgins | 1/5 | Kidan Shifaraw | 1/20 | Tatianna Cartnail | 1/29 |
| Caleb Stillwell | 1/6 | Katie Shapot | 1/20 | Lana Gut | 1/29 |
| Noah Stauffer | 1/8 | Kaci Paulus | 1/20 | Aubrey Coe | 1/29 |
| Tyler Wiles | 1/9 | Hannah Hefner | 1/21 | Julia Hughes | 1/30 |
| Allie Belan | 1/10 | Grace Hostler | 1/22 | Abu Sesay | 1/30 |
| Tiffany Wellbourn | 1/13 | | | Leah Brown | 1/30 |



STORY FROM THE STREET...

The Story of Two Homes

On a hot summer day, forty-six years ago, two homes were just finishing construction. They were very much alike, these two homes. Both had been well built homes with custom contractors, both were ranchers with 3 bedrooms and 2 baths on the main level. Both sat on nearly 3 acres.

Recently, these homes were about to go for sale.

They were still very much alike. Over the years the kitchens and bathrooms were updated and modernized. Their basements had been finished. Barns had been built upon the property. In-ground pools were installed. Hardwood floors were refinished. Patios were installed.

But there was a difference. One of the homes sold for \$595,000. The other was projected to sell for \$525,000.

What Made the Difference?

Have you ever wondered, like I have, what makes the difference in sales price of homes, especially homes that are similar, maybe even identical? It isn't the major features like being a 3 Bedroom Rancher. It isn't that one house has hardwood while the other has LVP. It isn't that one has granite and wood cabinets while the other has quartz and white cabinets.

The difference lies in small details of the house and how it is positioned on the market relative to other homes and its competition.

The Strategy and EXECUTION Team are the reason for the \$70,000 INCREASE!

You see, the 'Flip-It' Strategy by Impact Maryland Real Estate is a unique strategy. It not ONLY puts additional profit in the seller's pocket, it also eliminates time and stress of selling and dealing with improvements yourself. Each seller that employs the 'Flip-It' Strategy receives not only low-stress selling, but additional profits – often TENS of thousands of dollars more than the traditional methods.

Each client's situation is UNIQUE to them and we give each client with white glove service.

What does that look like to you?

That is up to YOU to decide after our consultation, but one of the Strategy's that we help clients with each year – if they choose – is the 'Flip-It' Strategy where improvements and upgrades are made to maximize the sales price and ROI for our client.

A Money-Producing Strategy...

If you, like some sellers, want to achieve maximum price, but don't know how then the 'Flip-It' Strategy might JUST be the strategy for you.

Homes are an asset. A business if you will. Would you be able to sell an asset or a business if there were 3 years of 'losses' on the books prior to the sale. The balance sheet is off. And profits have been in the red?

Heck no.

If you wanted to maximize that asset/business you would clean up the financials. You would invest in the

business, and you would make it profitable before you sold it... If you didn't you would suffer the financial consequences [ie: a much lower sales price].

Your home is no different.

With Impact's 'Flip-It' Program we bring in designers to determine the most profitable improvements that are needed. A design team is paramount is the presentation of your home. From that our team of contractors – who we have vetted for years – come in and make the necessary improvements to get YOU top dollar. We then bring in cleaners, landscapers, our punch-out team JUST before our design team comes back in to Stage and Visually present your home.

And the cherry on TOP?!?!?

Annie Walters, our photographer and marketing coordinator, she visually brings your home to life and coordinates the public facing marketing of your home This home in this example... There was \$32,411 invested and the home sold for \$70,000 more than originally anticipated.

The 'Flip-It' Strategy put an additional \$37,589 in the sellers' pocket. And the best part??? It didn't cost the seller anything.

The seller turned over the keys, left the house, signed a promissory note that they would reimburse Impact the cost for improvements and moved out of state.

This project took 3 weeks to complete. And another 8 weeks to sell, but less than 3 months after shutting the door for the last time.

Impact was able to deliver the seller an ADDITIONAL \$37,589 PROFIT from their home.

About those 2 homes I mentioned in the beginning of this Story they were the SAME home... So what made their price SO dramatically different?

Impact's 'Flip-It' Strategy. An educated seller. An amazing team and its application of the strategy.

Note: This Story from the Street was written in the same format as one of the greatest letters of all-time, referred to as: \$2 Billion Wall St. Journal Letter ("Tale of Two Young Men") by Martin Conroy. The scenario depicted in this story as the 'original property' was the projected sales priced based on no improvements/updates and the owner was given the choice to 'Flip it or Sell it' as-is, and chose the 'Flip it' option thus the 'Sell it as-is' option was a fictitious scenario based on data and experience



Social Media Stories

A round up of fan favorites from the month!

Stacy Delisle, Realtor is at Pumpnickel + Rye.
Dec 10 · Urbana, MD · 🌐

One of the things I LOVE the most about my work is bringing people together. Whether it's at the closing table or in the community, con... See more

Annie Walters and 29 others 13 comments

Stacy Rochfort Delisle
Dec 5 · 🌐

Bye bye, Vero! **Jill** and **Brendan**... your wedding weekend could not have been more perfect! 🍷🌞🌴

Stacy Rochfort Delisle

Stacy Delisle, Realtor
Dec 8 · 🌐

Congratulations Shannon and Andy!! Thank you for entrusting me with the sale of your beautiful **Clarksburg Village** home!

Next up: new home build!

STACY DELISLE, ASSOC. BROKER
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Stacy Rochfort Delisle
1d · 🌐

Here we go!!!!!!!

Annie Walters and 40 others 6 comments

Stacy Rochfort Delisle
6d · 🌐

Merry Christmas from the Delisle house to yours...

This Christmas, the season of perpetual hope... may you find hope in the One who is Hope itself.

137 35 comments

Dana Dudley is with Eric Verdi and 3 others.
Dec 15 · 🌐

Tuesday night was a little different experience for me. It was the first time I volunteered at the Community Table program. It was a very humbling experience for me and I look forward to doing it again. Thank you for allowing me to come with your group EV. We all have so much to be thankful for!

You, Eric Verdi and 44 others 5 comments

Stacy Rochfort Delisle
Dec 16 · 🌐

From Friday morning breakfast... to charcuterie board and brunch.... to pre-drywall inspection. Never a dull moment! And I wouldn't have it any other way 🍷🍷🍷

Sean Mcgrady and 26 others 8 comments

Stacy Rochfort Delisle is with Kelly Hall Sipe at Weinberg Center for the Arts.
Dec 10 · Frederick, MD · 🌐

Girls night to see the Nutcracker!
[#themostwonderfultimeoftheyear](#)

101 3 comments

Stacy Rochfort Delisle is with Spencer Delisle in Myrtle Beach, South Carolina.
4d · 🌐

LONG drive... but we're here!!!! And this kiddo is STOKED!!!!

So proud of his drive, hard work, and perseverance!

Bed soon... two practices tomorrow!

Annie Walters and 67 others 7 comments

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Or Call/Text to 301-646-9625

Testimonials from *Magnolia Monthly* Members...

Working with Stacy was amazing! She was so patient with us. She always answered our numerous questions. She took the time to talk to our kids during the meetings and put up with our puppy stealing her shoes! She walked us through every step of the process and made it seem simple easy. After closing we felt like it was a flawless process thanks to Stacy.

★★★★★ Shannon Taliaferro

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