

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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The 1% Rule

The Compound Effect of Small Habits and Learning to Love the Process

I was pretty sick between Christmas in New Years... missed our family vacation and spent most hours in bed.

Which is good for resting, and thinking. Re-evaluating.

I made the decision this year to commit to 5 small habits on a monthly basis. 3 will never change. 2 will.

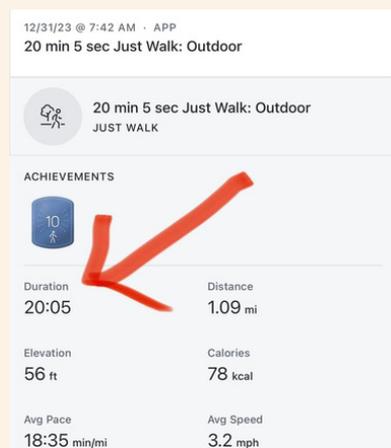
One is to read at least 1 book each month.

Another is to exercise every day for 20 minutes, with my focus being cardiovascular (heart health is a BIG one for me!), but grace for something more simple if needed.

I've committed to getting up early every day in order to accomplish both of these things.

Because guess what?? Doing so also sets my day up for a MUCH better start!!

So on December 31st, I started... a day early because I was stir crazy... And I walked for 20 minutes.



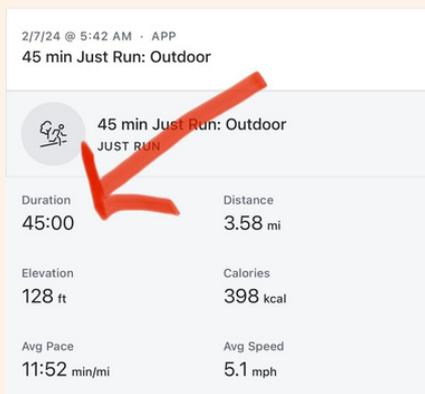
December 31 walk. Slow and steady. But DONE!

The first of many small steps in consistency!

This week? I ran 45 minutes straight.

Slowly... but I did it. It's the longest I've run since my foot surgery and I am just beyond grateful to be able to do it. The morning fresh air is something my soul craves.

Longest run duration in YEARS! This accomplishment felt SO GOOD!



I also completed my longest Peloton ride to date. Like ever... since owning it. For a few years.

I could say a ton about habits and all... so many great books I've been reading (Atomic Habits, Winning the War in Your Mind, and The Power to Change... to name a few).

I'm not a New Year's resolution fan... but small habits?! I'm all about them.

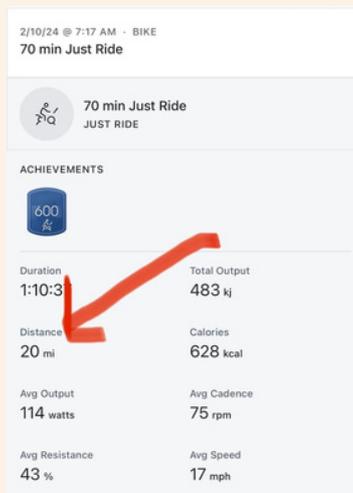
Added bonus: I'm registered for the Frederick Half Marathon in May! By no stretch will it beat my pre-children, pre-surgery, before I hit my mid-40's pace. But walk, run, or some combination of both, I will finish it.

Small habits... BIG IMPACT!!! ❤️👉🏻👈🏻 (Tossing around some ideas surrounding this... so stay tuned)

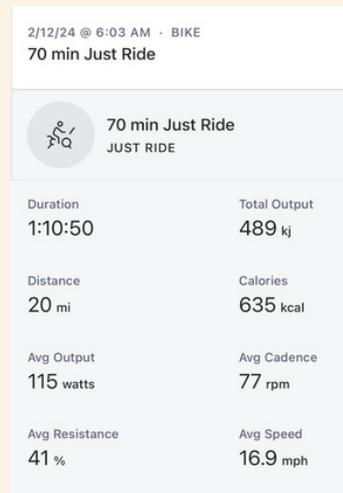
Small habits... a "1 brick at a time" or "1% better" are the stuff that results are made of.

In his book Atomic Habits, James Clear explains the 1% rule as this:

"Getting better by just 1% consistently can build to tremendous improvements, and over time can make a big difference to our success. It's called the principle of 'aggregate marginal gains', and is the idea that if you improve by just 1% consistently, those small gains will add up to remarkable improvement."



See that mileage??



Avg Output = 1% better

By some metrics, that 20 mile ride on 2/12 wasn't quite as good as 2/10. But the one I am tracking is average output. How hard I'm working WHILE I'm working.

And THAT was 1% better.

Sometimes I think we aim so big that it's easy to become discouraged when the results are so marginal and the end goal feels out of grasp.

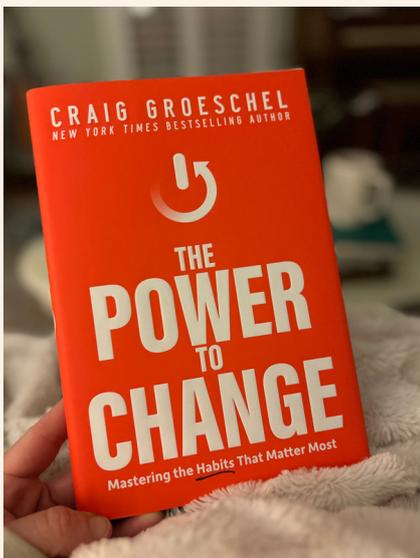
That's why Clear, in his book, also talks about the HABIT as the win.

In his book “The Power to Change”, Craig Groeschel talks about what he calls “fanatical consistency” with small habits. Those things that are simultaneously easy to start... and also so easy to stop. Because the results aren’t easily visible... and they certainly aren’t immediate.

They’re 1%-ers.

He recounts athletes like Odell Beckham Jr, and an incredible one-handed catch he made that amazed everyone. Onlookers may have chalked it up to natural talent and some serious luck... and perhaps there was a little bit of both. BUT. Groeschel goes on to say that reports came out that OBJ has “practiced making one-handed catches—every single day—since he was in high school.” (p.159) It was consistent practice.

Later in the same chapter, Groeschel shares a story about performance coach Alan Stein Jr’s encounter with Kobe Bryant. Stein arrived a little early to meet Kobe at the gym... finding that he had already been there working out, in a full sweat. When Stein asked about this, Bryant answered, “Why do you think I’m the best basketball player in the world? Because I never, ever get bored with the basics.” (p. 160).



If you only pick up and read one book this year, THIS is a GREAT choice!!!

I don’t know about you. Sometimes I DO get bored with the basics. The things that are so easy to start... and then so easy to stop.

That’s why fanatical consistency... relentless commitment to the 1% rule is so important. The hard work and grit... the countless hours behind the scenes that no one may ever see.

And the same is true in real estate. Never boring of the basics. Conscientious commitment to the small things that are foundational.

It’s why you receive this newsletter each month. Birthday cards with scratch offs. (And if you don’t get those... send me your bdays so that you do!)

It’s why it is so important to me to engage my community. Support local businesses. Find win-win-wins that fan the flame of others and allow them to shine.

As English playwright John Heywood said “Rome wasn’t built in a day, but they were laying bricks every hour” ... a reminder of the fact that it requires time and patience to create something big and great.

1% gains through fanatical consistency.

What is it for you?

A physical fitness goal?

Reduction in debt?

Working to save for a down payment?

Perhaps what you want to start isn’t something super notice

Maybe it’s a “stop” habit... like quitting smoking. Drinking. Or Diet Coke (that was for me once, and my seltzer addiction is still alive and well! :))

In the mean time... got a shout out for someone, or maybe even yourself, for something they/you committed to this year? And are doing it??

Text me... I would LOVE to hear from you and celebrate with you!!!

Stacy

Family Fun Zone!

Sudoku

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

February Trivia

Question:

Q: What is the only food that can never go bad?

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!!

January Trivia Question:

Q: In what ancient country were eggs given as gifts on New Year's Day?

A: Persia

Congratulations, Bo Ashton



HAPPY BIRTHDAY!!



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

A missed January birthday: Mary Younger... HAPPY BIRTHDAY!

Averie Persaud	2/1	Jerry Delescavage	2/7	Cody Santana	2/18
Darcy Westcott	2/1	Michelle Ingram	2/7	Luke Chaffman	2/18
Henry Cedillo	2/1	Michelle Talley	2/7	Griffin Herzfeld	2/20
Vince Petrolle	2/1	Piper Santana	2/7	Laila Terrell	2/20
Blaire Guard	2/3	Juliana Armacost	2/8	Rogan Saah	2/20
Christian Downy	2/3	Julie Katon	2/8	Zion Sesay	2/23
Kelly Dean	2/3	Chris Shullenbarger	2/9	Brooklyn Baldwin	2/24
Owen Farley	2/3	Julie Maxsell	2/12	Kamryn Baldwin	2/24
Aiden Winkler	2/4	Jen Scorpo	2/12	David Corob	2/25
Max Cedillo	2/5	Cinthea Neuheisel	2/13	Urooj Fatima	2/25
Carrie Hoffmann	2/6	Frankie Weaver III	2/14	Carol Decker	2/26
Christine Cole	2/6	Amy Rose	2/15	Katelyn Cabrera	2/27
Ellie Cole	2/6	Kalia DeGiorgio	2/17	Melissa Knoepfle	2/28
Rayah Burge	2/6	Matthew Ganley	2/17	Shannon Musser	2/28

STORY FROM THE STREET...

Unreasonable Hospitality: The IMPACT Maryland Real Estate Story

At Impact we are always pushing ourselves, our limits, our experiences so that we can differentiate ourselves from other companies. At the core is that we foster a growth mindset and our agents take that personally in their real estate business. This part of the reason that we have now expanded our operations to 3 different states – Maryland, Pennsylvania, and West Virginia – this laborious process to get licensed in other states helps us better serve PAST and POTENTIAL clients in those regions.

Impact agents also each take their job very seriously and our collective thirst for knowledge is omnipresent.

In addition to expanding our operations to three different states, I am proud to be an Associate Broker in all three of these states! What does this mean? It is the same level of education as the Broker, just a different title... since each brokerage can only have one managing broker. (Think like a school: Principal and Assistant Principal.) A quick Google search says that ONLY about 8% of agents become associate brokers. We are proud at Impact that we not only have our Broker, Eric Verdi, but myself as an Associate Broker, and Eryn Topper is on track to get her Associate Brokers license in 2024.

Having three people in our boutique brokerage who have taken the extra step in time, effort, and investment is INCREDIBLE, and we are super proud of this accomplishment!

This goes to show that we take our profession and those with WHOM we serve with extreme, exceptional care.

We take our service to our clients just as seriously as we do our education.

When YOU are finished with your 'experience' at Impact, we want you WOW'ed at every turn.

We want to assist and care for you and your family, we want you to feel so LOVED and well cared for throughout your experience that you can look back and say – “Impact took a stressful situation (buying and selling), and they made us feel special and comforted throughout our experience.”

We like to use the phrases “Surprise and Delight”... and “Shock and Awe.”

What this looks like on a daily basis is us getting to KNOW you and LISTEN to you and just provide little things – could be a reassuring phone call/text when something goes sideways. It could be picking up your favorite Starbucks before a showing. Occupying your kiddos outside a showing while you view the house. Or maybe a charcuterie at settlement (a personal favorite lovingly arranged by yours truly!). An invite to our client party. Or just a simple note of thanks!

I recently read the book (yes... another one!!) *Unreasonable Hospitality* by Will Guidara – which chronicles how restaurants – yes the serve GREAT food, but they also can have GREAT experiences for their guests! The smallest and simplest of details can have a profound impact on the overall experience and memory.

The old saying, *“People will remember how you made them feel”* is core at Impact!

So, what makes Impact different???? – An unwavering commitment to unreasonable hospitality

In the heart of Maryland, a real estate company named IMPACT Maryland Real Estate is redefining the meaning of home buying and selling, not just through transactions, but by embedding deep, lasting impacts within our community. This narrative isn't just about

selling homes; it's about creating a legacy of trust, innovation, and unwavering commitment to excellence—principles that set us apart from others in the industry.

At the core of IMPACT's philosophy is a belief in doing what's right for the client, a principle echoing the visionary spirit of innovators like Steve Jobs. But it's our unique application of "Unreasonable Hospitality," inspired by Will Guidara's groundbreaking concepts, that truly differentiates us.

Story-Selling: A Home with a Heart

Every home has a story, but IMPACT agents excel in story-selling, creating an emotional attachment between the property and potential buyers.

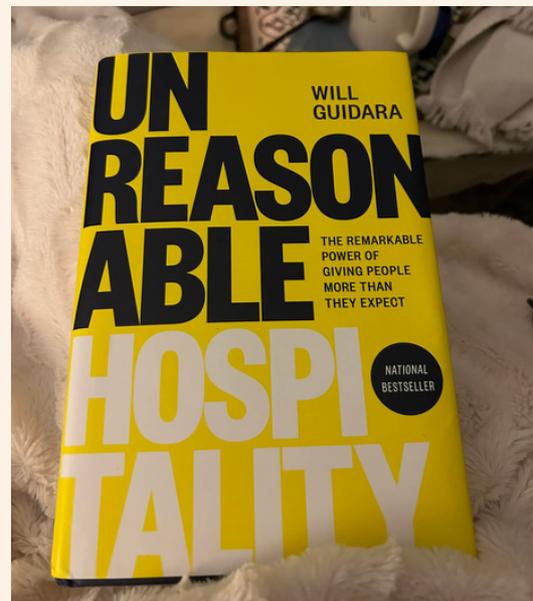
Drawing from Guidara's approach, we focus on the minute details that transform a house viewing into an unforgettable experience. Whether it's highlighting the legacy of a family home or the potential of a new space to create memories, IMPACT agents are masters of evocation, making every interaction not just a transaction but a step into the future of home ownership.

Innovation and Philanthropy: Beyond the Sale

True to our name, IMPACT extends our ethos beyond real estate, embodying Guidara's "Unreasonable Hospitality" by innovating for the good of their community. We are not content with the status quo; like the finest restaurateurs, we seek to anticipate and exceed the desires of those we serve, offering customized solutions and personalized attention that leave a lasting impression. Or, drawing from my education background... just like selecting the resources and tools that are best for each student, we do the same for every client.

Our commitment to community is evident in our philanthropic efforts, where we give back to the communities that have supported us. This aligns

with Guidara's vision of hospitality that goes beyond the expected, creating a circle of giving that benefits all. Win-win-wins. We LOVE those!



Listening and Learning: A Personal Touch

Unlike others who may rely on scripts or sales tactics, IMPACT agents practice active listening, truly understanding our clients' needs, dreams, and sometimes, their unspoken desires. This approach mirrors Guidara's ideal of creating deeply personal experiences, ensuring that every client feels heard, valued, and respected.

At IMPACT, we don't just sell homes; we build relationships and communities. Inspired by the principles of "Unreasonable Hospitality," we have crafted a real estate experience that's not only innovative and personalized, but deeply rooted in ethics and empathy.

In a world where transactions often take precedence over connections, IMPACT stands as a beacon of what's possible when companies dare to think differently, act compassionately, and lead with heart.



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stacy.delisle@gmail.com

Or Call/Text to 301-646-9625

Testimonials from *Magnolia Monthly* Members...

Stacy's grace through the whole process was a huge comfort to us knowing she was behind us. She had our back if anything didn't go as planned and she showed she genuinely cared for our best interest at heart. I can say looking back on this-the reason why she stood out to me originally was because of her kind mannerism she presented when I had met her originally and spoke with her back when our girls took dance classes together. She presented herself as positive, supportive mom who was clearly able to multi-task with a busy work schedule while still being there for all of her children. I'm not sure we would have made it to the closing table without her! I honestly feel any other realtor would have given up on us or caved with some of the crazy issues we faced. They wouldn't have had the energy to argue on our behalf or to push us to move forth such as Stacy did. We are so grateful for Stacy and would highly recommend you choose her too....as you would not be disappointed!

★★★★★ The Hardin Family

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