

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

SEPTEMBER 2021



“Ubers, Weddings, Savannah – Oh My”

I don't know about you but this past month has been super interesting and stressful and frustrating and exciting all in one bundle of joyous 'LIFE.'

The highlight for Susan and I was a trip over Labor Day to Savannah Georgia for her cousin Chelsea's wedding! Susan, being the expert traveler and planner that she is researched and researched and found us this INCREDIBLE Airbnb that was in the heart of Savannah, just one block from center of town and just 3 blocks from the water.

Savannah was a really really cool town with a chill vibe.

It was a combination of a small town feel where businesses and people know and support one another – ala Frederick, and big town feel with a major river and industry running through the heart of the city.

We woke up early on Friday and finished packing and loading the car before driving down to BWI to catch our 8:40 flight to Georgia on Southwest.

Upon arrival we noticed that the security gate that we normally use for Southwest was closed so we had to go to another screening checkpoint. We get down there and it is literally 500 people deep and will probably take 30-40 minutes at a minimum to get through which would be cutting us SUPER close to boarding.

Anyone who has traveled knows the stressors of EVERYTHING!!! Some people relax when they get through all the checkpoints in time for boarding. Some fear the flight and NEVER relax until the land. I'm the first dude.

Looking at the time on my phone and calculating the people in front of us, I start to get really nervous.

At Impact Maryland Real Estate we live by the philosophy that “Stories are the Currency of our Society.” That's why we say, ‘We Don't Sell Homes; We Sell Dreams.’

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If you have friends, neighbors or family members who, like you, are a savvy homeowner who is concerned about how to maximize the value of your investment, and you think they would appreciate IMPACT MARYLAND MONTHLY, I'd be happy to make that happen...and, have it come as a gift from you. Here's how it works: Simply shoot us an email (subscribe@ClientProfitSecrets.com) with your name and the name and address of the person whom would enjoy this newsletter. I'll include a note explaining that it is totally free because you arranged for a free subscription.

It's at that time that someone from the airport comes through and says, the last 10 people, follow me.

Just our luck, and this type of good fortune usually happens to me, Susan and I are one of the 10 people. We just blindly follow this airport employee like the Pied Piper, it was comical, we didn't know where he was taking us, but we knew it was better than where we were.

He takes us back to our original gate and it is like a VIP escort into a club through the velvet rope.

The security person that was so abrupt just a few minutes ago shooing everyone away because she was 'closed', now opened the gate for the 10 of us and we zipped right through security screening.

Then you have that last minute thought about your bag, and everything you packed. Worried about taking off your belt and your pants falling down 😊

Thankfully we didn't get detained and made it through without mooning anyone so the day immediately took a turn for the better.

We arrived at our gate with plenty of time to spare and the stressors of the morning start to subside.

The flight was a completely booked flight so I got to sit in the middle seat as Susan typically like to travel in the window seat on flight.

For ALLLLL the horror stories I have heard recently with airlines and flights, Southwest came through AGAIN!



destination on time and do THAT well and you will have a GOOD business.

No wonder why while other airlines are flailing and failing that Southwest comes through again. They don't do much tooting their own horn, but customers know. Consumers aren't dumb. Relieve the stress of not getting to your

Southwest does JUST that, they eliminate the 'on-time' issue that travelers worry about, and for that, they have FULL flights while others are struggling to get half capacity.

Susan and I arrive in Savannah/Hilton Head airport – way smaller than BWI – and immediately text Susan's brother, David, about how long it was in an Uber. He tells us where to go and what signs to follow to the ground transportation to catch an Uber.

Within 10 minutes of landing, we are waiting outside with an Uber on the way.

We see the Uber approaching... 7 min, 6 min, 5 min...

And then some other dude comes out of the airport in Buffalo Bills garb, we have pleasantries with him about what he is down for – a family get together in Hilton Head – and he says he is waiting for the same type of vehicle we are. I just naturally assume we are doing a ride share thing.

The vehicle arrives, Susan and I pop in the back and the dude sits up front with the Uber driver and off we go.



This Uber driver was part tour guide, part historian, part driver. She was an older African American lady who had also lived in New Orleans but also had family in Savannah, so she would

go between the 2 cities. She was a sweet as the day was long and her vernacular used a lot of sayings that you would anticipate from a woman from the deep south. The ride was a hoot.

At one point she told us about her foot hurting and how she treated it with moss from a tree.

She said, ***“Did you know anything that kills a tree cures humans?”***

I don't know that to be entirely true and haven't asked any medical professionals about it, but she said it convincingly enough, that I'm gonna go with her on that one.

Then a few minutes later our buddy in the front seat, probably approaching 60 years old get a call on his cell phone. You can tell it is someone from his party looking for him.

I feel bad for the man as he is asking the driver her name. 'Are you Mary?' ... 'No honey, I'm Tabitha.'

He got in the WRONG Uber.

Poor guy, but Tabitha was so nice she said...

"I'm one the nice ones in the South. Where you going sweetie?" He told here Hilton Head and she replied, "Let me drop them off first and I'll take you there."

Tabitha was the perfect introduction in Savannah.

She was sweet. She was funny. She was genuine and you could tell she had a good soul.

So, Tabitha drops us off at our destination in the HEART of Savannah. It was basically like being dropped off on the corner of Market and Patrick Street in downtown Frederick.

Our Airbnb, you had to go around to a side entrance, but the location was DIRECTLY one on of the main streets of Savannah and just one block from the walking district that was basically a plaza of stores and landmarks of Savannah.

Once we opened the door to our Airbnb we knew that Susan had picked a WINNER. It was beautiful and had everything you'd want for your home away from home for a couple of days.



We then met up with David and Erica, who arrived the day before for a couple of drinks and lunch before the rehearsal dinner that evening.

The rest of the weekend of was amazing time with Family celebrating Chelsea and Tommy's beautiful wedding weekend in Savannah! The rehearsal dinner was amazing. The wedding was a stunning event. It was a REALLY REALLY fun weekend and it was nice to get away for a long weekend with just my beautiful wife, we had a blast together...

If you've been a reader of my newsletter for any amount of time you know I always try to take snippets from vacation/travel and roll in back into my business.

The more I see Southwest evolve, I REALLY think that Impact Maryland Real Estate is the 'Southwest of Real Estate'.



I've talked before about how Southwest doesn't nickel and dime their clients with hidden bag, food, drink, seat charges – they have a fee and they stick to it. Us, at Impact, we operate the same way. We don't have HIDDEN charges. We don't charge adm/transaction fees, we get paid our commission and don't hide charges. That is why clients love working with us.

This time, coming out of the pandemic I see so many airlines struggling for a myriad of reasons – labor shortage, loss of revenue, on-time flights, cancelled flight. All of this leads to consumer frustration.

Ultimately consumers/passengers care about 3 things:

- 1- Ease of booking/service.
- 2- Getting to their destination on time.
- 3- Safety.

Southwest delivers on ALL THREE.

Conversely, in real estate clients care about 3 things:

- 1- Open, Honest, and Consistent Dialogue.
- 2- Agents doing what they say they are going to do.
- 3- Getting results – whether it is buying or selling – and actually selling the house.

This past month Impact got 2 listings that other agents didn't sell. One particular seller said, "*in the first 3 days of working with you, you have communicated more than the 3 months with the prior agent.*" We pride ourselves on having open, honest and consistent communication.

And with our team of Experts that we have from Contractors, to Designers/Stagers, to Annie, to Cleaners our clients – NOT all the time, we aren't perfect – but a HUGE majority of the time get their desired results.

So, while other companies are flailing and failing coming out of the pandemic, Impact – like Southwest – is thriving because we are delivering what our customers want... RESULTS.

If you are looking for on-time service, look to the Southwest of Real Estate...

Cheers,

Eric

Don't Forget to Have Fun!!!!

September Quiz Question

Q: Which country invented tea?

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.

August Question & Answer

Q: In what year were the first Air Jordan sneakers released?

A: Created in November 1984 and first released in March 1985

Congratulations: Jake Rhindell!

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6					4			

Happy Birthday

Here are September Birthdays from our friends of **Impact Maryland Monthly**. If you have a birthday in September and don't see your name on this list, please email or call us so that we will include your birthday.

Landon Huffman	Sept 1st	Sarah Federico	Sept 10th	Owen Migdal	Sept 20th
Wyatt Migdal	Sept 1st	Pete DiSanto	Sept 11th	Calvin Shoemaker	Sept 20th
Rylie Peirce	Sept 1st	Stacy Allgood-Smith	Sept 12th	Marta Droddy	Sept 21st
Lisa Tan	Sept 1st	Patty McArdle	Sept 12th	Carl Goldsmith	Sept 21st
Yvonne Linger	Sept 5th	Christine Majalca	Sept 13th	Ryan Hornung	Sept 22nd
Reid Sutherland	Sept 5th	Raelynn Eccard	Sept 14th	Jameson Tusing	Sept 22nd
Erica Sacchetti	Sept 6th	Brittany Reaver	Sept 14th	Samantha Koontz	Sept 23rd
Lauren Campbell	Sept 7th	Shane Gorman	Sept 15th	Madison Reaver	Sept 24th
Karlie Hertzberg	Sept 8th	Kelvin Bey	Sept 16th	Susan Verdi	Sept 25th
Paul Gauthier	Sept 9th	Michael Goldsmith	Sept 16th	Silas Cavazos	Sept 26th
Katie Martin	Sept 9th	Bill Long	Sept 16th	Quincy Cavazos	Sept 27th
Ric Saylor	Sept 9th	Ron Martin	Sept 18th	Ed Verdi	Sept 27th
Mike Steele	Sept 9th	Ari Woods	Sept 18th	Bret Buck	Sept 28th
Anthony Verdi	Sept 9th	Colyton (CJ) Cofone	Sept 19th	Loralei Coleman	Sept 28th
		Brady Kunka	Sept 19th		

Be Sure to Wish these Friends a HAPPY BIRTHDAY if you see them.

IMPACTCLUB™

Next Goal... 'One Million Dollars!'



It was a beautiful Summer evening. One where the birds are chirping. People are enjoying even strolls after a hard day's work. Flowers in full

bloom. Carroll Creek bustling with people as the rippling water meanders its way through the place we call home, Frederick.

There is also the other side of the coin.

This time of year with the kids going back to school you have kids coming from broken or dysfunctional homes that all they look forward to is going to get structure for 8 hours a day because there is neglect or abuse in their home. They get 3 meals. They get to see the teachers' smiling faces. They get to laugh with classmates and just be a kid for a few hours a day.

Can you imagine being 7, 8, 9 years old and having to have the weight of the world on your shoulders because your parent/care giver is more concerned about doing nefarious things than taking care of a child?

There are support groups that help raise these children... and they do YEOMANS work, EVERYDAY.

From Aje Hill at I Believe in Me, Inc... to Shari Oster-Scher at Children of Incarcerated Parents Partnership... to the entire crew at Blessings in a Backpack... Aaron Vetter at City Youth Matrix ... to Melissa Golden at Hayden's Heroes... Natalie and her mom at Spanish Speaking Community of Frederick County... to Jack and Chrissi Lillard at Sophie and Madigan's Playground... Ed and MaryLynn Hinde at SHIP of Frederick County (all prior ImpactClub Winners) and the DiSantis at The Love for Lochlin Foundation...

These organization, these beautiful people they are helping raise the at-risk youth in Frederick County. They each play their role. They EACH work together in such a beautiful way that they set their own goals and egos aside to help one another HELP the children!

ImpactClub® Frederick has donated over \$250,000 to charities that specifically help children!!!

ImpactClub® Frederick has donated just over \$522,000 to charities here in Frederick, through 19 events we have raised over half a million dollars, which is amazing and incredible.

Why do I talk about the kids?

Because they haven't made the choice for their situation, they are a product of someone else's struggles, and they shouldn't be burden with THAT struggle. Unfortunately, they ARE! But Frederick is such a great community that we have so many people willing to devote their life, their time, their resources and their heart and soul to others, to help others.

At our most recent event on Tues August 18th, our 19th event, Shari Oster-Scher of Children of Incarcerated Parents Partnership took the microphone and in just 5 short minutes captivated our ImpactClub® members with her story. With

the story of the youths that she helps. I've heard so many wonderful stories, from others, about what Shari does for the youth whose parents are incarcerated. How she goes and sits with the children. How she reads them books. How she cares for them. How she provides HOPE and a LOVING face in their most trying times.



Shari and COIPP walked away with \$31,600 from YOU... From ImpactClub® Frederick... Each of you, each member of ImpactClub® give Shari and her all volunteer team at COIPP the backing to support those children!

Shari thanks YOU from the bottom of her heart!!!

Every quarter ImpactClub® is making an Impact in Frederick. We support those who support others!

THANK YOU!!!

'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.

Presentation MATTERS – The Impact Method

Presentation matters... Impact recently got 2 properties that others couldn't sell and we got AMAZING results!!!

The story that follows is not unusual for Impact 😊

Every morning I wake up early and one of the first things that I do is look at the new listings. It is a fun game that I play with myself to see how other agents present homes. Some are INCREDIBLE and do their client and their client's home justice.

Unfortunately, about 80% of the listings and subsequently, their client's homes, aren't properly presented.

There are 3 main errors that we find:

First is the agent that tries to do the pictures themselves.

They use their iphone or use photos sent to them from their client. This is a horrible way to sell a home. Now we love a good selfie and iphone pictures are great for showing your most recent vacation, your pet, or what you ate yesterday, but iphone pictures are NOT so good when it comes to presenting your most important investment, when trying to sell a \$400k, \$500k, \$800k home.

There are soooo many services and companies out there that do 'professional photography' that if you aren't investing \$400-\$500 to have nice photos of your client's home then you probably shouldn't be in business.

Then there are different levels of professional photography. There are ones that use nice cameras but don't edit and they look sharp and good but they don't POP.

Then there is Annie Main at A. Marie Imagery who is on a different level.

Annie brings 2 cameras to each shoot, one indoor and one outdoor. She brings her tripod. She won't let anyone be on site when she shoots. She won't shoot on dark or cloudy days. THEN she will spend a couple of hours shooting HUNDREDS, HUNDREDS of photos.



VS



The 2nd fail that we see is the order of presentation.

Now, this is an Impact thing... and partners when they come to Impact

learn that one of our Pet Peeves is the order presentation of the photos/property. We HATE when agents look at photos and the first 8 photos are all exterior photos or offer a horrible presentation.

At Impact our photos, we present our listings that the first 5-7 photos are the BEST 5-7 photos of the home and CAPTURE potential buyer's attention so that they save, store, become emotionally attached.

This is a trick that Annie taught us years ago to bring the buyer into the home.

And our photos are done ENTIRELY to get buyers to schedule a showing.

The 3rd Fail that we see is 'presentation' or as other call it, Staging.

At Impact we work with some of the top designers in the area and, frankly, in the country. We 'Scientifically Stage' our homes.

While others might throw in a couple plants. A rug. Some crappy art. I table that looks like they got from a yard sale. Or EVEN worse they don't even attempt to stage.

Our Designers are professionally trained and have a rotating inventory that is on-trend and stylish whether we are staging

a 1930 Southern Style Victorian, or a brand-new townhouse in Urbana.

Our homes, our projects are well thought out and we collaborate on design. Our designers ask us who we think the target buyer will be and then we design and stage accordingly.

All of this leads to SUPERIOR results for our clients.

Impact recently achieved the highest Per-Square-Foot price for a single-family house in Urbana in 2021!!! Because our Designer knocked it out of the PARK... And Annie did a BEAUTIFUL job with her photos and Stacy used the 'Impact Method' when inputting the pictures and listing into the MLS.

And Impact's write up, tell me this is normal:

Maya Angelou said it best: "The ache for home lives in all of us, the safe place where we can go as we are and not be questioned."

Welcome HOME to 3466 Sugarloaf parkway, a stunning oasis of spaces and places where you can come just as you are... to Live. Love. Laugh. And just be. Ideally situated in the sought-after community Villages of Urbana on a magnificently landscaped lot and walking distance to numerous amenities, this pinnacle property lacks nothing. Enjoy morning coffee or an evening glass of wine on the large wrap-around porch with friends and neighbors... or maybe just a good book.

Upon entering, you will be wow'd by the grand, hardwood staircase ahead... one of the hallmark features of the Veranda model by Main Street Homes. A split living room and dining room off the foyer offer endless possibilities for entertaining!

As an added bonus, both rooms feature direct access to the porch. The chef's kitchen features upgraded cabinetry, large island, granite counters, stainless steel appliances, custom backsplash and lighting, and more! Off the main kitchen is a cozy eating area completely surrounded by windows, offering plenty of light! Large family room with stunning stone surround on gas fireplace, complete with build-in storage benches on either side, is the perfect place to read, catch your favorite show, or chat with friends.

Finally, the main level features a custom mud-room addition, complete with built-in cubbies and storage... the PERFECT drop zone and organizational solution for any and everything! Upstairs, the large primary bedroom suite offers plenty of space and conveniences... a welcomed retreat at any time of day!



VS



Three additional, generously-sized bedrooms and a hall bath complete the upper level. The lower level is an entertainer's dream!! Complete with a wet bar, bedroom, full bath, two recreational spaces, and plenty of storage, it's the ideal gathering spot! From movie nights to watching the big game, there's opportunity for it all. Need room for in-laws or an au pair suite? No problem! The lower level is ready to function in that capacity as well!

The backyard sanctuary features a beautiful stone patio, plenty of flat space for yard games, and a variety of landscaping creating a heavenly haven in all seasons! Crepe Myrtles bloom pink and white through the summer, and the Red Maple turns a brilliant red in the fall. Your ache for home ends here.

Tell me this is normal???

Nope this is the 'Impact Method'.

We have 2 recent projects where sellers came to us after other's had

failed to sell their homes. They are beat up. They are frustrated. They are disappointed.

But when they come to us they come referred and then they are all ears to what the 'Impact Method' is.

One particular property was on the market for 43 days with 2 price reductions. Super Frustrated Sellers. They called Impact and we put our team into action and used our 'Push vs Pull' pricing strategy. Guess what?

3 Days On the Market and the sellers received \$8k over list price.

Our second example hasn't settled yet, so I don't want to jinx it. But needless to say, the sellers weren't happy being on the market for 72 days with 2 price reductions.

We brought our Designers, Contractors, Landscapers, and Annie in, and we ended up listing for \$40,000 MORE (granted this was a year later as they tried to sell in 2020) than the last list price that they were on the market.

But when you have a documented approach with documented results – the 'Impact Method' to selling homes the results are never ordinary and sometimes SPECTACULAR!!!

If you are looking to sell, ask around, do your research and PLEASE check out that agent and company's listings to see how they present homes and would you like yours to be presented in the same fashion.

As I said, 20% of the agents do a SPECTACULAR Job presenting homes - just make sure you are finding one of those agents.

IMPACT MARYLAND MONTHLY

with Eric Verdi

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Or Call/Text to 301-514-2403

Testimonials from recent 'IMPACT Maryland Monthly' Members

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

- As a first time seller and being out of state, Impact made my transaction smooth and painless. They took care of everything from cleaning to the staging. All I had to do was accept an offer and sign the paperwork. Would highly recommend! – Eric M.

Eric was extremely knowledgeable, reliable, and a great source of expertise when making decisions pre listing and when deciding between offers, etc. Highly recommend!– Tori and Kyle U.

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