

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

APRIL 2023



## Lessons from the GREATEST Coach of ALL Time

As the clock wound down... 3... 2... 1... and a Championship was won on a successful and undefeated season, it was a very SPECIAL moment!

A Championship, ANY championship, is a process. You might start with the end goal in mind of winning a Championship, but there is a process to get the desired results.

Have you ever heard of John Wooden? The legendary college basketball coach who won 10 National championships and had an .808 winning percentage for his entire career. If you watch any videos of his coaching style or do any research on why he was so successful Coach Wooden had core principles that he coached every day, every week, season after season. And he NEVER deviated from these principles!

*'He never coached his teams to try to be better than their opponent. He simply taught his team to try to prepare themselves to the best of their ability to be the best they could be – and the results would take care of itself.'*

Because he focused on being YOUR best and doing YOUR best he focused on things WITHIN his teams control. He focused on the process of getting his teams better and his coaching was steeped in fundamentals.

**See with Coach Wooden he was only concerned about what HE could control, what HIS TEAM could control.**

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](mailto: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.

I try to do the same with my team.

We have some core principles on both offense and defense that we stick with and I don't muddle their brains with too much.

Offense is spacing, movement, picks and rebounding.

Defense is trapping, talking, defend inside out and rebounding.

A few years ago I had 4-5 plays for offense and what I found was that the boys would think instead of react...

**So midway through the season I changed my coaching philosophy.**

Instead of trying to jam down these plays, I gave them a STRUCTURE and STYLE of how to play and gave them freedom within that structure to do what they wanted as LONG as they did the core principles.

Our season turned around and the kiddos started playing MUCH better.

Last years team, from day 1... NO PLAYS – just a system. And we made it to the championship and probably would have won if our Point Guard wasn't playing in a soccer tournament.

This year's team went undefeated during the regular season and won the Championship game 50 – 21!

When it comes to achieving success in any field, sticking to the basics is crucial.

Whether you're selling real estate or coaching a youth basketball team, focusing on the fundamentals is what will ultimately help you achieve your goals.

**Our Philosophy of Selling Homes at Impact is much the same way...**



In the world of real estate, sticking to the basics means focusing on the three main aspects of selling a home: price, condition, and location. These three factors are the foundation of any successful real estate transaction.

We have 7 Core Principles, but the OVERARCHING philosophy is 'Story-Selling'

IMPACT has Engineered 7 Strategies that our Certified Agents use – *A Superior Approach to Positioning Your Home for Maximum Profit.*

## **Fundamental Strategy #1 – Story-Selling**

**How can you create an emotional attachment to a home?**

You can do this the same way that Steve Jobs built Apple into the most valuable company in the world. The underlying message that Jobs conveyed every time he spoke—and he believed this—was that you, the consumer, would be better because you owned an Apple product.

Strip down all the fancy marketing, all the promotions, the fancy gadgets, and the constant breakthroughs in technology.

EVERY time that Jobs went out to sell a new product, he didn't focus on the PRODUCT itself; he focused on its BENEFIT. And he wrapped and presented that benefit in the form of a story.

In a *Washington Post* article by Michael O'Sullivan, titled "*Filmmaker Alex Gibney on Steve Jobs, Storyteller*," O'Sullivan asks this question of Jobs: "What was he at heart? A Storyteller. That's what his genius was—telling us all a story. His artistry was in telling the kind of story that we would believe, telling us a story to make us want something."

Jobs didn't bore consumers with the mechanics of how the product worked. Frankly, NO ONE CARED. All consumers care about is what BENEFIT they are going to derive from that product.

The major breakthrough of the iPod was actually the computing technology that dramatically increased memory on a physically smaller scale. But when introducing the iPod, Jobs focused on having 1,000 songs in your pocket. And he only revealed that punch line after first weaving ten minutes of an incredible tale.

Sure, Steve Jobs was the CEO of a tech company. But it was the power of story that sold 37 million iPhones, a gazillion iPods, iPads, etc.

When selling your home, take a page out of the playbook of Steve Jobs and come up with the benefits of owning your home (as opposed to the one down the street.)

Instead of focusing on the minor details of the home and every insignificant feature, focus on the BENEFIT to the purchaser. Then, figure out how to appropriately present that benefit.

### **This is accomplished by properly telling your Home's Story.**

At IMPACT, STORY is the fundamental strategy we use to distinguish one home over another. Once a potential buyer reads the stories we create, they never forget the home.

If everything else we can do... The Scientific Staging, The Professional Photos, The Marketing, The Negotiating, The Problem-Solving... All of that is under the principle of STORY!

### **Similarly, in coaching a youth basketball team, sticking to the basics means focusing on the fundamental skills of the game.**

These skills include dribbling, passing, shooting, and defense.

**Dribbling:** Dribbling is the foundation of basketball. Without good dribbling skills, players will struggle to move the ball down the court and create scoring opportunities.

**Passing:** Passing is another fundamental skill that players must master. Good passing skills allow players to move the ball quickly and create scoring opportunities for their teammates.



**Shooting:** Shooting is the ultimate objective in basketball, and it's essential to teach players proper shooting technique. Players who can shoot accurately and confidently will be more successful on the court.

**Defense:** Finally, defense is a critical aspect of basketball. Teaching players good defensive skills can help them prevent their opponents

from scoring and give them an edge on the court.

Whether you're selling real estate or coaching a youth basketball team, sticking to the basics is key. By focusing on the fundamental aspects of your field, you can achieve success and build a solid foundation for future growth. By mastering the fundamentals, you'll be better equipped to handle any challenges that come your way and achieve your goals.

### **At Impact and Coaching Basketball we stick to the John Wooden philosophy...**

We become EXPERTS on what we can control.

Cheers,

*Eric Verdi*

## *Don't Forget to Have Fun!!!!*

### April Quiz Question

**Q:** In the state of Georgia, it's illegal to eat what with a fork?

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.

### March Question & Answer

**Q:** What is the rarest color M&M?

**A:** Brown

Congratulations: Savannah Moore

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

## *Happy Birthday*

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

Keri Bracewell	Apr 1 <sup>st</sup>	John Thorhauer	Apr 8 <sup>th</sup>	Blake Smith	Apr 22 <sup>nd</sup>
Betsy Cavazos	Apr 1 <sup>st</sup>	Laura VanSant	Apr 8 <sup>th</sup>	Lidija Walker	Apr 22 <sup>nd</sup>
Garrett Hamilton	Apr 1 <sup>st</sup>	Paul Goodwin	Apr 9 <sup>th</sup>	Nick Via	Apr 23 <sup>rd</sup>
Ashlun Kunka	Apr 1 <sup>st</sup>	Victoria Love	Apr 9 <sup>th</sup>	Hanna Wharton	Apr 23 <sup>rd</sup>
Quinn McClellan	Apr 1 <sup>st</sup>	Krista Martinko	Apr 9 <sup>th</sup>	Zakir Bagirov	Apr 24 <sup>th</sup>
Melissa Compton	Apr 2 <sup>nd</sup>	Diego Monzon	Apr 9 <sup>th</sup>	Scot Bracewell	Apr 24 <sup>th</sup>
Nicole Goodwin	Apr 2 <sup>nd</sup>	Bonnie Hines	Apr 10 <sup>th</sup>	Me	Apr 24 <sup>th</sup>
Alissa Haynes	Apr 2 <sup>nd</sup>	Laney Kelly	Apr 10 <sup>th</sup>	Dane Sutherland	Apr 24 <sup>th</sup>
Josh Keeney	Apr 2 <sup>nd</sup>	Lauren Kelly	Apr 10 <sup>th</sup>	Mark Wharton	Apr 25 <sup>th</sup>
Jenny Orndorff	Apr 2 <sup>nd</sup>	Jeff Love	Apr 11 <sup>th</sup>	Rick Grubb	Apr 26 <sup>th</sup>
Emmaline Williams	Apr 2 <sup>nd</sup>	Paula Hood	Apr 12 <sup>th</sup>	Sherri Haraway	Apr 26 <sup>th</sup>
Luanne Barnas	Apr 3 <sup>rd</sup>	Sean Quill	Apr 14 <sup>th</sup>	Avery Nunemaker	Apr 26 <sup>th</sup>
Colin Bitler	Apr 3 <sup>rd</sup>	Dror Zaks	Apr 15 <sup>th</sup>	Gavin Drescher	Apr 27 <sup>th</sup>
Joshua Kaufman	Apr 3 <sup>rd</sup>	Roman Monzon	Apr 17 <sup>th</sup>	Ryker Keeney	Apr 27 <sup>th</sup>
Julie Tusing	Apr 3 <sup>rd</sup>	Tate Forsythe	Apr 18 <sup>th</sup>	Mark Temporado	Apr 27 <sup>th</sup>
Kim Lamont	Apr 4 <sup>th</sup>	Austin Pelicano	Apr 18 <sup>th</sup>	Sean Johnson	Apr 28 <sup>th</sup>
Nejat Bagirov	Apr 5 <sup>th</sup>	Farhad Bagirov	Apr 20 <sup>th</sup>	Chris Earp	Apr 29 <sup>th</sup>
Mike Long	Apr 5 <sup>th</sup>	Olivia Rogers	Apr 20 <sup>th</sup>	Steve Linger	Apr 29 <sup>th</sup>
Patrick McCauley	Apr 5 <sup>th</sup>	Marli Sayles	Apr 20 <sup>th</sup>	Andy Bello	Apr 30 <sup>th</sup>
Ella Nguyen	Apr 5 <sup>th</sup>	Christopher Martin	Apr 21 <sup>st</sup>	Wayne Craig	Apr 30 <sup>th</sup>
Cam Smith	Apr 6 <sup>th</sup>	Eric Maynard	Apr 21 <sup>st</sup>	Caleb Lincoln	Apr 30 <sup>th</sup>
Winnie Buckenmeyer	Apr 7 <sup>th</sup>	Kyle Pierce	Apr 21 <sup>st</sup>	Rosie McNally	Apr 30 <sup>th</sup>
Jason Money	Apr 7 <sup>th</sup>	Blake Smith	Apr 22 <sup>nd</sup>	Garrett Vyborny	Apr 30 <sup>th</sup>

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

# '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.

## Discover the Impact Difference: Building Lifelong Friendships Beyond Real Estate Transactions

*"Will you give us some of your commissions?"*

This is a question that we recently got at Impact. To say that we were shocked was an understatement. Especially since Impact doesn't charge buyers ANYTHING for our services when clients are buying a house. No administration or transaction fees. No upcharge in commissions. Impact takes what the seller offers. Sometimes it is 3% and a bonus, sometimes it might be 1.5% - we take what is offered.

We know that buying a home is stressful enough. You have enough going on with your loan, getting insurance, getting title, inspections, appraisals, changing utilities set up, changing your mailing address with the post office... You have HUNDREDS of moving parts and expenses in your purchase. Impact doesn't want to add to that burden - so we won't charge you a dime for our services.

**However, we work our behinds off for you... and NO we won't give you - Mr. and Mrs Buyer - a 'rebate' or some of our commissions.**

We view YOU as FAMILY...

And you will be treated as such.

See, unlike MOST real estate agents we don't view you as a transaction and a pay check. YOU are WAY more important to us than a simple transaction.

**We will be there for you for anything you need...**

You become family. You need a plumber in a year? Reach out, we got your back. A painter to help paint your front porch? Hollar. Want to talk investment strategies on rental properties and grow your portfolio? We have people that specialize in investments.

We are always looking for ways to add value – the

Transaction Selling Model		Solutions Selling Model
Selling skills	→	General business skills
Responsive to customer needs	→	Engages customer as a collaborative partner
Selling, product, price and service	→	Selling customer solutions
Differentiation through products	→	Differentiation through people
Sales revenue focus	→	Customer lifetime value
Buyer seller relationship	→	Trusted business advisor

*Note. Cron and DeCarlo (2009).*

current buzzword is **'Value-Add'** to what Impact offers our clients, our family.

**As you are thinking of buying or selling, KNOW that we'll always innovate to find ways to help you and your family!**

Are you searching for a real estate partner that truly values your needs and desires, and treats you as more than just a transaction? Look no further! At Impact Maryland Real Estate, we believe that our clients are

the heart and soul of our business. We go above and beyond to ensure that each and every client becomes a lifelong friend, receiving unparalleled care and attention throughout their home buying or selling journey and beyond.

We understand that buying or selling a property is an important milestone in your life, and we don't take that lightly. Our mission is to create genuine, lasting relationships with our clients, and we achieve this through an array of exclusive benefits and personalized services that extend far beyond your typical real estate experience.

When you choose Impact Maryland Real Estate, you're not just gaining an agent - you're joining a family. Our commitment to nurturing lifelong friendships is evident in the range of unique perks we offer to our valued clients:

**Exclusive Access to Events:** Our clients enjoy invitations to a variety of exclusive events throughout the year. These gatherings provide an opportunity to see friends – most of our clients become friends with other clients because...

**FRANKLY... we work with some pretty awesome people in all types of industries.**

With varying interests and backgrounds. Our events are more like reunions than some stuffy party. Lots of smiles, laughter and good memories.

**Client Parties:** Who doesn't love a good party? At Impact Maryland Real Estate, we host unforgettable

client parties that bring together our amazing clients for a night of celebration, fun, and of course, the opportunity to strengthen friendships.

**Giveaways and Contests:** As a token of our appreciation, we regularly hold giveaways and contests that provide our clients with the chance to win exciting prizes and experiences. It's our way of saying thank you for being a part of the Impact family!

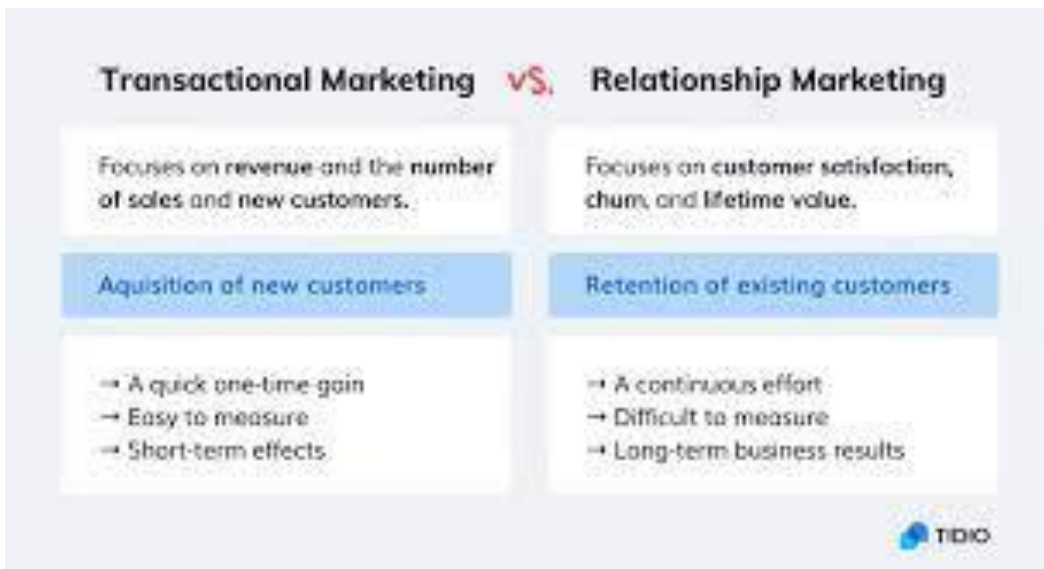
**Birthday Cards and Anniversary Gifts:** We understand that it's the little things that matter. At Impact Maryland Real Estate, we celebrate our clients' special days, sending personalized birthday cards and thoughtful anniversary gifts to let you know that we're always thinking of you.

At Impact Maryland Real Estate, we believe that our clients deserve the very best. While we don't discount our services, we make up for it by providing a unique and unforgettable experience that transcends the typical real estate transaction.

If you're ready to embark on a real estate journey that not only achieves your property goals but also enriches your life with genuine connections and friendships, connect with Impact Maryland Real Estate today. Together, we'll make your property dreams a reality and create lifelong memories in the process.

To answer the question, *“Will you give us some of your commissions?”*

No, because you are TOOOO important to us. You are too special to us for us to discount our services and our relationship.



# 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.

Eric Verdi is with Lois Bowman and 3 others.

April 10 at 4:56 PM · 🌐

Very nice and laid back Easter.... The Easter Bunny made an appearance. Gee's brunch was great. And Nama was in great spirits. Ended the day at the beach!!!



Annie Walters, Janelle Derr Guglielmini and 92 others

7 comments

Susan Verdi is with Eric Verdi.

March 25 at 8:35 AM · 🌐

Awesome indoor track season in the books! Pics from Adidas Nationals and the kids' banquet. Huge thank you to the coaches for all they do. They put in a lot of time to make it a special experience for the boys! Now onto the outdoor season!



Annie Walters, Janelle Derr Guglielmini and 107 others

23 comments

Linda Sacchetti is with Susan Verdi and Eric Verdi.

March 29 at 10:06 AM · 🌐



Like

Comment

Share

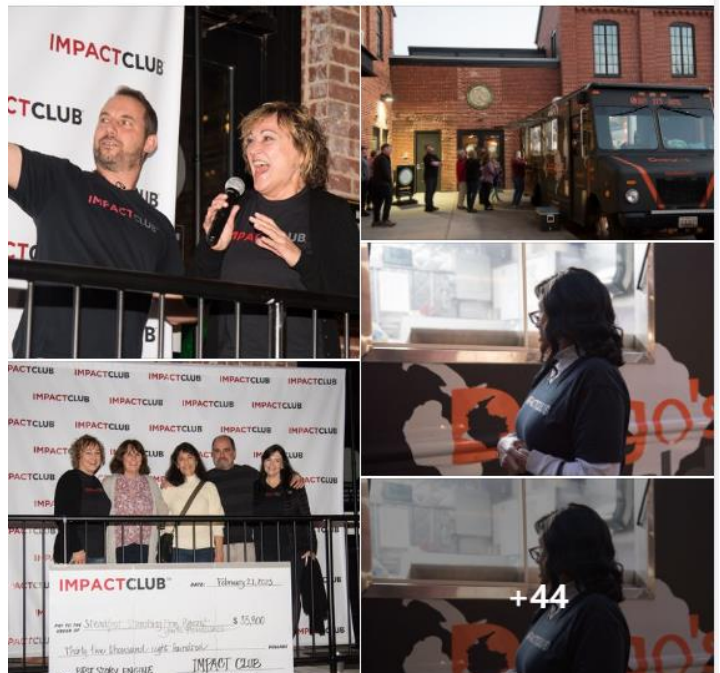
Eric Verdi

February 25 · 🌐

#ImpactInPhotos for Event #25 at Idiom Brewing Co this past Tues!!!

358 ImpactClub® Frederick members committed to supporting a local charity!

The evening was electric as Steadfast, Standing Firm Against Youth Homelessness, Second Chances Garage, and Love for Lochlin Foundation poured their hearts out and shared their stories. Congrats to all 3 for an amazing night and especially to Steadfast for walking away as this quarter's recipient of our donation..... See more



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*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](http://www.facebook.com/impactmarylandrealestate)

- After my father moved into assisted living, my sister and I were tasked with selling his condo. What initially seemed like a complicated venture, ended up being a very easy process. Eric and Stacy came up with a great plan, and most importantly, took on some of the tasks that were daunting. They helped with cleaning out the condo and getting it fixed up quickly. When they finished, and staged it for sale, it was completely transformed. It went off the market in two days and closed a month later. I cannot say enough good things about IMPACT. Jeff. F

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