

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JUNE 2023



Talent + Strategy = Superior Results

If you've been reading the last few months, you know that I've been busy coaching basketball, and also soccer. These Opening Monologues are a way for me to document my journey through life with you. Provide a glimpse into my world and give you my thoughts, what I'm working on... But to keep you entertained. If at any time, you don't want this newsletter anymore – no worries, just let me know.

It takes me 10-15 hours each month to write this and put it together for you and I want you to enjoy reading because I cherish each and every one of you and our friendship. Some of you reading this we have known each other since kindergarten. Some in high school and college. Some, we might have only met in the last few years through your real estate endeavor, and – most likely – you were referred to me by someone else reading this newsletter.

See if all I did was talk about real estate you would crumple up this newsletter and throw it in the trash. Because who really cares about real estate? You do every time you are thinking about moving – you'll start planning about 6 months to a year out and then you will think about it... then you'll contact me and we'll talk 8000 times over a few months... and you'll move and POOF. You are onto the next life event.

Me, I think real estate daily, but that doesn't mean you want to read about real estate every month.

Continued on the Inside...

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.

Thus, I just document my journey through life... Keep you in the loop and look to entertain you. Some months might go a little deep philosophically. Some I might give you insight into a book I'm reading or implementing. Some might focus on ImpactClub®. But they are always what I'm doing or thinking during the month and I'm always thinking about...

HOW can I turn this into a STORY that will Entertain you?

I can't tell you how much JOY I have gotten out of coaching basketball since late November. 3 Different leagues, 3 Different teams, about 25 different players across all 3 teams and we have won all 3 League Championships!!!

I have known most of these kiddos for years and some have been on our team for 3-4 seasons, so they know what to expect from Coach Chris and I.

I've also been able to pick the kids as well. Knowing that I have to get at least one good ball handler/playmaker in the group... at least one player that can put the ball in the net (ie: score) and EVERY kid to play hard.

Once we get the team together, I try to quickly identify the strengths and weaknesses of the players to figure out WHO can do WHAT and to do the best I can to put them in a position to succeed. Yes, during the practices we work on skills to improve individually – this is usually the first half of practice.

Then we'll work on team activities.



Come up with specific tactics and strategies that I feel will be best for us to employ in the games. Using the talent and players that we had as a barometer for what to work on in each session. I coached 2 different teams this spring with different talent levels and different skillset for the players.

HOW I coached them was different. The Urbana team had less experienced players so the drills and instructions were more on fundamentals while the Frederick/BCWB (Basketball Coaches Without Boundaries) team had more seasoned players so running those practices was a little different.

However, with each team, I would try to put them under stressful/pressure situations in practice that would simulate games.

I learned this growing up and being coached hard when I was younger. Put the players in pressure situations in practice to see who rises under the pressure and who gets nervous and doesn't perform as well in those situations.

This prepares them for pressure situations in games.



It also helps me – their coach – have a better understanding of who to play when the games are tight the last 4-5 minutes in a close game.

During this time, it might not necessarily be your BEST players, it is the players who perform the BEST under pressure. Some players just have a gene that they don't get nervous on the bigger platform. And to simulate that in practice gives them the confidence that when it happens during a game that they have succeeded before and have that success to fall back on.

Do we win every game? Nope

Do we make every shot, every pass is on point, every defensive stop down the stretch of a tight game?
Nope

But it isn't for a lack preparation!

We did win both championships in the spring leagues that we were in. The Urbana team won by 12 points and the game wasn't that close from the start as we got out to a quick lead and won going away. The BCWB team we had a lead at halftime and then forgot how to shoot in the 2nd half and were down like 8 with 3 min left. Our boys battled and we made it to overtime. In Overtime we were down 3 with 8.7 seconds left and we hit a 3 pointer as time expired (talk about clutch) to take it to the 2nd overtime. Then we won in double OT.

Could have gone either way, but we won!

We had the talent – which was the first component, then we coached and strategized with the talent to have successful seasons.

We do this everyday in real estate.

I surround myself with talent, with professionals that CARE about what they do, and are VERY good at their job and for the most part let them do their job.

From Painter to Carpet and Hardwood to HVAC to Plumber to Electric to GC to Carpet Cleaners to Designers/Stagers to Marketing to Photography.

It is fun to work with incredible professionals that are GREAT to work with and know what they are doing.

When you surround yourself with KICK-A\$\$ people you don't have to micro-manage. The coaching that I have to do is just coordinating schedules and providing a blue-print and vision for what I want the end result to be and then let them execute.

Coaching a team and managing a team of professionals to get SUPERIOR results for clients is VERY similar. And my competitive nature is to WIN... And winning in sports is black and white, you either get a W or an L. Winning in real estate and with clients isn't as black and white, but it can be the difference in putting an additional \$70,000 – YES \$70,000 in our clients pockets – I'd call that a Win!

Our clients on N. Market St just recently had that W.

We brought in Medardo to paint... Don to refinish hardwood. Jonah for landscaping. Shana for cleaning. Adrienne for design and Staging. Annie to Photograph and Market.

I provided a blueprint and the team executed on our timeframe.... And

BOOM – SOLD with multiple offers \$70,000 above LIST!

Whether it is coaching basketball or selling homes, surround yourself with a great team and coach them when needed, that's what I do in Real Estate and Coaching.

Love you,

Eric Verdi



Don't Forget to Have Fun!!!!

June Quiz Question

Q: What is the LOUDEST Animal on Earth?

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.

May Question & Answer

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

A: Fried Chicken

Congratulations: Shari Scher

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Happy Birthday

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

Sabella Ally	June 2 nd	David Miss	June 10 th	Jarrett Houck	June 21 st
Darren Beachley	June 2 nd	Gabriel Riling	June 10 th	Jane McClellan	June 21 st
Danielle Coleman	June 2 nd	Kady Gamble	June 12 th	Harry Oord	June 21 st
Florence Fox	June 2 nd	Nate Orchard	June 12 th	Christy Steele	June 21 st
Sebastian Legambi	June 4 th	Ellie Short	June 12 th	Stacey Umberger	June 21 st
Lucia Monzon	June 4 th	Tonie Crosthwait	June 13 th	Eileen Antus	June 22 nd
Lynn Grubb	June 5 th	Chris Spangler	June 13 th	Noah Riling	June 22 nd
Inna Hedden	June 5 th	Ben Anstrom	June 14 th	Joe Ostrander	June 24 th
Brian Orndorff	June 5 th	Craig Hauser	June 14 th	Jon Steele	June 24 th
Kim Baker	June 6 th	Peyton Sipe	June 17 th	Barbara Zielinski	June 24 th
Courtney Miss	June 6 th	Erin Gamble	June 18 th	Courtney Kelly	June 25 th
Olivia Gorman	June 8 th	Karyn Houck	June 19 th	Katie Warfield	June 25 th
Noah Nunemaker	June 8 th	Phil Huffstetler	June 19 th	Aaron Ricker	June 27 th
Andrea Willem	June 8 th	Morgan Thorhauer	June 19 th	Tom Miss	June 28 th
Jackie Lamont	June 9 th	Sarah McNally	June 20 th	Emily Oord	June 29 th
Elara Sprtel	June 9 th	Marin Baker	June 21 st	Brigitte Cooper	June 30 th

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.

Why Did You Hear What THEY Said About Us????

When we talk about the #ImpactWay and how Impact is different than other brokerages and our agents are different we don't do this to disparage others, just to point out that our business model IS different.

We have a client centric model that we have built around the philosophy, 'Take Care of Your Clients and YOUR Clients will Take Care of YOU!'

What this means is that we focus about 97% of our energy on OUR clients. Our customer service. Our vendors that SUPPORT our clients. Helping our clients navigate their home sale/purchase. Make 1000 calls/texts on behalf of our clients. Putting out Consistent, Compelling, Content – like what you are reading today – our Newsletter. And that leave us nearly ZERO time to 'prospect' for new clients.

Others they spend 80% of their time prospecting, cold-calling, lead-gen, door knocking, working on their 'scripts'. And then they spend 20% of their time on their clients. They will have an assembly line of showing agents, transaction coordinators that manage their transactions so that they can do their '80%.'

I'm not saying one is better than the other – it is just a totally different model.

What I can tell you is that we spend SO MUCH TIME with our clients. Talking to our clients. Listening to our clients hopes, dreams, concerns that we truly CONNECT with our clients on a different level. And through these ups and downs of a transaction we become very close 😊

We started collecting Google reviews (if you are a client and haven't left one – we would LOVE for you to leave one at www.impactagentreview.com) about 2 years ago and we are closing in on 100 reviews (all 5 STAR, so far) and we plan on doing a celebration for the 100th review. Maybe some giveaway or something,

but 100 reviews in real estate is incredible and we are so thankful for YOU!

I thought what better way to talk about our culture and how we are different than our clients... These are various clients (buyers and sellers... investors and first time clients... all walks of life). If an Impact Agent was specifically named I have changed to [Impact] because the specific agent doesn't matter.

-"Impact had helped us buy our home in MD some years ago, and we were excited to have them help us sell it when we moved north. [They're] super easy to work with, always replies quickly to questions, has a good sense of the market and a fun sense of humor.

We moved out in advance of putting it on the market to give Impact and their team time to tidy it up. They quickly cleaned the yard, made minor repairs, removed some carpet & refinished the hardwood underneath, and painted vibrant walls to a serene, calm color.

The stagers and photographers did an amazing job of beautifully presenting the house, which resulted in a huge amount of interest, quite a few over-asking potential offers and one final, stellar offer which we accepted the day of listing.

The settlement company was super responsive to our numerous questions, and made remote closing a breeze. [Impact] and their team ensured the closing went smoothly, and kindly managed a few last-minute details.

We highly recommend them for anyone buying or selling in the area. For the latter, they can get the house in tip-top shape to quickly appeal to more buyers."

-"[Impact] was the best agent we have ever had, in a long line of experience with other agents in the past. They are sharp and super intuitive about things we would have missed or would have gummed up the works. Impact caught it all and sailed us smoothly through the whole

process of buying our beach condo. They were enthusiastic alongside us and made us feel like we were totally safe in this daunting process. [Impact] is the best.”

–“So glad I found IMPACT they made the entire process, smooth and seamless!!!
Their communication style made what could’ve been, a challenging time in my life very easy and I’m very grateful. I would recommend [Impact] for any type of real estate transaction.

I did not really know if I wanted to sell or lease out my house and [Impact] went through all of my options, including some that I didn’t even know were available. I was pretty worried about the state of the real estate market with rates going up..... and again, I just trusted their advice. I listened, and the house sold incredibly fast at full ask!!!”

–“I can’t thank [Impact] for another amazing real estate experience. Talk about customer retention...this is the third house transaction that I have trusted the IMPACT Maryland team with in the past three years.

If you count close family purchases, we have worked with IMPACT on 5 deals! Their knowledge of the market, their incredible attention to detail and their outstanding communication are testament to their professionalism. They live out their core values as an agency. Clients are treated like family. Every real estate transaction will have a blip or two but there is very little that IMPACT team can’t quickly problem solve.

If you want an agency that is knowledgeable and reliable, I highly recommend IMPACT Maryland Real Estate. They will be there to guide the process from your initial consultation to being by your side at the closing table. Their wider team of experts and connections includes inspectors, painters, plumbers, amazing stagers, incredible photographers, and more. Together Impact Maryland wrapped my whole sale up in 6 weeks and now I am in my forever home. I can’t thank them enough!”

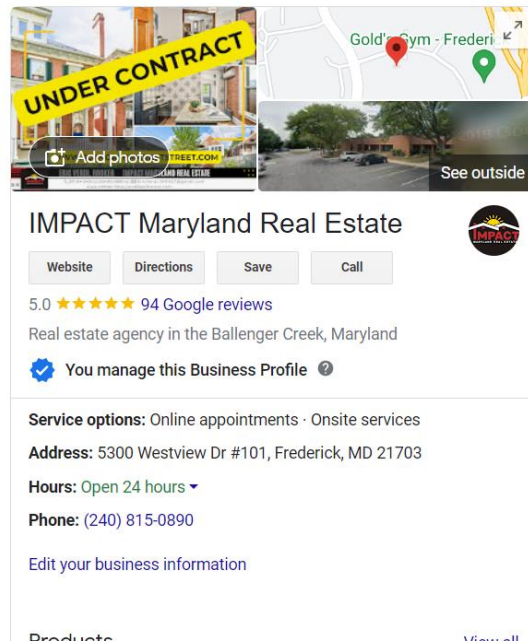
–“After my father moved into assisted living, my sister and I were tasked with selling his condo. What initially seemed like a complicated venture, ended up being a very easy process. Impact came up with a great plan, and most importantly, took on some of the tasks that were daunting. They helped with 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.”

–“We can’t thank [Impact] and their team for their amazing, expedient, highly responsive, courteous, patient, warm, personal, and professional services in the sale of our home. At a time in our lives that was highly stressful, they listened to our needs, calmed and addressed our concerns, and swiftly implemented their full services to help us prep, stage, list, show and SELL our home. They collaborated and continually communicated with us and all other professionals needed to close our sale in an expedient and professional manner. They also went above and beyond to assist us with the personal details and needs related to our listing and closing. We would strongly recommend this team again and again!”

–“From our first visit with [Impact], they took time to get to know us, our circumstances, and put together a plan to help us sell our home of 28 years recognizing we would be a long-distance client. We relocated to Texas prior to going on the market and aside from the normal challenges of selling a home, we experienced a few wrinkles from minor repairs to a well pump expiring a week before settlement. [Impact] always had someone to fix, paint, replace, adjust or repair anything - at a good price and in a timely fashion. Impact connects with their clients and matches those skills with their expertise in the real estate business. Impact gets 5 starts only because they didn’t offer 6. Thank you, [Impact]!”

–“[Impact] is an exceptional realtor that far exceeded our expectations. They negotiated a contingent offer in an extremely competitive market and then sold our townhouse within days. They deftly and patiently guided us through the complex and nuanced process of home buying. Their reputation, relentless work ethic, and extensive local knowledge of Urbana and the surrounding area gave us an undeniable advantage. Impact and their team were always available to us whenever we had questions or just needed advice (I don’t think they sleep). They were truly a pleasure to work with and we could not recommend them highly enough. A+++”



Save the Date!



CLIENT APPRECIATION PARTY!!!!

Saturday, August 26, 2023

5-9pm

Holly Hills Country Club



More details to follow...



IMPACT MARYLAND MONTHLY

with Eric Verdi

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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

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We highly recommend them for anyone buying or selling in the area. For the latter, they can get the house in tip-top shape to quickly appeal to more buyers. – Mike F. and Debbie B.

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