

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

DECEMBER 2023



The Days are LONG but the Years are SHORT!

'The Long Game'

In a few weeks we will embark on 2024 where undoubtedly lots of people will start the new year with a resolution. Some to work out and get fit. Some to eat healthy. Some will want to wake up early and read for self-improvement. Some will put a system in place for laundry. Some will make it a goal to stop drinking.

However, 99.5% of the people who set these goals will NEVER achieve these goals!

Not trying to be Debbie downer here, but that is the reality and what I have witnessed over my 47 years on this earth.

I am ALWAYS amazed and bewildered why some people are successful and achieving great things while others are stuck in the hamster wheel of life.

There is a common thread between those who achieve success and those who do not.

Consistency and Discipline.

I love that people have goals they want to accomplish, and they come out of the shoot sprinting 100mph on January 1st. They feel GREAT.

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.'

HEADLINES

- The LONG Game Pgs. 1-3
- Dec Birthdays Pg. 4
- Don't Forget to Have Fun Pg. 4
- Stories From the Street – 'Back to Basics' Pgs 5-6
- Social Media Stories Pg. 7
- What Recent Members said about their experience with our Company. Pg. 8

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.

Then on the 2nd there is so much positive momentum they do the exercise to achieve the goal again.

For most that first week is a success!

Then something happens and it goes back up to consistency and discipline. A life event happens. A kiddo gets sick. They stub a toe. They have a hiccup at work. They get hungry on way home at work and stop by McDonalds for a 'quick snack.'

You know what I'm talking about...

Then this lapse leads to another lapse. Then another.

And that momentum that you started the year off with and had the first week is completely GONE!

POOF. BLAMO. GONE.

And you are back in the hamster wheel of despair.

Change doesn't happen overnight, and it takes discipline to move the needle of change.

You have to show up Day after Day after Day, which then turns into a week. A few weeks go by and you

notice massive improvements. Then a few months go by and you hit a lull but at this point you are invested in the process of improvement.

The 1% a Day theory.

And 6 months, a year later... The change is NOW your routine and part of your life. Then when you achieve success you will see the years click by because of the change.

I see this all the time in business. Someone starts a new project and is gung-ho and kicks butt for the first few weeks, then there is a setback and they just QUIT.

Lack of Discipline.

Had they been persistent and consistent in their approach then they wouldn't have just quit. The small achievements would have become engrained in their success.

Take this excerpt from my most recent book, 'Secret of the 3 C's'

-----I want to touch on the concepts mentioned in the book, *The 1% Rule* by Tommy Baker.

The 1% Rule is based on trying to improve a little bit every day. Instead of trying to make massive gains, do a little bit every day to reach your goals. This concept follows up nicely with what we've already covered in Chapter 18 about outlining your day, week, month, and then achieving your annual goals by boiling them down into smaller pieces.

Why the 1% Rule?

In the book, he mentions how when we feel like we're moving forward, even if it's incremental



A friend sent this to me, Ant winning News Post Athlete of the Month.

progress, it can help us to stay motivated. We remain inspired and stay on track to keep going and continue making progress towards our goals.

Doing so can also help improve our emotions while performing meaningful work. And the more we experience progress, the more creative and productive we become in the long run.

If you can do something every day, even if it's only for 15 or 30 minutes or an hour, it doesn't have to be a ton of time. Whether you're working on improving your business or life, or you're writing content, by doing a little bit every day, you will see positive results.

Think about what happens when you're not working on those \$1,000 - \$10,000 activities. Your day is then filled with low-priority \$10 - \$100 tasks, leaving you no room for anything else.

If you wake up every day and you don't have your list of high-priority items that you need to work on, then you're going to spend your day answering text messages and emails. You'll be taking care of client problems when someone else could be handling those tasks for you.

What this comes down to is that your goals and vision should be respected and treated in that manner. By following the 1% rule, you will have a reminder that keeps you going even when you don't feel like it. It will give you inspiration

In the book, it states that “the amateur sits around waiting to be inspired while the pro creates inspiration.”

Are you inspiring those around you? Are you inspiring yourself? Are you creating a movement? Are you producing consistent, compelling content for your audience? Are you inspiring your audience? Remember that throughout this book, I've mentioned how you should connect, inspire, and influence your audience.

When you're focused on inspiring and on a bigger purpose, everything else that may be going on in

your life dissipates and goes away because you're purpose-driven. When you have that purpose, you can compel others and inspire them. Make sure you focus on your list of high-priority items a little bit every day, and you can accomplish anything.-----

This discipline for improvement comes about in small increments but can lead to massive success. Take my son, Anthony – who I have written about many times before – on his improvement in running (Cross Country and Track.)

Last year he teetered between 7th and 8th on the team – the cutoff for varsity is 7th. So he ran some varsity races but most ran JV.

This summer he had the discipline and foundation to train on his own running 30-50 miles a week. Each day. Every day. He would follow the schedule his coach laid out.

Overtime the running became easier.

And this season he was consistently the #1 runner on the team. He won 2 meets. Made all county and was the athlete of the month.

This all came about because of his consistency!

Success takes discipline and doesn't happen overnight!

As they say... The days are short but the years are long.

Don't Forget to Have Fun!!!!

December Quiz Question

Q: Michael Jackson teamed up with what notable guitar player for the 1982 song "Beat It?"

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.

November Question & Answer

Q: In What Country did the first Starbucks open, outside of the US?

A: Japan

Congratulations: Brad Ranneberger

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

Happy Birthday

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

Shannon Gorman	Dec 1 st	Laura Haraway	Dec 14 th	Keith Tapley	Dec 21 st
Cole Hamilton	Dec 2 nd	Ryan Fletcher	Dec 15 th	Angie Keeney	Dec 22 nd
Abby Cooper	Dec 4 th	Jacob Kaufman	Dec 15 th	Christy Steele	Dec 23 rd
Steven Barnas	Dec 5 th	Veronica Lawrence	Dec 15 th	Paula Smith	Dec 24 th
Jason Lincoln	Dec 5 th	Kathy Ricker	Dec 15 th	Jarrett Coleman	Dec 25 th
Kari Whiteman	Dec 5 th	Jack Wharton	Dec 15 th	Mike Vanwagenen	Dec 25 th
Sean Tusing	Dec 6 th	Katrina Hallein	Dec 16 th	April Miller	Dec 26 th
Lisa DeShazo	Dec 7 th	Ellie Baker	Dec 17 th	Paul Scott	Dec 27 th
Carson Call	Dec 8 th	Debbie Birnby	Dec 17 th	Linda Hogentogler	Dec 28 th
Ethan Houck	Dec 9 th	Nathan Hollis	Dec 17 th	Ed Sanbower	Dec 28 th
Hayden Nguyen	Dec 11 th	John Hanna	Dec 18 th	Erin Gamble	Dec 29 th
Dustin Williams	Dec 11 th	Steele Buckenmeyer	Dec 19 th	Cindy Delbrook	Dec 30 th
Dan Yohn	Dec 12 th	Claire Murphy	Dec 19 th	Evelyn Zeitz	Dec 30 th
Teresa Kuhn	Dec 13 th	Amanda Sherwood	Dec 21 st	Carolyn Dogum	Dec 31 st
Bryan Beachley	Dec 14 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.

Getting Back to Basics: A New Era for Real Estate Agents

Prioritizing Clients in a Challenging Market

In the ever-evolving world of real estate, adapting to market changes is crucial. As agents, our foundational principle is to always prioritize our clients and find ways to innovate and adjust based on the current market.

However, with a 30% decrease in sales year over year, it's time to revisit our roots and adjust our strategies.

We get asked every day about the market and what is going on. Long story short. There are still buyers that want/need to buy and need housing. People always need housing, but the volume of buyers has diminished because housing is NOT as affordable when rates are 7% as compared to 3% 18 months ago.

On top of this, sellers aren't selling and moving to a new home unless they 'have to'. The 'want to' moves have slowed to a crawl.

People have a hard time going from a \$350k townhouse where they are paying \$1800/mo to a 'move up' house for \$500k when there payment will not be nearly \$4,000/mo. It just doesn't make sense.

This is why sales are down – in our opinion.

There is more of a balance of Supply and Demand now.

From 2019 to mid 2022 there was an in balance the Supply/Demand pendulum. There were basically 10

buyers for every house that was sold. This made for a very interesting time for buyers and sellers, as you can imagine.

The End of Quick Sales: A Shift in Dynamics

Gone are the days when listing a property guaranteed a flurry of offers within 24 hours. The current market demands creativity and a proactive approach. It's not just about listing homes; it's about making them irresistible to potential buyers.

Open Houses: Generating Buzz

One effective tactic is hosting open houses. These events are more than just showings; they're about creating excitement and drawing in those buyers who might still be undecided. An open house is an opportunity to showcase the property in its best light and interact with potential buyers

directly.

What we are seeing is people coming through and 'window shopping' but then seeing features and finishes in the house and THEN deciding they might want to move.

The more people we can get through the front door, the higher the likelihood that we can get a potential buyer to make an offer.



We have sold MORE homes than ever this year through Open Houses!

The Art of Pricing: Striking the Right Balance

Pricing a property is more critical than ever. Overpricing can deter potential buyers, while underpricing may no longer lead to bidding wars, a common phenomenon in the past three years. The key is to find that sweet spot – a price that's attractive to buyers but also reflects the true value of the property.

The Importance of Accurate Pricing

In today's market, receiving multiple offers is not a given. Often, you might only get one or two, making it essential to price the property correctly from the outset. A well-priced home can still attract serious buyers and result in a satisfactory sale.

Enhancing Property Appeal: Standing Out in a Competitive Market

With buyers becoming increasingly selective and the overall cost of housing rising, making a property stand out is crucial.

The Full-Service Approach – Impact's Documented Approach: Design, Renovation, and Marketing

At Impact, we take a comprehensive approach to listing homes. This involves bringing in our skilled team, including a designer, contractors, a photographer, and a marketing team. Together, we

transform each property into a '10', ensuring it shines in the market.

Adhering to Core Principles: Doing Right by Our Clients

In this shifting landscape, our commitment to our clients remains unwavering. It's about more than just making sales; it's about ensuring that each client feels supported and satisfied with the outcome.

Collaborative Strategies for Success

Staying ahead of market trends and collaborating with our partners allows us to develop innovative strategies. These strategies are not just about adapting to the market but thriving in it, ensuring we always deliver the best to our clients.

The real estate market may be changing, but our core values remain the same. By getting back to basics and focusing on what truly matters – our clients – we navigate these new challenges with professionalism and dedication, ensuring success for our clients and ourselves in this dynamic landscape.



One of the features that Annie has added is on some properties we have found it beneficial to add a 3D layout design of the property to help buyers visualize how they might live in the home.

Social Media Stories

Eric Verdi is with Susan Verdi and 3 others.
November 24 at 12:31 PM

From Frederick to Ocean City, we celebrate 2 AMAZING humans who impacted so many lives in their short time on this planet 🙏
We Love You and Miss You!!!
[Warfield Brothers Foundation - ZJ5K](#)
(Alex and I are Quarantining - we are fine, just taking precautions)



Susan Verdi is with Ed Verdi and 7 others.
November 12 at 1:15 PM

Go get yourself some coaches that give 150%, focused and driven teammates, and a network of supporters to cheer you on, and you will have a brotherhood for life!
CMC Champions ✓
County Champions ✓
Regional Champions ✓
Best UHS XC finish at States (4th) ✓ ... See more



Stacy Rochfort Delisle, Ed Verdi and 176 others

58 comments

Eric Verdi
November 15 at 7:30 AM

What an electric night at [Attabo Barrel House](#) for Event #28.



Annie Walters ▶ [IMPACTCLUB](#) Frederick
November 15 at 7:02 AM

Good morning! What an amazing Event #28 - courtesy of YOU! 🥳
Photos posted soon to an album! 📷

Eric Verdi is with Susan Verdi.
November 27 at 7:22 PM

This ornament is the reason I remember we got married in 2002. lololol



IMPACT MARYLAND MONTHLY

with Eric Verdi

3295 Prices Distillery Rd.
ljamsville, Md. 21754
240-815-0890



For Inquires AND Referrals contact:

EricVerdi.Impact@gmail.com

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

TESTIMONIAL



"Eric Verdi of Impact Maryland Real Estate was an invaluable asset in the sale of my Mother-in-Law's home estate after her passing. During this difficult time, Eric was a very calming influence to our family, and the sale was conducted in a most timely, professional and efficient manner. Eric and his very capable team provided our family a relatively seamless, trustworthy, turnkey process that provided us a very rewarding experience. He comes with my highest recommendation." - Swan Family, Google Review, Oct. 2023