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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

DECEMBER 2017



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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## **The M.R. Duck Theory:**

'Inspiring "Sidelines Style" Loyalty in Your Team'

Remember the movie Jerry Maguire from 1996?

Chances are the first thing that pops into your head when you hear "Jerry Maguire" is the classic "Show Me the Money!" scene.

You know the one. Cuba Gooding's character Rod Tidwell is jumping around in his kitchen trying to get Maguire, Tom Cruise, to yell "Show Me the Money!" at the top of his lungs.

This scene is powerful, man. It gets you to love both characters in less than five minutes. But it's not this scene that best captures the purpose of the movie, in my opinion.

I want you to think back to when you first saw the movie (or rent it and watch again - trust me it's worth it.)

Now, here's the scene I want you to pay attention to. It takes place near the end of the movie, while Maguire (Cruise) is on the sidelines. Tidwell (Gooding Jr.) takes a massive hit in the end zone which knocks him unconscious.

*Continued on the Inside...*

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.

This leads to Jerry calling Tidwell's wife Marcee, played by Regina King, in order to keep a line of communication open and make sure that she stays calm. Only she's not calm. She's hysterical on the phone and worried her husband may be seriously hurt.

You can almost hear her voice crack when she says, "Jerry, this family doesn't work without him."

There is clearly a lot of trust there. No way would she react that way to another player or manager on the field. At this point, Jerry's not an agent. He's family.

**I realized a long time ago that this was the only kind of business I want to be a part of, and build - the family kind.**

It was the summer of '96 and I was a sophomore at Salisbury University. I was looking for a job when my buddy Brian gave me an "in" at a local bar in Ocean City called M.R. Ducks (not named after the Mighty Ducks). Even back then, I knew relationships were crucial to my success. (It's always who you know, not what you know, am I right?)

Thanks to my buddy Brian, I was the new barback at M.R. Ducks and loving every minute of it. I wasn't even 21 yet, but we had a blast.

The owner, Mr. Lewis, would always come in and check on us to see if we needed anything. Sometimes he would take us out on his boat to go deep sea fishing. I would hang out with the other two barbacks, Block and Harvey, and the bartenders Tammy Jules and Nina on our

days off or after we closed the bar. They were all like family to me. It was such a good atmosphere. But, I'm the kind of person who's always striving for more and looking for that next challenge. So, instead of being the one filling the ice tub or taking out the trash, I wanted to be the one pouring the drinks.

**When the summer of '97 rolled around, I took a job interview to be a bartender at The Carousel Resort.**



If you have ever been to M.R. Ducks in Ocean City then you understand what a cool bar with a personal touch. There is ALWAYS a good time to be had a Ducks.

It was also in Ocean City but a completely different atmosphere than M.R. Ducks. While M.R. Ducks had a laidback, family vibe, The Carousel was as corporate as corporate could be. There were procedures, chains of command and a strict dress code. Everyone wore suits and there was always a "higher up" for anything you needed.

**I had to make a decision right then and there. *Did I want a promotion? Or did I want to keep working in a warm, family environment?***

If you know me now, you know what choice I would have always ended up making. I decided not to give into corporate temptation and to put family values over my ambition. I made the decision that the family atmosphere was more important to me.

And I didn't regret it one bit.

You see, I didn't need anyone to "show me the money." I just needed to come into work every day knowing that my boss gave a damn and that I had a good relationship with everyone around me. After all, that's the kind of thing that will get you through the ups and downs and everything in between.

**I want to know that the people I work with will stand by the sidelines with me when I need them to, and I want to be able to do the same for them.**

That's exactly the kind of business we're building at Impact Maryland Real Estate. We're not some big corporate entity where decisions come from the top, and everyone has to fall in line. We're here to help each other out. Sure, we might rub each other the wrong way or get on each other's nerves from time to time. That just proves that we really are *family*.

Just like I was loyal to M.R. Ducks because of how they made me feel, I want to inspire that same loyalty in my team. And, just like Mr. Lewis, I strive to spend time with my team outside of work. The team that blows off steam together kicks butt together and achieves better outcomes for our clients.

**The family atmosphere is vitally important to everything we do at Impact. We're all looking out for each other, pulling for our clients and pulling in the same direction.**



Our annual pilgrimage to find the 'perfect' Christmas Tree. Unlike past years, this year's weather cooperated and we had a very enjoyable day at Gaver Farm.

You see, you're either inspiring loyalty in your team members, or you're inspiring fear. And fear only goes so far. I want to build an atmosphere where we can be honest with each other because we all know we have each other's back. I don't want anyone to be afraid of the "consequences" when they don't "fall in line." I want them to be motivated to push boundaries, push barriers and achieve the kind of record breaking successes for our clients that no other team in Frederick can beat.

By the way, there are a million studies that show how much more effective camaraderie and teambuilding is than fear and scare tactics. Some call it the "Google Theory" because of how much success Google had building a family mindset. But I call it the "M.R. Ducks Theory."

At M.R. Ducks, we had the kind of bond that money couldn't buy – literally.

**That is the kind of bond you want to build in your business. Through the highs and the lows, you want someone who will stand on the sidelines like Jerry Maguire did for Rod Tidwell.**

The Impact team is loyal to each other because we know we all share the same vision and the same goals. We take care of each other so we can all take better care of our clients.

***Who do you have standing by the sidelines? Who's gonna make that Jerry Maguire call for you? Is your company following the M.R. Ducks theory? Or are you more like The Carousel?***

# Don't Forget to Have Fun!!!

## December Question

**Q:** He reigned over the German state of Prussia from 1740 to 1786. His people called him "The Great," for he brought great military prestige to his country after the Seven Years' War. Who was he?

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 Carabba's, Outback, Bonefish.

## November Question & Answer

**Q.** The Pascaline, invented by Blaise Pascal in the early 17th century, was a mechanical type of what device?

**A:** Calculator

Congratulations: Tim Foster

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

Morgan Covert	Dec. 1 <sup>st</sup>	Bryan Beachley	Dec. 14 <sup>th</sup>	Angie Keeney	Dec. 22 <sup>nd</sup>
Shannon Gorman	Dec. 1 <sup>st</sup>	Laura Haraway	Dec. 14 <sup>th</sup>	Becky Maerten	Dec. 22 <sup>nd</sup>
Cole Hamilton	Dec. 1 <sup>st</sup>	Veronica Lawrence	Dec. 15 <sup>th</sup>	Chris Steele	Dec. 23 <sup>rd</sup>
Brick Buckman	Dec. 3 <sup>rd</sup>	Jack Wharton	Dec. 15 <sup>th</sup>	Ellie Whitting	Dec. 25 <sup>th</sup>
Johnny Brosnan	Dec. 3 <sup>rd</sup>	Katrina Hallein	Dec. 16 <sup>th</sup>	Grace Maerten	Dec. 26 <sup>th</sup>
Jimmy Fiertter	Dec. 3 <sup>rd</sup>	Stephanie Gentile	Dec. 16 <sup>th</sup>	Paul Scott	Dec. 27 <sup>th</sup>
Tammy Artman	Dec. 4 <sup>th</sup>	Stephanie Davis	Dec. 16 <sup>th</sup>	Doreen Green	Dec. 28 <sup>th</sup>
Abby Cooper	Dec. 4 <sup>th</sup>	Austin Clime	Dec. 16 <sup>th</sup>	Erin Gamble	Dec. 29 <sup>th</sup>
Steven Barnas	Dec. 4 <sup>th</sup>	Rylie Reaver	Dec. 17 <sup>th</sup>	Emma Phelps	Dec. 29 <sup>th</sup>
Pam Seiter	Dec. 6 <sup>th</sup>	Ellie Baker	Dec. 17 <sup>th</sup>	Eric Murr	Dec. 29 <sup>th</sup>
Sean Tusing	Dec. 6 <sup>th</sup>	Debbie Birnby	Dec. 17 <sup>th</sup>	Linda Edrington	Dec. 29 <sup>th</sup>
Lisa DeShazo	Dec. 7 <sup>th</sup>	John Hanna	Dec. 18 <sup>th</sup>	Cindy Delbrook	Dec. 30 <sup>th</sup>
Rachel Maerten	Dec. 7 <sup>th</sup>	MK Keefe	Dec. 19 <sup>th</sup>	Clancy Murphy	Dec. 31 <sup>st</sup>
Peyton Reaver	Dec. 13 <sup>th</sup>	Claire Murphy	Dec. 19 <sup>th</sup>	Garrett Wolf	Dec. 31 <sup>st</sup>
Cassy Roderick	Dec. 13 <sup>th</sup>	Keith Tapley	Dec. 21 <sup>st</sup>		

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

# IMPACT CLUB™

## \$91,400 Surgically Infused in to Frederick

On Tuesday November 14<sup>th</sup> we hosted the 4<sup>th</sup> Quarter Impact Club at our partner facility, The Blue Side Tavern, in downtown Frederick. The night, it was ELECTRIC!!!

There was something special in the room this evening. A sense of community, a sense of comradery, a sense of a greater purpose.

When we started back on February 22<sup>nd</sup> we weren't quite sure where this would lead. People came and they were excited but they weren't quite sure how to act and how to interact with one another.

Remember in Middle School, where there were groups of 4-5 people and those kids all stuck together and didn't talk to anyone else. They didn't know people that weren't in 'their group' and they all kind of stuck together.

That was Impact Club Frederick at the first event. Even though the donation to Heartly House was incredible at \$18,200 and by the end of the night when the check was presented to them the walls between the groups started to break down and we started to become one.

This time, you could sense it from the beginning as members poured into The Blue Side, that the members had 'broken down the walls' and new

friendships and relationships have formed throughout the 4 events this year. There were hugs, handshakes, meaningful conversations between people who didn't know each other before Impact Club.

That is the power of the community of the Impact Club. We meet once a Quarter and have a MASSIVE impact with one local charity, but more than that we hang on every word of all 3 charities that present. We get to hear their Story. We become emotionally attached to ALL 3 of the presenters and their respective charities. At the end of the night, yes one charity has a great donation, but all 3 have shared their Story with 265 friends.



What a night!!! Shari and the entire team at COIPP was blown away by your generosity.

The common theme between Impact Club members is a purpose to something greater than themselves. And those walls, those barriers between the different groups, once you come into the Impact Club is broken down. We are all ONE. We are for a common purpose of doing good and making an impact in Frederick. And we... you are doing just that. Nearly \$100,000 has directly

affected THOUSANDS of those in need in Frederick and for that, **I THANK YOU!!!**

See you in February!!!

**"We Interview Frederick Business Owners,  
Entrepreneurs, and Thought-Leaders  
To Bring Frederick Residents The Best Advice**



**From Our Community's  
Brightest Minds"**

**FREDERICK  
ADVICE GIVERS  
PODCAST**

Interviewing  
Our Brightest Minds

with host:

*Eric  
Verdi*



## **Still Nervous After 123 Times [Coming Soon]**

J-Rock and I recently started a new format of interviews. A new journey. A new venture. Using our existing platform. We are STOKED because we know that this is going to be an incredible way to showcase local business owners and entrepreneurs get their story out to a larger audience.

We are rebranding, innovating, and re-releasing Frederick Advice Givers on multiple platforms. Yes, we are still going to be a Podcast, an interview, and will still be on iTunes, iHeartRadio, Stitcher and everywhere that Podcasts play...

But with the hire of Rock as our Chief Content Officer I have put a lot on his plate from the start and a massive part of this endeavor is to add video components to the content we produce. You've seen the Property Videos already and they are incredible. Now with the Podcast we are going to add a Video component to our interview. J is working on production quality now and setting up the intro. We did a 'mock interview' with Hashtag the other week to give Rock some footage to play with. Yesterday we sat down and went through the mock-up video. I had a few suggestions, he had a few, and this gave us a good foundation to work with as we roll out for real.

We have 10 business owners lined up December interviews, guests that have been on Advice Givers before. I have a nervous excitement about how this will play out.

I'm in the process of re-working not only the format for Advice Givers, but the questions that we ask. We had a great run of 123 Episodes under the current format, but now I want to offer more, to dig deeper, to help other business owners share their Story. I need to become better at extracting deep and meaningful answers from our guests.

I'm spending this weekend watching and listening to others and their interview style to try and come up with the best questions...

I'm nervous about this, even though I've interviewed 123 times and we have a great set-up of questions I want to do better, and we will.

So, stay tuned as we start rolling out the 'NEW' Advice Givers.

I've got an entire new format with new Questions...  
Have a Great Holidays

Cheers...

# 'Stories From The Street'

by Eric Verdi

**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.

## #reviews [the lifeblood of our culture]

I've introduced you to Brittany Reaver [nicknamed Hashtag] before. She's a vibrant mother of 3 beautiful girls that keep her on her toes at all times.

Hashtag came over to us just a few months ago, but her impact on our team was felt immediately. She keeps things loose in the office and her personality is such that she doesn't get rattled. (I think this comes from raising 3 young girls that are free spirits themselves) Anything that she encounters within a real estate transaction is NOTHING compared to what she encounters at her home.

Having not known Hashtag before this summer I'm still learning her mannerisms and if she is joking around or serious. I don't have a good hold on her yet, but I'm getting to know her better.

Hashtag has a strong desire to help her clients. It's almost as strong as her infectious laugh. She is starting to carve her own niche with her clients and within our company. She recently had a few transactions, but one stands out above the rest as she helped her brother, Mike, and his girlfriend, Eleanor, buy a home.

But not only buy a home... later that day after purchasing Mike proposed. So now they are starting their lives together in a new home that Brittany worked her butt off to get them!!!! (that is Mike, Eleanor, and Ari – Eleanor's son) in the above picture.

This is what Mike had to say:

*Brittany Reever is the best, hands down. From the start she had our best interest at heart. Not only did she understand exactly what we wanted but there was zero pressure to buy. Brittany showed us houses over the*

*course of a year until we found exactly what we dreamed of... if not better. The house we bought was only on the market a day thanks to Brittany's quick response time. She also referred us to Ryan Weinstein who handled our loan and made sure we were taken care of every step of the way. When all was said and done we could not have been happier with the outcome. To take it one step further Brittany also helped with my plan to turn my girlfriend into my fiancé the day we closed on our house. Unique experience all the way around from a team of experts. I would highly recommend these guys to anyone looking for someone they can trust.*

Brittany also recently helped another young couple purchase a home, although they weren't 'blood family' like Mike and Eleanor, because of Brittany's motherly ways they quickly became 'family' to her and to us.

Kim had the following to say about her buying experience:

*Me and my boyfriend decided that it was time to get a house together. We first got in contact with Ryan W. to figure out numbers and once we were ready to look, he introduced us to the amazing Brittany R. She made the process of house hunting so easy! Any time a house would go up for sale we would get notified and if we saw a house we wanted to check out she was more than happy to set it up for us! Any questions or concerns we had she would always get right back to us. We never felt rushed or uncomfortable, she understood it was our first home so she helped us out every step of the way!*

Great Job Hashie... Keep up the good work!!!

If you've got a similar story with our company and would like to share, you can review us at Facebook... [Facebook.com/impactmarylandrealestate](https://Facebook.com/impactmarylandrealestate)

Have a GREAT Month!!!

# IMPACT MARYLAND MONTHLY

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## Testimonials from recent 'IMPACT Maryland Monthly' Members

• I initially worked with Dawn Klinko of Impact Maryland Real Estate. She was upfront, honest, and very responsive. She took time to go through the detail of the house upon walk-through. She was very knowledgeable of repairs needed and other aspects of the house that she noticed. She's very professional and takes time to answer each and every question we had.

It's important to note that when you have a realtor agent from Impact Maryland Real Estate, you actually have the support of not just one amazing realtor, but a team of them. From the whole process we had the pleasure of working not just with Dawn, but also with Susan and Eric of Impact Maryland Real Estate. They complement and back each other up in helping us make the home buying process a wonderful experience. Starting from our first visit of the property it took less than a month and we had our keys. With their help our dream of owning a home was realized quick and easy. I can't sing enough praises for Eric and his team at Impact Maryland Real Estate, they are the best realtors you could ever ask for. – Howard A.

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