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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

NOVEMBER 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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## Hard Work Pays Off – 2 Kids. 2 Traits. 2 Life Stories...

This month I want to write about 2 examples where Hard Work pays off. You know me well enough by now that you understand I take small examples in life to teach Anthony and Alex. This month I want to talk about hard work and the ability to put your head down and accomplish a task. How hard work pays off.

Alex, he is playing football for the first time this year. He is 8 years old and they play tackle football for the Urbana Mini-Pony team.

These kids and coaches take it seriously. The coaches yell. The coaches expect the kids to know the plays. The coaches said lightly, are 'harda\$\$es.'

Some parents don't like their style... But I know that it will make Alex mentally tougher. Having a 6'4" former D1 player 'instructing' in a loud voice will make him stronger mentally. Some kids, they recoil at tough love... Not Alex... He understands, and the coaches constantly reiterate this, that they are all on the same team and that they have each other's back. But they don't go light on the kids. They expect them to do the drills right. To know the plays.

*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.

When Alex started in Aug. He struggled with the concepts and with his skill level, having never played before. But his enthusiasm never waned. He kept trying, but his skill level wasn't where the other kids were.

They have their first scrimmage and they have 80ish plays... and Alex played maybe 5 or 6 snaps. As a parent I was disappointed that he didn't get a 'fair shake'... But since I coach other teams with both boys. I trusted in the process. I know the coaches and are trying their best, but it was still hard to see him sitting on the sideline 90% of the scrimmage.

They have this rule that everyone has to play 6 plays a game. So the first couple games.. Alex plays 6-10 plays (out of 60ish). But he doesn't become discouraged.

**He keeps working in practice. Listens to the coaches. And practices HARD all the time.**

He's getting better...

And the last couple of weeks his playing time has increased steadily over the past few games. On Wednesday night at the 'picture night' the coach pulled Alex aside and told him he would be starting. He came home with a HUGE smile. He was so excited that he made it to starting.

His hard work from not knowing the first thing about football to starting in just 8 weeks goes to show you that hard work and not complaining pays off!!!

The coaches, they are harda\$\$es, but they are fair. They reward the kids who practice hard and improve.

Now, I can always use this as a life-lesson for Alex. "Remember how hard you worked at football and you went from not playing at all to starting... the reason...



Alex had a GREAT first year playing for the Urbana Hawks

you kept your mouth shut, did what the coaches said and became a starter."

**There is a life-lesson for us all!!! HARDWORK pays off.**

The next example comes from Anthony at school and what one of his teachers did after some kids complained about the homework and how hard it was.

"It was too hard," they said...

Anthony came home the other day upset. Upset that he busted his a\$\$ on Tuesday night and then everyone got the same grade on yesterday.

Let me set the stage. About 8p after coming straight home from school, working on a fundraiser for school and chorus for an hour. Then getting dinner.

Anthony and I headed to soccer practice. (with travel, we were gone from 5 to 8p). He gets home at 8p and one of Anthony's friend's moms texts Susan about how hard the Social Studies homework is.

So Anthony and Susan start the homework. And it is FREAKING hard. But Anthony digs in and busts his butt, figures out what the teacher wants, does research... and for the next hour and a half he GSD's.

Susan never said, "Anthony, that's too hard just give up." See, in the Verdi household, you don't QUIT. You might not like your situation but you freaking deal with it and DO YOUR BEST. If your best is not THE BEST, that's fine. But atleast you did YOUR BEST and that's all that we ask....

As by boy Jocko would say... "GOOD" - Go to Youtube and type in '**Jocko Motivation Good**', it's only 2 minutes)... it will give you context.

So the homework was hard.... GOOD

So you had to work extra hard.... GOOD

So it was unfair... GOOD

**Couldn't be prouder of Anthony. He put his head down and DID THE WORK.**

But what happened the next day was UNFAIR, in my opinion.

There were a handful of kids that came in and didn't finish the assignment and complained to the Teacher

that “it was too hard”... “we didn’t understand”... And the one’s that completed the assignment the agreed that “it was hard”, but they found a way...

But the Teacher, she felt bad once she realized how hard the assignment was and she gave ALL THE KIDS THE SAME GRADE!!!!

Anthony learned a lesson and he and I discussed this when he got home. Remember, I am always looking for these life lessons to teach my boyz. Well the one yesterday was 1- Life’s not fair. (that the kids who work their butts off, then have to ‘distribute the wealth’ to those who DID NOTHING and gave up. And 2- Don’t worry Son. It shows true character when you can finish a task that others can’t.

So, what do we say to this teacher that is teaching kids to just give up when it is too hard and she’ll reward EVERYONE with the same grade?

## GOOOOD!!!!

Because of her lack of ‘big picture of a bigger life lesson’ I was able to teach Anthony 2 valuable lessons yesterday.

Just recently Susan and I went away for a 2-week trip to Italy and a Mediterranean cruise which I will write about in a future issue of the newsletter. It was an amazing trip. Beautiful sites. Ancient cities. Incredible history and learning. It is something that everyone should do once in their lifetime. Susan found a great deal about a year and a half ago and we were able to talk our friends Gaylen (G-Love) and Pete into going on the trip with us.

During our trip we were 7-hours ahead of everyone else in Maryland. So as they were just starting their day, ours was ending. And the most active time of the day it was our night time, our dinner, our hanging out so the interaction with my company was minimal. SueMart and I touched base on a nearly daily basis, but it was a quick text or email just to catch up on big ideas. The daily activities, the minutia of the day I was hands-off.

## And you know what?

Everything was handled perfectly. Our clients they were well taken care of. Our Partners and SueMart could overcome every obstacle while I was away.

Navigating through 4 settlements, 6 new contracts (which meant 6 negotiations with our clients and the other party), and multiple inspection and contract issues. They handled every situation amazingly well.



The boyz tradition of going Trick or Treating with the Sipes is always a great time. Best part is going to see former daycare, Cia, as the first stop. #lovefamily

## You know why?

Because everyone that I have hired. Everyone in my organization has 2 traits that I cherish and put above almost everything else. Resumes don’t matter. I don’t care how many homes you sell. Awards mean CRAP to me. What matters is a) are you a hard worker and b) can you GSD?

These life lessons that Anthony and Alex were taught are the same traits that I look for in people and once you find those people. Hold onto them. Treat them well. That’s why I can go away for 2 weeks and not have to worry about anything because of the people I have associated myself with in my company.

I have a problem with people who can’t GSD and *FIGURE IT OUT...* And as our Organization grows going forward if you have those 2 traits, then welcome... If you don’t... ‘BYE FELICIA’

you see. That house that we are selling, we have put in hundreds of hours on that particular house and thousands on our Approach to maximize value.

So, when looking for a company. Do your research and find one that invests and can bring practical application to your home selling process.

Cheers!

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

## November Question

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

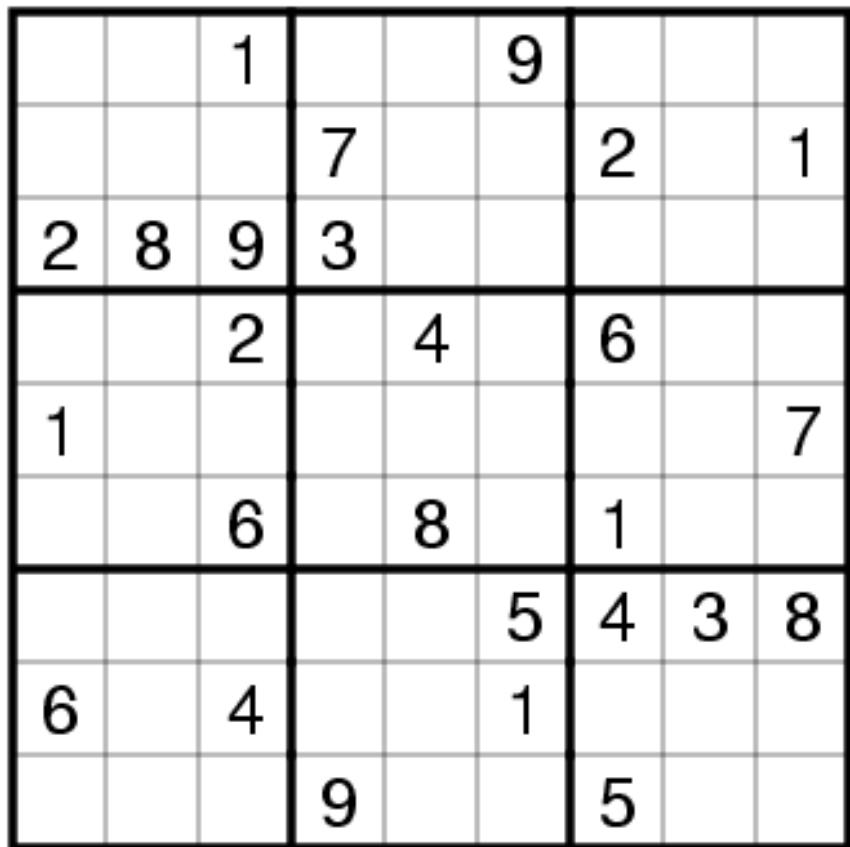
Everyone who texts, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$25 gift certificate to Carabba's, Outback, Bonefish.

## October Question & Answer

**Q. What is the largest species of terrestrial crab in the world?**

**A: Coconut Crab**

Congratulations: Anna Carroll



## Happy Birthday

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

Brian Edwards	Nov. 1 <sup>st</sup>	Paul Greenwood	Nov. 11 <sup>th</sup>	Jacksyn Fandel	Nov. 20 <sup>th</sup>
James Knowlton	Nov. 1 <sup>st</sup>	Daniel Barnas	Nov. 12 <sup>th</sup>	Carmen Monzon	Nov. 20 <sup>th</sup>
Ella Risbeck	Nov. 2 <sup>nd</sup>	Barrett Shoemaker	Nov. 12 <sup>th</sup>	Brandon Fandel	Nov. 21 <sup>st</sup>
Carlos Sayles	Nov. 3 <sup>rd</sup>	Steve Cohen	Nov. 13 <sup>th</sup>	Mattie Darby	Nov. 21 <sup>st</sup>
Annie Walters	Nov. 3 <sup>rd</sup>	Caroline Maerten	Nov. 14 <sup>th</sup>	Emberleigh Keeney	Nov. 21 <sup>st</sup>
Stephaine Murphy	Nov. 3 <sup>rd</sup>	Trish Lopacienski	Nov. 14 <sup>th</sup>	Beryl Long	Nov. 22 <sup>nd</sup>
Harper Reaver	Nov. 3 <sup>rd</sup>	Ella Edwards	Nov. 15 <sup>th</sup>	Isabella Tan	Nov. 22 <sup>nd</sup>
Steve Robertson	Nov. 3 <sup>rd</sup>	Shelly Simmons	Nov. 15 <sup>th</sup>	Beth Eccard	Nov. 25 <sup>th</sup>
Sydney Sutherland	Nov. 4 <sup>th</sup>	Kim Chambers	Nov. 15 <sup>th</sup>	Bill Keefer	Nov. 25 <sup>th</sup>
Haley Hornung	Nov. 5 <sup>th</sup>	Brynn DiSanto	Nov. 15 <sup>th</sup>	Tres Kelly	Nov. 25 <sup>th</sup>
Jocelyn Hornung	Nov. 5 <sup>th</sup>	Jos Long	Nov. 15 <sup>th</sup>	Leslie Reen	Nov. 25 <sup>th</sup>
Rick Grubb	Nov. 6 <sup>th</sup>	Trevor DeLauder	Nov. 16 <sup>th</sup>	Josh Grubb	Nov. 27 <sup>th</sup>
Grant Kelly	Nov. 8 <sup>th</sup>	Rachel Reitz	Nov. 16 <sup>th</sup>	Payton Hanna	Nov. 29 <sup>th</sup>
Amber McCauley	Nov. 9 <sup>th</sup>	John Throckmorton	Nov. 17 <sup>th</sup>	Dario Cavazos	Nov. 30 <sup>th</sup>
Jordan Yeager	Nov. 9 <sup>th</sup>	Robert Shoemaker	Nov. 18 <sup>th</sup>	Kerah Fouts	Nov. 30 <sup>th</sup>
MJ Rawlett	Nov. 10 <sup>th</sup>	Avery Edrington	Nov. 18 <sup>th</sup>	Julie Martinez	Nov. 30 <sup>th</sup>
Aleena Steele	Nov. 10 <sup>th</sup>	Tiffany Moore	Nov. 20 <sup>th</sup>	Kat Bruechert	Nov. 30 <sup>th</sup>

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

# IMPACT CLUB™

**SAVE THE DATE – November 14<sup>th</sup>**

Cannot believe that 2017 is winding down. What a great, wild, impactful year we've had. If you have been with the Impact Club since the first event on Feb 22<sup>nd</sup> at The Blue Side Tavern then you have watched the evolution of the Frederick Chapter of the Impact Club.

That first meeting, the check-in process was horrendous as people had to wait up to 30 minutes to sign-in for the event. Food was late coming out. The speaker system was not the best, but we made it through that night and at the end of the event an \$18,200 check was donated to The Heartly House. The room was electric. Three incredible and deserving charities shared their Story with you.

The second and third events were much smoother as we finetuned our processes and systems for running and event where 150-200 people come into a room for an event. Having donated \$64,900 to 3 outstanding charities this year is INCREDIBLE. It is because of Each and EVERY member of the Impact Club that we are having unprecedented impact in Frederick.

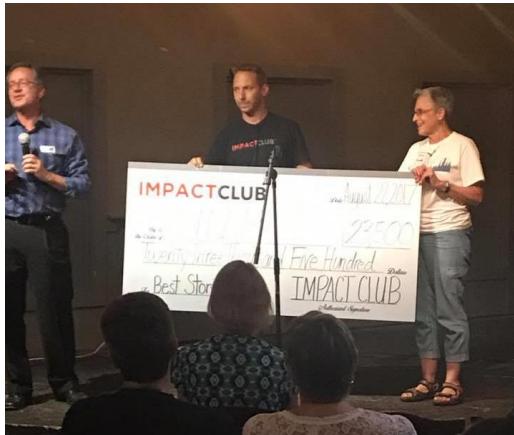
Starting the Impact Club I knew there was a need and there were MANY charities that did amazing work. But what I didn't realize is that the fundraising for these charities was a struggle. I spoke to quite a few of these organizations and for them to receive a \$2,000 - \$3,000 donation was huge for them. To get committed donations is a struggle for charities.

**What the Impact Club is doing. What you are doing is helping fill that void.**

Each Quarter when we meet for an hour we combine forces with the other #impactventurecapitalist in Frederick and turn our \$100 donation into something

MUCH MUCH MORE powerful. See, \$100 that won't go very far. But when you pool it with other like-minded individuals you can put a huge dent in a charity's fundraising goals for the year. Speaking to and meeting these leaders of these local nonprofits/charities they make it a point of letting me know just how amazing Impact Club is and how \$18,000, \$23,000, \$27,500 (which we should hit this quarter) infuses HOPE, it inspires others to do good and to follow suite.

**If you are a member of Impact Club, you ARE making a difference.** I want to personally let you know that your commitment is so very appreciated by these non-profits.



Evan Routhzahn, who told a compelling, heartwarming, and emotional story about his daughter Avery at the 3<sup>rd</sup> Quarter event made it a point to let me know just how much presenting to Impact Club meant to his family and to FRIENDS, his charity. Even though he was not the ultimate winner of the event, his Story and the Platform to present to over 200 local caring and compassionate members of our community was so very appreciated and everyone who presents walks out with something they can use forever... A video documentary of their Charity's Origin Story.

Current and soon-to-be Impact Club Members make sure that you mark Tuesday Novemeber 14<sup>th</sup> on your calendar as our 4<sup>th</sup> Quarter Event will be held at The BlueSide Tavern again. The official event starts at 6:30 with registration starting at 6p. If you are not yet a member, register at [www.ImpactClubFrederick.com](http://www.ImpactClubFrederick.com) .... Also – keep your peepers peeled as I will be asking for you to nominate your favorite charity or charities soon.

**Thanks for all you do. Cheers!!!**

"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



## 8 of 'em said, "I'm IN"

### (Update on New Podcast Format... You interested?)

I sent this message out to 10 peeps the other day. 10 Entrepreneurs/Friends that have been on Frederick Advice Givers.

Hey.

*Have had such success with the Podcast... and have been studying how others are doing it and they are incorporating Video. Then we will have the audio Podcast and a Video too that we can take across multiple platforms. Full Video on Youtube... Highlights on FB... Snippet on IG...all to help get the word out about the business owner.*

*I just hired a full time Director of Communications/Videographer to head this project. We would come to you unless you don't want and then we would record at my office. Thought about you for the 1<sup>st</sup> batch.*

Interested?

Would record end of Nov., first of Dec.

8 people responded almost immediately after I sent them the message and said they were in and honored to be included... 2... waiting to hear back from them.

This is going take Advice Givers to another level! We are stoked to start this new project.

On Monday, the long search for a Director of Communications ended. We hired Jay Harkcom, J-Rock, full-time. It's exciting to bring the Marketing/Content Distribution in-house. Jay's official title is, '**Chief Content Officer**' He is in charge of growing the marketing department, which will, in-turn benefit my partners and then eventually other business owners.

J-Rock has been shadowing me this week and I think he is quickly realizing the pace to which we work is different than his former job. From meeting to meeting to meeting... from phone call to phone call... from putting out various fires. It's non-stop. But he will do great as he is a quick learner.

So, those 8 people all said "YES, count me IN!"

Now, looking to fill out the first 16 spots I will reach out to more people. Looking to have all 16 recorded by the end of the year so that we can release over the first quarter of next year while recording new episodes...

So...

**If you are a business owner or prior Podcast guest and want to be in the first batch of interviews, then let me KNOW and I can get you signed up... Just holler (ie: email me)**

Cheers!!!

# '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.

## #getitrightgetittight

We have a saying in our company #getitrightgetittight. We came up with this a few months ago, it was Brittany, who we lovingly nicknamed 'Hashtag' because of her propensity to post pictures (and selfies) on Instagram using MANY # (hashtag sayings). Brittany is the Queen of the Hashtag and we can basically take anything that we talk about in the office and add a # in front of the saying to add emphasis or just to get a laugh.

### **Brittany was working with us for a few weeks when she came up with #getitrightgetittight one day.**

Now, let me explain the origin behind the hashtag. See, most in real estate they take their 60 hours of classes, they pass a test, they then need to go and actually do business. And they go one of a couple ways here: first, they join a mega team/agent and are fed crap leads. Or they go on their own and try to get their own business with little or no supervision from the company. Or the company has extended training on how to cold call, door knock, and learn better 'scripts' so that you can become a public beggar.

I would say that 95% of agents entering the business come in one of these 3 ways. Have you ever thought that maybe there is a reason why 80% of new agents never make it to their renewal period 2 years after getting their license? The structure is destined to fail.

With our agents, we put them through an 8-week mental 'bootcamp'. Think Navy Seals for Real Estate. This is done to get their minds in the right frame. We do things TOTALLY different in our company. First, we get their mindset right, and then we teach them how to properly write a contract with addendums, and all of this is done with serving the client as the #1 criteria in EVERYTHING we do. Everyone else spends 80% of their time chasing new 'leads, cold-calling, and lead-gen' that their service to their current clients takes a back-seat. With us – the content is in place. The book,

documenting our approach... the case-studies... the newsletter... the media company that all our partners/agents job is to do is to take care of our clients and DO YOUR JOB CORRECTLY.

Brittany, she has been licensed for 4 years with another brokerage. One that you would recognize, maybe the largest in the US. And she was on a team, first as an assistant and then as a referral agent, and finally as an agent.

One of the first things that she learned when coming over to Impact Maryland Real Estate was the contract. What EVERY paragraph meant. What EVERY addendum meant. Why you fill out certain areas while not filling out others. It is IMPERATIVE for anyone in our company to know what they are doing and the ramifications of filling out a contract properly. I'm lax in many areas, but having a contract done CORRECTLY is priority 1A in our company. - After a month at our company Brittany said that she had learned more in that month than she had learned in the entire 4 years at the 'other' company.

She had someone explain to her the 'why' behind the contract and 'how' to properly execute a contract, NOT just how to fill in some blanks without having any context to it.

SueMart and I are constantly stressing to our partners to take your time and understand what your clients are signing and why... We would tell Brittany to 'tighten up.' Meaning make sure your contract has all the necessary addendums and filled out properly.

One day after telling Brittany to 'tighten-up' she said, "getitrightgetittight" and that saying has stuck. We even had shirts made with the #getitrightgetittight on the back.

So next time you see us wearing one of the shirts you will know the origin story behind the shirt.

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

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## Testimonials from recent 'IMPACT Maryland Monthly' Members

- Impact has been a pleasure to work with and was extremely helpful with us finding our dream home! They worked all hours for us and made the process for us seamless. We highly recommend Impact for all of your real estate needs. Thanks!!! – Doug and Allison K.
- Impact is extremely knowledgeable about the real estate market and his attention to detail is second to none. Impact along with their business partners Staged Above and Sendsible Solutions/ A.Marie Imagery work hard to make sure your home is show ready. – Brad and Janeen B.

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