

**"HOW TO THRIVE IN EVERY KIND OF MARKET"**

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**THE**

**ERIC VERDI**

**LETTER**

NEWS TO SAVE YOU TIME AND MONEY

FEBRUARY 2017

After 14 years, I have broken the mold and focused on providing a "Value-Driven" Approach to selling homes.



### **HEADLINES**

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### **Impact Club™ – Can I Count on You?**

Wow!

I unveiled Impact Club™ last week on Facebook with the post below and the feedback has been OVERWHELMING. The Video has had over 4,000 views and we currently sit at 80ish members for our first Impact Club™ meeting on Feb 28<sup>th</sup>.

I need you to join us... The community needs you... The local Charity needs you...

Can I count on you?

Read below as this was the direct Facebook post that is taking Frederick by Storm. If you haven't seen the video yet, head over to my FB page. Then register at [www.ImpactClubFrederick.com](http://www.ImpactClubFrederick.com) and I'll see you on the 28<sup>th</sup>.

\*\*\*\*\*

The Original Post from FB on next Page:

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, who you think would appreciate The Eric Verdi Letter, I'd be happy to make that happen...and, have it come as a gift from you. Here's how it works: Simply shoot me an email ([Eric@ClientProfitSecrets.com](mailto:Eric@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.

1—PLEASE WATCH THIS  
VIDEO

2—Please Become a Founding Member of Frederick Impact Club™

3—Once You Join, Comment Below “You Can Count On Me.”

4—Please Invite/Tag One Other Person To Join Us!

Because I anticipate this post being shared, my name is Eric Verdi. Those who know me know that I never ask anyone for anything. Well today, that changes. A few months ago, my business partner, Ryan Fletcher and I, whose speaking in that video above, decided to launch (with a 100 leaders in different cities) 100 local Impact Clubs... And on February 28th, 6:30pm, right here in Frederick, we launch the third one.

I WANT YOU TO BE A PART OF IT.

I'M ASKING YOU TO BE A PART OF IT.

The first Frederick Impact Club™ Event takes place at The Blue Side Tavern in Frederick. There will be free beer. But more important? Approximately 100 local business owners, philanthropists and local leaders, will become founding Impact Club™ members. And by donating just \$100 each (it's for a good cause), multiplied by those 100 members, our Impact Club™ will donate \$10,000 to one of 3 local charities. Which will have a massive Impact on local families, kids, in our community.

Can I count on you? (Beer is on me) Come have a great time, make a difference.

Step 1— Here are the details:



Here is my Buddy Josh Painter presenting a \$18,100 check to Hope's Community Closet. Josh hosted the 2nd ever Impact Club. Feb 28th Frederick will host the 3rd EVER Impact Club.

[www.ImpactClubFrederick.com](http://www.ImpactClubFrederick.com)

Step 2—Click the button. Take the pledge. Become a Founding Member.

Step 3—If for any reason you can't join us, please let me know asap. If you can't attend the first ever kickoff event on the 28th, that's OK, you can still become a Founding Member. We'll meet quarterly, to surgically inject Impact into our local communities.

I hope you'll be a part of this. People often talk about doing good, but too often we don't back it up. All talk, no action. But you have to ask, if not us, then who?

AND THERE'S FREE BEER! :-)

You'll also get a Free T-shirt and exclusive Membership Card.

Be sure too, the night of the event, to wear your Impact Club T-Shirt. We'll be taking a photo of all Founding Members, donating the \$10,000 check (It might even be bigger). And since we're inviting the local news media, and several journalists, our Impact Club™ will likely make the papers.

Talk soon.

It's going to be incredible!

-ERIC

PS: Here are 7 more reasons to join Impact Club™ in our quest to Impact the local community:  
[www.ImpactClubFrederick.com](http://www.ImpactClubFrederick.com)

PPS: And because I believe that almost EVERY person has 20–50 friends, for which they can call in a favor, and who'd bring great value to a group like this—I am tagging those friends of mine here. Once you join. I hope you'll do the same: Tag at least 1 to 10 close friends.

If you haven't heard, I am no longer with Maryland Real Estate Group, Inc. Yes, I was co-owner, but my partner and I had 2 different visions for the company so we decided to part ways about 3 weeks ago. I will be unveiling everything with the new company shortly, but wanted to keep you in the loop.

I sent this email in one of my Morning Musings right after it happened and the feedback was SOOOO Overwhelming, in one of my darker moments that week, I sat there reading the feedback and literally cried because of the outpouring of Support.

You don't realize how much your words touched me. THANK YOU!!!

Here was the original post and the feedback from [www.MorningMusings.net](http://www.MorningMusings.net)

Headline: [POLL] I was gonna say "I'm out" but I owe it to you... if you want?

## **IT'S UP TO YOU!!!**

Thanks for being here. The Morning Musings are my way to have a daily conversation with you. To share 'Stories' of local Entrepreneurs, Business, Life, etc., so for me to just stop communicating with you would not be fair. I made a commitment to you and I want to honor that.

### **Unless you don't want me to?**

My Business Partner and I have decided to part ways. Our visions for a company and how to make the greatest IMPACT in the community and with our partners have been going in different paths and we are ending our partnership.

I have basically been given 2 weeks to get a company up and running, so to say it's Stressful is an understatement. So many things to do. Name, Logos, Name of Company, What type of structure for tax purposes, phone lines, signs, register with Real Estate Commission, THE LIST GOES ON...

So, I could spend my time each morning working on knocking these out and continue the Musings, or I could go in a hole for a Month and re-emerge when complete.

That is my question to you??? Let me know.

**YES---** Eric, I would love to hear about this journey with you. (this could be fun as we document the process)

**NO---** Eric, Go in a hole and I'll see you in a month.

I want to warn you if you agree (and I'll tally up the votes at the end of the day today) that the Musings for the next Month will be HEAVY on this process as this will be taking up a MAJORITY of my time.

Whatcha Say????

## **AND the Responses came rolling in....**

### **Feedback:**

Nice Dude.

A little "Startup" podcast concept. Document the journey.

-Ryan F.

Hey Buddy,

I'm gonna leave it up to the majority vote. It sounds like you have a sh\*t ton going on, so if you need to give them up for a month. DO IT! Let us know if you need anything!!!

-Steph D.

Dude,

I'm not your target audience (since I'm in PSS).

As much as I'd love to get the gritty details on a daily basis, I completely understand your need to get your business fully functional and to keep the money rolling in.

If you decided to do an "every other day" email, that would be alright.

But take care of yourself first.

My 2 cents.

-Cliff D.

I think you need to devote your time to your highest priorities right now. If that's getting your new business up and running, go for it! If the musings are a stress release and will help you get through the process, keep doing em. If they're just taking up time you could spend on other things and causing more stress, go into a hole and come out in a month. We'll all be here waiting!!! GOOD LUCK!!!

-Heather F.

He\*\* yeah I want to hear all about this journey!

Best of luck, let me know if I can help in any way.

-Kevin E.

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

### **February Question**

**Q: Who the first US President to declare War?**

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.

### **January Question & Answer**

**Q. Who invented the Pringles can?**

**A:** Fredric John Baur

Congratulations: Alexis Lewis

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

## **HAPPY BIRTHDAY!**

Here are February Birthdays from my Subscribers to The Eric Verdi Letter. If you have a birthday in February and don't see your name on this list, please email or call me so that I will include your birthday.

Stephanie Barnas	Feb. 1st	Michelle Hornung	Feb. 15th
Becky Wells	Feb. 5th	Tanner Mills	Feb. 16th
Robie McClellan	Feb. 5th	Holly Fulghum	Feb. 20th
Ashley Orsini	Feb. 6th	Jesse Callahan	Feb. 20th
Gary Delbrook	Feb. 6th	Lily Van Sant	Feb. 21st
Eliza Fogelson	Feb. 9th	Emily Hansroth	Feb. 22nd
Cookie Verdi (Mom / Gee)	Feb. 10th	Allie Doody	Feb. 23rd
Owen Hornung	Feb. 11th	Em Goldsmith	Feb. 23rd
Claire Martin	Feb. 11th	Noah Orndorff	Feb. 24th
Adam Willem	Feb. 13th	Joe Parker	Feb. 25th
Nichole Willem	Feb. 13th	Jim Chandler	Feb. 25th
Jerry DeLauder	Feb. 13th	Bibi Dabney	Feb. 26th
Lisa Doody	Feb. 13th	Bob MacCracken	Feb. 28th
Alexis Wingard	Feb. 14th	Fenny Tan	Feb. 28th

*Be sure to wish these friends happy birthday if you see them.*

Hey Eric,

I think it would be great to hear about the journey you're going through over the next month, but if it is going to slow you down and stress you out even more then take a break and come back when you're ready.

Good luck and don't let Sue Mart get too sassy with you J

-Jacob M.

The Morning Musings are great but since you are having to start all over – why not do it once a week until you are back at full steam. That way you can concentrate on the new business and keep us informed at the same time.

-Dan W.

Hey Eric,

Although a stressful situation you will come out better and stronger on the other side. I would love to read the process... if not daily maybe a weekly update.

-Mark W.

Yes.

Let's hear about the journey. Let me know how I can help. Would love to be a part of it.

You are going to start your new real estate company, is what I am understanding?

Best to you always,

-Mike O.

YES!

Your partner just made a huge mistake. But, that is what the low-information agent does everyday.

Entrepreneurs like you and me. We just look at them and smile. For they are but a bump in the long road to making a difference in this world.

Plus, you will be better for it in the long run brother. I have been in several business relationships which ended in the same way. I have gained from each one of them. You will to...

Advice, no matter how much you want to . Don't burn the bridge.

-Tim M.

Verdi,

Tough thing to do but from what I've seen you've always had good instincts.

No is my vote. You'll probably get more Yes's because people like to be in the know, but I don't believe that's best for your business and the focus you need right now.

Good luck and as always you can always ask me for anything.

-Ryan W.

I'm in.

I would love to hear about this journey with you.

-Max T.

Hey Eric,

As part of the PSS program I would love to see your journey but I know how much work will be on your plate. I think for your own sanity, you should go dark for a month, get done what you need to and then come back and do a 5 part series on your journey. That way you get the best of both worlds. Just my two cents and I wish you all the best. I only wish I lived closer and could help you in some way.

Cheers my friend,

-Neil O.

Eric,

First, best of luck with the coming weeks. It does indeed sound stressful, but I hope that it is ultimately a "meant to be" event in the crossroads of life. I vote you take the time to focus and setup your new business. If you are able to drop your audience some bullets once a week, great, but I'd say your attention is needed elsewhere.

Our services are limited, but if there is anything L\*\*\* and I can do to help out just drop us a line.

All the best,

-John K.

Awesome! I'm a YES for the Morning Musings. I understand tho if you need to focus on the business to get it going.

You are gonna crush it!

-Robert G.

Wow Eric.

A surprise! Take your time to get it all together. I'll be here on the other end. Good luck and God bless!

-Beth M.

NO--- Eric, Go in a hole and I'll see you in a month.

Eric, sounds like you have an opportunity in front of you! Although I'm sorry you have to deal with that – but sounds like you are seeing the positive side.

I'm sure it takes a lot of time to come up with something every day. I think going in a hole and getting business done is most critical as long as you have a commitment to re-emerge. I think keeping your name in front of people every day is a good idea – even if everyone doesn't read every day. So the long term commitment to get back to everyday is important. In the meantime, maybe do a weekly update just to let people know how it's coming along and then re-emerge in a big-splash way with new logo, name, vision, mission, etc.

On another note – THANK YOU for my birthday card and scratch off. I won \$2.00!!! I'm on a roll, baby!

-Mark H.

Eric,

Do it on a daily basis. It will keep you focused and may be a good way to start the day. So Yes.

-Rory Alarcon

Eric!

I know this process might have you feeling outta whack and that things are up in the air, but I'm REALLY happy for you. I'd love to hear about the progress, but I feel like you need to focus on you for the next month. We'll be here when you get back.



This little phrase always helps me when I think everything is exploding and I'm not sure where the pieces will fall: 'when everything feels like it's falling a part, it's actually falling into place.'

I believe in you Eric, and your success. Go be amazing, my friend!

-Sarah M.

Eric,

Hello from Atlanta.

Good luck with the transition. I've been following you for a bit after learning about you and others via Fletcher's podcast. I'm one of those seeking another way to succeed in this biz vs following on the GURU teachings.

Anyhow, I do enjoy your Musings. Love to hear more about the process if you elect to write about it. I'm to the point where I may do the same thing in order to 'start over' in real estate.

Good luck and keep up the good work.

-James M.

YES--

Eric, I would love to hear about this journey with you.

-Joshua M.

YES... when you have the time and the inclination to do so. It doesn't have to be every day or any given day. BUT, it may make the load lighter to know you have incredible support as you make this transition. You do have an audience that cares. At the same time, it may inspire others who might one day (or even now) be making the same type of unexpected, out of the blue journey.

Hey, it doesn't hurt to have the positive energy of your own personal cheerleading section as you up your game! Group consciousness is a very powerful thing!

Upward/Onward Eric!

-Zanne V.

Eric,

I think you need to do what feels right to you! Shorter Musings... detailing the struggles and/or accomplishments of this sudden task. You reach many business owners who will likely identify with it. But at the same time, I know you have A LOT on your plate. I wouldn't want the musings to be a task you come to resent doing...

I will say this. I \*think\* you get a lot out of writing them. It's a way to get your thoughts out of your always-running mind and on "paper." It's an outlet. And during this time of change, the outlet might do you well. It might serve as a way to get things out there, instead of holding them in. Your Musings have always been from the heart... You don't hold back... you put yourself out there. Always. I think people have come to appreciate that. And although you don't need to attack the morning writings as a tool for others, perhaps it can be a tool for YOU!

Much love to you, my friend. I am always here to help you. We are a strong team and I will ALWAYS do what I can.

-Annie M.



I posted this photo the other day... And we got 22 members. Can I count on YOU?

Hi Eric,

I'm sorry for the late response because, like you, my partner of nearly 5 years and I are done. This was effective 12/31/16 but SO many things are part of this move: my new broker's license, a new LLC, state applications up the wazoo, my regular biz, etc. I'm going to document it all.

Today, I am doing my first solo closing in my career – no one to kick up to, with the exception of \*\* for the \*\*%. I'm seriously hoping my new brokerage is approved soon before the next business I write up; that's ultimately up to my clients because it's more about them than me. Long game, baby!

In the meantime, my best to you. You will kick some serious A\$\$.

Enjoy your day, bro!

Regards,

-Michael F.

Eric.

I think you have enough on your plate right now.

-Dawn K.

I say you go in a hole. This is a big project for you. Knowing you, 100% of your focus needs to be getting this off the ground. I think your audience will come back with even more thirst for the Musings...

-Steve W.

Yes

-Rory P.

Yes

-Sandi L.

Hey Brother!

I'm a little late in responding, but my vote... YES! I want to go on the journey with you. I want to hear about the struggles. The successes. The bumps in the road. Etc...

-Jake E.

# THE *ERIC VERDI* LETTER

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## **IMPACT CLUB -**

Can I count on You?

## **For Inquires AND Referrals contact:**

[Eric@ClientProfitSecrets.com](mailto:Eric@ClientProfitSecrets.com)  
Or Call/Text to 301-514-2403

### **Testimonials from recent 'The Eric Verdi Letter' Members**

- Eric was phenomenal to work with. He helped me every step of the way. My situation was unique and he stuck with me through the entire process. (Kim B.)
- I would not hesitate to recommend Eric. We got Eric involved early in our home improvement process. He was very helpful and patient. We finally got the house ready and on the market and we had a contract in 10 days and closed 32 days later. It was a very quick and smooth process. I've already recommended Eric to another neighbor that is thinking about selling his house (Joe and Candy S.)
- Verdi kills it. He's the best. (Mike and Mandy R.)

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