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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

April 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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## **It's not how Much Money You Make, It's How Many Lives You Impact.**

Standing there listening to the speakers at the first Impact Club Event in Frederick I felt a wave of emotions run through me. So many memories flooded me that I started to tear up as each charity shared their 'Story.' Yes, their stories were powerful and pulled at your heartstrings, but also the journey to get to this point in my life where we were able to get 182 people in a room to donate \$18,200 to a local charity was bringing into clarity: LIFE.

I had a flashback to last June 8th when the priest asked everyone attending Justin's funeral to stand if Justin had impacted their lives and had been mentored/taught by Justin. As Justin's cousin, but much more than a cousin, a brother, a best-friend, I was seated in the 2<sup>nd</sup> row of American Martyrs Catholic Church in Manhattan Beach and looked back as the Priest asked this question. This massive Catholic Church was overflowing with people whom Justin had touched in his, too short, 41 year life. I looked back over the sea of people and there were probably 200 kids and young adults standing.

See, Justin was professionally a teacher. Specifically he ran a tutoring company called Beach Brothers Tutoring in Manhattan Beach. He was adored by all who met him. His quick wit, charming personality, love of music, and genuine love of people was what set him apart as a person and a teacher. That weekend I got to hear so many stories from current and former students of Justin's, but these stories weren't about how he helped them in school and preparing for college. They were little tidbits and nuggets of life that Justin shared with them.

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.

He was more than a teacher. Justin was a friend to those students. He was a mentor. He impacted their lives in ways that we will never know and, for that, Justin left a legacy through each and everyone that ever met him.

Having grown up in an extremely tight family with 7 first cousins that were more brothers and sisters than 'cousins', as we all grew up close in age and lived in the same community. Almost every weekend and pretty much the entire summer my cousins and I would be at my grandparent's farm playing wiffle ball, football, throwing the baseball, swimming, exploring the farm, riding 3 wheelers, hanging out and just enjoying each other.

**I thought this was normal spending this much time with cousins. It was only later in life that I found out not everyone had cousins that they saw 2-3 times a week.**

Having grown up an only child I never had any biological siblings, but my cousins more than filled that void. Sean and Duffy, my older cousins by 8 and 6 years served the bigger brother/mentor rolls (and still do) in our lives. They get to experience life first and then give us the blueprint. Then there were Justin, Zack, and me all born within 15 months of one another. Zack and I were born a month and a day apart, and Justin was born the prior year. The 3 of us, we were ALWAYS together playing sports on the farm and also competing against one another in youth sports and even throughout high school. We spent countless nights at each other's homes and also at our grandmothers. Then there was Hannah, she's the little sister to us all, and is Justin and Zack's sister. She's the 'free spirit' of the family.

Justin and Zack were my best friends growing up. We did what best friends do, we shared secrets, we hung out, we 'grew up' together. What was really cool is that we shared friends. Justin and Zack having grown up in Woodsboro attended Walkersville High School. I grew up on our family farm and when we went to Frederick High we ran in different 'circles,' but those circles overlapped. Some of my best friends, to this day, I met because they were first friends with Justin and Zack and then

we just all through shared experiences and hanging out becoming friends.

Everyone says Frederick is a 'small town' and I can attest to that fact as someone has grown up here. I was actually just telling this to Dr. Mark Acierno, one of the guests on my Podcast, Frederick Advice Givers, the other day during our interview. "That in Frederick there is not the normal '6 degrees of separation' it is more like '2 degrees.'" If you don't personally know someone you don't have to search very hard to find someone that does.



Here is Justin, Zack, and me circa 1980ish. We were best buds from a young age. Zack is on the left, Justin the right.

members that I got to 'catch-up' with were Cameron and Keith.

**These were 'Walkersville' guys that I've known for 30ish years at this point because they first started out as classmates of Zack's then we all have become friends over the years.**

I'm sitting there talking to Cameron and Keith and we are talking about the Impact Club and what an amazing night it had been, how we all saw people we hadn't seen in years and also met new friends and we start talking about Justin and Zack.

*(Just to fill you in, and I'm not glossing over this as I've often written about Zack's tragic passing in a boat accident on July 4, 2011. Zack was truly one of the most impressive individuals that ANYONE ever met. **Smart** – Notre Dame, MIT, then onto the CIA and founded his own company. His name is actually on the Mars Rover. We had 40 year veterans of the CIA coming up to us at Zack's funeral and telling us that for what Zack did, he was the best in the world. **Huge heart and personality** – Zack had this ability to attract GOOD people into his inner circle. His friends at Walkersville and later Notre Dame are some of the most incredible people I've ever met and, being Zack's 'brother.' I am lucky enough to have met and become friends with all these amazing individuals.*

**Selfless** - Zack always, ALWAYS put others above himself. Losing Zack was hard for me personally as Zack was always someone that I could share

*anything with and he would not judge, he would just listen and then would always give the most profound advice. I miss him EVERYDAY)*

Cameron, Keith and I are chatting and they ask how and why I started the Frederick Chapter of the Impact Club. I tell them that at both Justin and Zack's funerals how I was blown away how both churches were overflowing with people that truly loved them, the impact they had on so many people's lives. And that I wanted to do something to make my cousins, my family, my wife, and especially my boyz proud. I love Frederick, it's my home, and what better thing to do than found a Club that gives back to those less fortunate. Justin and Zack, they cared about people, and in their 41 and 35 year lives they touched so many people that when they passed the churches overflowed with people who loved them.

**The reason we started the Impact Club is because it is important to Susan and I to leave a lasting impact on the Frederick community, to give back, to help others.**

They asked who paid for all the Impact Club Members shirts, welcome packets, mailings, postage, the free drinks and appetizers that night? My response, "Fellas. Think of it this way. Yes, it cost me about \$3,500 to launch the first Impact Club. It came out of my and Susan's pocket. We could of just wrote a check for \$3,500 to a charity and that would have been great. But you know what? We invested in Impact Club. We invested into our community and our MEMBERS. And that \$3,500 turned into a \$18,200 Impact into our community. Next time we'll donate between \$25,000 - \$30,000. And this year we'll probably donated around \$100k... JUST in Frederick."

When I pass, be it next week, next year, or in 40 years no one will remember how many houses that I sold or how much money I make. I want Anthony and Alex to be able to say, "See the Impact Club, the one that has donated Millions of dollars to local charities, my dad, my parents co-Founded that. That company, Impact Maryland Real Estate, their

mission was 'Impact over Income' and they gave back to the community, my dad, he founded that company." I want to build something that they can be proud of, that Justin and Zack would be proud of.

I recently started listening to and studying Gary Vaynerchuk, he is an Entrepreneur and he always



This picture was taken last summer at Gaylen's 'Cancer Free' party. With Susan's brothers, Mikie and David and their wives Felicia and Erica. It's all about FAMILY.

talks about building his company by what he terms, "The Honey Empire" which means by doing good and helping others is way more important than making money.

Gary is also quoted as saying, **"It's not how much money you make, it's how many**

**people come to your funeral."**

What he is talking about here, is that the more people you help, the more people you influence, the more people you help become a better version of themselves, then the more impact you will have on your community.

**So, yes, I sell real estate, but that is NOT who I am or what I want to be known.**

I want to follow in Justin and Zack's footprints. Whenever my day comes, hopefully it is 60+ years from now, I want to leave the type of Legacy and be remembered in the same light as my two cousins, brothers, best friends are remembered.

Life is a journey in which we grow and develop each day, each week, each year, each decade. What was important to me before kids is not nearly as important NOW.

Thanks for reading, I appreciate YOU and our relationship more than you know!

Cheers!!!

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

## April Question

**Q: In 1998 what Major League Baseball Player broke the single season home-run record previously held by Roger Maris?**

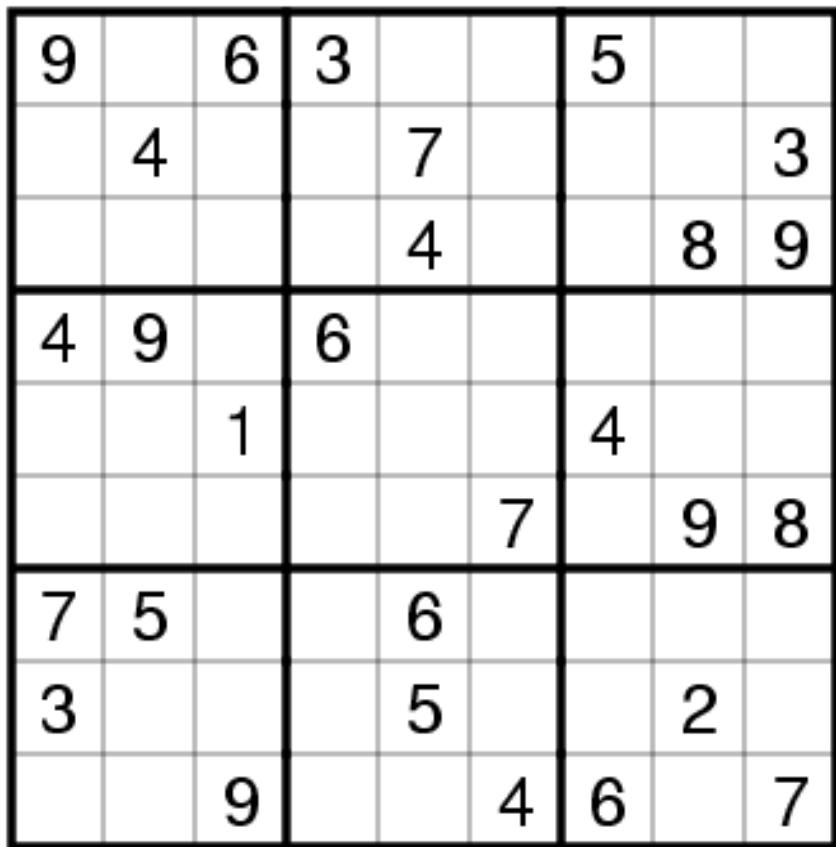
Everyone who texts, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$25 gift certificate to Carabba's, Outback, Bonefish.

## March Question & Answer

**Q. The second atomic bomb ever used in war-time was dropped on what city?**

**A:** Nagaskai

Congratulations: Tod Williams



## Happy Birthday

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

Keri Fackenthal	Apr. 1 <sup>st</sup>	John Thorhauer	Apr. 8 <sup>th</sup>	Steven Wells	Apr. 22 <sup>nd</sup>
Betsy Cavazos	Apr. 1 <sup>st</sup>	Laura VanSaint	Apr. 8 <sup>th</sup>	Matt Doody	Apr. 23 <sup>rd</sup>
Garrett Hamilton	Apr. 1 <sup>st</sup>	Paul Goodwin	Apr. 9 <sup>th</sup>	Wesley Tan	Apr. 23 <sup>rd</sup>
Ashlyn Kunka	Apr. 1 <sup>st</sup>	Victoria Love	Apr. 9 <sup>th</sup>	Hanna Wharton	Apr. 23 <sup>rd</sup>
Quinn McClellan	Apr. 1 <sup>st</sup>	Diego Monzon	Apr. 9 <sup>th</sup>	Scot Bracewell	Apr. 24 <sup>th</sup>
Alissa Haynes	Apr. 2 <sup>nd</sup>	Bonnie Hines	Apr. 10 <sup>th</sup>	Dane Sutherland	Apr. 24 <sup>th</sup>
Nicole Goodwin	Apr. 2 <sup>nd</sup>	Lauren Kelly	Apr. 10 <sup>th</sup>	Eric Verdi	Apr. 24 <sup>th</sup>
Josh Keeney	Apr. 2 <sup>nd</sup>	Laney Kelly	Apr. 10 <sup>th</sup>	Mark Wharton	Apr. 25 <sup>th</sup>
Jenny Orndorff	Apr. 2 <sup>nd</sup>	Ryan Weinstein	Apr. 10 <sup>th</sup>	Rick Grubb	Apr. 26 <sup>th</sup>
Luanne Barnas	Apr. 3 <sup>rd</sup>	Jeff Love	Apr. 11 <sup>th</sup>	Sherri Haraway	Apr. 26 <sup>th</sup>
Colin Bitler	Apr. 3 <sup>rd</sup>	Kelly Moler	Apr. 11 <sup>th</sup>	Ryker Keeney	Apr. 27 <sup>th</sup>
Julia Tusing	Apr. 3 <sup>rd</sup>	Paula Hood	Apr. 12 <sup>th</sup>	Mark Temporado	Apr. 27 <sup>th</sup>
Steve Johnson	Apr. 4 <sup>th</sup>	Sean Quill	Apr. 14 <sup>th</sup>	Sean Johnson	Apr. 28 <sup>th</sup>
Mike Long	Apr. 5 <sup>th</sup>	Roman Monzon	Apr. 17 <sup>th</sup>	Hannah Warfield	Apr. 28 <sup>th</sup>
Patrick McCauley	Apr. 5 <sup>th</sup>	Olivia Main	Apr. 20 <sup>th</sup>	Steve Linger	Apr. 29 <sup>th</sup>
Alice Sacchetti	Apr. 5 <sup>th</sup>	Christopher Martin	Apr. 21 <sup>st</sup>		

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

# IMPACTCLUB™

## You did IT!!! Without You, Impact Club would have Failed...

(We have now surpassed 200 members. Our Goal is 300 for our next Event)

On February 28, at our first ever Impact Club event in Frederick my co-founder, Ryan Fletcher, and I were blown away by the support of the Frederick community. On late Sunday night we surpassed our goal of 150 founding members.

Then the next 48 hours our phones kept dinging as the emails came in of new members that registered... Going into the event we were sitting at 168 members. And as we were registering and checking everyone in the membership grew to 181 members by the time we kicked off the event.

This left us tied with Temecula California. 181 members... Meaning our check to one of 3 charities



was going to be \$18,100.

What an impressive feat for our 28 day 'Kick-off'.

But something happened at the Blue Side that night. One of our members, Beth Eccard, found someone they knew that were having dinner at the Blue Side and went down to tell Impact Club's story. And while the 3 charities were presenting our phones dinged with member 182. Meaning our donation just increased by \$100 to a WHOPPING \$18,100.

See the picture of me and my Boyz to the right. This was taken by my mom on the 28<sup>th</sup>.

I was asked many times that night. "Why?"

### Why we started Impact Club?

Why you worked so hard to get this started for Frederick Community?

### Why are you doing 'this'?

Most everyone saw the photos throughout the month of us



putting together the first event and the amount of work that was put into the planning and promotions leading up February 28<sup>th</sup> I was routinely working 18 hour days starting at 5a and ending at 11p.

The reason. There were actually 2 reasons. Anthony and Alex.

I co-founded Impact Club as a way to yes, start a vehicle to give back to local charities, but to also develop a Legacy Platform that my boyz would be proud of.

They don't care how many homes I sell in a year, but they should be proud of how much Impact Club donates to local charities each year. If we didn't get another member (which we already have) **we would be donating \$72,800 to local charities this year. (Update... Our Goal is NOW \$100,000 donated this year!!!)**

WOW.

I thank each and every one of you for joining Impact Club and making a huge Impact within our community.

THANK YOU!!! SEE YOU IN MAY!!!

"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



## Advice and Insight from our Brightest Minds



**Dick Seibert** – Episode 096 - Managing Partner of Knob Hall Winery came from lobbying to think tanking to becoming a managing partner of Knob Hall Winery, Dick Seibert has done it all. The Vineyard has been in his family for 200 years, and Dick jumped on the opportunity.

Vineyards take time. It takes about 3 years for a grape vine to just bear fruit! The fermentation process comes after, creating the delicious wine Knob Hall has to offer. Knob Hall produces about 16 wines, all from the grapes they grow themselves! What sets them apart from the others is that Knob Hall also grows French hybrid grapes due to their alkaline soil and perfect climate. Knob Hall is a fun place to experience everything wine has to offer. With live bands on Fridays and award winning wine, visit the winery and be part of the experience! Follow Knob Hall Winery on Facebook or directly at [www.KnobHallWinery.com](http://www.KnobHallWinery.com)



**Julie Magers** – Episode 094 -Longtime Frederick Native, Julie Magers has been involved in the criminal justice system for about 10 years. Having a family member having history of being involved in the system, and currently serving 20 years for a non-violent crime, Julie has been a long-time advocate. From society's unawareness of the justice system, to majority of the incarcerated having addiction or a mental health issue, Julie wanted to do something about it. Justice and Recovery was born; giving the community, the incarcerated and the family a voice. Justice and Recovery Advocates, Inc. supports the children and families of incarcerated and formerly incarcerated individuals who suffer from mental health and substance use disorders. While also providing re-entry services to returning citizens, support those currently incarcerated and advocate heavily for the needs of our constituency within the community, local government, legislation and governing entities. To help contact Julie at [www.JusticeandRecovery.org](http://www.JusticeandRecovery.org)



**Ryan Deiner** – Episode 095 -From Biology at the University of Maryland to a Masters in Acupuncture, Ryan Diener found his passion in the art and practice of holistic medicine. His Aunt introduced him to meditation and martial arts at a young age, and Ryan wanted to implement some of those teachings and philosophy

into his practice. Finding his roots in Frederick, Holistic Health was born. Their focus is healing, elevating health and energizing healthy lifestyles. They utilize advanced acupuncture, massage and nutrition techniques to consider past and present contributors to your current health and help pave the way for a healthier future. Drawing on healing modalities such as acupuncture, massage therapy and nutritional supplements, which are over 3,000 years old, Ryan and his team personalize and tailor treatments to your specific needs, guiding towards elevating and energizing your health. Contact Ryan at <http://hhamd.com/>



**Dr. Linda Potts** – Episode 093 -Having a health scare during Super bowl Sunday in 1998, Dr. Linda Potts had no idea that it would change her life forever. She was bedridden, in excruciating pain, fatigued and frustrated, no one knew what she was going through. It wasn't until her friend referred her to a specialist for a certain type of screening, she began to see results. She felt as if her screening was something that she could use to help people. Finding out she had parasites and Lyme's Disease, Dr. Potts was ready to take her knowledge to begin her journey with Healing Waters. Healing Waters is a Holistic Natural Wellness Center. Dr. Potts teaches anything from managing stress to losing weight. Healing Waters focuses on a healthy lifestyle for an overall better quality of life. To contact Healing Waters go to <http://www.healingwaterswellnesscenter.com/wp>

# '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.

## Who's Your Competition? – 'Best Fruit Theory'

This is something that I have been thinking about for a while, but haven't found the right 'story' to wrap into our **'Best Fruit Theory'**. Have you ever noticed the meticulous effort that people take when picking out fruit at the grocery store?

They look with their eyes, they evaluate every angle of the fruit to make sure it is just right. Some people, they smell fruit. Some, I see knocking on fruit to listen to determine which is the best. Others, they like to feel and squeeze the fruit. It is amazing the meticulous effort by which people take in picking out fruit at the grocery store.

I do the same thing at the store, but then each morning when making breakfast for the boyz they almost always have strawberries. Each morning I look at the strawberries and pick out the best 3-4. Then the next morning, same thing. Pick out the best 3-4. I repeat this process until there are no good strawberries left.

Think about this... The strawberries that are not good enough one day to get chosen as 'the ones' are good enough the next day to get chosen.

### Why? Because of their competition.

This makes me think of our recent clients Rob and Becca. They were referred to us from one of our business partners, Shari. Rob and Becca sought Shari out to help them stage their home in preparation in the summer of 2016. (They were smart enough to know that they had to make their fruit... I mean their house... look appealing to others on the market). When Shari met with them, they already had another Realtor that they were going to work with. Meeting with Shari was their idea, Not their Realtor's. The Realtor didn't see the value, she didn't have a documented Approach, she didn't have a game-plan for success.

Rob and Becca they listed their house at \$199k. Had a bunch of showings. The agent was not proactive in getting feedback and keeping in contact with Rob and Becca. That is the NUMBER 1 issue that I hear from client and potential clients is lack of communication. They didn't get an offer after a month or so on the market, so they suggested to the agent a reduction to \$194k. The agent agreed. More showings. No communication. They became frustrated and asked around about getting a new agent.

**Shari recommended our services.**



I met with Rob and Becca. There was immediate bond and affection towards one another. They are GREAT people. They were open to ideas... to our Documented Approach... I gave them a copy of our book before meeting with them, they LOVED our Approach.

However, their agent wouldn't let them out of their contract even though they were extremely unhappy. This is what 'other' agents do. They get their claws in you and won't strap you down, hold you hostage. Agents don't care about their clients best interest...ONLY theirs. Finally they received an offer SIGNIFICANTLY lower than their list price of \$194k

So Rob and Becca let their listing expire and took it off for the winter. When we meet in February with them to discuss selling I'm thinking about our 'Best Fruit Theory'. At \$199k and then

\$194k their buyer are one's that probably only have a budget of \$200k and their house is at the top of the market, so yes, they are being compared to lower priced homes, but at the TOP of someone's budget they go through the house and nitpick everything.

After looking at their entire picture. We bring Shari back in to Scientifically Stage. We give Rob and Becca a checklist to properly prepare their home (each client gets a customized gameplan). Then we start thinking about pricing. We suggest starting above \$200k. The reason 'Best Fruit Theory.' If we get them over \$200k, then their buyer is probably looking \$200-\$250k. And being at the lower end of that market, they will stand out as GOOD VALUE. They will be the best fruit in their new price range.

Guess what? It worked. We secured a GREAT contract. \$35,000 higher than they were previously offered... and in just 11 days!

So... **Option A-** No gameplan. No Documented Approach. No Communication. 154 days on the market and 1 low ball offer

**Option B-** Documented Approach. Customized Gameplan. Constant Communication. Unique – **'Best Fruit Available Theory.'** 11 days on the market. GREAT Offer.

Choosing a Company to work with YOU could also use the Best Fruit Theory. Do your research. Touch. Feel. Smell. Do they have a 'Documented Approach' ie: a book like Impact Maryland Real Estate does, 'The Psychological Approach to Sell Real Estate' to which they live by? If not, you get Option A. Choose wisely my friend.

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

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Or Call/Text to 301-514-2403

## Testimonials from recent 'IMPACT Maryland Monthly' Members

- I just wanted to take the time to personally thank you again for helping me in the sale process of my father's house. I came to you early in the spring about assisting me. In all the months that we worked together, you and your staff were always courteous, polite, and willing to do anything to make this process smooth and seamless. I could not have asked for anyone to have gone to the lengths that you did (Orphan's Court) and the situations that arose throughout the process.

You and your team are truly amazing. I will definitely recommend you to anyone that I know in the future who are looking to purchase or sell a property. – Kim B.

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