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IMPACT MARYLAND MONTHLY

with Eric Verdi

“HOW TO THRIVE IN EVERY KIND OF MARKET”

AUGUST 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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How Training Like Michael Phelps Will Put Additional Profits in Your Pocket When Selling Your Home...

If you ask Michael Phelps he’ll tell you himself that he can’t remember the last day he didn’t train and will swim up to 50 miles a day during peak season.

And this is a guy who people have called the “flying fish.”

I don’t know about you, but if an Olympic-Metal winning “fish” has a formula for success, that’s gotta say something about the value of a little planning and preparation.

Anthony and Alex just finished summer swim team at Holly Hills. During division swim meets, Anthony was coming down the lane on backstroke. He started slow and was about a quarter of a link behind at midpoint. But he kept his stride, kept his strokes.

Then, he accelerated and came in a full ½ length ahead of the 2nd place racer in his heat! Did I mention this was only his 3rd race? Or that he has only been swimming on a team for six weeks?

Anthony and Alex did a tremendous job, beating many personal bests. But this is a far cry from where they were 6 weeks earlier at their first practice.

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) 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.

Before this summer, all the swimming the boyz had done was in their grandparents' or neighborhood pools. So, Coach Kinsey and Coach Erin worked with them the first 2 or 3 days, teaching them stroke after stroke. They started in the shallow end. First, they learned the basics. One move after another, just like learning a new language. Learn the alphabet first, then words, then sentences. Same thing with swimming. After a few days on the basics, they moved onto the kickboard, learning one kick per day. Then, they learned the proper technique for starting a race. After that, they moved on to finishing and touching.

Day by day, Coach Kinsey and Coach Erin taught them 6 or 7 basic steps they need to use during a swim meet. It started as one small movement with each hand or foot teaching the most basic of movements for swimming competitively and correctly. And slowly, each day, they built on the training from the prior day and add another step in learning how to swim 'correctly'.

It's amazing how small steps can lead to big results.

During one of their meets, I was timing with 2 other parents from the other team and struck up a conversation, we discussed how long our kids had swam, what we thought of our programs and this lead to a talk about coaching styles. I told them how impressed I was with our coaches, they started at the most basic steps and then added each day. Each stroke was broken down to the most minut detail and then built upon. They explained that there was not as much structure in their training. The kids got in the pool and were just given the end strokes and were supposed to navigate or teach themselves how to get there.

Totally different strategy. The results, to me, were surprising because their team, the

Seahawks, had 3 times the amount of kids, from age 6 to 16 should have been able to beat us easily. Yet, we blew them out of the water.



How? The mom explained that their coach had a much different teaching style. Instead of building a solid foundation, he stuck to the basics. The kids dropped in, learned a few strokes and left. They never learned the foundation for becoming a better swimmer.

Coach Kinsey and at the coaches at Holly Hills, on the other hand, taught the boyz step by step. Taught them how to follow what they had learned and build on it when they learned more.

By the third week, our boyz were swimming in a competitive meet. Anthony finished 1st in his heat during his 3rd competitive meet and was 0.57 seconds from making the all-stars! Alex came in 5th overall in an event for his age group.

This was a tremendous feat for their first year, and we are extremely proud of them both!

It also made me think about how important it is to have a strong foundation for selling your home.

Recently, we met some sellers who were working with another brokerage and struggled to sell their home. Way out in the mountains, it was a unique property that would appeal to a unique buyer. The sellers reached out to us after finding out about our approach. So, we went out there to look at the house, and we provided the write-up that you see below.

After about a week, we checked back on the listing and found that the price had dropped. But that was only one piece of the puzzle. They needed much, much more to build a strong sales foundation.

They needed professional landscaping, Scientific staging. They needed a property story and a direct mail response campaign.

But just like the coach for the Seahawks took a haphazard approach to teaching swimming, this seller took a haphazard approach to listing their home.



Everything had to be done properly and to a “T” to get the offer they wanted. Anything less, and they were bound to get inferior results. Yet, they stopped at the easiest step they could have made: dropping the price. Without doing the other steps, they were not going to sell their home for the price they wanted.

They were like the coach of the Seahawks. Stopping short of building a strong foundation, they were bound to get inferior results.

A different seller we recently worked with took the path of Coach Kinsey. They did whatever it took to get the results they wanted. They were selling a great home in New Market but wanted to push the envelope on pricing. So, we had our work cut out for us.

We knew if we could help them form a bond with the house, it could make up to \$5,000, \$10,000 or even \$20,000 of a difference in the sales price.

But just like the Phelps struggled to win his 23rd gold medal, we knew we weren’t going to get there easily. We had to have the right approach – build the right foundation.

So, we called Sheri to come in and Scientifically Stage the house. The sellers did some minor maintenance repairs. Then, we positioned the home perfectly through direct marketing, promoted posts and Storyselling.

We knew we had to do everything perfectly to reach the seller’s goals, so that is exactly what we did.

That same property just sold a few weeks ago for more than \$30,000 higher than any re-sale price for a property in that neighborhood since it was first developed!

Again, we did not put anything to chance. We went step by step through the processes we knew would lead to a favorable result.

Just like Coach Kinsey and Coach Erin prepared our boyz for victory, we helped our sellers take the right steps that would lead to a profitable result for them and their home.

When selling a home, you can take the approach of throwing darts at a board, trying one thing after another until you find something that sticks. Or you can do the building block approach, where one thing builds on another in a proven and predictable way.



With a proper foundation, anything is possible, even becoming a “flying fish.”

Like Anthony went from learning their basic strokes and the fundamentals of swimming properly to being 0.57 seconds from making all-stars in just 6 weeks, you can get a favorable result from your home sale.

Just make sure you have the right plan, and the right coach, in place before you begin the race.

Don't Forget to Have Fun!!!!

August Question

Q: The Original Hawaiian Alphabet has how many letters?

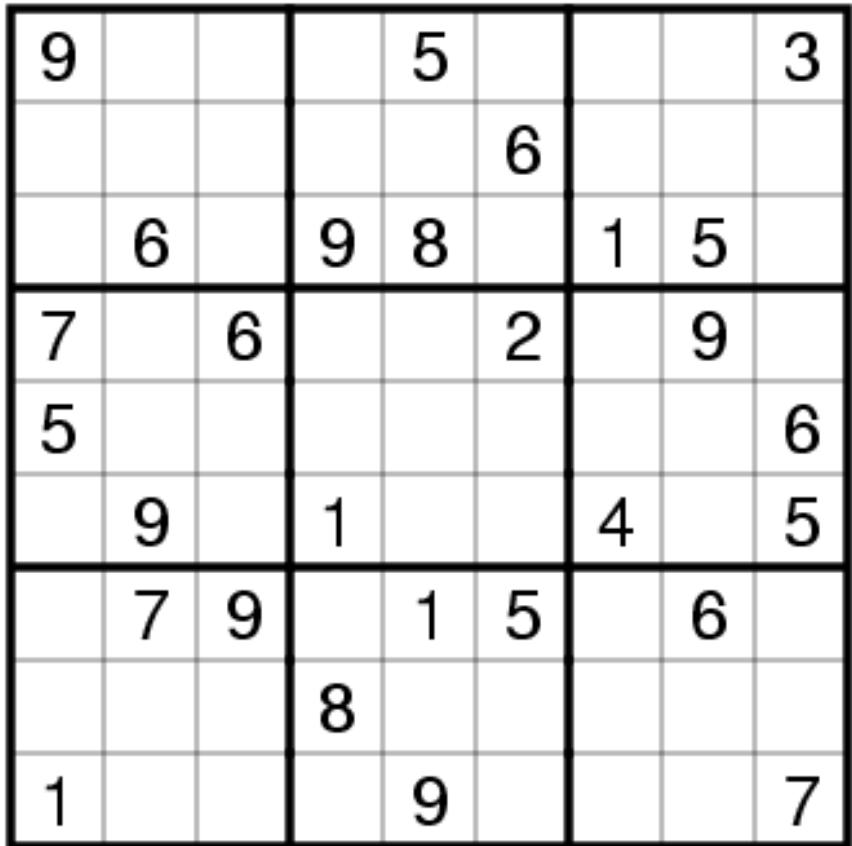
Everyone who texts, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$25 gift certificate to Carabba's, Outback, Bonefish.

July Question & Answer

Q. What does WD Stand for in WD-40

A: Water Displacement

Congratulations: Chris Martin



Happy Birthday

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

Erin Spoales	Aug. 1	Emily Purgason	Aug. 12	Joe Yoho	Aug. 20
Beth Monzon	Aug. 2	Andy Kupust	Aug. 13	Carolyn Poston	Aug. 21
Matt Bobbit	Aug. 5	Erica Bush	Aug. 14	Lauren Conrad	Aug. 21
Alina Sillex	Aug. 5	Lindsay DeLauder	Aug. 14	Mateusz Zielinski	Aug. 21
Emme Haraway	Aug. 6	Chris Nicholson	Aug. 14	Macy Bell	Aug. 24
Kathleen Hertzberg	Aug. 6	Ronan Spangler	Aug. 14	Bella Weaver	Aug. 26
Brianna Kaas	Aug. 6	Sean Donnellan	Aug. 15	Kieth Fouts	Aug. 27
Brendan Wharton	Aug. 9	Erica Fouts	Aug. 16	Susan Wells	Aug. 27
Samantha Easter	Aug. 10	Cooper Ranneberger	Aug. 16	Denny Yeager	Aug. 27
Aaron Miller	Aug. 10	Willie Monzon	Aug. 17	Amy Goldsmith	Aug. 27
Jack Winson	Aug. 10	Tom Hamilton	Aug. 18	Pat Murphy	Aug. 28
Shayla Martinez	Aug. 11	Ashley Wingard	Aug. 19	Frank Lawrence	Aug. 29
Anthony Orsini	Aug. 11	Brian McClellan	Aug. 20	Maggie Gauthier	Aug. 30
'Big' Lou Sacchetti	Aug. 11	Belynda Sulmonte	Aug. 20	Kriss Cox	
Cindy Warfield	Aug. 11	Madison Umberger	Aug. 20		

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

IMPACT CLUB™

GROW AND STRENGTHEN THE CHAIN OF INSPIRATION

As we head into the 3rd Quarter Event on Tues Aug 22nd we are continually impressed with the support of the Frederick community for the Impact Club and the amazing stories that we hear each day about how Impact Club is inspiring people to do better.

The past few months as I meet Impact Club members and we continually have new members come aboard I've been inspired about the stories that I'm hearing from new members. A lot of the newer members are either directly involved in charitable organizations or have charities that they support.

Have you heard the term Reticular Activator?

Think back to when you bought your last car, remember noticing that car EVERYWHERE? A personal example of mine was when my wife and I were having our first child, it seemed that everyone else was having children too. Defined as: *"THE RETICULAR ACTIVATOR is a part of the brain that stays on alert. Its job is to make you notice some things and ignore other things (if you noticed everything, you'd be too distracted to function). When you buy a new VW, it seems like the whole world has bought VWs, because you notice them everywhere. That's the reticular activator at work."*

This is what is happening with Impact Club.

As we grow, more and more people of becoming aware of the Impact Club and the amazing things that we, each and every one of us is having in the community. Without the strength of the

community, of our members, the unpresented Impact we are having with these local charities would not be possible. The strength of the Impact Club is because of YOU... Each member is a link in a chain and the collective strength of the chain is in the strength of each link. As we grow we add new links to the chain.

This is where we have termed, '**Grow and Strengthen the Chain of Inspiration.**'

And the beautiful thing of this quote is the 'Chain of Inspiration' has a direct influence on the voice, on the story, on the influence of each member. It's one thing to send a stranger to the foundational video, or the documentary of the 1st and 2nd Quarter Event, it's another thing to actually tell a friend about the Impact Club and share the story of Hermine Bernstein breaking down as she was presented a check for \$23,200 for Blessings in a Backpack. How 232 children.

Yes, 232 children will have Hungry Free weekends this school year because of Impact Club.

Each of you has a direct effect on this. But know what's cool? When you INSPIRE others to join Impact... Just this week one new member has inspired 3 other friends to join Impact Club. So instead of having a \$400/year impact by introducing and inspiring 3 others to join that \$400 has now turned into \$1,600/year.

Another member, he was one of the first to join and has been one of the biggest supporters of Impact Club has inspired 9 others to join. Because of his voice, instead of \$400/year we NOW have \$4,000/a year.

Nothing is more powerful than your voice and the words you use...

Keep inspiring others!!!



"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

(Listen on iTunes, Stitcher or www.FrederickAdviceGivers.com – want to be interviewed, apply at www.FrederickPodcastBooking.com)



Eric Verdi – Episode 112 - Eric's passion with helping others shines through with his Keynote speech. Eric spoke about how to build a business using a story, how others provide stories to influence others and how stories can impact the community.

Talking to likeminded entrepreneurs about Frederick Advice Givers, The Impact Club and his story, Eric's speech showcases how much his business, his entrepreneurial spirit, and his impact in the community has grown. The Keynote focuses on just how much stories impact lives, and how much being able to share stories impacts businesses. Check out the full keynote at Frederick Advice Givers.



Nureka Findlater – Episode 110 - Growing up in Jamaica, Nureka had the chance to move to Miami, Florida with her family and follow her dreams. Finally gaining a Family Youth and Community Science degree with minors in Theater and Leadership, she was the first generation to graduate. Years later Nureka found her passion for developing people from the inside out with John Maxwell Team and founding her own program, Core Transformed. Core Transformed is a personal and professional development company where the mission is to serve as a catalyst for radical life and business transformation. Nureka accomplishes this through professional coaching, mentorship, workshops, seminars and keynote speaking. For More Info: <https://www.coretransformed.com>



Pamela Knight – Episode 111 - Pamela Knight is a certified Drug Interventionist, raising awareness for drug addiction. Pamela's story is extremely powerful and led her to her career today. Pam's story began when she was working for Linganore High School, and given pain pills to subdue a back injury. From taking those pills, Pam soon became addicted, not realizing how severe it would soon become. Pamela's addiction spiraled. After her discharge date, Pamela joined a sober home and quickly became a mother figure for the younger generation, opening her eyes to every side of addiction. Coming back to Maryland, and finding her place back into her career with Linganore, she decided she would take her pain and turn it into purpose. Taking a leave of absence and becoming a Drug Interventionist, Pamela found her clarity. Pamela travels to homes and schools to educate others about addiction and to help families cope with addiction. In Maryland, we are in a State of Emergency for drug addiction. Pamela works hard to help those struggling with addiction find their peace, and educates the public on just how serious addiction is accessible at 301-639-3421



Hermine Bernstein – Episode 109 - Reading a People Magazine in a Dentist's office, something grabbed Hermine's attention. It was an article for Blessings in a Backpack, and instantly Hermine felt a strong connection. Follow up on the article, she began doing research on the Non-Profit and realized she wanted to be a part of this incredible cause. With over 10,000 children being hungry in Frederick at the time, Hermine felt she needed to do something. She began collecting seed money and she's never looked back. Hermine considers Blessings in a Backpack her destiny. Blessings provides non-perishable, kid friendly, easy preparation foods on school days off. Whether it is a Blizzard Bag or an afternoon snack, Blessings in a Backpack provides food for hungry children so that they can continue to thrive and grow in school. Hunger doesn't take weekends off. Hermine, more specifically Blessings in a Backpack were the recipients of the Impact Award from last Impact Club meeting. The money donated will feed the entire Waverly Elementary School. For More Info: <https://www.biabfrederickmd.org>

'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.

Lies and Deceptions...

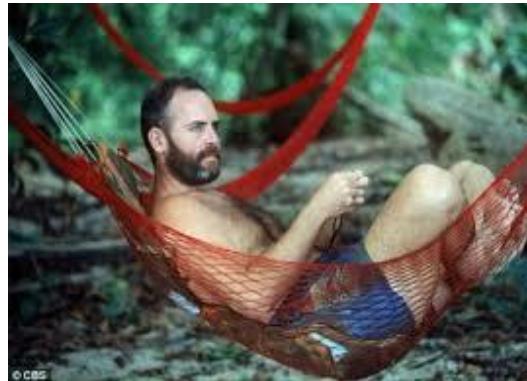
The year was 2000 and TV was about to take a turn to 'Reality TV'. Before 2000 sit-com's, gameshows, sports, and soap operas dominated our viewing attention. You knew the scripts of the shows that you would watch, they would be divided into 3 segments if a half hour show and by the end of the show you felt that there was some resolution to the plot of that specific show.

Then, in 2000 the landscape of TV viewing changed with Reality TV and the show to take viewing to a new level was the show 'Survivor.'

If you remember that initial season of Survivor it was drama filled every week and you never knew the twists and turns of each episode. The group was divided into 2 teams and within those teams' alliances would form. The people with the best social skills, the leaders, the ones who could command a group quickly rose to the top of the social hierarchy. It was cool because the viewing audience was able to see the behind the scenes interactions between members and we would quickly form our 'favorites' and the ones that we would root against.

That first season, Richard Hatch ended up being the winner and played the game masterfully. He had his supporters and he had his detractors. He was the outspoken strategist with whom others have tried to follow the 'Survivor Blueprint.' Survivor is unique in that the players that you played against ultimately end up determining the 'winner' in the end so you can 'play the game' to a certain extent, but you have to end up with more supporters than the other finalist in the end to WIN.

Richard certainly had his fair share of detractors because of his 'alliances' and how he strategically aligned his 'team,' but in the end he won because he had more supporters than detractors.



Recently I had an interaction with another agent that made me think of Survivor.

We submitted an offer for a purchaser on a listing. The listing agent initially started off initially answering calls and text messages. Although he input his listing incorrectly, didn't have the right showing contact, didn't have disclosures uploaded online right. We gave him the benefit of the doubt that he just overlooked these details, but unfortunately it was a precursor to a larger issue of lies and deception.

Having submitted an offer on a Wednesday morning, you can typically expect an answer within 24-48 hours unless there are circumstances when the listing agent can't meet with their clients.

Well 24 hours went by. No phone call, he did send a text that he 'went over the offer with seller and we'd have a response that night (Thursday.) Then he went silent again. No response. Left 3 voicemails. Never a return call. Was he avoiding me? Was he just incompetent? Was he sitting on my buyers offer?

Not sure, but at that time he would have been voted off Survivor island. Then finally we had someone else from our office call. He picked up immediately, but when she identified that she worked with me he stated stuttering and stammering about getting us an answer. He promised an answer shortly. Another 12 hours of silence went by... 2 more calls without a response.

We did the only thing to hopefully get a response when dealing with an agent that obviously wants to play 'Survivor' – put an expiration on the offer in hopes of getting a response. Anything. A counter. A rejection. Something. 3 days and our clients were on pins and needles. Well this expiration didn't get a response from this agent either.

Folks I tell you this because there is a right way and a wrong way to help your clients. Just like in Survivor, those who can communicate are the ones who Survive. Those who lie and deceive and are caught are kicked off the island.

IMPACT MARYLAND MONTHLY

with Eric Verdi

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Or Call/Text to 301-514-2403

Testimonials from recent 'IMPACT Maryland Monthly' Members

- Our agent was readily available and did a great job at preparing us for what was going on and what our next steps were going to be. Very personable and knows all the minor to major facts about your home before you do. I would absolutely recommend them to all my friends and family (Justin and Julia T)
- Offers great services to help you get your house ready to sell quickly as long as you are willing to listen and do some cleaning and work. The strategy is great and the staging works well to make the house appealing to lots of buyers. [Impact] sold our home in 4 days! (Phil and Tiffany H)

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