

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JUNE 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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## **Kids, Partners, Clients... It's all Personalities**

I could see tears in his eyes so I went up and asked him, "what's wrong?" His response was that he was worried some of the other kids on the team might make fun of his new haircut. I put my arm around his shoulder and asked if anyone had said anything to him? He said, "No, but I think they are going to."

Coaching soccer this year has been a lot of fun as we have seen the growth on Anthony's team from the fall season to the spring season. Their growth on the field has been tremendous as each player has improved, which has led to an overall improvement as a team too.

In the fall, we did not win a game and only scored a couple goals the entire year. The kids, through extremely structured criteria that FC Frederick coaches where individual footwork and ball control are stressed at young ages, have increased their individual skill level tremendously thus leading to better ball control as a team and in the Spring season we are currently 3-2 with one tie. No, it's not about results at this age, but positive results are a by-product of improvement. Plus, since the kids are together for a full year they get a better feel for each other on the field and there is more cohesion, thus better results.

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.

**Another advantage of getting to coach the kids in the fall and then again in the spring is not only watching them develop, but also getting a better read on their personalities.**

Each boy you need to handle differently to get the maximum out of them. Some, if you get stern with them, the recoil into a shell. Others, you try and not be too direct, but they ignore you because they really do like to be pushed. It is a delicate process with a bunch of 10-year-old kids

I knew that this player on my team needed someone just to put their arm on their shoulder and just 'listen.' I retold my player that I thought his new haircut was cool and that I would keep an eye out for him that practice and to let me know immediately if anyone said that anything to him.

He needed someone to care so I made sure to watch out for him the entire practice just making quick eye contact and a nod of the head to make sure he was ok. And he was.

Then, at the end of practice I went and checked on him again and told him a story about something that happened to me, telling him that I remember when I was 9-10 and I was playing basketball with a bunch of kids in a new league that I didn't know and they made fun of my basketball shorts, saying I looked like a girl. I explained to my player that at first it upset me, but then that was all the motivation that I needed to beat them on the court. That if anyone does say anything to him to use it as motivation on the field. I wanted to make sure that he didn't feel alone and that everyone has an incident or incidents that help to shape them. Maybe if this does happen and the other kids do say something that he can remember the story that Coach Eric told him and that it will end up being ok.

**Using Stories and relatable, teachable moments helps others.**

I used the kid making fun of my shorts as a source of motivation for year. The incident occurred in an Elementary school league. I went to a different middle school as our home was located in a different feeder pattern. I carried this extra motivation, this extra chip on my shoulder when I went to middle school and then

high school and had to play against these kids. I think we only lost to them once over the next 7 years as I used this incident as extra incentive each time we played those kids.

Just the other weekend, in another game that we coached we had two kids slacking off and joking around on the sideline before the game as coach



tried to give pregame instructions. At first Coach Chris and I politely asked them to listen. Then after a couple of minutes went on and their behavior didn't change we had to raise our voices to get them to pay attention.

And, immediately upon being stern these two boys stopped horsing around and started paying attention.

**You need to find what motivates people to get the greatest from them.**

Having worked with many clients over the years I think one of the aspects of what I do that helps create a bond and forge a long-term relationship with the people that I work with is that in a very short amount of time I am able to connect with people.

If I had a Super Power, which I don't, I believe it is my ability to quickly assess someone's personality traits. This allows me to be able to communicate and interact with them in the most effective way based on their personality.

Usually by the end of our first meeting I can narrow down the personality characteristics of the person that I've met. How will my interactions going forward should mirror theirs to make them feel comfortable in the relationship?

Every person has their unique characteristics. Without me getting too deep here into psychoanalysis and behavioral characteristics tests just know that each person will react a different way to the same situation. When pressure is applied to an individual or when a

stressful situation occurs, if you know the type of person to which you are dealing you know the best way to handle that person.

Two recent clients go to prove my point in that everyone should be handled differently. Both sellers who we put through our documented approach to get their homes ready for sale. Scientific Staging, Cleaning, Painting, minor updates all done to increase the perceived value of their home and to maximize profits.

My first example was of a seller that I had known for a few years and I knew that all she was concerned about was the big picture: Sell my home and

get me the most money. It was recently a rental and the tenant had not taken care of the house so it needed a 'make-over.' I started to go over the to-do list with the client and I could see her eyes glancing over so I asked, "Do you just want me to handle and I'll let you know when we are done?" She was thrilled not to have to worry about all the details as my team and I handled the updating, cleaning, painting, patching holes in walls, new carpet, updating light fixtures. She could have cared less about the details and was just concerned about the finished product. She was a big picture thinker and if I would have bogged her down with all the minor details I would have lost her.

The second clients, were the opposite end of the spectrum, they were very very detail oriented. More the wife than the husband, but both were detail oriented. They wanted to know EXACTLY what to do, I mean when placing a picture on the wall they wanted to know that specific location on the wall, the height, how far away from the window, everything. This is a great trait to have, but if you don't give very specific details then you won't have a good relationship. Before my team went in to help these sellers, I told them

the type of personality that we were working with and they had to be specific and detailed in their instructions. Every correspondence with these clients were in detail, and then not only in detail, but would come with an explanation of why.

**Some might find this frustrating, but I've learned that each client must be handled to their personality as this fosters the trust level both ways.**

Now, as I'm growing out my organization I have found that my biggest job is managing the personalities of my team. SueMart, Dawn, Katie they all have different personalities. That's great because they all have different strengths and we complement each other very well as the strengths of each cover up the weakness of another.

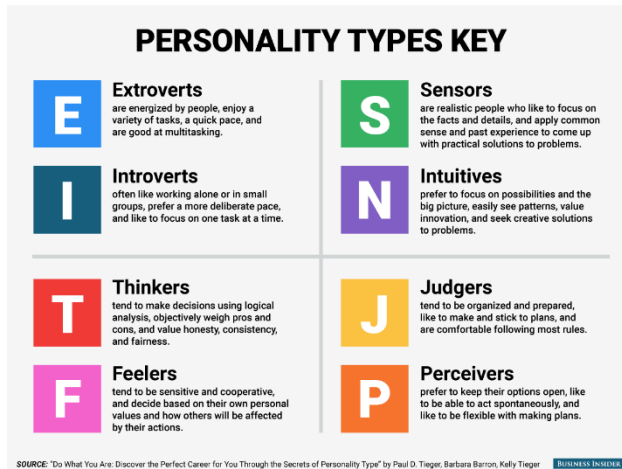
Four months into running my own show (wow, has it only been 4 MONTHS?!?!?) that is the biggest part of the job that I'm getting used to.

**Just like each client must be handled a certain way, each partner, each person in my organization also must be handled differently.**

It's funny, when Dawn and I were working on her first newsletter she was nervous and apprehensive about opening up and sharing a Story that we could use. Just like in soccer, I tried a couple of different methods of getting her to open up. I finally found that Dawn responds best to a DIRECT and stern approach. On our 3<sup>rd</sup> take, I was finally able to get her to share her story. This time, for her 3<sup>rd</sup> newsletter, we could extract the content in 15 minutes as opposed to an hour and a half the first time.

I love dealing with people and trying to learn their personalities as quickly as possible, because once this is achieved it doesn't matter if you are coaching 10-year-old kids, dealing with clients, or running an organization once you know the personality trait of the individual then you can best connect with that person.

Hope you have a good June. Would love your thoughts on this subject...



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

## June Question

**Q: Who was the first woman pilot to fly solo across the Atlantic?**

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.

## May Question & Answer

**Q.** Who was the first woman pilot to fly solo across the Atlantic?

**A:** Amelia Earhart

Congratulations: Debra Vance

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## Happy Birthday

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

|                 |                       |                  |                       |                   |                       |
|-----------------|-----------------------|------------------|-----------------------|-------------------|-----------------------|
| Darren Beachley | June 2 <sup>nd</sup>  | Gabriel Riling   | June 10 <sup>th</sup> | Morgan Thorhauer  | June 19 <sup>th</sup> |
| Sabella Ally    | June 2 <sup>nd</sup>  | Kady Gamble      | June 12 <sup>th</sup> | Andrew Weaver     | June 20 <sup>th</sup> |
| Flo Schmehl     | June 3 <sup>rd</sup>  | Dale Gordon      | June 12 <sup>th</sup> | Christy Steele    | June 21 <sup>st</sup> |
| Lucia Monzon    | June 4 <sup>th</sup>  | Tonie Crosthwait | June 13 <sup>th</sup> | Stacey Umberger   | June 21 <sup>st</sup> |
| Lynn Grubb      | June 5 <sup>th</sup>  | Chris Spangler   | June 13 <sup>th</sup> | Noah Riling       | June 22 <sup>nd</sup> |
| Brian Orndorff  | June 5 <sup>th</sup>  | Chris Black      | June 14 <sup>th</sup> | LaceyMaas         | June 22 <sup>nd</sup> |
| Kim Baker       | June 6 <sup>th</sup>  | Jason Hornung    | June 14 <sup>th</sup> | Jon Steele        | June 24 <sup>th</sup> |
| Lydia Brown     | June 7 <sup>th</sup>  | Shane Gamble     | June 18 <sup>th</sup> | Barbara Zielinski | June 24 <sup>th</sup> |
| Olivia Gorman   | June 8 <sup>th</sup>  | Haley Black      | June 19 <sup>th</sup> | Courtney Kelly    | June 25 <sup>th</sup> |
| Andrea Willem   | June 8 <sup>th</sup>  | Craig Doody      | June 19 <sup>th</sup> | Brigitte Cooper   | June 30 <sup>th</sup> |
| David Miss      | June 10 <sup>th</sup> | Phil Hufstetler  | June 19 <sup>th</sup> |                   |                       |

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



# IMPACT CLUB™

## IMPACT CLUB IS GROWING

I am thrilled to announce that we just had our 2<sup>nd</sup> Quarter Impact Club meeting on May 22<sup>nd</sup> and the growth and momentum that we are seeing is a testament to the strength of our community as we are up to 232 members.

When growing an organization like Impact Club there are going to be bumps in the road. There are going to be members that drop out. There are 18 hour days of planning and prepping to make sure the event runs like a well-oiled machine.

### But you know what?

It's all OK because the greater good makes the 18 hour days leading up the event all worth it. Especially when you have so many people that step up and offered to volunteer their time to help make sure that everything runs smoothly because we are all believing that Impact Club is all about the charities and surgically injecting money into a well deserving charity each quarter.

Our 2<sup>nd</sup> event was so much smoother than the first. The Blue Side Tavern did a spectacular job of having everything, the setup of the restaurant with the chairs, the tables all ready when we arrived at 4:30 to start our set-up. Gaylen DiSanto had done a desired layout of the entire facility and we gave it to Mike Long, the owner of the Blue Side, a week in advance and everything was perfect. The check-in with 3 separate tables broken down by last name made the check-in process run so much smoother. The number of servers on staff. The food coming out on . The mic and speaker system (provided by Alex Sincevich, The Dapper DJ) was first class. The entire night from an operations standpoint could not have run smoother.

Then let's talk about the reason we are all committed to the **Impact Club: the Charities.**



They did a tremendous job during their speeches. First, we had Leah Offutt of 'The Jake Offutt Foundation.' She spoke of losing her son to Brain Cancer and started a foundation in his name to help those with Pediatric Cancer. She had an emotional and wonderfully moving story.

Then Hermine Bernstein of 'Blessings in a Backpack' spoke about how so many children in Frederick County go hungry and the commitment of her organization to fulfill a child's most basic need for food. Hermine said that "Hunger doesn't take the weekend off."

Finally, Vicki Fried of '4H Therapeutic Riding' gave a wonderful speech about how her organization helps those children and adults that gain so much by being around and riding horses and the commitment of the equine community to help make Therapeutic Riding a success.

Ultimately the membership voted to give this Quarter's donation to Blessing in a Backpack. We presented Blessings in a Backpack with a \$23,200 (big check – made up of 232 - \$100 donations) Hermine in her acceptance speech could not have been grateful for YOUR donation. Each member, Each Donation, Each \$100 will go to directly feeding one child in need next school year! What an awesome way to end an Incredible night!!!

Now, the long days continue, as we need to collect the money from those Impact Club members who committed but were unable to make the live event. But I know the kind of people that signed up to become members: their heart, their character, their commitment to doing good. They will fulfill their commitment. **They understand that their \$100 donation will feed one child for the entire 2017-2018 school year.**

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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**



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**Bob Mikelskas** – Episode 104 - Bob Mikelskas graduated from Johns Hopkins and fell into the mortgage business from the get go, finding himself hitting 20 years in the business. Needless to say Bob is extremely knowledgeable about his product, specializing in reverse mortgages. Bob finds joy in his job through helping people, especially seniors, live comfortably in their

homes. With people facing foreclosures, bankruptcy and financial stress, Bob is here to reverse their burden and find a solution. He says helping people is a crucial part of the job, something he fell in love with from the start. Reverse Mortgage is a tool to use in conjunction with your retirement plan, to live a more comfortable living. In order to qualify for a Reverse Mortgage, you have to be over 62 years old and be a primary homeowner. Check out what you need to know about Reverse Mortgages at <http://www.bobmikelskas.com/>



**Todd Mason** – Episode 103 - Visual Edge is the newest form of virtual reality, providing incredible 3D tours to business to bring their company to life from the screen. Todd Mason, became a service provider for this company about six

months ago. Having gone through a few job changes throughout his life, Todd was always looking for something to set his entrepreneurial edge. He stumbled across virtual reality tours and jumped at the opportunity to start Visual Edge. Visual Edge is cutting edge technology that allows any business's website to stand out. It gives customers a true portrayal of the heart of the business, allowing them to readily decide if the product is right for them. Business owners spend less time on the website allowing them to spend more time on marketing. Using infrared technology and rotation, Todd's camera takes a 3D panoramic of the space, bringing it to life directly on the website. Find Todd at [www.GetVisualEdge.com](http://www.GetVisualEdge.com)



**Dorcas Quynn McWilliams** –

Episode 102 -With her roots deep seeded in Frederick, Dorcas began traveling, falling in love, beginning a family and raising them on 5th Street. Now living in New Caledonia and continuing Sol Yoga from her new residence, Dorcas Quynn McWilliams's talents and passion for

yoga is nothing short of extraordinary. Dorcas began practicing yoga with Inchworm Yoga, an old traveling studio in Frederick. Sol Yoga is in its 11th year of growth. Dorcas views her business as passion, not profit. Being authentic and following the "golden rule" in her practice is especially important to her. Running a business 8,000 miles away can be especially challenging, so she values authentic and deep-rooted communication to take the reigns. Sol Yoga is a representation of the effectiveness of the practice of yoga. Simply having a space to practice yoga, can change lives. Dorcas believes Yoga is more than poses, it's returning to your natural state, connecting with nature and finding stability in everyday life. Find a Sol Yoga at <http://sol.yoga/>



**LeeAnne Little** – Episode 101 - If

she isn't driving to field hockey tournaments or spending quality time with her husband and two children, Frederick local Lee Anne Little spends her time

working at her business, Little Massage. Lee Anne is a licensed massage therapist. In the beginning of her changing career, Lee Anne studied at Mount Saint Mary's with a business finance degree and began working for commercialized banking facilities. Getting laid off from her job, she realized she needed to pursue her own path and be her own boss. Lee Anne always had an interest in massage therapy, and two weeks later she enrolled herself in massage therapy school. Lee Anne started Little Massage in 2009. Lee Anne believes massage isn't a luxury, it's a necessity, for any age. Massage therapy is about the individual's health and wellness. She strongly encourages massages as a form of self-care, to ensure total relaxation and balance. Contact LeeAnne at 301-514-9888.

# '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.

## 'TRUE CHARACTER SHINES THROUGH'

What these agents did speaks volumes about their character.

I was negotiating 2 contracts with 2 different buyers for one of my sellers. Both agents knew of the other offer. They didn't know the terms and conditions, but they knew that their buyers were competing against another offer.

One agent's buyers wanted the house at all costs, but they had made the highest offer they could afford financially. She knew in her gut that her buyer's offer was LOW, and, as the offer was currently written, that her buyers, who were also good friends of hers would lose the property. She called me about an hour before my sellers were going to make the decision on which offer to accept, and said, "Eric, if it makes a difference I will forgo (a large percentage) of my commission to get my clients' offer accepted." She then went on to tell me the back 'Story' of why she was doing this.

When I relayed the conversation that this agent and I had to my sellers, they ended up accepting her clients' offer even though the reduction in commission was still less than the 2<sup>nd</sup> offer. My clients were moved by the desire of the buyers and the buyer's agent to make it work, and

they believe in good 'Karma.'

**This is one of the Stories that the public doesn't hear. How agents go above and beyond. How we become emotionally invested in our clients. There are many, many agents that would do this.** Many agents that I know do EVERYTHING they possibly can to help their clients.

My next Story, unfortunately, is how the public perceives most agents. Arrogant and off-putting.

We were recently looking at homes with buyers when we happened to schedule a showing while there was an 'Open House' going on. These opens where the agent sits around hoping for unrepresented buyers to come through. Can I tell you why agents do Open Houses?

NOPE, not to actually sell the house. They do it hoping to get buyers. They are hoping someone comes through that's not working with an agent so that they can 'generate a lead.'

Well, this agent, she had a sign-in sheet and wanted feedback. She asked for feedback. If you've ever been out looking at houses with me, you know I'm HONEST.

So, at the end she said, "What do you think?" I told her, "You are listed for \$499k, but you should be under \$450k. There is a smoke smell when you walk in. The 1980's linoleum flooring when you first walk in needs updated. The interior 'wood 1980s' hollow, cheap

doors need to go...." I was trying to give constructive criticism to take back to her seller in order to help her sell. See, feedback coming from another agent carries weight and could hopefully help her get a reduction.

Her Response. She was like my dog Lazer when he sees a squirrel in the yard. The hair stands up on his back. Well her hair stood up and she RIPPED into me. Telling me how she sold X down the street for \$480k, and how on this side of the neighborhood, that it is 'more prestigious'. And gave me a bunch of other salesman BS...

I told her, "Hey, I'm just trying to help you here" and walked out.

Outside my clients were like, "What just happened? Even if we liked that house, which we don't, NO WAY I would want to work with that agent. She was extremely rude."

Yes. Yes she was.

But she does not represent a large majority of agents. However, due to this action, my clients will now have a 'Story' to tell and this is how the 'Legend of the Loser' gets told over and over.

Choose someone like Agent A, who has the heart of gold, that will bend over backwards for their client...



# IMPACT MARYLAND MONTHLY

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Or Call/Text to 301-514-2403

## **Testimonials from recent 'IMPACT Maryland Monthly' Members**

- [Impact] is amazing! I worked with Eric and Dawn to sell our home and the experience could not have been better. The marketing strategy was excellent and we were under contract in 11 days. I could not offer a higher recommendation. Simply the best people I have worked with, period.— Rob and Becca S.
- I would not hesitate to recommend [Impact]. We got them 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 [Impact] to another neighbor that is thinking about selling his house. — Joe and Candy S.

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