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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

May 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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## Who can GSD... and Fidget Spinner

After a few weeks of research and practice (and more research and practice), Anthony mastered the Rubik's Cube. Anthony would watch hours of videos. He would download the 'cheat sheet' to study the science behind the Rubik's Cube. This is what he does. Anthony finds a problem or wants to learn something new, and he jumps feet first into the research to become a master. He'll read books, he'll watch videos, he'll learn and become a sponge. Anything that he wants to accomplish, he can, because he knows how to study and how to implement.

This trait that he has is awesome. His ability to solve a problem and do research on his own might one day lead to something MUCH greater. He has this innate ability, but I also have to think he has learned a small part of this skill from watching Susan and me. Susan, is an awesome researcher and problem solver, as she is constantly researching and implementing new strategies into her job. Then when we go on trips, Susan will research every aspect to figure out the best plans.

Me, I research too. Anthony has seen the insane number of books in my office that I read and taken notes, on Human Psychology, Copy Writing, Business, Entrepreneurship, Leadership, and Platform Revolutions. From this research, I've implemented strategies as we grow the organization. If I don't know something, I research, I read... I watch... I listen to others that have gone on the same journey that I wish to go on. And then I take action and implement.

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.

## This brings me to the Fidget Spinner...

The last few days all the boys have talked about is the 'Fidget Spinner.' How they wanted one, that it would help them concentrate and that it was this year's 'fad', this year's hot thing. How it's just like the Rubik's Cube of last year.

I asked Susan if it was legit. If they were allowed to get one. Seems like a harmless 'toy' and, yes, some teachers are even allowing in school as long as it does not distract others. So there might just be some legitimacy to the Fidget Spinner.

My boyz desperately wanted one so we did a 'lil research, and it seemed harmless. So we agreed to get them one. Yesterday they got up early and wanted to try and get one before school, so Anthony did research and found that 7-Eleven had them. We went before school to 7-Eleven to look for them.

(This goes to show you the difference between my boyz personalities... Anthony is the one who researches by reading. (An inordinate amount of reading.) Alex, he's fearless in doing his research in talking to people).

We walk into 7-Eleven and Anthony starts to look. I say, "Guys, just ask the worker if they have the Fidget Spinner." Anthony just continues to look for the Fidget Spinner. Alex, he finds the worker, the one who is changing out the coffee. He walks right up to her with not a hint of fear or apprehension and says, "Excuse me. Excuse me. Do you have the Fidget Spinner?" The lady says they haven't opened their shipment yet today.



Anthony recently performed at the Weinberg for FCPS honors chorus with about 100 other kids from the county. Here's Anthony and Alex with their Grandmothers.

Apparently these 'Fidget Spinners' are such the Fad that (remember the Cabbage Patch Kids? I remember people sleeping overnight, standing in line for hours just to wait for Toys'R Us or whatever other store carried them to get their shipment.) people are buying these Fidget Spinners as fast as they get them in the store.

So the boyz are disappointed that we couldn't get the Fidget Spinner. We have a few minutes before we have to get to school and have time to stop by Giant to check on the Fidget Spinner there. We walk in, and Alex goes right up to the customer service lady asking her if they have the Fidget Spinner. Again, no luck.

After school, I have to pick them up as we are on a tight schedule with haircuts in Frederick and then grabbing a quick bite to eat on our way back home to drop Alex off with my mom before Anthony and I have to turn around and run right back into Frederick for soccer practice.

We have a quick detour to 7-Eleven and they walk in and see the Fidget Spinner on the counter. With huge smiles on their face they each pull out money from their allowance and spend their money on the Fidget Spinner.

Anthony, immediately starts to research, watch videos and read articles on how and what to do with the Fidget Spinner. Alex, he starts analyzing how the thing works. In a couple of days of research and trial and error they have all the 'moves' and 'tricks' that you can do with the Fidget Spinner mastered.

**This ability to research and implement goes a long way in life. It's a trait, to me, that is paramount in success.**

I've come to the conclusion in the last few months that as we grow our organization, as we hire, that getting the right people in place will be the key to the long-term success. Maybe I am wrong, but the trait that I'm looking for that is #1, #2, and #3: Can you problem solve on your own? If you hit a snag, if you have a problem (which happens everyday) can you figure out a way to solve that issue? Are you someone that has to be told, "First you have to do this. Then you need to ask this person this. Then call her. Then, then, then..." Or are you someone that we can tell, "Hey, we need this done." Then we provide the desired result we wish to achieve, and you jump in with both feet and figure it out.

SueMart, came in nearly 3 years ago to an 18-inch-high pile of files that I had let lax, and within a few months she had completely reorganized the office structure and put systems in place to make sure that we ran more smoothly. I, and this is a fault of mine, trained SueMart very little. She identified the problems that we had in our workflow, and she took care of the problem. SueMart's number 1 trait is that she GSDs.

And now Dawn and Katie have the exact same ability. You don't have to tell them something twice. You tell them why we do something, and they figure out how to do it or how to make it more efficient. Dawn has been a sponge her first few months. I put her through an 8 week 'training period/boot-camp' that included a lot of research and reading. This is designed to weed out those who want to learn vs. those who just want to get by. Dawn finished with flying colors and has even come up with ways to streamline the training period to make it more efficient going forward.



Alex and I share a Birthday just 2 days apart and we spent last weekend celebrating Crabs with Friends and the kids swam in Gee and Papa V's pool.

I'm currently looking for someone to bring in as a Director of Marketing and Community Affairs. I've spoken to a handful of people. I even offered the position to one person who was ideal. He has the GSD gene, but when he went to his current boss to give him notice that he was leaving, his boss, finally realizing what he had, made him an offer that he could not refuse to stay on-board. Yes, I was crushed as I thought that I had found the ideal person for this position, but it wasn't meant to be.

The search continues for someone to come in and run the marketing branch of our organization. We need to find someone that can come in, like SueMart did, and take the ideas and blueprint that I have in place and then finetune the process and implement the strategies. We don't need this person to be a marketing guru, a social media expert, a videographer (although having one or all of these qualities is a plus). What we need is a high-quality individual that can research and implement.

It's important to find the right PERSON. Someone who, when they buy the Fidget Spinner, has become an expert that within days. That trait, the ability to research and implement, you either have it or you don't.

Hopefully we can find someone that fits that mold. It could be next month. It could be 6 months from now. We don't have to fill that position just to fill it, we have to fill it with the RIGHT person.

Cheers!

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

## May Question

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

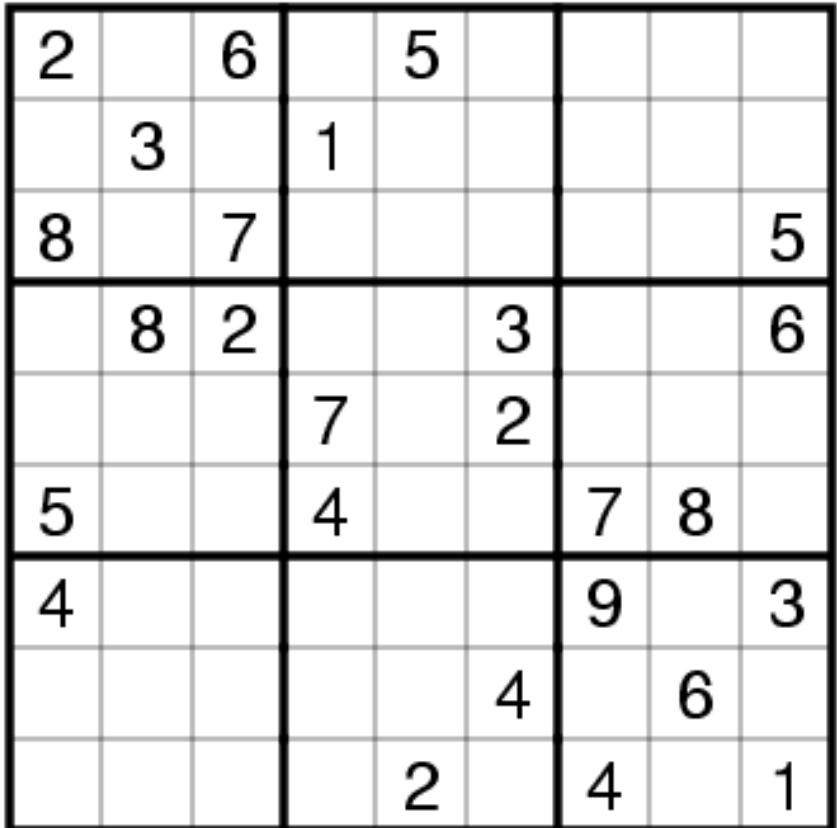
Everyone who texts, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$25 gift certificate to Carabba's, Outback, Bonefish.

## April Question & Answer

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

A: Mark McGwire

Congratulations: Trish Mills



## Happy Birthday

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

Angie Lewis	May 1 <sup>st</sup>	Anna Elise Scott	May 11 <sup>th</sup>	Leann Wyatt	May 22 <sup>nd</sup>
Linda Edrington	May 2 <sup>nd</sup>	Dan Wilson	May 12 <sup>th</sup>	Camryn Rawlett	May 22 <sup>nd</sup>
Erin Barber	May 2 <sup>nd</sup>	Claire Purgason	May 13 <sup>th</sup>	Colin Haraway	May 23 <sup>rd</sup>
Scott Riffle	May 2 <sup>nd</sup>	Kenny Barnas	May 13 <sup>th</sup>	Derek McCauley	May 23 <sup>rd</sup>
Jacob Martin	May 3 <sup>rd</sup>	Mike Haggerty	May 14 <sup>th</sup>	Bobby MacCracken	May 24 <sup>th</sup>
Leila Martinez	May 4 <sup>th</sup>	Julia Caralle	May 16 <sup>th</sup>	Megan Sutherland	May 24 <sup>th</sup>
Grant Huffstetler	May 7 <sup>th</sup>	Jim Steele	May 17 <sup>th</sup>	Andres Menocal	May 25 <sup>th</sup>
William Huffstetler	May 7 <sup>th</sup>	Brad 'Perm' Ranneberger	May 20 <sup>th</sup>	Jennifer Bobbitt	May 27 <sup>th</sup>
Leon Kaas	May 8 <sup>th</sup>	Robin Johnson	May 20 <sup>th</sup>	Sherri Beachley	May 29 <sup>th</sup>
Steve Duncan	May 9 <sup>th</sup>	Raymond Wilson	May 21 <sup>st</sup>	Amanda Wolf	May 29 <sup>th</sup>
Abe Lopacienski	May 11 <sup>th</sup>	Garrett Goodwin	May 21 <sup>st</sup>	Jeremy Bitler	May 31 <sup>st</sup>
Catherine Gilbert	May 11 <sup>th</sup>	Heather Fogelson	May 22 <sup>nd</sup>		

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

# IMPACT CLUB™

**SAVE The DATE- May 22nd \*\*\*INVITE A FRIEND\*\*\***

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

I must share a story with you that shows just how great our community and the people within our community are, how we all pull together when a great cause is at stake. Helping others is the heart and soul of every community and I'm proud to be associated with a community that is so willing to give back.

Impact Club has become bigger than any of us could have imagined, not just in Frederick where we have our local chapter, but in No. Va., California, Arizona, and we are opening new chapters each month and continuing to operate our existing local chapters. Each community sees the vision of Impact Club where we take small individual donations, pool the funds of individual members together, and make a large donation to a local charity each quarter.

**The secret of [Impact Club](#)? We are built on Storytelling and the ability to share stories.**

We've found throughout the first few events that the charity that shares the best, most compelling story is the one that ends up getting the most votes and thus a large check donated to the charity they are representing. The ability to string words into a Story is a skill that can be learned. Not everyone is a great Storyteller, but each one of us can learn and study the best authors, the best comedians, the best bands, the best politicians. Think about it... What is the commonality? The ability to hold the audience's attention and the ability to create an emotional attachment between the audience and the story that you are sharing.

**People who can hold attention.** People who can compel others to take action. People who can create emotion through words. Those Storytellers are the ones that can compel others.

You can imagine just how much planning goes into each event. We first have to pick a date that fits with

Ryan Fletcher's busy travel schedule and the other key members of Impact Club. We have to look at major holidays (like Memorial Day) and pick a date that suits everyone. Then once we pick that date, we have to secure a local venue.

Fletcher and I pinned down Monday May 22<sup>nd</sup> as the date that worked and then it was time for me to find a venue. My first choice was to go back to [The Blue Side](#)

[Tavern](#) so I called and messaged Mike Long, the owner and long-time friend. He's a busy man so we played phone tag for a couple weeks. I finally stopped by The Blue Side before it opened yesterday to see if I could catch him. He was there doing what owners do, managing schedules, staff, ordering, events so he and I talked about May 22<sup>nd</sup>.



On Monday's The Blue Side has a very successful and well attended 'Bluegrass night' where local artists come and perform. Mike told me that the date wouldn't work, but another night that week would. I explained to Mike the planning that goes into the night. He understood and I told him, we'd try again for the 3<sup>rd</sup> Quarter.

I started calling around to other venues when Mike called me... "Hey Eric. I talked to [guy in charge of Bluegrass nite] and told him about Impact Club and how much IC gave back to Heartly House last time. I asked if there was a Monday that they might want a break, it could be that night. Eric, when I told him about what [Impact Club](#) is doing, he said, 'ABSOLUTELY, go ahead and host Impact Club that night.'"

I big thank you to Mike and to the Bluegrass dude for allowing Impact Club Frederick to have access to basically take over [The Blue Side Tavern](#) on **Monday May 22<sup>nd</sup>....**

**PS- As of this writing we currently sit at 211 members.... Goal for 2<sup>nd</sup> Qtr. 300... Can we do it???** Register at [www.ImpactClubFrederick.com](http://www.ImpactClubFrederick.com)

"We Interview Frederick Business Owners, Entrepreneurs, and Thought-Leaders To Bring Frederick Residents The Best Advice



From Our Community's Brightest Minds"

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ADVICE GIVERS  
**PODCAST**  
Interviewing  
Our Brightest Minds

with host:

Eric  
Verdi



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### **Marc Kammarman** – Episode 100 -

Marc Kammarman grew up in the hardware capital of the world, New Britain, Connecticut. Marc found his love for selling while he was studying at American University. He was selling textbooks and realized his passion for selling could take him far. After taking on various sales positions and realizing his passion lied in

working for himself, Marc began following his own path. His first client was in 1989 and found success with American Marketing Company shortly after. About a decade later, Marc began Selling That Works, a strategic consulting company. **More From Selling That Works:** Our CEO, Marc Kammarman, founded the company on the premise that the number one reason salespeople lose, is that they are outsold. As a result, we have developed a selling process with associated programs to prevent this from happening. Contact Marc at [www.SellingThatWorks.com](http://www.SellingThatWorks.com)



### **Rick Jones** – Episode 099 -Rick Jones

was born and raised in Frederick on Mount Phillip Road. He went to Frederick High School with our host Eric, and continued his education with Frederick Community College. The electrician business is part of Rick's blood. His father was an electrician and

Rick began to help his father on site. Growing up around electrical work and learning from various mentors along the way, Rick decided to break apart from the family business and start his own. Rick Jones Electric (RJE) is a boutique electrical outlet for commercial and residential properties, also specializing in historical properties. Rick contributes his successes to the Frederick community, and believes in paying his success forward to help others. Rick's employees have many different backgrounds, from film to architecture, making working with RJE an unforgettable experience. It's their customer service and knack for design that makes RJE one of a kind. More about RJE at: <http://www.rickjoneselectric.com/>



### **Dr. Mark Acierno** – Episode 098 -

Dr. Mark Acierno earned his Bachelor of Science degree in Biomedical Engineering and a Master of Science degree in Physical Therapy from Boston University before completing his Doctorate, also from Boston University. Dr. Mark practiced in a corporate physical therapy facility in California before moving to Frederick.

With twins on the way, he opened Frederick Sport and Spine Clinic and later enlarged to include Middletown and Urbana Sport and Spine. Dr. Mark is extremely client oriented. If something isn't working for his client, he will keep trying to find the right remedy. Dr. Mark focuses on teaching his clients how to take care of themselves in order to prevent further injury; he wants to teach his clients to become their own physical therapists, through rehabilitation and prevention practices. Learn More at: <http://fredericksportandspine.com/>



### **Toni Bowie** – Episode 097 -Before

founding MaxLife LLC, a coaching and training company, Toni Bowie worked in higher education as a leader in diversity and inclusion and in training military personnel in sexual harassment and domestic violence prevention. Through consistent

learning, honing her training and development skills, and being a consultant with other companies, she gained the knowledge to begin the company. The inspiration to train and coach was sparked by appreciating the many instructors she encountered through conferences, workshops and classes. Finally, she was prepared to offer her skillsets on a broader scale. Starting in 2011, MaxLife has been supporting businesses in the Frederick community and beyond. Contact Toni at [www.MaxLifeLLC.com](http://www.MaxLifeLLC.com)

# '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.

## 'Fundamental Mistake – The Wedding Strategy'

Have you ever wondered why 'wedding season' is May/June? Maybe it's because people like taking their honeymoon during the summer. Maybe it's because the brides want everything nice and lush and green for their 'big day.' Maybe because so much planning goes into weddings that everyone needs enough time to prepare, sometimes an entire year or more in preparation for one day.

There is so much planning and preparation that goes into a couple's wedding day that it is mind blowing.

That is why it is becoming popular to hire a 'wedding specialist' / 'wedding planner.' There are SOOO many details that must be addressed to make the day perfect that the bride becomes overwhelmed in the details and a professional must be hired.

Then the Specialist consults the Bride, the Groom, and their families to finalize the details. Meanwhile, the specialist is able to offer professional insight and opinions on final colors, final flower arrangements, food, drinks, location, music, wedding favors, the table arrangements, etc. Literally so many details must be 'perfect' in the minds of the bride and groom.

**You can tell when there is a professional involved versus when one is not.**

I've been to many weddings, and I bet you have too. The weddings where a professional is consulted go smoothly. The small details are addressed, and it's a smooth operation. Then you have the weddings where the bride and groom plan everything themselves. (Ultimately all these wedding details don't mean anything in the grand scheme of things, and if the couple ends up having a great marriage or not, that is not the point.) It's the details that are lacking at these self-planned weddings. They are beautiful and wonderful events, but you can tell the difference.



## The Wedding Strategy transferred to Home-Selling...

Just the other day I was looking at new listings online, like I do every morning and noticed a couple that didn't have any pictures and others when you looked at the interior pictures there were clothes on the floor, beer bottles on kitchen table, or the TV was on. Then I went to look at the description and write-up. A 2<sup>nd</sup> grader could have written a more professional description. And, no room sizes, no visual layout of the house are included.

## Compare this to how our listing process works.

When we meet with Sellers the first time, we tell them that the process to 'Properly Prepare' your home so that it meets Impact Maryland Real Estate standards, will take, at a minimum, a few weeks, and we have a lot of sellers that take some 3-4 months to get their home prepared.

See, we do a detailed diagnosis to figure out how we can maximize the value of the home. We bring in experts in different industries. Shari, at Staged Above, will be brought in to Scientifically Stage. Contractors might be brought in to update, replace, modify your home. This is all done with the end goal of maximizing the value of your home. Then we put our marketing machine in place and have Annie come in and visually tell your home's story through her camera lens. After that, we write a Professional Property Story (examples at [www.ImpactPropertyStories.com](http://www.ImpactPropertyStories.com)) to create an emotional connection between your house and potential buyer. All of this is done to extract the most profits out of our homes.

The difference in what we offer vs doing it yourself, or worse, paying someone else to come in without having a documented approach, without having protocol for profits, is the same as having a wedding slapped together last minute where details are missed. The DJ is late, the drinks are warm, the colors don't match, the food is cold... If that's what your desired result is, then have at it. If you want a smooth wedding where every detail is managed by a professional... then hire a professional. If you want a smooth home sale, where everything is managed by professionals, hire Impact Maryland Real Estate.

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

3295 Prices Distillery Rd.  
Ijamsville, Md. 21754  
240-815-0890



**For Inquires AND Referrals contact:**  
[EricVerdi.Impact@gmail.com](mailto:EricVerdi.Impact@gmail.com)  
Or Call/Text to 301-514-2403

## Testimonials from recent 'IMPACT Maryland Monthly' Members

- [Impact] is simply the best. Our experience with them was excellent! They sold our existing home and helped us get into our beautiful new home. The entire experience was easy for my family and I. Impact's marketing strategy and connections in the industry are superb. I would not hesitate to recommend Impact to my friends and family! – Rob and Becca S
- Impact made my first house purchase go very smoothly. I would highly recommend them to anyone looking for a new home. Impact is very attentive and does a great job finding properties suited specifically for your needs. – Justin A.

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