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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

SEPTEMBER 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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## The Façade of Advertising – Czech Dream

Another 15-hour day in the books, so it's time to sit down, relax, grab a bite to eat, a beverage and turn on the TV to watch one of the shows in my small menu of recordings that I enjoy.

I don't complain about the long days. I truly love what I do, and I'm always pushing the boundaries of my comfort level to see if I can grow as a person and business owner. Eight months into 'running the show' there are many challenges that go into overseeing the operations of Real Estate, Podcast, Newsletters, the Daily Vlog, and the Impact Club, but the rewards of seeing my partners succeed has been the biggest joy.

The biggest thing that I've quickly learned is to grow with the right people, those who care about the company, but more importantly, our clients. If they have the mindset that they are always doing right by our clients then everything else falls into place.

Seeing Dawn, Brittany, and Katie grow their business, using the tools that I have developed over the last 5 years is incredible. Seeing the joy in their faces when they are able to help a client is more rewarding than anything that I've done professionally. And I don't mind giving up time and effort to invest in their growth because they, like SueMart and I, are tireless workers.

*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.

I've identified 2 traits that are an absolute necessity to work in our organization. First you have to have the ability to 'GSD' – Get Sh\*t Done. If something needs to get done you just step up and do it. You don't come up with 50 excuses as to why you can't get it done, you just do.

The 2<sup>nd</sup> trait is the ability to problem solve. When you face an obstacle do you figure out a way to solve the problem or do you go in a shell and make excuses. Can you watch a Youtube video? Can you find a prior example of how your problem was resolved? Can you ask someone that is more of an expert and get a quick answer?

Sitting here typing this out I'm realizing that the type of person I want on my side working with me is someone that has initiative to be a 'Problem Solver'. If there was a title on their business card under their name, would they best be described as a Problem Solver? If so, then I can deal with all the training on the technical aspects of contracts, negotiations, and the intricacies of a transaction.

When you have bigger goals and you surround yourself with these type of individuals, working to help them achieve their goals now becomes the drive behind your goals.

### **And you know what?**

Those 15-hour days, it's not work. It's building. It's building the foundation of an organization. It's putting the blueprint in place so that others can succeed. And once the foundation is in place, like building a house, I can focus on the walls and the floors, then put on the roof. Then in a year or 2 after the big picture has been built, we can start focusing on the finishes, the hardware that goes on the cabinets, the paint color, the type of flooring. This process we are going through now is the foundation of something that will look much different in a few years. What I have found in anything that I do in life is to surround yourself with people with the above 2 qualities and everything else will take care of itself.

So, last week after another 15-hour day I sat down to watch 'Mysteries at the Museum' on the History Channel. After being 'on' all day I enjoy watching an hour or two of mindless TV that lets me end my



Susan recently went on a work trip to Chicago. The Boyz and I were able to accompany her, and even caught a Cubs game. Love Chicago.

day putting my thoughts someplace else. So, my go to channels are the History Channel, the Travel Channel, and sports. This evening I was watching Mysteries at the Museum. If you've never seen it the premise of the show is to go

different Museums across the US and the world and pick one or two items from that Museum that have unique 'Stories.' They then share that Story and how that specific artifact ended up in a Museum.

### **This evening's show was an 'International' episode.**

They were at a museum in Eastern Europe and the artifact that they were spotlighting in this episode was an advertisement from the year 2003. It was a typical advertisement, nothing special, something you used to see in the Sunday edition of the newspaper where they highlight that week's specials. However, this ad was for a store that wasn't open yet and they were promoting a 'grand-opening.'

This one ad was what was in the museum for the "Cesky sen" (Czech Dream) hypermarket as this particular ad was from one of the biggest hoaxes the world has ever seen.

There was an entire advertising campaign done around the Cesky sen hypermarket and it's launch. There were radio commercials, print advertising distributed through newspaper circulation, individual flyers/ads, and even a 'jingle' that was recorded and played on commercials. The entire ad campaign was the 'brainchild' of 2 University students, Vit and Filip.

Vit and Filip were promoting a store that was touted as the 'latest and greatest' in consumer purchasing, and this Cesky sen hypermarket would revolutionize shopping forever with bargain prices

that had never been seen before. Examples included designer clothes for \$5, televisions for \$20, and cases of beer for under \$2.

### Prices that were too good to be true.

The public became enthralled with the ad campaign, and each ad grew on top of the last one. Finally, the Cesky sen hypermarket announced a launch date in which there would be a Grand Opening. Consumers were dying for the unveiling of this new store so they could finally get these insane, too good to be true, bargains.

The morning of the Grand Opening over 4,000 people lined up behind the caution tape as they could see the store in the distance. Vit and Filip made one last push to pitch the store that would revolutionize consumer

behavior forever and gave a Grand Opening speech about  $\frac{1}{4}$  mile away of the front of the store.

There was a countdown as the shoppers could not wait to be the first in the store. (I'm imagining how people used to be 5-10 years ago on black Friday, waiting outside of stores to get the best bargains as soon as the doors opened.) The ribbon was cut, and the 4,000 shoppers sprinted toward the store, literally running as fast as they could to be the first in Cesky sen. The closer they got to the store they could see that something wasn't quite right. And when they came to the store front that was all that they could see was a 'store front'. The doors weren't real. The windows were fake. Upon arriving they noticed that the store was just a façade of a store front over scaffolding.

It was at this time that the crowd realized that there was NO STORE, NO INSANE DEALS, that IT WAS TOO GOOD TO BE TRUE.



Alex is playing football this year. He wanted to see a live game. Susan won tickets, front row (preseason). It was a blast!

Vit and Filip let this play out for a bit and then unveiled to everyone the hoax, the build-up, the advertising all had been a hoax. A social experiment. Vit and Filip were university students and were doing a school project.

### They wanted to prove how Marketing and Propaganda can sway people's opinion.

Their thesis was proved to be correct. The public will believe anything even if they know that it is 'too good to be true.' There was such hype in the marketing that 4,000 people showed up to a fake store based on false advertising.

Czech Dream was a film by college students, but it happens everyday in the real world, and I see the public falling for the 'too good to be true' ads.

Have you heard the Quicken Loan commercial for 'Rocket Mortgage' where it says you can have a loan in 3 clicks? ... or ... the ads from real estate agents that tout, 'Your Home sold in X days or we will buy your home?'

Everytime I see these ads I know that there is fine print behind the ad. I know that there is a catch to the 'too good to be true' marketing that these companies and individuals do.

### Know why they do this?

To capture the potential customer's name and contact info to get 'leads.' There is either a website to register for more info, a number to call, or some sort of lead capture. Cause once they have your contact info then they have their claws in you. They can cold call you. They can 'drip' you. They can pester you into submission. You grow to hate this, but are the ones running the ad really to blame?

Come on do you really think you can get a loan for your most important investment, your home, in 3 clicks? Do you really think that real estate agent is going to buy your home if it doesn't sell in X days?

NOPE – There is fine print that gives them 'outs' in their advertising. There are so many hoops to jump through that to 'qualify' for the 'special promotion' that almost no one will qualify.

**Be smart...** Don't fall for the Façade of False Advertising. Do your research...

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

## September Question

**Q: On what Continent would you NOT find bees?**

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.

## August Question & Answer

**Q. The Original Hawaiian Alphabet has how many letters**

**A: 13**

Congratulations: Chelsea Hunter

4		1	2	6		3	8
6	2		3	8		5	4
1					7		
5	8	3		2		1	
6	1	8	9	7	3	4	
4		6		5	8	2	
	4				9		
5	3		4	8		2	1
7	2		5	6	1		3

## Happy Birthday

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

Thomas Price	Sept. 1 <sup>st</sup>	Mike Steele	Sept. 9 <sup>th</sup>	Carl Goldsmith	Sept. 21 <sup>st</sup>
Lisa Tan	Sept. 1 <sup>st</sup>	Anthony (Son) Verdi	Sept. 9 <sup>th</sup>	Ryan Hornung	Sept. 22 <sup>nd</sup>
Yvonne Linger	Sept. 5 <sup>th</sup>	Pete DiSanto	Sept. 11 <sup>th</sup>	Jameson Tusing	Sept. 22 <sup>nd</sup>
Reid Sutherland	Sept. 5 <sup>th</sup>	Christine Majalca	Sept. 13 <sup>th</sup>	Madison Reaver	Sept. 24 <sup>th</sup>
Qynn VanSant	Sept. 5 <sup>th</sup>	Shane Gorman	Sept. 14 <sup>th</sup>	Susan Verdi	Sept. 25 <sup>th</sup>
Erica Sacchetti	Sept. 6 <sup>th</sup>	Michael Goldsmith	Sept. 16 <sup>th</sup>	Silas Cavazos	Sept. 26 <sup>th</sup>
Lauren Campbell	Sept. 7 <sup>th</sup>	Bill Long	Sept. 16 <sup>th</sup>	Quincy Cavazos	Sept. 27 <sup>th</sup>
Karlie Hertzberg	Sept. 8 <sup>th</sup>	Brady Kunka	Sept. 19 <sup>th</sup>	Ed Verdi	Sept. 27 <sup>th</sup>
Paul Gauthier	Sept. 9 <sup>th</sup>	Truc Lettai Phan	Sept. 19 <sup>th</sup>	Bonnie Gordon	Sept. 27 <sup>th</sup>
Katie Martin	Sept. 9 <sup>th</sup>	Calvin Shoemaker	Sept. 20 <sup>th</sup>	Bret Buck	Sept. 28 <sup>th</sup>

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

# IMPACT CLUB™

## 3 Charities. 3 Stories. \$23,500 .

What an AMAZING night on Aug 22<sup>nd</sup> at the BlueSide Tavern where we donated \$23,500 to SHIP, the charity with the most votes at our 3<sup>rd</sup> Quarter Impact Club meeting. I believe that it is important to keep the stories going and that is why I'm sharing with you each charity's brief write-up and also a link to their website so that you can do your own research...

And... if you feel compelled you can donate your time, effort, money to any or all of the charities.

So many people asked me on Aug 22<sup>nd</sup> what happens to the other 2. Well they get their Story told in front of an INCREDIBLE group of people. If any of these Story's strikes a chord with you and you want to do more, by all means go ahead.

The **Frederick County Humane Society** provides support for our community as well as helping pet owners keep their pets. We assist with the cost of vet care, food and necessary items for pet owners facing financial challenge. Last year we paid over \$111,000 in vet bills for Frederick County Residents. Our Emergency Assistance Program helps with the cost of medical needs. We received a call from a single mother who was fighting breast cancer. Her dog ate a hacky sack and needed emergency surgery to save his life. Medical bills had taken their toll; she was just \$200 short. She worried about her kids losing their pet in the middle of her own medical crisis. We provided the funds needed and her dog is doing great! Our Pet Food Bank distributes 2,000-3,000 pounds of food each month. We assist with annual exams and vaccines for low-income families. We have many other programs, including assistance with spaying/neutering pets, senior programs and our Unsung K9 Hero Project. If we don't have a program to assist in the needs of the public, we work to find one that is available. To find out more info and to donate head over to: <http://www.fchs.org/>

**Family Resource Information & Education Network for Down Syndrome, "F.R.I.E.N.D.S."**, was reformed in 1999 to be a support and resource group for expectant and new parents of children with Down syndrome. We are a 100% volunteer



Ed Hinde with SHIP receiving the 3<sup>rd</sup> Quarter Dontology from the Impact Club....

organization who has grown to provide many additional programs and events to support the claim that our children are more alike than different. It is our mission to raise awareness and acceptance of Down syndrome in our community through education in our schools, medical and business communities, and families. This November, we will be hosting our 9<sup>th</sup> annual educators' conference, "Techniques for Success", where over 350 local educators will spend an entire Saturday learning new and better techniques to help our children succeed in their main stream classrooms. F.R.I.E.N.D.S. hosted our third iCan Bike camp this summer where individuals with disabilities learned how to ride a conventional two-wheeled bicycle. We provide grants to assist our families with medical, educational, and enrichment expenses. Each year, F.R.I.E.N.D.S. awards scholarships to individuals with Down syndrome pursuing high education and students who want to continue their education in fields that will benefit individuals with Down syndrome. To find out more info and to donate go to: <http://friendsoffredco.org/>

**Student Homelessness Initiative Partnership (SHIP)** a nonprofit charity since May of 2015, SHIP provides urgent services and support to the hundreds of Frederick County Public School students experiencing homelessness each year. Working with FCPS personnel system-wide and our SHIPmates, now totaling over 3,600 residents from across the county, SHIP supplies food, new clothing, funding for enrichment activities, and when no other options exist, emergency shelter. Seeking to be a part of the overall solution for these children, SHIP in 2016 created New Horizons Frederick, an annual summer program that provides academic tutoring and part-time jobs to local homeless high school students. The second annual program just concluded with 38 students graduating from two area schools. Beginning with the upcoming school year, New Horizons will expand year-round and connect students to existing community services and programs to help them earn a high school diploma and break the cycle of poverty. To find out more info and to donate go to: <http://www.shipfrederick.com/>

Impact Club and the local charities have all been blown away by your support... and, for that, we THANK YOU!!!

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



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Eric  
Verdi



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**Ellen Davis** – Episode 116 - Ellen Davis wears many hats, from being a top insurance executive to being the President of the Montgomery County Woodturners Association. Ellen got into insurance through her father, who pushed her to get her license after she wasn't able to find a job she enjoyed- she fell in love with the business and swiftly became a broker. A decade later Ellen created Life Health Home Insurance Group. Ellen believes that face to face client interaction is important to build trust and strong relationships. **More from Life Health Home Insurance:** Here at Life Health Home Insurance Group, LLC, we are dedicated to you and to all of your different insurance needs. We work diligently to help individuals, couples, families and companies achieve their goals by possessing an extensive knowledge of the insurance industry, customizing programs, and having innovative options so you and your families are happy, life-long clients



**Alex Nunemaker** – Episode 115 - Graduating college and coming back from his honeymoon, Alex found himself in between a rock and a hard place. He found himself looking for a new job, and found himself in the lending business. Alex had a curious experience with lending in his years of college. His family had lost his house because someone in the lending business made a huge mistake. Years later, and finding his niche in the business, Alex knew how important it was to advocate for clients and be an educator for those below him, becoming a protector for his clients in need. Mlend has built a strong reputation as an outstanding mortgage firm offering "**Home Loans Made Fast & Easy**" to homebuyers throughout the Mid-Atlantic region. We realize that home financing is one of the largest financial decisions in our clients' lives. Whether you are a first-time homebuyer, refinancing your existing home, or moving to your dream home, our mortgage consultants and support team are committed to making your home financing decision fast and easy!



**Chris Spear** – Episode 114 - Going out to eat is a real pain. You have to make reservations, settling for a time you don't want to eat, if you can get a reservation at all. You get there and your table isn't ready. Your food seems to take forever. They won't accommodate your special diet. You both want to have a drink, but driving while intoxicated is both stupid and illegal. If you have kids, you have to find a babysitter, potentially tacking on upwards of \$30. **Why bother?** The solution is Perfect Little Bites. I bring the restaurant to you. My name is Chris Spear. I work as an in-home personal chef and culinary instructor in Frederick, Maryland and the surrounding areas. As a working professional with kids, I know how hard it can be to get out of the house and have a great dining experience. I want to provide you with a memorable, restaurant-quality food experience in the comfort of your own home. In addition to having an amazing meal, you save all that valuable time you would have otherwise lost traveling, parking and waiting. So, go ahead, pop a bottle and pour a drink. I'll take care of the rest.



**Sara Clement** – Episode 113 - From graduating college, stepping into the workforce, and living in Rome for over 5 years to teach English, Sara found herself deciding what her next life path would be. She knew she was passionate about helping people and began exploring her options. Sara specializes in traditional table massage and Thai body massage. Thai massage combines the benefits of yoga and massage and implements stretching to provide an energized and revitalized feeling. **What is Thai Yoga Bodywork?** Thai Yoga Bodywork is based on an ancient style of massage and bodywork still done in Thailand today. In Thailand, massage is a very broad field including massage and chiropractic manipulations. The Thai Yoga Bodywork I provide does not include "adjustments" like chiropractic, but it does use compressions, joint mobilization, and gentle stretches to relax the receiver, release tension, relieve aches and pains, and increase flow of energy throughout the body.

**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.

## Timing is EVERYTHING...

Having recently returned from a trip to Chicago I am reminded just how important timing is in everything that we do. If you weren’t at that restaurant that one night when you happened to meet your future husband/wife you might have ended up marrying someone else and had a different life. When you were 5 years old if you had a different kindergarten teacher then you might have never met your best friend that you’ve had for 30, 40, 50 years. Not getting too deep here, but the universe has a way of unveiling itself to you at just the right time.

On our recent trip to Chicago we were lucky enough to attend a Cubs ballgame at the historic Wrigley Field.

Having a buddy, Steve Weirich in the suburbs I took a chance that he might have tickets or know someone that has tickets. Steve, he came through. One of his friends had season tickets that he wasn’t using this particular night so he was generous enough to sell them to us.

It was raining before the game so instead of heading down early and catching a bite to eat and doing the touristy thing before the game we arrived about 15 minutes before the game started and were walking to our seats as the National Anthem started playing. Walking down to our seats we just kept walking closer and closer to the field, one step down after another until we settled into our seats 8-9 rows back from the field. AMAZING

SEATS. We got to sit down and settle in to watch the last few minutes of warm-ups before the game.

The Reds were just finishing up their warm-ups and as they were walking off the field one of the players tossed a ball to the upper deck so that one lucky fan could get a ball. Well, the throw didn’t quite make it to the upper deck. It hit the façade and bounced down to the lower level about 8 rows from where we were sitting. There was a mad scramble where the ball dropped – you’ve seen these before like a swarm of bees everyone ran to where the ball landed. No one came away with ball and it rolled to the next row. Another scramble. Again, no one came away with the ball.



Then it kept rolling down, and because the stadium wasn’t full yet, there were a couple empty rows. The ball kept rolling and went RIGHT to where Anthony was standing. He calmly leaned over and got the souvenir.

Lucky guy. I’ve been to probably 150 games and NEVER got a ball. This was Anthony’s 2<sup>nd</sup> professional game and he gets a ball. How cool is that!!! If it wasn’t raining we would probably have been late and missed out on the opportunity. If we didn’t know Steve, our seats would have been different.

### Right Place. Right Time.

This happens on a daily basis in Real Estate. Knowing the market on a micro level is ONE KEY component and can be the difference in getting maximum value when you selling. We recently had clients that had a townhouse and they wanted to know ‘when to sell.’ When we first started the process there were a couple of other homes in the range we were thinking, but they were nicer with more upgrades than our home. Our sellers didn’t want to invest in the necessary upgrades to compete against those homes. But while we were taking the sellers through the Documented Approach and preparing their home for sale, those homes all went under contract and a new batch of homes came on the market. This time, these new homes, they were \$10k-\$15k more.

Now was our time to strike. With the direct competition being \$10k-\$15k more we could list the home at an aggressive price and still have perceived value to potential purchasers without doing the upgrades to the home. And that’s just what we did.

We listed on a Thursday. Had 17 showings and 3 offers that weekend. Getting \$7k more than the original listing price (which was pushing the market to begin with). If we had listed just a few weeks earlier than our client probably would have gotten \$15k less, but just as Chapter 10 from our book, ‘The Psychological Approach to Sell Real Estate’ (Correct Timing Eliminates Uncertainty) being at the right place at the right time can be the difference between getting that souvenir at a ball game.

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

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Or Call/Text to 301-514-2403

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

- Impact Maryland Real Estate was exceptional. They did an amazing job and really went above and beyond. I will definitely be referring others to this realtor and will be doing business with them again. Absolutely outstanding, personable, understanding, and cares about their customers 110%. (Christina S.)
- I have already recommended [Impact Maryland Real Estate] to several friends and neighbors. They are friendly, honest and easy to work with. They really did a great job advertising my house. My house was only on the market for 7 days! (Melanie P.)

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