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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JANUARY 2018



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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## **Everyday Santa Claus**

Imagine you are 6 years old again... Remember the sheer and utter anticipation and excitement of Christmas morning?

You were told all the stories about Santa Claus, his reindeer, the elves that made the toys in the North Pole. You didn't bother to question exactly how Santa worked. You just knew from the time you were little that every Christmas you would come bouncing down the stairs in anticipation of Santa having come the night before and delivering presents.

Santa is a magical. You didn't question how he got to every child's home. You didn't think about how he flew around with Reindeer. You didn't question. You just knew that Christmas was a magical time.

You memorized the following poem by Clement Clarke Moore which I included the entire poem for you to read to take you back...

**Remember hearing a grandparent, aunt, uncle, parent reading you this poem on Christmas Eve?**

*'Twas the night before Christmas, when all through the house.  
Not a creature was stirring, not even a mouse; The stockings  
were hung by the chimney with care, In hopes that St. Nicholas  
soon would be there;*

*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.

*The children were nestled all snug in their beds,  
While visions of sugar-plums danced in their  
heads; And mamma in her 'kerchief, and I in my  
cap, Had just settled down for a long winter's nap.*

*When out on the lawn there arose such a clatter, I  
sprang from the bed to see what was the matter.  
Away to the window I flew like a flash, Tore open  
the shutters and threw up the sash.*

*The moon on the breast of the new-fallen snow.  
Gave the lustre of mid-day to objects below,  
When, what to my wondering eyes should appear,  
But a miniature sleigh, and eight tiny reindeer,*

*With a little old driver, so lively and quick, I knew  
in a moment it must be St. Nick. More rapid than  
eagles his coursers they came, And he whistled,  
and shouted, and called them by name;*

*"Now, DASHER! now, DANCER! now, PRANCER  
and VIXEN! On, COMET! on CUPID! on,  
DONNER and BLITZEN! To the top of the porch!  
to the top of the wall! Now dash away! dash away!  
dash away all!"*

*As dry leaves that before the wild hurricane fly.  
When they meet with an obstacle, mount to the sky,  
So up to the house-top the coursers they flew, With  
the sleigh full of toys, and St. Nicholas too.*

*And then, in a twinkling, I heard on the roof. The  
prancing and pawing of each little hoof. As I drew  
in my hand, and was turning around, Down the  
chimney St. Nicholas came with a bound.*

*He was dressed all in fur, from his head to his foot,  
And his clothes were all tarnished with ashes and  
soot; A bundle of toys he had flung on his back,  
And he looked like a peddler just opening his pack.*

*His eyes -- how they twinkled! his dimples how  
merry! His cheeks were like roses, his nose like a  
cherry! His droll little mouth was drawn up like a  
bow, And the beard of his chin was as white as the  
snow;*

*The stump of a pipe he held tight in his teeth, And  
the smoke it encircled his head like a wreath; He  
had a broad face and a little round belly, That  
shook, when he laughed like a bowlful of jelly.*



Our Christmas Eve Pix at Lou and Linda's house.  
Look how tall Anthony is. WOW time flies.

*He was chubby and plump, a right jolly old elf,  
And I laughed when I saw him, in spite of myself; A  
wink of his eye and a twist of his head, Soon gave  
me to know I had nothing to dread;*

*He spoke not a word, but went straight to his work,  
And filled all the stockings; then turned with a jerk,  
And laying his finger aside of his nose, And giving  
a nod, up the chimney he rose;*

*He sprang to his sleigh, to his team gave a whistle,  
And away they all flew like the down of a thistle.  
But I heard him exclaim, ere he drove out of sight,  
HAPPY CHRISTMAS TO ALL, AND TO ALL A  
GOOD-NIGHT!*

If you have young kids then you get to live this every year through their eyes. The excitement they have. Alex, being 8 years old this year, could NOT WAIT for Christmas morning. This year he was so stoked.

### **He didn't question 'the magic.'**

He didn't question how it all worked. Just knowing that Santa was in charge and everything was explained by saying, "Santa Claus is magical."

### **Now let me tell you about 'Everyday Santa.'**

When we first meet with new home buying clients one of the things that I ALWAYS tell them is that when they find the right house that they will 'feel it', they will just know. There is a certain emotion that goes into homebuying that I LOVE. The anticipation of finding helping clients find a new

house to call ‘home’ is the utter joy that we love about what we do.

I recently had clients, Lauren and Rick who were looking for just the ‘right home.’ Lauren being an art teacher in Frederick County wanted to find something that suited her outgoing and unique taste. Cookie cutter wouldn’t do, it had to have a certain vibe. We started this process in the late spring/early summer of this past year and SueMart and I would send them homes and the first few that we saw

didn’t fit the ‘vibe’ that Lauren and Rick wanted.

Rick and Lauren’s journey to home ownership was not a smooth one

as they found a couple homes that they liked enough to make an offer on, but for one reason or another their offers were not accepted. They were getting frustrated about ever finding a house to call home and I kept assuring them that the right house would come along.

SueMart and I were frustrated too, we knew the type of home that they wanted would be tough to find and even tougher to get as homes in downtown Frederick with the ‘vibe’ they wanted didn’t come on the market often.

**But then it happened, and just like Santa on Christmas Day I got to see the utter joy on Lauren’s face.** The same joy that a 6 year old has on Christmas morning as they creep down the steps to see if Santa really did come and deliver presents.

As we walked into the home on North Market Street and Lauren was literally jumping up and down, like Alex did on Christmas morning, excited because the home fit exactly what they wanted. It was a unique home that had that feel Lauren and Rick had wanted in a house. It had enough quirks,



Anthony and Alex made Christmas cookies with Susan this year... Yum!

but was still modern enough with upgrades to provide them with everything they wanted. Lauren’s eyes sparkled, and Rick knew that, at that point, he didn’t have much of a say in if they would make an offer on the home.

Having made offers on 2 other homes without success Lauren and Rick were tepid in their hopes of getting the house.

**This is when, like a kid a Christmas, I told them they just have to believe.**

Like Santa, you never see the work that he does during the year to make all those presents. The thousands of hours that the elves are working. The painstaking details that Santa has to plan to get around the world in one night. Feeding the Reindeer along the way and making sure that his bag of toys never goes empty along the journey. Matching each child up with the correct present.

The same work goes into getting buyers in just the right home. Us, your agent, we are like Santa Claus directing and overseeing everything that goes into buying a house. With Rick and Lauren there were many hurdles. First getting the contract accepted by the seller. Then getting through home inspection. Then termite inspection. Then getting insurance lined up. The appraisal. The house location survey. Getting final loan approval. Making sure certified funds were available. The, literally, hundreds of phone calls/emails/texts to make sure everything is smooth.

**The details that NO ONE sees. This is where the real MAGIC happens.**

The clients, Rick and Lauren, all you really want them to focus on is ‘Christmas Morning’ – buying the house. Us, as Santa, we focus on the other 364 days out of the year to get them to that point.

Everyday in real estate I get to act as Santa Claus taking care of all the details so that our clients they get the end result, Christmas Morning (ie: Settlement).

If you are considering a move this year, make sure you have Santa on your side... hahahaha.

Cheers!!!

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

## January Question

**Q:** Who painted a late 15<sup>th</sup> Century Mural known as the Last Supper?

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.

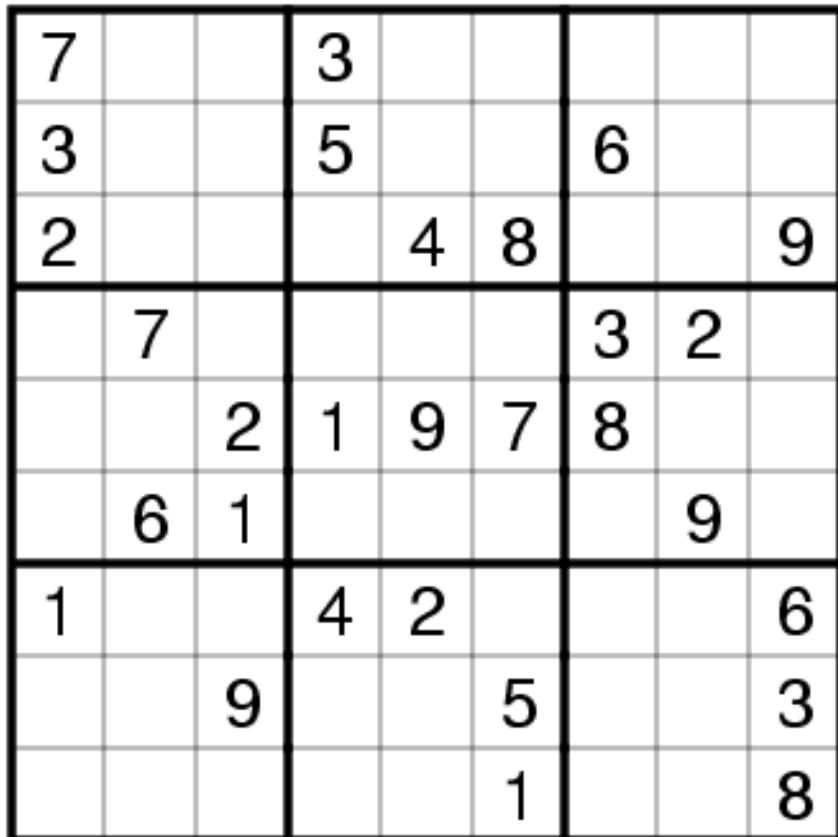
## December Question & Answer

**Q.** He reigned over the German state of Prussia from 1740 to 1786. His people called him "The Great," for he brought great military prestige to his country after the Seven Years' War.

Who was he?

**A:** Frederick The Great

Congratulations: Tammy Porter



## Happy Birthday

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

Shari Auldrige	Jan 1 <sup>st</sup>	Mike Roderick	Jan 13 <sup>th</sup>	Vicky Nichodmus	Jan 18 <sup>th</sup>
John Knowlton	Jan 2 <sup>nd</sup>	Phil Ranneberger	Jan 13 <sup>th</sup>	Brooks Campbell	Jan 20 <sup>th</sup>
Jeff Willem	Jan 3 <sup>rd</sup>	Brandon Kaas	Jan 15 <sup>th</sup>	Jane McClellan	Jan 20 <sup>th</sup>
Patrick Roderick	Jan 5 <sup>th</sup>	Joseph Durnal	Jan 15 <sup>th</sup>	Jeff Purgason	Jan 20 <sup>th</sup>
Matt Fogelson	Jan 8 <sup>th</sup>	Elizabeth Wells	Jan 16 <sup>th</sup>	Joe Main	Jan 20 <sup>th</sup>
Amy Temporado	Jan 10 <sup>th</sup>	Monica MacCracken	Jan 16 <sup>th</sup>	Natalia Menocal	Jan 20 <sup>th</sup>
Justin Anderson	Jan 10 <sup>th</sup>	Ryan Hines	Jan 16 <sup>th</sup>	Heather Throckmorton	Jan 20 <sup>th</sup>
Paul Ford	Jan 10 <sup>th</sup>	Susan Martin	Jan 16 <sup>th</sup>	Gina Keefer	Jan 24 <sup>th</sup>
Debra Boyer	Jan 11 <sup>th</sup>	Kennetha Orsini	Jan 17 <sup>th</sup>	Elke Wharton	Jan 25 <sup>th</sup>
Kylee Callahan	Jan 12 <sup>th</sup>	Shane Doody	Jan 17 <sup>th</sup>	Emily Keefer	Jan 27 <sup>th</sup>
Frank Zielinski	Jan 13 <sup>th</sup>	Shawn Doody	Jan 17 <sup>th</sup>	Mandy Rawlett	Jan 30 <sup>th</sup>
Kristen Bonadies	Jan 13 <sup>th</sup>	Doug Cooper	Jan 18 <sup>th</sup>	Mike Orsini	Jan 30 <sup>th</sup>
Mark Haraway	Jan 13 <sup>th</sup>	Jennifer Long	Jan 18 <sup>th</sup>	Lizzie Goodwin	Jan 31 <sup>st</sup>
Max Lopacienski	Jan 13 <sup>th</sup>	Michael Riling	Jan 18 <sup>th</sup>		

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

# '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.

## The Avengers "Dream Team" Philosophy Applied to Real Estate

*How our "Dream Team" came together to help our clients achieve a \$30K profit margin*

### **Meet the Clients:**

Yuri and Elza were on a roll. Just two years after buying their Walkersville home and soon after having their son, Max, they were on their way to Chicago. Yuri had accepted an exciting new job in the Windy City. There was only one problem. They had to leave before selling their home in Walkersville. Thankfully, Yuri's father Yakov was on the case. Having already worked with our company to find the couple their first home, he reached out to us again for advice on a 2-year resale. And we're so thankful he did.

### **The Situation:**

The last thing you think about (*or should think about*) when you're a new parent is how to upgrade your home for a resale. When we first met Yuri and Elza, Elza was pregnant with their son, Max, on the way and they knew exactly what kind of home their growing family needed. When we walked through the door at 236 Heritage Court, it was love at first sight (well, for Elza anyway). Yuri and his father Yakov came over later to negotiate the price. It was a steal of a deal too - at just \$205,000.

That was two years ago. Not enough time to turn a profit on a home if you believe the naysayers. And certainly not enough time to make any substantial improvements - especially when you have a newborn in tow.

By this time, the "market value" of the home was between \$205K and \$210K, barely any higher than their original buying price. Worst case scenario, they would lose money on the sale. Best case, they would make \$5K. More than likely, they were close to breaking even.

Oh, and did we mention that Yuri and Elza had already moved to Chicago? So, there was the added pressure of the house being unlivable. With Yakov living in Pennsylvania, he had to rely completely on our insight into the current condition of the home and the local market.



### ***The Options:***

Yakov had a decision to make. Option #1) Sell the home as-is and risk either breaking even or possibly losing money on the deal. Because no improvements had been made, it was as good as taking a roll of the dice. Option #2) Rent out the property until he could decide how to proceed with the sale. This option had its pros and cons but was ultimately not a road Yakov wanted to go down. Option #3) Follow our documented approach and invest \$8,000 in strategic home improvements that would increase the perceived value of the home and could raise the sale price as high as \$220,000 (by our initial estimates.)

### ***The Decision (and Results):***

Yakov decided to go with Option #3. And, lucky for Yakov, we don't hold the market up on some pedestal like other brokerages. We don't see the "market" as some unstoppable force of power, completely impossible to defeat. Just follow the comps, and accept the cards we're dealt? No, thank you.



However, we also know that to really defeat the market pricing, we first needed to face the obstacles head-on. We needed to establish our mission and clearly define our goals.

First, the landscape was badly overgrown in the back. It would need a lot of work. Second, the carpet needed to be replaced in some places and a deep cleaning in others. Some walls needed fresh paint. The 3rd

bedroom add-on needed to be completed downstairs, and there were minor appliance and roof repairs that simply had to be made before the house could go on the market.

Yakov committed to invest the \$8,000 needed for repairs, and we got to work. By the time our team was finished, we were completely blown away by the results.

We listed the home at \$229,900-almost \$6,000 over what we had originally planned. After ONE day on the market, we had three offers on the table. The winning offer? \$235,000. A full \$15,000 over my largest estimate and \$30,000 over their original purchase price.

All said and done, Yakov more than doubled his \$8,000 investment.

### ***The "Dream Team" Philosophy Applied:***

The magic of any Avengers movie is the sheer awe that comes from watching such a mix-matched group of characters working together in one room. First, you've got Iron Man, a genius who doesn't play well with others. Then you have the Hulk who is as nice as can be to everyone - *until he's not*. Then there's the Black Widow who no one can trust. Meanwhile, Hawk Eye is playing the rebel without a cause while Captain America and Thor are busy arm-wrestling in the corner.

But, somehow, Nick Fury gets them all together to apply their talents towards a shared mission. He unites their powers towards a common cause.

That's exactly what we had to do with 236 Heritage Court. Once the task list was settled and we knew exactly what improvements had to be made, we had to unleash our greatest weapon - our team. Everything had to be executed perfectly to pull our mission off. And with the owners out of state, every action had to be managed and coordinated by Impact. Nothing could fall through the cracks.

First, we needed a contractor who could do bedroom add-ons, patch drywall and do carpet installs. Then, we needed a painter. Then, a landscaper, followed by a professional cleaner. Finally, we needed our photographer Annie and Shari, our scientific stager.

Everyone had to unleash their talents, and every member of our "dream team" had to work well together.



The painter had to work with Shari to ensure the colors were right for staging. The professional cleaner had to support the efforts of our contractor to make sure the carpeting flowed well from room to room. And, at the very end, Annie had to create a visual story with her photos that would shine a spotlight on the work of the entire crew.

It wasn't an easy job. But we put on our best Nick Fury impression and got to work.

And like Nick Fury, we always have a vision of where we want to go with our proven approach. We know exactly which steps need to be taken and when and where to utilize the skills of our team to achieve the best results. We've learned, over time, what cards to play to defeat the market and create Hulk-size returns for our clients.

This is why Yakov came to us when it was time to resell this home. It is why our Psychological Approach clients come back to Impact Maryland Real Estate again and again and continue to refer others to us.

As we tell everyone we work with, you never have to settle for second best or "market average." You can push the limits. You can achieve super-hero style results for your home sale. All you need is the right approach and a dream team to pull it off. Congrats to Yakov, Yuri and Elza for trusting us to do just that.

# IMPACT MARYLAND MONTHLY

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## Testimonials from recent 'IMPACT Maryland Monthly' Members

- Brittany Reever is the best, hands down. From the start she had our best interest at heart. Not only did she understand exactly what we wanted but there was zero pressure to buy. Brittany showed us houses over the course of a year until we found exactly what we dreamed of... if not better. The house we bought was only on the market a day thanks to Brittany's quick response time. She also referred us to Ryan Weinstein who handled our loan and made sure we were taken care of every step of the way. When all was said and done we could not have been happier with the outcome. To take it one step further Brittany also helped with my plan to turn my girlfriend into my fiancé the day we closed on our house. Unique experience all the way around from a team of experts. I would highly recommend these guys to anyone looking for someone they can trust. – Mike S.

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