

Protector. Innovator. Philanthropist.

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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

FEBRUARY 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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Failing Fast [Skiing and Business]

Recently went skiing with the Boyz, their first time...

Brought back memories of about 30 years ago when I was Anthony's age and I went Skiing for the first time. The Boyz and I had been talking about going skiing since last winter and we finally went yesterday.

We had a marketing promo shoot with North Market Pop Shop that morning before skiing. It was a fun promo and look as we roll out a campaign for them this week... Then ran back and got the Boyz to head up to Ski Liberty. Dad/Papa V joined us in our adventure yesterday. He wanted to go and watch the boys on their first day on the slope.

We get there to check in and do the first day package which includes an hour and a half lesson, equipment rental, and then all day on the 'easiest' 2 slopes. If you've never skied, the equipment is cumbersome. The boots feel like they weigh 40 lbs each, almost like you have cement blocks on your feet. The helmet, the ski's, the poles. It took us about 40 minutes to check in and get all our equipment.

We then walk up to the area where they teach the lessons and find the beginner group for the boyz.

I watch them get started and then I go do a couple of runs.

Continued on the Inside...

If you have friends, neighbors or family members who, like you, are a savvy homeowner who is concerned about how to maximize the value of your investment, and you think they would appreciate IMPACT MARYLAND MONTHLY, I'd be happy to make that happen...and, have it come as a gift from you. Here's how it works: Simply shoot us an email (subscribe@ClientProfitSecrets.com) with your name and the name and address of the person whom would enjoy this newsletter. I'll include a note explaining that it is totally free because you arranged for a free subscription.

The instructors start out with the VERY basics. Having them pick up their legs. Having them mock up moving without their skis. They do 'fake' sports movement. One pretends to catch a football. One kicks a soccer ball. One does a swimming stroke.

For the first 30 minutes all the exercises they do are an attempt to get the guys comfortable in their new gear...

Then they move onto getting their skis on. Then taking baby steps. Step after Step. Lesson after Lesson. Drill after Drill. Then only the last 15 minutes do they go down the small slope.

Anthony. He LOVED the lesson because he got to learn the process... He is a process-oriented learner. Why A fits into B, and how B ties into C... then that lead to skiing.

Alex, he didn't like the lesson. He thought it was boring. Alex is more of a trial and error learner. Let me learn myself by falling down and getting up and trying again.

I, like Alex, learn best by doing...

Here is a video of the boyz form yesterday...

<https://www.facebook.com/eric.verdi.9/videos/10214878323768701/>

The boyz had a great time skiing. I love seeing their growth and it is fun as a father watching how they can be raised in the same house, parented the same way, have the same set of parents and circumstances but then also having ENTIRELY different personalities. How they learn and retain information entirely different. That being said, Anthony and Susan have the same type of makeup and learn and retain info the same way. Alex and I, we learn and retain info the same way.

So, maybe genetics does have something to do with it.

Watching Anthony and Alex grow over the past 11 and 8 years respectively has been fun. Never a dull moment. Having full responsibility for raising 2 kids into adults you look back and there are definitely certain, specific instances that I didn't parent correctly. Circumstances where a quiet talk might have worked better than raising my voice. Times when I should have been stricter. I think every parent has these moments where looking back they would have 'parented' differently.

That being said the core principles, the overarching them have not changed. Be nice to people. Be respectful. Take responsibility for your actions. Look people in the eye when you talk to them. Finish what you start. And be aware of Karma, it's always there.

I could not be prouder of the young men that they are becoming.

The other weekend we had the DeLauders over, they are great friends of ours and they also have 2 kids Trevor a 7th grader and Lindsey a 6th grader (same as Anthony). Alex, he and Trevor went and played. Alex loves hanging with older kids. Lindsey and Anthony they basically hung out with the adults. Somehow the conversation turned to 'hard candy' with Steph and I talking about making hard candy as kids. Then Anthony chimed in and said we have recently started making hard candy.

Anthony pulls out the recipe and he and Lindsey start making their own batch. Anthony was teaching Lindsey the steps and worked with her and included her in the process of making a Cinnamon batch. An hour later we had hard candy. Anthony did a GREAT job working with Lindsey and teaching her the process by which we make the candy.

After dinner, the adults were sitting around the table just talking. And my 11-year-old was sitting there engaged in the conversation. Jerry and Steph would ask a question and Anthony would answer confidently. He looked them in their eyes and spoke with conviction. He would also chime in and add value to the conversation at appropriate times adding insight that was not an 11-year-old kids insight. I just sat back and watching and listening as Anthony was engaging.

At that moment I was so proud that my son could sit there and hold his own in an adult conversation. Now, a lot of this has to do with Anthony and his personality, but the lessons that Susan and I teach and the overarching parenting had a sliver to do with this. The time that I raised my voice when I could have instead put him in time out when he was 3 and he talked back doesn't seem to be that big of deal now that 8 years later we have stuck true to our principles.

Having partners now, 6 of them, SueMart and Rock as employees sitting here writing this and thinking about the growth this year

having an organization is not all that different than parenting Anthony and Alex.

You know that this year has been one of the most challenging professionally for me that I have ever had. Starting a company from scratch in 2 weeks. Policy manuals. Partner Training. Getting Insurance set up. Investing in startup costs. Hiring a Chief Content Officer and investing in all that is needed to put on high quality video for the marketing arm. Training new partners. Overseeing their paperwork. Publishing newsletters for partners. Finishing a book. Morning Musings.

All of the content creation that has increased, and yes, that is difficult but my biggest challenge this year has been managing all the new people.

I was having a conversation the other day with Ryan Fletcher, the founder of Impact Club, who also happens to be one of my mentors, a great friend of mine and someone who has pushed me the last 6 years to become more a content creator and story teller. He is growing out his company at a more rapid pace than I am mine, but just 2 years ago it was just each of us operating our own businesses and having one employee/assistant. Now Ryan has 20+ employees and is getting ready to open 2 entirely new businesses. I told him that being the CEO, being the one in charge of people is difficult and a new challenge unto itself. He is in total agreement.



This growth. This managing of people has weighed on me this year. Thinking, "am I doing this correctly?" If there is an issue and something isn't done exactly as I want, it ultimately falls back on me and that I'm not correctly teaching my partners. So, all the responsibility falls on me to make sure that I have 8 different personalities and 8 different people who learn and retain information differently.

One thing that I have learned this year and became crystalized sitting there watching Anthony have an 'adult' conversation at the age of 11 is that if you stay true to your principles then the results will happen.

1-Take care of your clients at all cost.
2- Make sure you know your paperwork/contract/listings. 3- Never, ever do anything unethical in your transaction. EVER.

Those are the basic principles. We have our 8 Core Beliefs (an expanded version of the above) that Impact Maryland Real Estate partners operate by and they are on our website.

As long as my partners operate under these principles, then when they miss an initial on a contract or forget a step in the process I look at this as a teachable moment. And if I can stack these teachable moments on top of one another while staying true to the Core Beliefs knowing that there is a bigger overall picture.

When I 'nitpick' or 'micromanage' as I am often accused by my partners it is because I know the end result 2, 3, 10 years down the road will be someone who knows what they are doing inside and out and they will have supreme confidence in their abilities because of the training along the way.

Looking at the big picture I know the type of results that will come by having Core Beliefs, it is a process and doesn't happen overnight. If you stay true to your Core Beliefs, be it raising kids or growing an organization and having partners the end results will be in aligned to those beliefs taught every day.

Eric Verdi

Don't Forget to Have Fun!!!

February Quiz Question

Q: Each of the Classic Rubik's cube six faces is covered by how many stickers?

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.

January Question & Answer

Q. Who painted a late 15th Century Mural known as The Last Supper?

A: Leonardo da Vinci

Congratulations: Kathleen Hertzberg

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

Happy Birthday

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

Stephanie Barnas	Feb 1 st	Rhett Fleetwood	Feb 8 th	Valerie Wilson	Feb 19 th
Chuck Woodfield	Feb 1 st	Eliza Fogelson	Feb 9 th	Holly Young	Feb 20 th
Hailey Mattison	Feb 1 st	Cookie Verdi	Feb 10 th	Lily VanSaint	Feb 21 st
Dan Moriarty	Feb 2 nd	Candy Reaver	Feb 10 th	Emily Hansroth	Feb 22 nd
Aubree Wolf	Feb 3 rd	Lisa Titus	Feb 11 th	Katherine Leonard	Feb 22 nd
Tammy Black	Feb 3 rd	Mason Diener	Feb 11 th	Allie Doody	Feb 23 rd
Mackenzie Bridgewater	Feb 4 th	Owen Hornung	Feb 11 th	Em Goldsmith	Feb 23 rd
Kim Joseph	Feb 5 th	Walter Bonadies	Feb 12 th	Kendall Costner	Feb 23 rd
Becky Wells	Feb 5 th	Adam Willem	Feb 13 th	Noah Orndorff	Feb 24 th
Brooke Barba	Feb 5 th	Jerry DeLauder	Feb 13 th	Scott Sweitzer	Feb 24 th
Robie McClellan	Feb 5 th	Lisa Doody	Feb 13 th	Reese Kleinfelter	Feb 25 th
Jerris Joseph	Feb 6 th	Nichole Willem	Feb 13 th	Jim Chandler	Feb 25 th
Ashley Orsini	Feb 6 th	Alexis Wingard	Feb 14 th	Joe Parker	Feb 25 th
Gary Delbrook	Feb 6 th	Brent Conner	Feb 14 th	Bib Dabney	Feb 26 th
Kim Mattison	Feb 6 th	Michelle Hornung	Feb 15 th	Shirley McDowell	Feb 26 th
Scott Mattison	Feb 6 th	Sophie Donnellan	Feb 16 th	Kim Frizzle	Feb 27 th
Abel Soares IV	Feb 7 th	Tanner Mills	Feb 16 th	Bob MacCracken	Feb 28 th
Harriet Creighton	Feb 8 th	Dorthy Schrider	Feb 17 th	Fenny Tan	Feb 28 th

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 Harley Davidson of Home Sales

How a "Go Big or Go Home" Attitude & Documented Approach Led to \$34K in Return

Meet the Clients:

Jeremy and Erin were the dream team. With three great young boys to raise and jobs as Montgomery County educators, they have worked hard for everything they have and are enjoying the fruits of their labor to the fullest! After investing in one of the largest and most beautiful homes in New Market (*certainly the most breathtaking home in the neighborhood*) they were movin' on up. Jeremy was offered a job as head soccer coach in Montgomery County. It was time to build a life closer to work. And, as it turns out, it was time for them to build a home of their own! Their only challenge? To sell their home for top dollar just before the selling season was starting to heat up.

The Situation:

When you know you have the "real deal" on your hands, there is no limit to the things you can accomplish. This is true of both properties and people. First of all, Erin and Jeremy's property was undoubtedly the best on the block. It was the largest, by far, in terms of square footage. However, there were also little touches that made it distinct - oversized windows, gorgeous wood flooring, large gourmet kitchen with a diamond-shaped center island. When it comes to homes in New Market, this was *certainly the "real deal."* And, as I would discover later, so were Jeremy and Erin.

But despite how lovely the interior features of the home were - they were still not a *strategy*.

They did not provide a proven approach to *selling* the home. The thing about property features is that they have to be properly positioned and highlighted in order to make an impact on a potential buyer. (*It's like what they say about makeup - you don't want to wear too much, but you need just enough to highlight the natural beauty and qualities you already hold.*)

While they could easily have listed the home as-is and take their chances with the market, it was clear what they could expect from a sale. A neighboring home with almost the exact same layout had sold for \$475K with \$14K in seller concessions just a month prior. In other words, Erin and Jeremy could reasonably expect around \$461K from their own sale.

But didn't we mention that Jeremy and Erin were "the real deal" too, just like their home? More on that later...



The Options:

Jeremy and Erin had a decision to make. Option #1) Sell the home as-is and accept an estimated home sale of \$461K, based on the recent home sale of a similar neighborhood floor plan. Option #2) Invest in the documented approach and devote time and money to scientific staging, professional photos and other proven property marketing techniques. Stand to gain thousands in return.



The Decision (and Results):

Knowing that the recent neighborhood sales was made without any scientific staging, professional photos or any other aspects of a proven approach to selling real estate, Jeremy and Erin were just not satisfied with going that route. Especially after hearing about our approach from multiple sources, including mutual friends of ours, Jeff & Jenn Purgason, whose home we had recently sold.

It was simple. Erin and Jeremy were simply not the “easy way out” kind of people. They had worked hard to get where they were in life. They weren’t about to give up on realizing a return from one of the biggest investments they had ever made.

However, did I mention that we got the listing in April - just before the market would heat up. The clock, it was a’ tickin’.

So, we sent our team out to do what they do best. We presented our game plan and had Shari from *Staged Above* scheduled to perform her staging magic and bring the home up to model-like condition. Now, mind you, the average timeline from the point of scientific staging to listing a home on the market is 2-3 weeks. While we were moving fast, that timeline was just not fast enough for Erin.

So, before the staging was complete, Erin tells me “*Let’s do this Eric. Let’s schedule the photos for next week! Go big or go home, right?*”

Having been in the game for awhile, I knew there were at least 15 things that had to be done before that time, but I could sense Erin was more motivated than most. And man, was I right? So, I said, “Ok, Erin, you’re on the clock!”

Sure enough, by the time we came back the following week, everything (*and I mean everything*) on our list was done. I don’t know how Jeremy and Erin did it all with 3 young boys in the house, but it got done and looked incredible!

Within 25 days on the market, we received an offer of \$495K!!



This was the highest sale that neighborhood has seen in the last two years, exceeding the highest sale price by 7.5%!! A whopping \$34K higher than the similar model that sold just months before.

And it was all thanks to the determination, commitment and follow-through of Jeremy and Erin. They believed in the approach, and it returned the favor!

The Harley Davidson of Home Sales:

I'm sure you're familiar with the phrase "*Go big, or go home?*" It pops up in action movies, sports montages, and is used by soccer and football coaches everywhere to -stir up their team. But did you know where it came from?

It turns out a little motorcycle parts company in Southern California used it to market a product they just knew would fly off the shelves. It was their oversized Harley Davidson pipes. When you gain something with that kind of name and quality to sell, you can't be lazy on the marketing.

You've got to give it all you got. You have to "*go big...or go home!*"

It works with motorcycle parts, and it works with home sales. Erin and Jeremy were like those Southern California shop owners. They knew they had snagged the best property on the block, but they also knew that it was up to them to put the time and effort in to really sell it well. *And boy, did they do just that?!*

Not only did they believe in the documented approach, but they went through the process (scientific staging, renovations and property photos) with lightning speed. They were determined to use everything they had to get the most from their return.

Had they put on the brakes and taken their time, they might have missed out on the peak of the season. Also, if they had skipped any steps in the approach, they certainly wouldn't have received such a top dollar, record-breaking offer on their home.

Never settle for second best or "market average." Don't let your neighborhood comps convince you to sell your home for less. Follow the lead of Jeremy, Erin and the "Harley Davidson" shop owners.

Believe in the inherent value of your home. And take a scientific approach to bringing that value to light for your buyer. You won't be disappointed.

If you are considering selling your home and want to know more about our proven, value-driven approach, pick up a copy of the "*Steve Jobs Approach to Sell Real Estate.*"

Just go to www.SteveJobsApproach.com for your free copy of our book, which walks you through every step of our documented approach and gives real case studies from real sellers like Jeremy and Erin. Like they say, "*Go big, or go home!*"

If you would like to find out more about our partners and our philosophies of maximizing the value of our clients then, then you could head over to our website www.ImpactMarylandRealEstate.com and learn about our company and our 8 core beliefs or our office number is 240-815-0890.

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Testimonials from recent 'IMPACT Maryland Monthly' Members

We LOVE our clients and work tirelessly to get Superior Results when you hire us. We realize that your home is your most important investment we treat the entire experience knowing that it is YOUR family and YOUR life that we are involved. We don't take this responsibility lightly. The following review is of one of our Partners and is taken off our Facebook Page. If we have worked with you, we'd love your feedback. www.facebook.com/impactmarylandrealestate

- I don't even know where to begin with how great these folks are! I initially contacted Eric Verdi because he found my friend a house and she boasted about how awesome he was. Eric is, in fact, awesome but I ended up working with Brittany Reaver who is the best ever! She made my experience so easy and was so helpful throughout, it didn't even seem stressful. I highly recommend her to anyone, she goes above and beyond for her clients. I'm so happy I've gained a house that I love and a friend out of this process. Thanks guys, especially Brittany! – Darnell Marie

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