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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MARCH 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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Bro. You look EXHAUSTED...

Sitting at settlement the other day with buyers and while Dave and Pam are signing documents the lender, Bob, and I are chatting small talk about life, Impact Club, business and he looks at me and says, "Bro. You look like Exhausted."



Bob wasn't being mean or negative... And I admit that I don't look great, I need to start taking better care of myself.

It's been a LONG year. Really a long 4-5 years, but the last year have had a lot on my plate.

Having just wrapped up our 5th Impact Club where our members, our #impactventurecapitalist invested another \$22,200 in a local charity... [The Whole Heart Center...](#) raising the total committed donations to \$113,600 that Impact Club Frederick has donated the past year!!!

What an amazing accomplishment Frederick!

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.

Behind the scenes there are about 147 small details that go into making the night a massive success and to make sure that everything runs smoothly. It is, literally, like hosting a wedding every quarter. Making sure all these details are perfect takes an immense amount of time!

Luckily, I have SueMart to help because without her it would not run as smoothly as it does. Not only SueMart but Gaylen, Tracy, Sherri, Brandy, Alex, Mike, Steve, Brittany, Dawn, Stacy, Rock, Katie... they all volunteer their time to Impact Club and the greater good. And, for that, I am extremely grateful!

But it is absolutely EXHAUSTING. After the



Love helping clients/friends. Bob is the lender on the left, followed by Dave, Pam, Stacy Allgood-Smith (a new partner).

first event my body was drained. I was sick for 2 weeks.

Part of the reason why Bob said, “Bro you look exhausted.”

Then talk about Frederick Advice Givers Podcast and the media company... Converting to the new format. This is our way to give back and help local businesses. Prepping, Interviewing, Producing, Promoting a show once a week as we do is exhausting!!! But helping those locally is sooooo fulfilling.

But the biggest change in the last 12 months has been starting a new company, Impact Maryland

Real Estate, and growing from just SueMart and I to 8 of us! That has taken up the most brain power, planning, and time.

Is it worth it??? Everything we do takes effort...

Then, last night around 11p, I am reading Dawn's and Brittany's (aka Hashtag) opening monologue before we publish and 'go to print.' Up since 5am and exhausted after an 18 hour day, I read their monologue to their newsletter and they are sooooo moving that I'm sitting here reading them with tears rolling down my cheeks.

Here are 2 short snippets from a much larger piece, first from Dawn and then from Hashtag...

Professionally, I gave up my career in nursing to expand my career in real estate (frightened as hell, of course.) But thanks to Eric and Sue Mart at Impact and all of you, it has been a success. And I haven't looked back since!

And while we're on the topic of professional changes, I owe my BIGGEST thanks to Eric Verdi and Sue Mart from Impact. Not only did the invite me to be a part of their company, but they invited me to be a part of their family.

I realize now hard it was for them to open up their office to someone new. After just being the two of them for so many years, they took a leap of faith. They opened their hearts and doors to something and someone new.

As you probably already know, they also stood by me during all the personal triumphs and challenges that took place this past year. Without fail, they were by my side. And, without fail, Verdi is ALWAYS a sounding board for me when I needed to vent (which you can bet is pretty often with two kids (one teenager) and all the personalities we deal with in real estate.)

Not only is Verdi teaching me the ins and outs of the industry - he has taught me a lot about myself. At 45, I have to say that's not an easy feat.

So, a big thank you to Eric and Sue Mart for believing in me (even when I don't) and for giving me this amazing opportunity to do what I love!

And then from Hashie-

And, of course, there's Eric and Sue Mart. The backbone of Impact and the people I can count on, no matter what. (And trust me, I mean it when I say that.)

Just last month in fact, I got a sudden call from a new client who needed to see a property that

same day. He is a real estate investor and a property he had his eye on had just come back on the market. The original contract had fallen through--this was his chance. He was going out of town that Friday. He had to act fast.

Now, while I'm great at multitasking and love being a working mom, I never bring my kids to a showing. Especially with a new client. Without full-time childcare, I had to think on my feet and fast. #multitaskingmama #justdoit

So, I did what anyone with a strong team would do. I called for backup. Right away, I called Eric and Sue Mart. Immediately, they told me to bring Harper and Peyton by the office.

"Just drop them off. We'll take of the girls," they said.

I scheduled the showing for that day and brought the girls by on my way to Gaithersburg. After the showing, my client put in and offer and the property was under contract in a matter of days. He got the property he wanted, and I got to pull it all off - with the help of our village of course.

On my way back to pick up Harper and Peyton, I realized that not only did Eric and Sue Mart feed

my girls lunch, but they took them on a walk to see the horses too (or, as Harper calls them "Moo, Moos.") We're working on it folks! #onethingatatime

It's the "little" things like this that really make you understand the value and importance of a team. It's hard when you're in a bind and you don't have childcare or anyone to rely on. While Harper is starting childcare on Monday, I needed someone I could count on then, in that moment, to make the

magic happen and get everything done.

Say what you want about multitasking and being willing to "do it all".

But sometimes you just need to find the people who are willing to lend a hand and, together, help you do it all well.

Yes... We are family... This is why I look "exhausted"... and that is why we work so hard to make a culture where we help each other, a culture of putting our partners first so that they can ultimately take care of our clients. If I can meet their back-end needs, then they can focus on the clients.

So, yes Bob, I am exhausted... but it is worth it because we are helping so many... the local charities, the local businesses, and most importantly, my partners!!!

Cheers

Eric Verdi

Don't Forget to Have Fun!!!

March Quiz Question

Q: What is the name of the Spanish Islands that lie off the northwest coast of Africa?

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.

February Question & Answer

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

A: Nine

Congratulations: Rodney Pitts

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

Happy Birthday

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

Jackson Raymond	Mar 3 rd	Alyssa Vance	Mar 14 th	Madge Parker	Mar 22 nd
Allison Kelly	Mar 4 th	Andrew Raymond	Mar 15 th	Cindy Ranneberger	Mar 23 rd
Megan Nicholoson	Mar 5 th	Ana Miranda	Mar 17 th	Fisher Bobbitt	Mar 25 th
Felicia Warfield	Mar 6 th	Doug Sillex	Mar 17 th	Brandy Baptiste	Mar 26 th
Alex Ganson	Mar 7 th	Kristi Sayles	Mar 17 th	Chris Martin	Mar 26 th
Gaylen DiSanto	Mar 7 th	Nicholas Fouts	Mar 17 th	Linda Sacchetti	Mar 27 th
Caroline Grubb	Mar 9 th	Pat Warrenfetz	Mar 17 th	Allyson Kinsey	Mar 29 th
Karen Yoho	Mar 10 th	Mike Franklin	Mar 18 th	Emma Bobbitt	Mar 29 th
Allie Wilson	Mar 12 th	Jeff Bostian	Mar 19 th	Michael Majalca	Mar 29 th
Jackson Steele	Mar 13 th	Amani Dabney	Mar 21 st	Bill Vance	Mar 30 th
Katie Miller	Mar 13 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.

It's Time for YOU to take Center Stage...

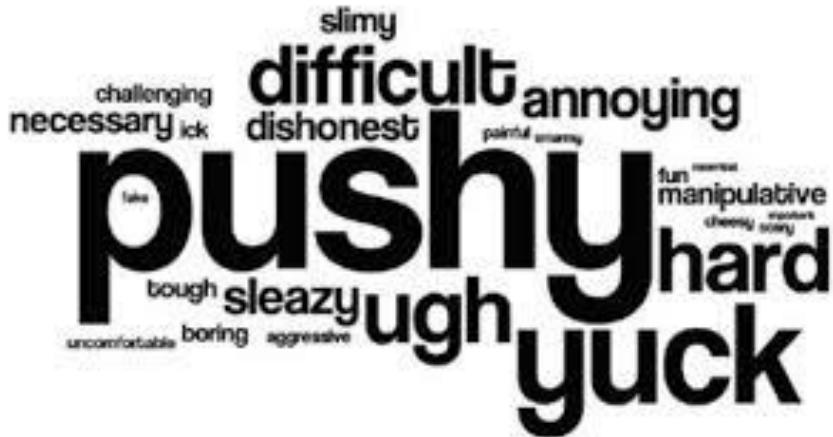
Why it is a mistake to work with 'that' person!

Remember 9th Grade, when the best player on the soccer team or the head cheerleader set the standard for everyone else? *Remember when they were leader of the pack? When someone else was the example you had to follow?*

Remember when your social success depended completely on how well you followed their lead? When the clothes you wore and the music you listened to was not really about *you* but about *them*?

At my school, it was all about Stephen Vankirk.

If he wore a jean jacket, we all wore a jean jacket. When he switched his stonewashed jeans, we all followed suit. It didn't matter how ridiculous we looked or how much it cost us (or our parents). We knew that the best way to "make it" in the social world was to make it all about someone else.



Then, a year or two down the road, we all finally realized it was okay to be ourselves. We realized that the Stephens of the world were not the gold standard. We realized they had insecurities of their own (maybe even more than us.)

But... for some reason... the field of real estate has become 9th Grade all over again.

Some people (or agents rather) think that in order for them to succeed they have to become the Stephen Vankiriks of high school. They think they have to make everything about *them*.

You know the agents I'm talking about.

The ones with their names plastered all over billboards and park benches. The ones with the Hollywood-style photos or professionally-managed Instagram page. Ones who tell you to trust *them*, believe in *them* and put all of your faith in *them* for a good outcome.

All the while, it seems they failed to realize that *your* real estate transaction really isn't about *them* at all.

The only thing you should care about when looking for a realtor is how they're going to handle the sale that matters most - yours.

Unless we're back in high school and they're running for prom king, you shouldn't care one bit whether they hit their sales quota last year. So, why do these agents still yammer on about their high commissions, impressive sales or 1,000% growth rate? Instead, they scream "ME, ME, ME, ME, ME" until someone pays attention or gives them their contract.

Sadly, this is the only thing they know how to do. And just like the Steve Vankirks of the world, they're scared that you'll see right through them if they don't. They don't want you to see what's really behind Door #2.

That's not how we operate at Impact Maryland Real Estate...

We left the "ME-centered" approach behind a long time ago, right alongside Jordache jeans and parachute pants. Instead, we let our approach do the taking for us, and we focus the reset on *you*.

From day one, we take a value-based approach to selling your home. We look for hidden potential, things many "ME-centered" agents might miss. Then, we create a customized, proven plan for unleashing that hidden value and helping you earn top dollar for your home.

We focus our efforts on you - from strategic upgrades, to Scientific Staging, Professional Photos and StorySelling, every part of our approach is catered to your individual property and unique goals.

Instead of the Stephen Vankirks of the world who are churning and burning clients left and right - looking for that next big sale - we make a plan that is best for you - not us.

And if you like our approach and want to see what it can do for you, we will stick with you every step of the way - whether it takes 6 hours or 6 months. (*Although, with our scientific approach to sell real estate, most homes are on the market for less than a handful of days before getting a top-dollar offer.*)

When you decide to buy or sell a home, you are making one of the most important financial decisions in your life - YOUR LIFE.

The last thing you need is an agent who is more concerned with how your sale will affect theirs. Tired of trusting "ME-centered" agents with the sale of your property?

Give me a call or shoot me an email to learn more about our approach and what it can do for you.

IMPACTCLUB™

Committed or Just Interested?

Ever been a part of a club? A community? With people who want to make a difference to a bigger cause than just themselves. A place where the people attend for a greater good. They will be brought to tears because of the Stories they hear and they will gladly donate their money to a charity.

On Tuesday February 20th, 222 of Frederick's finest people met for the 5th event of the Impact Club. Some members have been there since the beginning and have attended all 5. Some are newer members. Others have just heard of the Impact Club and became members that night.

For everyone there, if the 3 presenters didn't touch you emotionally, if you didn't feel moved by them then I'm not sure you were paying attention. The 3 presenters from The Whole Heart Center, The Rescue Mission, and the Mental Health Assoc of Frederick County all shared emotionally charged speeches.



Denise Rollins on the right is the recipient of Impact Club's 1st Qtr 2018 Donation.
\$22,200... WOW

This 5th event was the most heart wrenching yet!

All of the presenters got on stage and emotionally connected with our members through the Power of Story. Through the Power of Words. No presentations. No Power Point. No Pictures. Just the power of Words.

There wasn't a dry-eye in the house! Ultimately Denise Rollins and The Whole Heart Center walked away with \$22,200 Donation!

How did we get to that point of donating such a large amount? Well, Impact Club Members commit to donating \$100 a Quarter at a time. Knowing that individually there \$100 won't make much of an Impact, but when you combine your donation with 200, 250, 300 other Impact Venture Capitalist, then your donation has life altering positive change in our community.

Unfortunately, there were 62 members that we had going into the event that didn't transition over to our new site ImpactClub.com so we weren't able to count their donation and add it to the \$22,200 – the Impact could have been

much more. Maybe they were just Interested, Not Committed? I'm not sure. There is still time for those members to fulfill their commitment by registering on ImpactClub.com.

See you in May for the next event? Check out our new site it has been 14 months in the making.

IMPACT MARYLAND MONTHLY

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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 initially worked with Dawn Klinko of Impact Maryland Real Estate. She was upfront, honest, and very responsive. She took time to go through the detail of the house upon walk-through. She was very knowledgeable of repairs needed and other aspects of the house that she noticed. She's very professional and takes time to answer each and every question we had.

It's important to note that when you have a realtor agent from Impact Maryland Real Estate, you actually have the support of not just one amazing realtor, but a team of them. From the whole process we had the pleasure of working not just with Dawn, but also with Susan and Eric of Impact Maryland Real Estate. They complement and back each other up in helping us make the home buying process a wonderful experience. Starting from our first visit of the property it took less than a month and we had our keys. With their help our dream of owning a home was realized quick and easy. I can't sing enough praises for Eric and his team at Impact Maryland Real Estate, they are the best realtors you could ever ask for. – Howard A.

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