

Protector. Innovator. Philanthropist.

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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

APRIL 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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So Easy Anyone Can Do It... or Can They?

What do they call it? Bragbook...

It seems like Facebook, and social media for that matter, is either filled with people Peacocking about themselves or complaining about something. Yes, this is a general statement, but to me it seems that way.

What happened to the days of everyone posting pictures of their kids or the dinner they ate last night? Ahhh, I miss 'the good ole days.'

Now that the housing market is doing well again everyone either wants to be an investor/flipper or become a real estate agent. I lived through this in 2003-2006 when the market exploded even moreso than right now, but the sentiment is the same. Everyone with a pulse seemed to get into real estate and become an agent because they thought it was 'quick and easy' money. That's human nature, people want something but don't want to have to work for it.

Unfortunately, the barriers to entry to get into real estate are low, very low. You take a class for a few weeks (60 hours), then you must take and pass a state and national exam. That's it. That's the requirement to help people with their most important investment, their home.

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.

You don't have to take any finance classes to learn about investment strategies and how buyers might better leverage their money when purchasing. You don't have to take any law classes, even though a typical real estate contract can have over 30 pages and include many provisions protecting both the buyer and seller. You don't have to take any marketing classes to learn how to properly position your clients home for maximum profit. You don't have to take any business classes to learn how to run your real estate business like a business.

Does any of that make sense?

Doesn't to me either.

Yet when people think they can do little and get a lot, they take that road. But, unfortunately, most people they don't have any of the skills above they muddle their way through a few transactions of some friends and family members. They do a disservice to them, they realize that being in real estate is like running a small organization and that they don't have those skills then they get out of the business because of the real estate roller coaster.

I tell people all the time that being in real estate you are either delivering incredible news ("Your offer got accepted... You have 3 offers on your house... You are officially scheduled for settlement.") or horrible news ("The buyers are walking away after the home inspection... We have an appraisal issue... The septic system failed and it's going to cost you \$12,000.") There is no in between in real estate and the same with the income. You can have 2, 3, 5 settlements in a month and then you can go 3 months until you make any more money.

That is what they don't tell you in the 60-hour real estate class.

When building and growing out my company I would have been foolish to look at the real estate industry to get my clients and partners superior results.



Alex, Gee, and Anthony being silly on Easter Sunday. Anthony is a good head taller than Gee.

So, I studied other industries and took what I learned from those other industries and reverse engineered what worked in other industries into real estate.

The following is taken from our book, *The Psychological Approach to Sell Real Estate*.

Nike and Starbucks had an influence on my findings and thus played a key role in the development of the IMPACT Approach. But the individual and company that blew me away once I started my research were Steve Jobs and Apple.

Steve Jobs was known as an innovator. However, his true genius was his amazing ability to market and create brand loyalty—one that compelled customers to sleep outside his stores for days in anticipation of Apple's latest gadget. How did Jobs do this? One of his most powerful and moving strategies is Story-Telling. He was a master Story-Teller. Jobs had an ability to bring the products that he was about to unveil an almost mythical following before they were even available for sale.

The same lessons can be gleaned from studying the investment strategies of legendary investor Warren Buffett.

Watching so many sellers lose money on their homes and then "fire-sale" their properties, we knew there had to be a superior way for sellers to approach their home sale than the traditional price-driven approach.

What we found was that a home sale, at its core, is no different than a business that is selling a product or a company that is about to go public.



Look closely in Lazer's mouth. The boyz were hunting for Eggs on Easter morning and Lazer joined in the fun. He was so proud of himself.

business for sale. Businesses clean up their balance sheet, eliminate unnecessary expenses, streamline processes, and do what is necessary to increase the value and stock price of their company.

We teach our sellers a similar process that asks them to treat their home like a business with a stock price instead of a home with a sale price.

Before you read the rest of this book and delve into the seven

fundamental strategies learned from Steve Jobs and transferred into home sales, it is important to lay the foundation that led to my study of human psychology and why people choose one product over another.

“Price is what you pay. Value is what you get.”

Buffett opened our eyes to an entirely new MINDSET about value-investing and how this could translate to helping sellers put up to an additional \$30,000 profit in their pockets at settlement.

What is the Warren Buffett Approach to Selling Real Estate?

Have you ever wondered, as I have, “Why must MY house sell for what my neighbor’s house down the street sold?” You see, this is what is called a price-driven approach. In this approach, agents base what you can sell or profit from your home on a fixed-priced, based on other similar homes. This is an inferior and outdated approach. I refer to this as an elementary way to sell and price a home. Warren Buffett takes a totally different point of view.

Buffett takes what is called a value-driven approach. He can look at a company’s value, NOT its price, and he can find hidden ways to increase the value of that company.

Just like Buffett does with companies, we do with your home. We find ways to increase the value, or better said, the perceived value of your home. This approach is far superior—a value-driven, not a price-driven approach. We do this by hitting emotional triggers with prospective buyers. When buyers can make a decision based on emotion, they are much more likely to make a better offer.

By enhancing the perceived value of their homes, clients have sold their homes for up to \$30,000 over similarly priced homes on the market.

Using the combined fundamental strategies learned from The Value-Drive ‘Warren Buffet’ Approach to Selling Real Estate and the seven psychological factors that Steve Jobs used to build Apple, you give yourself and your home a decided, almost unfair, advantage over the competition.

Imagine watching the 100m race in the Olympics, one of the most watched events every four years during the Summer Games. And one of the runners starts with a 50m lead, an extraordinary advantage. This is similar to how our sellers feel when using the strategies learned from Buffett and Jobs.

When choosing that agent make sure they have a background of success and a Documented Approach for Superior Results. Our Agents, they are certified in our Approach. If you’d like a free copy of our book head over to www.SteveJobsApproach.com

Have a great month!

Cheers,

Eric Verdi

Don't Forget to Have Fun!!!

April Quiz Question

Q: What 2013 Sci-Fi Blockbuster starred Sandra Bullock and George Clooney?

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.

March Question & Answer

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

A: Canary Islands

Congratulations: Laney Marks

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2				4
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Happy Birthday

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

Ashlyn Kunka	Apr 1 st	Laura VanSant	Apr 8 th	Alex Verdi	Apr 22 nd
Betsy Cavazos	Apr 1 st	Diego Monzon	Apr 9 th	Hanna Wharton	Apr 23 rd
Garrett Hamilton	Apr 1 st	Paul Goodwin	Apr 9 th	Matt Doody	Apr 23 rd
Keri Fackenthal	Apr 1 st	Victoria Love	Apr 9 th	Wesley Tan	Apr 23 rd
Quinn McClellan	Apr 1 st	Lauren Kelly	Apr 10 th	Me	Apr 24 th
Alissa Haynes	Apr 2 nd	Laney Kelly	Apr 10 th	Dane Sutherland	Apr 24 th
Jenny Orndorff	Apr 2 nd	Bonnie Hines	Apr 10 th	Scot Bracewell	Apr 24 th
Josh Keeney	Apr 2 nd	Ryan Weinstein	Apr 10 th	Mark Wharton	Apr 25 th
Julia Tusing	Apr 2 nd	Jeff Love	Apr 11 th	Rick Grubb	Apr 26 th
Nicole Goodwin	Apr 2 nd	Paula Hood	Apr 12 th	Sherri Haraway	Apr 26 th
Colin Bitler	Apr 3 rd	Sean Quill	Apr 14 th	Mark Temporado	Apr 27 th
Luanne Barnas	Apr 3 rd	Roman Monzon	Apr 17 th	Mike Franklin	Apr 27 th
'Grandmom' Sacchetti	Apr 5 th	Marli Sayles	Apr 20 th	Ryker Keeney	Apr 27 th
Mike Long	Apr 5 th	Olivia Rogers	Apr 20 th	Sean Johnson	Apr 28 th
Patrick McCauley	Apr 5 th	Chris Martin	Apr 21 st	Steve Linger	Apr 29 th
John Thorhauer	Apr 8 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.

Trading the "Crystal Ball" Approach for the PROVEN Approach to Real Estate

How Scientific Selling Helped Mike & Jodi Avoid Tens of Thousands in Market Losses!

Meet the Clients:

Mike & Jodi are far from new to the real estate game. In fact, they're seasoned experts who enjoy homes so much they decided to start buying, improving and selling homes themselves. On the heels of their most recent sale, however, they learned quickly that the market doesn't play favorites. After the first investment cut into their profits, they simply were not going to take chances with the 2nd property, at 8370 Ball Rd in Frederick.

So, when their current agent suggested a "plan" that included several pre-planned price drops determined **before** the home even hit the market, Mike & Jodi saw the red flag waving. A crystal ball guessing game was just not what these investors had in mind. And it certainly wasn't going to help their bottom line. It was time for a 2nd opinion. That's when *Impact Maryland Real Estate* stepped on the scene.



The Situation:

Our investors, Mike & Jodi, are planners to a "T." They sought out a property in an idea location, just outside of Urbana and near major commuter roads, which offered a TON of privacy and land (2 acres to be exact). It was the perfect canvas for their expert renovation skills. They modernized the cabinetry, installed granite countertops, a backsplash, sleek hardwood floors, recessed lighting.



You name it - Mike & Jodi did it.

The home, which already had a lot to offer, was now a luxurious countryside hideaway. Perfect for anyone who wants a move-in ready home with a ton of land and modern touches.

The only problem? They had an agent who failed to see their vision. Someone who did not appreciate the story this home told and the hidden potential within.

It's normal, really. We see it happen all the time. Agents become so focused on the market and what

they **think** someone will pay that they forget the part they play in the property's value. They trade in a proven plan for a "crystal ball". Instead of taking action, they start guessing which way they think the proverbial wind will blow and, ironically, end up creating the same situation their clients are afraid of facing in the first place.

That's what happened with Mike & Jodi. Not only did this agent insinuate that they would have to drop the price of the home every few weeks. He made it a requirement to list. Before they could put their house on the market, they had to set regular price drops in stone-sacrificing their profits based on the agent's best "guess" on the market. Well, that just wasn't good enough for Mike & Jodi. They had followed a proven approach every step of the way. From choosing the property to picking out the tiles for the bathroom, they didn't leave anything to chance. So, they certainly weren't going to start now...

The Options:

Having known Mike & Jodi for years, they were familiar with Impact. They knew about our approach and how we do things a little differently. So, they came to us for a second opinion.

The first thing we said to them was this, "The market is the market. It's going to do what it's going to do." Could they expect a price drop after the home is on the market? Yes, of course. *Should* they settle for that price drop ahead of time and plan to fail? Absolutely not.

Mike & Jodi had two choices: follow their current agent's plan and commit themselves to dropping the price way lower than what they were comfortable with (Option 1) *or* follow a more Scientific Approach through Impact Maryland Real Estate (Option 2).

While Option 2 could also lead to a price decrease (again, the market is the market) it also included a real plan for success. It included proven strategies, like the ones Steve Jobs used to build the Apple empire from the ground-up. It threw out the "crystal ball" and relied on psychological factors that impact home buyers' decisions instead.

Which option would you go with? Would you take a surefire loss or try your hand at something more tried and true?

The Decision (& Results):

As you might have guessed, Mike & Jodi opted to list their home with Impact. With all the work they had already put into the home, they gave us a lot to work with. And get to work we did!

First, we put Shari, our Scientific Stager, up to bat. Shari did her full HGTV package on this home. She filled each room with gorgeous furniture, high-end decor and finishes that sent a message to everyone who stepped in the door: **This is the home for you.**

Second, we had professional photography done on the home to capture every square inch. Third, we crafted a property story that brought Mike & Jodi's renovation work to light.

"Just like Oliver Douglas dreamt of green acres and wide spaces when he left his city life behind, you'll find all the peace and quiet you could imagine here."

"Can you imagine having coffee on your 3rd floor deck in the morning?"

"The guarantee of complete privacy and 2 acres of land between you and the next neighbor is sure to put your mind (and heart) at ease."

With every move, we played up the home's two-worlds appeal: gorgeous country living with luxury upgrades and city proximity. You see, every buyer's different in how they connect with a home. Some connect visually, while others connect through sounds or words.

We cover our bases at Impact and hit potential buyers every way from here to Sunday-topping it off with an audio-visual video filmed in the style of Cribs meets HGTV.

Also, on the online front, our Marketing Director J-Rock earned us 2400 video views and 37 shares on Facebook. Plus, over 50 people showed up for the Open House - a blowout showing!

But again, the market is the market.

After so many showings and NO offer, we knew *something* was a little off. But we also knew it wouldn't take much to get there - again we had already set ourselves up for success. So, after teaming up with Mike & Jodi and going back to the drawing board, we relisted the home at \$439K just \$10K under their original asking price. About a week later, we had multiple offers. **In fact, we had 4 offers!** Yes. Four, just from the slight price improvement.

More importantly, the client was thrilled to see their profits in the green with their 2nd investment home! They had finally found a marketing and sales formula that worked - no more crystal ball for these guys!

You see, there's no such thing as "beating the market" in real estate. But there is such a thing as planning around it and using science and psychology to boost your bottom line.

In our book, ***"The Psychological Approach to Sell Real Estate"*** we explain how the same 7 strategies Steve Jobs used to build up Apple, the most profitable company in the world, can be used to build momentum and excitement around your home.

We use those same strategies every time.

Why? Because it's frankly not our job to *guess* what the market will do. It IS our job to find the hidden value of a home and wield it in a way that increases the profits for our clients.

Mike & Jodi are thrilled to see this approach in action. And we were thrilled to help them reap the reward of their hard work.



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

- "Eric and his team take the worry out of buying and selling. I wouldn't work with anyone else. Saying that they are professional and personable is a tremendous understatement." – Lisa M.

- "Courtney was extremely easy and pleasant to deal with. Quick with responses and getting information. Very pleasurable to work with! Thank you Courtney" – Charles & Adrienne R.

- "Eric Verdi was not available and I was passed along to his colleague, Dawn Klinko. She was AMAZING! Everything was handled expeditiously, and she worked round the clock to make this a smooth, pleasant process. FIVE STARS!!!!!!" – Lisa H.

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