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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MAY 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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Dads --- The REAL Superheros...

I recently wrote about my Dad on my Morning Musing, and then the next day Alex brings home a piece that he wrote at school. Dads... our kids are always watching us. Below is what I wrote about my Dad, and then what Alex wrote about me. It's pretty cool to see the 'full circle' come together.

"All you have to do is put some toothpicks in the hole. Cut 'em off. And re-screw it."

This was the latest trick my Dad taught me. My entire life my Dad is always making 'gadgets' and 'inventing' things to make life easier and/or more efficient. In fact, I can't ever remember my Dad NOT fixing or inventing something.

That's him. That's his personality. He loves challenges and finding solutions to problems.

One of the first inventions that I remember is he built this contraption on the back of a pickup truck to haul around grain to the horses. It was a steel rectangular box and it held about 200 pounds of grain. So, instead of filling up 30-40 buckets at the barn and having to deliver each bucket to each field, he built this contraption that he'd only have to fill up every 2-3 days and only needed one bucket as he would just drive the truck around the farm.

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.

But he'd think of everything. If it was just a flat box with a flat bottom you would not be able to get all of the feed out. To fix this problem, he made the bottom of the rectangle at 15 degree angle towards the hole where the feed came out. He did this so that there was constant pressure towards the feed door and you could get almost all of the feed out for maximum efficiency.

Dad, he just likes inventing stuff...

As you know, he has operated Edmarve Farm for nearly 50 years now.

Boarding, Breeding, Foaling horses is what he did, it's what I grew up doing/helping.

My Dad was one of the best 'foalers' around. (Foaling is basically Labor and Delivery for horses). He'd deliver 50-100 foals a year. Some are 'smooth', a lot are not. And it's not easy pulling a foal out of the mare and as my Dad got older it became harder for him to use his brut strength to help pull out the foal.

So, what did he do? He invented and patented this device.

He made this contraption to wrap around the foal's legs and then he could also loop it around himself to use his entire body to help, taking the strain off his back. But it was also safer for the mare and foal.

Have a Dad that's an inventor and always finding the most efficient ways to fix a problem is cool.... MOST of the time. There is never a problem that he doesn't think he can solve.

Sometimes it annoys me too. Because of him, I am always trying to find the most efficient way to do things too. And then I will come up with this great plan and my dad and I will be working on



something together and I start doing it my way and he says--

"Why don't you just do this... try this... maybe if you put that thingamajig just a little bit to the right and it will be easier"

And you know what? He's right! I'm thinking 'fu#k' why didn't I think about it that way I thought I had the most efficient way.

Just last week I was fixing Anthony's cabinet in his bathroom. The cabinet door had basically broken off. I'm not sure what Anthony did in there, but he pulled the hinge screws out from the holes. It has progressively gotten worse over the last year or two to the point that I just removed the cabinet door about a month ago to try and come up with a solution. I tried bigger screws to secure the hinge. I tried longer screws. I tried moving up or down to make a new hole, but then the other door wouldn't line up.

I asked my dad the other day to get me some sort of wood putty that I could put in the hole that would harden and then I could rescrew to secure the hinge. I had thought about this for a few weeks and this is the best solution I could come up with. (He goes to Home Depot 3-4 times a week). He asks me, "What's up? Whatcha doing?" I explain that I need to rescrew a hinge to the cabinet as Anthony messed up the hinge and the hole was too big to hold/secure the screw.

His answer – "Why don't you just put some toothpicks in the hole. Cut 'em off. And rescrew it." That will make the hole narrower/tighter and then you can just rescrew and it will be secure.

And guess what? Worked perfectly... to you this might not seem like much, but to me, **My Dad is a Genius...** What 'Superpower' does your Dad, Mom, Sibling have?

After I wrote this on my Morning Musing I talked to my Dad that night he said he couldn't believe that I remembered those details and couldn't believe I was always watching him. I responded that it is amazing the things that kids see and I, now, see my boyz doing the same thing with me that I did with my dad. – always watching, always observing.

To Alex, I am a helper... He wrote me this note last month in school.

See this picture, Alex wrote this in school for a project. One of the cool things that they are really stressing in school is writing. Writing Opinion pieces. Writing Narratives.

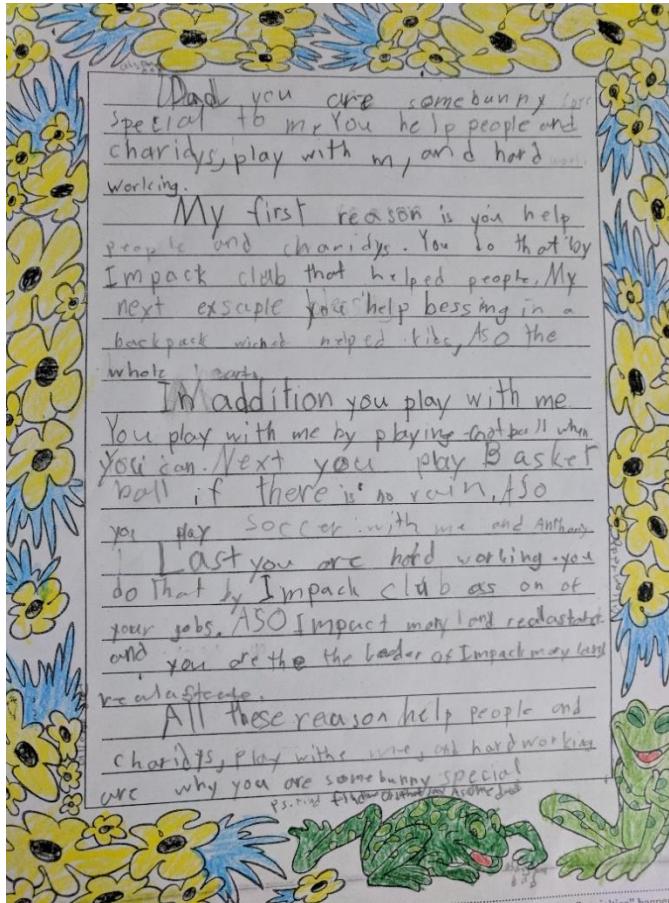
This is what Alex wrote for an opinion piece about 'Some Bunny Special' for an Easter theme (I have cleaned up the spelling.)

Dad you are some bunny special to me. You help people and charities, play with me and hard working.

My first reason is you help people and charities. You do that by Impact Club that helped people.

My next example you help Blessing in a Backpack which helped kids. Also the Whole Heart [Center].

In addition you play with me. You play with me by playing football when you can. Next you play basketball if there is no rain. Also you play soccer with me and Anthony.



Last you are hard working. You do that by Impact Club as one of your jobs. Also Impact Maryland Real Estate and you are the leader of Impact Maryland Real Estate.

All these reason help people and charities, play with me, and hard working are why you are some bunny special.

I always talk about why I started Impact Club in Frederick and the #1 reason is to give my boyz something to be proud of and show them an example. Ultimately, it doesn't matter how many houses I sell, but it does matter with how many people that the Impact Club is helping. Since inception in February in 2017 and through 5 events the Impact Club has donated \$113,600 to 5 local Charities.

I'm extremely proud of this. Alex is right, it is a 'job' as far as time commitment, but it is a 'passion' to help give back to the Frederick community. Bringing the Impact Club platform to Frederick, bringing people together every quarter, having over 230+ committed individuals come together for 'the greater good' is awesome.

Just as I've watched my Dad these last 42 years my Boyz are watching me... If this doesn't hit home that they are always watching, then I don't know what will.

If you have kids... they are watching – always.

Love ya

Have a great month!

Cheers,

Eric Verdi

Don't Forget to Have Fun!!!!

May Quiz Question

Q: Where would you find the 'Sea of Tranquility'?

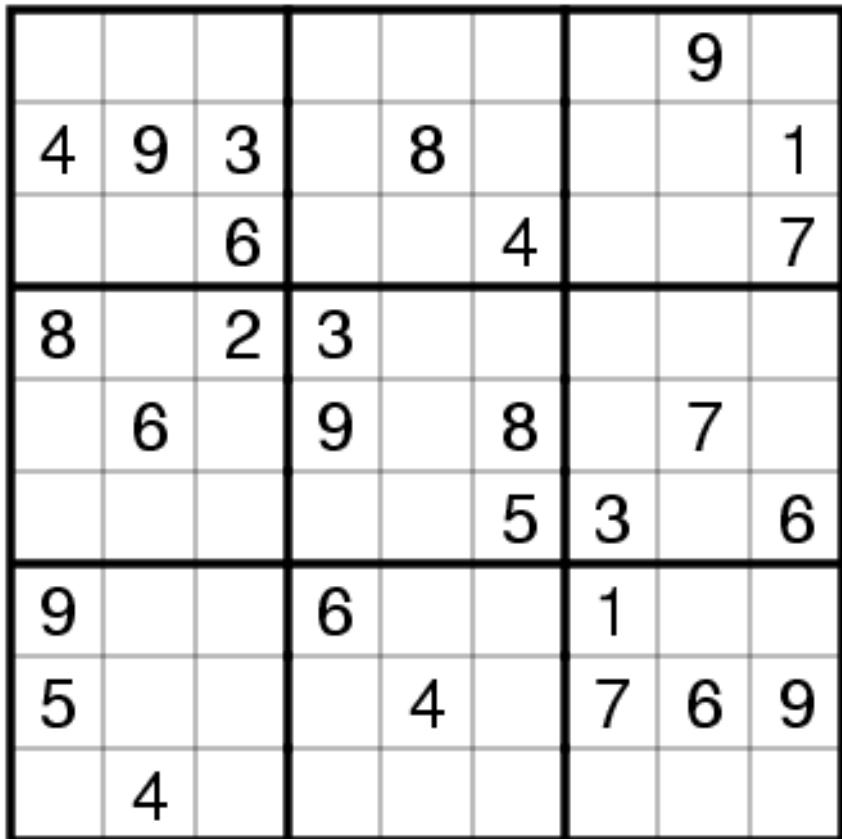
Everyone who texts, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$25 gift certificate to Carabba's, Outback, Bonefish.

April Question & Answer

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

A: Gravity

Congratulations: Anna Carroll



Happy Birthday

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

Jenny Brenzel	May 2 nd	Catherine Gilbert	May 11 th	Camryn Rawlett	May 22 nd
Jacob Martin	May 3 rd	Dan Wilson	May 12 th	Heather Fogelson	May 22 nd
Karen Kapust	May 4 th	Claire Purgason	May 13 th	Colin Haraway	May 23 rd
Leila Martinez	May 4 th	Kenny Barnas	May 13 th	Derek McCauley	May 23 rd
Lena Picha	May 5 th	Mike Haggerty	May 14 th	Bobby MacCracken	May 24 th
Grant Huffstetler	May 7 th	Linda Holifield	May 15 th	Megan Sutherland	May 24 th
William Huffstetler	May 7 th	Jim Steele	May 17 th	Andres Menocal	May 25 th
Leon Kaas	May 8 th	Brad Ranneberger	May 20 th	Brent Allgood	May 26 th
Steve Duncan	May 9 th	Garrett Goodwin	May 21 st	Jennifer Bobbitt	May 27 th
William Patterson	May 10 th	Michelle Bairington	May 21 st	Sherri Beachley	May 29 th
Abe Lopacienski	May 11 th	Raymond Wilson	May 21 st	Jeremy Bitler	May 31 st
Anna Elise Scott	May 11 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.

Emotions...

Why Realtors are the Masters of 5th Grade Career Day

Fiddling to get the key out of the lockbox and struggling to find the 'one key' that opens the deadbolt on the front door. That's a picture of a real estate agent if I've ever seen one. Meanwhile, your clients stand nervously behind you wondering what is behind the front door. Is it going to be another 'dud' like the 6 other homes we just saw? Or, is it going to be 'the one?'

The anticipation of finding a home for your family is one of the most nerve-wracking experiences that you will every encounter.

If you have ever bought a home, you know EXACTLY what I am talking about.

You start looking online at location, neighborhood, size of the yard, how close to the schools (or whatever you really want) and all of that is a great way to start a search. But there is no substitute for walking through the front door.

First impressions are everything.

The smell. The visual appeal. Your senses are at a heightened state, filled with the 'unknown,' and there is the even bigger unknown that comes from the anticipation of finding a new home.

Within the first 10 seconds buyers get an overwhelming emotional 'feeling.' Sometimes it's good, sometimes it's bad. Either way, they will talk themselves *into* or *out of* the home based on their first impression. Based on those ever important first 10 seconds.

This is why we never sell/push people on homes, because they know almost immediately.

Yes, we can point out the pros and cons of the house. The age of the appliances, the quality of the HVAC system or whether there is enough space for their California King bed or their wraparound couch. We can answer those functional questions, but one thing we can't help them with: their EMOTIONAL ATTACHMENT. It's either there or it isn't.

Believe it or not, that's why real estate is such a TOUGH business to succeed in. It is the only business I know where you have to 50% psychologist, 50% business owner, 50% technical expert and 50% marketer.

Yeah, Yeah.. I know that does not add up to 100%. But successful real estate agents don't work 40 hours a week, they work 80-100 hours a week. (hahaha)

No one grows up and says, I want to work 100 hours a week and 'sell homes.'

Remember Career Day in Elementary School? When all the kids say what they want to do when they grow up? You might have heard 'Teacher,' 'Fireman,' 'Doctor,' 'Engineer,' 'Entrepreneur,' or 'Nurse.'

Remember what you didn't hear? 'Realtor.' Chances are you didn't hear anyone say I want to 'sell homes.'

And don't get me wrong, it's not because it's not a great profession, it is. It just takes a LOT more than you might think to succeed in the long run. You see, when you're a kid, you want to do something you know you will do well at. And who could blame them?

And at Impact, we've been helping clients enough to know that a lot of those kids from Career Day have what it takes to be a great in real estate if they wanted to. It just might not be what you expect...

Believe it or not, it's not the Engineer or Entrepreneur who's going to automatically thrive in this business. Sure, they have an analytical mind. They're smart. They're motivated. But if you think for one minute that's enough to beat out stiff competition and help clients snag their dream home, then well....

...you've got another thing coming.

Why do we commit ourselves to working 80-100 hour work weeks? Why do spend hours at night, after long days of touring homes, to tweak contracts and negotiate favorable closings for our clients?

It's not because we're so smart (haha). Although, there is quite a bit of strategy involved of actually winning negotiations and getting your clients contract accepted.

Nope, it's because we care. It's because one of the true joys we get out of those long hours and nights of playing part Perry Mason and part Mark Cuban is the satisfaction we see on our clients' faces. It's the joy we see when we tell them the good news: 'Your home is under contract!' or 'Your offer has been accepted. You have a CONTRACT!'

This is especially true in the market we're in today, where buyers are jumping on good interest rates while they can. Where a house sees 8-10 offers just hours after it hits the market. Where everyone is looking for their first home or next home and are often willing to invest over-market dollars not to lose out.

Now, back to Career Day again.

Which kid do you think is going to make the best agent is this situation? The Teacher or the Entrepreneur? I can tell you from experience the answer: IT'S BOTH.

You have to have a solid strategy and expert negotiation skills to keep your clients from losing out. And this is ever evolving. The strategy used last year is now outdated as others have 'borrowed' our strategy so we recently came up with a **NEW** strategy for getting our buyers' offer accepted.

And guess what? It's worked recently with 4 different clients! We've developed a solid strategy of our own for buyers in this market. Our buyers submit with a really strong offer but put a tight deadline on the offer. We don't give sellers the time to 'shop around'. Is it risky? Sure, the seller could just walk away or balk at the deadline.

It keeps more power in our buyers' hands. Winning in Negotiations is all about having the upper hand, and in today's market sellers have that upper hand, what we are doing is trying to flip that script and get our buyers



the upper hand. And it's helped us get 4 recent buyers their dream home in this hot, competitive sellers' market.

However, when it comes to managing expectations or knowing when to fight for your client, being an Entrepreneur will get you nowhere. *I repeat, nowhere.*



You have to *care* about your clients first. You're not going to negotiate anything well if you aren't motivated to help get them the home they really want. You might think to yourself, *'They'll just buy the next one.'*

We have learned that the two best professions that provide excellent real estate agents are nursing and teaching. It doesn't mean other can't succeed, just that teachers and nurses have an innate sense for helping others and being empathetic to other's emotions.

Why? Both nurses and teachers know what it's like to work under pressure. They know how to manage the emotions of their

students/patients/colleagues to do what really needs to be done. Some of our best agents have come from these professions. And they are the ones who do best at keeping our clients from getting too excited before that offer agreement is signed. They'll also be the first ones to pop a bottle of champagne with them, too, at the closing table.

To really succeed in this business, you have to have the emotional strength of a nurse and the analytical mind of an entrepreneur.

You have to be able to handle high-emotion situations and know how to manage the negotiation and business side of things. No one is good at both of these things to start. And I'll tell you right now, one is a whole lot easier to teach one than the other.

When I'm fiddling with that lockbox or waiting for an offer to be accepted before the deadline, my 'business sense' is not going to keep me going. It's my emotional side (the side that really cares about the client) that pushes me on to do what needs to be done.

At Impact, we'd rather hire the nurses and teachers and give them the business skills later on. It's much harder to do the other way. You either care, or you don't. You can either emotionally connect with your clients, or you can't.

Back to 'winning negotiations,' we are always thinking 'outside the box' to get our clients' offers accepted. The offer deadline has work, just ask the McArdles, the Reddings, the Follands, and the Colemans, who recently got their offers accepted on new homes, we had to go above and beyond to get their offers accepted. But it was all worth it when we saw the look on their faces, the hugs, the tears, the sheer raw emotion when we told them they're getting their dream home.

Now, that's a story we should share at next year's Career Day. Maybe we'll have a lot more kids raising their hands to sell houses. *What do you think?*

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

-Have hardly been on Facebook lately so I'm sure I'm way behind the news. Happy everything to everybody! We are selling/buying/packing/downsizing. Have't gone to settlement yet so don't want to jinx anything but will post pics and info later! I will say, though, we are working with a great Realtor and team [Impact]! - Brian and Patty M.

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