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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JUNE 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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## Culture over Currency

*'I Train Pitbulls' & 'Go Fast or Go Far?'*

"I have never seen Katie like that" – Katrina and Tiph from our Settlement Company both said to me

**My reply, "Good"**

We fight for our clients and when someone else doesn't do their job and it has a negative effect on our client we defend them at all costs.

We might look nice, but don't mess with our clients... When our clients are "wronged" our hair on our back stands up. We show our teeth and we attack, if necessary.

And that is exactly what happened. We had a buyer. There was a home inspection done. Buyer and Seller agreed to repairs. Seller and Listing agent slacked at getting repairs done and receipts provided. I was made aware of this potential situation 2 weeks before settlement and we were on it EVERYDAY for 2 weeks. The weekend before, work still not complete. Then the day before. Then the morning of – not complete.

Katie defended and advocated for our client and fought for what was right and I could not have been more proud.

*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.

**I tell my partners all the time. If you do what is right for our client, I will ALWAYS support you! You have free reign to do what is right.**

Two days prior to that, Hashie had to deal with an agent that didn't understand a final walkthrough... She had to FIGHT for our client.

A week before that, Dawn had to put an agent in her place over an appraisal issue, and she did.

And 3 weeks ago Courtney had to stand on the table and fight for what was right for one of our buyers over home inspection issues!

**My Partners, they might not look fierce, but trust me... Mess with one of our clients and they turn into PitBulls... They will protect their client like a PitBull protects its owner.**

In our trainings, in our conversations we talk all the time about the contract, what it says, why it says it, and what our clients' rights and obligations are. So, we know what is supposed to happen for our client and if our client is wronged we are there to try our best to make it right!

Good job Team! Proud of Each of You!!!!

### **Go Fast or Go Far?**

**"Want to go Fast? Go by Yourself... Want to go Far? Go with Others..."**

There is one time of year that I watch Hockey. When the Caps make the playoffs. Every year



Nice little family picture after Anthony performed in a chorus concert at the Middle School..

around April the NHL playoffs start and I start watching the Washington Capitals. I get emotionally invested for a week or two, that is the typical time frame that they are in the playoffs.

They started the first round of the playoffs losing the first 2 games in a best of 7 series and I thought it would be a quick 'season' for me.

**But then something happened, the team came together and with a collective effort started playing tougher, they ALL played with a sense of urgency.** Technically they switched goaltenders, but that was a small part of the equation, the larger part was the team came together and decided they weren't going out in the first round.

Then the next round, the played the



Lazer, the office dog, chilling in his chair wearing a hat. There is never any downtime in the office.

Caps beat them in 6 games. Then came the Eastern Conference finals vs Tampa Bay and the Caps got out to a quick 2-0 series advantage, but then the Caps lost the next 3 games. In a best of

7 they were on the brink of elimination, but they again rallied together and won games 6 and 7 to make the Stanley Cup Finals.

**It's been a good 6-7 weeks of being a Hockey fan and we have another 2 weeks. The town is buzzing, it's a cool thing to see the DMV come together.**

After Game 7 of the Eastern Conference Finals I was listening to an interview with Barry Trotz and he said at the beginning of the year before the season started his theme to the team was---

**"You want to go Fast? Go By YOURSELF! You want to go FAR? Go with Others!"**

I immediately heard that and thought Holy \$hit... That is SO true!

For years in real estate I have gone fast. And I have been very successful helping clients, both buyers (get phenomenal houses) and sellers (get maximize profit by using our documented approach) but this was achieved by me. With the help of SueMart we helped over 130 families in a 2-year period, but that was us doing all the work.

To have a bigger impact I knew that I needed to find others to go on the journey with me. I needed to find individuals with the same morals and work ethic, and the same desire to help others. Over the past 18 months I've found



SueMart and I with the McArdles. One of the nicest couples we have ever had the pleasure of helping.

partners, or better said, they found us with the same mindset.

Now, instead of doing everything 'Fast' and it



Alex and I wearing our matching #impact4life shirts.

just being SueMart and I. We are now able to build something sustainable that will have a much longer and lasting impact as I have 6 incredible partners!!! It is the ripple effect (I will explain this next week) and with these partners we will go MUCH FARTHER together than as individuals!

So, just like the CAPS, we have banded together and we will go further together!!!

Cheers,

*Eric Verdi*

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

## June Quiz Question

**Q:** When is the last time (before this year) the Washington Capitals were in the Stanley Cup Finals?

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.

## May Question & Answer

**Q.** Where would you find the Sea of Tranquility?

**A:** The Moon

Congratulations: Carol Adams

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

## Happy Birthday

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

Darren Beachley	June 2 <sup>nd</sup>	David Miss	June 10 <sup>th</sup>	Christy Steele	June 21st
Sabella Ally	June 2 <sup>nd</sup>	Gabriel Riling	June 10 <sup>th</sup>	Jane McClellan	June 21 <sup>st</sup>
Flo Schmehl	June 3 <sup>rd</sup>	Kady Gamble	June 12 <sup>th</sup>	Stacey Umberger	June 21 <sup>st</sup>
Lucia Monzon	June 4 <sup>th</sup>	Chris Spangler	June 13 <sup>th</sup>	Noah Riling	June 22 <sup>nd</sup>
Samantha Diener	June 4 <sup>th</sup>	Tonie Crosthwait	June 13 <sup>th</sup>	Barbara Zielinski	June 24 <sup>th</sup>
Brian Orndorff	June 5 <sup>th</sup>	Jason Hornung	June 14 <sup>th</sup>	Jon Steele	June 24 <sup>th</sup>
Lynn Grubb	June 5 <sup>th</sup>	Erin Gamble	June 18 <sup>th</sup>	Courtney Kelly	June 25 <sup>th</sup>
Kim Baker	June 6 <sup>th</sup>	Craig Doody	June 19 <sup>th</sup>	Marisa Yearta	June 26 <sup>th</sup>
Andrea Willem	June 8 <sup>th</sup>	Morgan Thorhauer	June 19 <sup>th</sup>	Scott Kellogg	June 29 <sup>th</sup>
Olivia Gorman	June 8 <sup>th</sup>	Phil Hufstetler	June 19 <sup>th</sup>	Brigitte Cooper	June 30 <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.

## Trading a Dime Store Cake Mix for a Martha Stewart Masterpiece

***How We Baked Up a FULL Cash Offer & Boosted Our Clients' Retirement Nest Egg!***

### Meet the Clients:

Pete and Nonie have worked tirelessly to make it to what some would call the sweetest stage of life — retirement.

Pete owns a music store, and Nonie is a nurse. They've been good stewards of both their money and their property. Rightly so, they expect to reap the rewards of their investments, which in this case were properties in both Maryland and Tennessee. But before heading off into the proverbial sunset to enjoy their golden years, there was one more crucial step they had to take. Selling their 2nd condo at 1101 Back Creek Loop in Solomons, Maryland.



Pete and Nonie are also pretty no-nonsense kind of people.

They know when they're getting the runaround. They understand that selling a home is a lot like baking a cake. It's not rocket science. But there are some tried and true steps you have to take in things to come out right. Leave out a key ingredient or step and you've got a \$30 lump of flour and sugar on your hands. Or, in the case of their home, thousands of dollars in lost time on the market.

## **The Situation:**

After signing on with another brokerage, Pete and Nonie got nowhere. Their condo sat on the market for a whopping 356 days! What's worse, there was no hint of a buyer in sight.

There were also a lot of other key "ingredients" of a home sale missing. NO interior pictures of the home on the MLS. NO room sizes on the listing. NO effort made to properly stage the home. Meanwhile, their agent kept assuring them, *"We have interest. We have interest."* However, after 356 days they were never presented with an offer.

Pete and Nonie expected the Martha Stewart treatment from their real estate broker. What they got instead? A dime store chocolate box cake that was missing both the butter and the eggs.



## **The Options:**

Fortunately for Pete and Nonie, they had received a copy of our book, "The Psychological Approach to Sell Real Estate." They understood the concept of revealing the hidden value of your home and applying the same 7 strategies Steve Jobs used to build Apple to real estate.

Option 1 was to stay the course and renew their contract with their current agent. However, after learning the importance of perceived value and how to apply a proven process or "recipe" to a home sale to attract potential buyers, they knew this was not an option for them at all.

Option 2? They could rent the condo. However, this would throw them into the property management game. And dealing with a management company and becoming landlords was not exactly their retirement dream. Plus, the rental route would keep them from accessing any equity from their home — something they had worked hard all these years to obtain.

The third option was to try a new home sales "recipe." Go back to the kitchen and start from scratch again. Only this time they would work with Impact. They would rely on our team to follow the proven steps needed to achieve a winning, "Martha Stewart-worthy" result from their home sale.

## **The Decision & Results:**

Needless to say, Pete and Nonie opted for Option 3. They listed their home with Impact and invested in bringing out the hidden value of their home. But, just as a professional baker knows no ingredient is too small in a cake recipe, we knew we couldn't leave out a single step of the process. The stakes were just too high, and Pete and Nonie deserved the five-star experience.

Our first step was to meet with our scientific stager, Shari, who completed a virtual staging on the condo. First, she optimized the positioning of the furniture to create a "buyers eye" view. She wanted single buyer to imagine *themselves* relaxing by the fire in the living room or sipping their morning coffee on the back deck. Then, we worked with Pete and Nonie to declutter and depersonalize the home. We also accentuated the condo's most attractive features: the large living area, first-floor location and oversized master suite.

Then, we moved on to the next ingredient: professional photos. Our photographer, Annie, captured every angle of the home in the best possible light. After that, our copywriter got to work, crafting a

property story that gave each buyer a story to hold onto. Just like Steve Jobs, we wield the power of story to help buyers to build an emotional attachment to the home.

**Here is just a snippet of Pete and Nonie's Property Story:**

*If you're looking to live the simpler life, you'll love that this unit is conveniently situated on the first floor. There's no worrying about carrying your fishing gear or groceries up flights of stairs.*

*Once you've settled in after a day on the water, open up your rear sliding door and head out onto your back deck, where you'll find a stunning view of the river. This is a great spot to read the newspaper with a cup of coffee or unwind with a glass of wine in the evening.*

Just as with baking a cake, each step had to be timed just right. Even the right steps done in the wrong order will fail to give you the results you desire.



Once the staging, photos and property story were complete, we were ready to get the word out! That's when our five-star marketing director worked his magic. One featured video (think Cribs meets HGTV) and Facebook campaign later, and we had more interest in days than Pete and Nonie had received in almost a year!

The property video received a whopping 2,000 views alone!!!

We had 14 showings in 5 weeks before discovering one small adjustment we still had to make. After changing the price slightly.... from \$209,900 to \$204,900 we triggered buyers to finally SEE the home's real value.

**Just 7 days later and 42 days on the market, Pete and Nonie received a full-price offer on their home!! A FULL PRICE, cash offer!!**

They finally had the Martha Stewart results they were hoping for and would even make the millionaire TV personality say "Now, that's a good thing."

**Our Secret Ingredient for Success:**

It's simple. Our secret "ingredient" for success is not leaving any ingredient out of the process. We have a documented, proven approach that we know works EVERY time to help our clients achieve maximum value on their home. So, why leave anything to chance or take a "fake it 'till you make it" approach?

Sure, someone might tell you, "You don't need the nutmeg," or "Don't worry about measuring your flour." But the proof is in the pudding as they say. As in the case of real estate, when someone tells you, "Every process is different. You just have to improvise or go with the flow," don't believe them.

**That's simply inferior thinking. And an inferior approach = inferior results.**

Just ask Pete and Nonie. They have 356 reasons to tell you why our scientific approach to home sales is the way to go.

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

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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](http://www.facebook.com/impactmarylandrealestate)

-We just had the most positive real estate experience ever! The plan was to sell first and then buy our next home. When we met with Eric, Brittany and Susan we knew they would help us through this stressful and challenging process. They helped us develop a plan to get our home ready to be listed. It was hard work but we had an offer within 2 days! During this time we were checking out lots of homes so that we had a better sense of what we really wanted. When the perfect home came on the market we worried we wouldn't get it but Eric used a strategy that worked. We probably wouldn't be moving our things into this home if he hadn't done this! We were made to feel as if we were their only clients. And talk about responsive! Texts and emails were exchanged at all hours of the day and night. Initially we chose Eric and his team because he struck us as a "good person" who would do the right thing. Throughout the process this proved to be true. They bent over backwards to help us and we feel as if we've made new friends. If you need to sell your home or buy a new one I HIGHLY RECOMMEND them. You won't be disappointed!! – Patty and Brian

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