

**Protector. Innovator. Philanthropist.**

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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JULY 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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## **'Limitations'**

### ***Search for an Integrator/Operations Manager***

I wrote last year that I break my year down to mini-sprints throughout the year. Through these mini-sprints of work it helps me get through the year and to accomplish something. Some people have these grandiose, massive goals, but then they get stuck because the goal is too big, and they can't accomplish anything because that mountain is too tall to climb.

Standing at the bottom of Mt. Everest and looking up is a daunting task if you only focus on getting to the top of that mountain. That result is sooooo far away and looks impossible, and if you are looking at the end goal, then yes you are right, that task is impossible.

**But if you set micro goals. Milestones if you will then the larger picture comes into focus.**

Maybe your first goal is to do research on how to climb Mt. Everest. Research who has been there before you and learn from their pitfalls and their accomplishments. Then you start your planning. You get your supplies. You get your ration of food. Your water. Your equipment. And you practice on smaller mountains.

This practice can take months or even years of training.

Then you get to the foot of Mt. Everest and look up and even with all your training it is daunting. And you think you will never reach that peak that is 29,019 feet away. But because of your training you know that you have the physical endurance to accomplish the feat. It is the mental hurdle that you need to overcome.

*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.

**For most climbers it takes 2 MONTHS. Yes, I said 2 MONTHS to climb Everest.**

Back to business. I understand that it takes years of hard work, strategic alliances, innovation, and surrounding yourself with the right people to climb your own Mt. Everest but keeping the overall big picture while analyzing and re-evaluating strategies every few months is a healthy exercise.

Climbers of Mt. Everest are always evaluating and re-evaluating their conditions, their path, their strategy every few days and are constantly tweaking their overall plan based on current conditions and current successes and failures. They set small daily goals and from these daily goals there are small feats of success. Stacking these small feats of success on top of one another, day after day after day another 300 feet here, 400 feet there eventually after a week there is progress. Then a snow storm hits and they have to stay in camp for a day or two before continuing.

And many hikers, even with the best planning and training have never experienced a climb like Everest in their lives so they seek the expertise of a 'guide' or 'Sherpa.' These Sherpas have made the trek many times and know the pitfalls to avoid and how to best navigate the terrain of the ascent to the top of Mt. Everest.

**Are these Sherpas special? Do they have magical power?**

No, but what they do have is experience and a unique ability that the hikers have not experienced yet. They have a blueprint for success and making it to the top and they guide those hikers to the top. These Sherpas, they are experts at climbing, but imagine putting them in New York City and asking them to be a city guide

there, they would be out of their element. Why? Experience in subject matter.

**This past year I have pushed myself to the limit of what I am and who I am business wise. And after some self-reflection there are some things that I'm exceptional at and some that I'm horrible at doing.**

And while I have tried to forge up Everest by myself this has done a couple of things that have had unintended consequences.

I've not been happy with my business because I've tried to wear too many hats and focus on things that either; a) I don't know or b) I'm not very good at doing. It's been a cycle... Identify a project. Research that project. Come up with a game plan for that project. These ideas are PHENOMINAL and will have great success, but I don't know how to properly implement these strategies and I don't have the skillset and patience to execute the project.

**Then I feel like a failure.**

I have these new ideas but can't get over the hump.

This has led me to the point, that I need my Sherpa. Someone that has the skillset to execute a project to fruition. To take an idea and a model and to finish that model.

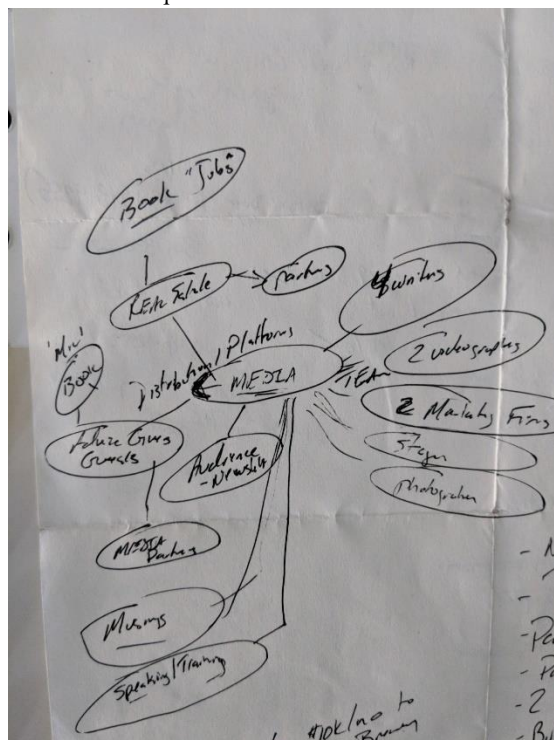
I need an 'Operations Manager or better said an Integrator' to help run the many ideas and subsidiaries that I have in place that need someone to grab them by the horn and get us to the top of Everest.

**I need to go back to what I'm good at doing.**

#1 – I'm a content creator. I'm damn good at telling a Story through written word and getting better at telling a story through audio/video. You don't write, actually write 80 plus 8 page newsletters. You don't write 2 books. You don't have 148 episodes of a Podcast (including 30+ via video). You don't write over 500 daily emails without being good at creating content.

This is one of my strengths.

#2 – Expert problem solver. In real estate, where we will help 80 plus families buy and sell this year there are issues on nearly EVERY transaction and it is a unique ability to manage each transaction with such care that the clients think they are your only customer. And they gladly refer you new



The above photo is what I tried to outline is a blueprint of everything we have going on and the arms of different businesses that we support and the content we produce. Everything we do revolves around 'Media.' The distribution of this media needs to be streamlined and organized to have a greater impact.

business. In fact, so much so, that you have trouble keeping up with current business.

#3 – Personal Connections. This is hard to quantify, but I can tell you unequivocally having interviewed 148 plus Entrepreneurs and business owners on Frederick Advice Givers that the skill of ‘personal connection and making someone ‘open up’ during an interview is work.’ I’ve gotten much better at connecting with my guests on a personal level. And I love this aspect of Advice Givers. Meeting new people and interacting 1 on 1, even thou it goes out to an audience of tens of thousands it’s that personal connection that is a strength.

#4 – Idea generator. This is a strength that leads to my weakness. See the chart. Those are all ideas that are 80% set-up and ready to roll as businesses, but my attention to detail to get over the last 20% is where I fail.

#5 – Finding and keeping talent. Something that every organization needs is strong people, those who work well together and all pull towards a common goal. I believe that the relationships in business are a key for the longevity of that business. Over the years I have identified and nurtured talent and relationships that continue to this day. We have 4 of the best writers I have encountered that help us with specific projects. They are phenomenal copywriters and they have also served as ghost writers, in fact Monique wrote the bulk of the book, *‘Beyond the Mic.’* We have a marketing/digital media company that has worked side-by-side with us on projects for 6 years, and I’m friends with the owner as she has grown from 30 accounts to over 400 accounts currently. We have 2 videographers that help with projects. We have a marketing director that helps oversee current marketing. And we have 6 partners in real estate. This doesn’t even include the various relationships we have that are an offshoot of real estate that are always available to help our clients.

**Real Estate** (our model is working as my partner are having amazing success following our Approach. - Content Creation and Storytelling- I knew this would happen as I took 6 years of research, development, successes and failures and put in place a business plan to help my partners succeed. And that they have. Our philosophies and who it takes to be a partner are on [www.ImpactMarylandRealEstate.com](http://www.ImpactMarylandRealEstate.com)

**Advice Givers.** The untapped potential of these 148 business owners that I’ve connected with over the past 3 years is a failure on my part. I’ve met all these wonderful business owners and each of them have the same thread running through their business. (Can find us on Facebook under Frederick Advice Givers to watch

the videos or to [www.FrederickAdviceGivers.com](http://www.FrederickAdviceGivers.com) )How do I gain a following? How do we market better? How do we better tell a story about our brand? I’ve got great ideas here, but need help with implementation. Know Gary Vee.? Then you have a leg up already!

**Content Creation.** I have zero issue creating a massive amount of content. Real Estate. Mortgage. Media Service. DailyVlog. We are in the process of moving content to [www.EricVerdi.com](http://www.EricVerdi.com) But need to funnel this content correctly. Know Leadpages or Clickfunnels? then you have a leg up.

### *The Vision of the Organization.*

To create an organization that helps individuals and businesses grow via Story. As Stories are the currency of our society. We don’t believe in sales and are never ‘selling’ we are just telling stories about our beliefs, who we are, what we stand for. And if in the course of the ‘story content’ something clicks with the audience, then they are naturally drawn to you and your beliefs. I believe that we can help others learn how to properly tell they story to their own audience be it through written word, audio, or video. We’ve helped numerous individuals and now are looking to scale the growth to help more people and businesses have a greater impact.

Who this would be good for?

Read the book, ***Rocket Fuel*** by Wickman and Winters.

What we are looking is a special and unique talent for an Integrator/Operations Manager position to help fine-tune the processes that we have in place for the various businesses and, more importantly, to oversee the daily operations so that we can focus on growth.

If you or someone you know is: 1- Detail oriented. 2- Good at planning and organizing. 3- Strong leader and manager. 4- Goal Achiever. 5- Conceptual thinker. 6- Resilient. 7-Problem solver. 8-Continuous learn then you might be just the person to provide structure, organization, and take the ideas to another level. Looking for a Ying for my Yang.

So, in the quest to get to the top of Mt. Everest, we are looking for a someone to help climb the mountain with us.

If interested or you know someone that might fit, I’m sure you will figure out how to get in touch with me ☺

Cheers,

*Eric*

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

### **July Quiz Question**

**Q:** In what city did the decisive battle of the American Revolution occur, in October 1781?

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.

### **June Question & Answer**

**Q.** When was the last time the Washington Capitals were in the Stanley Cup Finals?

**A:** 1998

Congratulations: Nick Schenck!

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## ***Happy Birthday***

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

Katie Sillex	July 1st	Linda Ranneberger	July 15th	Lou Zammichieli	July 22nd
Phaedran Linger	July 1st	John Sulmonte	July 16th	Elle Gorman	July 23rd
Gary Hertzberg	July 2nd	Naiya Sayles	July 16th	Soraya Ally	July 24th
Tracy Boyd	July 3rd	Carissa Beard	July 17th	Ryan Bell	July 24th
Jim McClellan	July 7th	Marisa Yearta	July 17th	Jim Bender	July 24th
Emma Klinko	July 8th	Caroline Ranneberger	July 19th	Steph DeLauder	July 26th
Shelley Smith	July 8th	Bill Crosthwait	July 20th	Michelle Bitler	July 29th
Taylor Rawlette	July 9th	Chad VanSant	July 20th	Andy Giacco	July 29th
Terry Hood	July 11th	Caitlin Hamilton	July 21st	Jacki Grubb	July 29th
Brian Bonadies	July 13th	Jessie Donnellan	July 21st	Tracy Pattison	July 29th
Heather Quill	July 13th	Mike Wingard	July 21st	Britt Steele	July 30th
Lalania Knowlton	July 13th	Owen Cooper	July 22nd	Jeremy Tuel	July 30th
Aiden Wingard	July 14th	Paool Majalca	July 22nd	Colette Benton	July 31st
Shannan Thorhauer	July 14th				

***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.

## Answers to the Most Frequent Questions Asked of Our Team

*Learn more about some of the most commonly asked questions we get from our clients.*

This month we decided to do a slightly different format for this month's Stories from the Street. In this issue, we're going to cover three of the most popular questions we get asked every month about the homebuying process and working with our team.

Here's our response to those questions:

### **Question #1: Do you work mainly with buyers or sellers?**

A: That's a great question as there are many different business models in today's real estate market. Some agents will exclusively work with buyers and others will only work with sellers. There are also some teams of agents who have one agent that acts as a figurehead. That one agent will be the listing agent for every property sold by that team. They are the one whose name you will see on the signs out in front of the property. They're also the agent whose name appears on any awards received from selling a house since all the team member's productions fall under that one specific agent.



At Impact, we've found that we would rather work with the actual person regardless of whether they are the buyer or seller. We have a tight-knit group that works well together, and we also cover for each other on both the buyer and seller side of the transaction. We love working with buyers, especially first-time buyers. And we also love working with sellers. We've created a team for sales that includes a photographer, videographer, and a

content writer that prepares the property stories you see on our site. We do it all, and we do it well!

We don't look at the work we do as just a real estate transaction. We look at it as a relationship with our clients. Whether they are looking to buy or sell a property, our team has

excellent expertise in both. We use a documented approach for selling that follows Steve Jobs' philosophy. This specific approach has been tested and fine-tuned to ensure that the maximum amount of profit is realized for our seller clients.

## **Question #2: I have a property that I want to sell. Do I have to pay capital gains tax?**

*A: DISCLAIMER: Before we answer this question, it's important to note that we are NOT tax professionals. To get the best possible answer for your specific situation, please contact your designated tax advisor for advice and clarification. The answer provided below is based on general information and may not apply to your property or situation.*

Again, this is an excellent question as selling a home could have significant consequences to your overall tax structure. If the property you're selling is your primary residence and you've lived there two out of the last five years, you could be exempt from capital gains tax. If you're single, proceeds up to \$250,000 are tax-free. If you're married, then up to \$500,000 of the proceeds are tax-free. However, there are some caveats so be sure to check with your tax professional.



If you are selling an investment property, there are a lot of variables that go into how or if capital gains tax is applied. You can potentially defer tax consequences by using what's called a 1031 tax exchange. While it doesn't exclude you from owing taxes, the 1031 tax exchange delays any tax consequences to a future date.

With a 1031 exchange and selling an investment property, you will have a 3rd party intermediary hold onto the proceeds from the sale until you purchase another investment property. When you sell Property A, you have 45 days to identify three properties that you're interested in buying. Then you have 180 days from the sale of Property A to choose and buy Property B with those proceeds.

Always check with your tax professional to see what options you have for your specific situation.

### **Question #3: How much do I need to have for a down payment when I buy a house?**

A: Another great question that's very popular with our clients. There are different types of loans you can use to buy a home, and each one has its own set of requirements for a down payment.

The loans that are available to buy a home include VA, FHA, Conventional, and USDA. The down payments required for them range from 0 to 20%. A lot of people assume that they automatically need to put the full 20% down, which isn't true anymore in the lending world.

Each of the loans mentioned above accommodates different types of buyers. Along with varying levels of down payment requirements, other caveats come into play. These include such conditions as having good credit and sufficient income to get approved so that you can buy a home.



Once common misconception about buying a home is thinking all you need to have is the down payment. For instance, a \$100,000 property with a 5% down requirement would mean needing \$5,000 down. However, more money is involved in order to complete the transaction.

A homebuyer also needs to consider the closing costs involved with buying property. Closing costs can include lender fees, appraisal fees, attorney fees, record fees for transfer of title, and escrow for taxes and insurance. The typical amount of closing costs ranges from 3 – 5% of the loan depending on its type.

To consider how much money you need to have on hand to buy a house, you have to take the down payment requirement as well as a safe cushion of 5% for closing costs. So, when you hear that a loan offers zero-percent down, you will still need money to pay for closing costs.

In some cases, a seller may pay the closing costs for a buyer. It's not as common now since we're currently in a seller's market. That's why we recommend you hire a professional to help you when you buy or sell a home. When a client comes to us wanting to buy a house, we can assist with making an offer so that it's structured with that type of caveat, so you don't have to worry about bringing as much money to the table. There are hundreds of ways you can structure an offer, so it's essential to have an expert on your side to make it work best for your situation.

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

- Brittany Reaver is a longtime family friend, so it was a no brainer to work with her when it came time to buy our first home, and we were not disappointed! Brittany was great through the entire process, giving advice and recommendations as needed. She was able to quickly set up at the showings at the properties we wanted to see and was very responsive with any questions we had. She truly had our best interests in mind and made the entire process fun & smooth! – Jamie M.

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