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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

AUGUST 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.'

HEADLINES

- It IS the Little Things... Pgs. 1 - 3
- August Birthdays. Pg. 4
- Don't Forget to Have Fun. Pg. 4
- Stories From the Street – Anything for our Clients. Pgs. 5-6
- Impact Club Update Pg. 7
- What Recent Members said about their experience with our Company. Pg. 8

It IS the Little Things...

(Swimming and Real Estate)

Last month, I was sitting at the awards table listening to the various accomplishments of the swimmers throughout the year. (For those of you who don't know, Anthony and Alex are part of the Holly Hills swim club.)

Everyone at the table would clap every time a swimmer would get recognized for a pool record, or for the older swimmers they would list their lifetime accomplishments. Most of these kids have been with the Holly Hills Hurricanes for years or more. And a lot of the kids swim on 'club' teams year-round and do summer swim just to keep in shape.

For the Verdi Boyz, we do swim team just to have a summer sport. Just to get some good exercise and compete in another sport. Anthony and Alex enjoy swim team, sure, but they don't live and die by their results. Yes, they try to get better every time. However, they are not yet in the first heat (the fastest swimmers) so they don't 'medal' at the events.

But isn't that the beauty of swim? You are competing against yourself!

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.

Coach Kinsey and Coach D both stress to every kid out there, "Just do YOUR best!" They remind them not to worry about what the other swimmers in the pool. Just worry about yourself and your time.

So, thanks in a large part to the guidance of these coaches and following their advice, Anthony got to the award for 'biggest improvement' in his age group. Alex had tremendous improvement as well and shaved almost 1 minute off his times. Their improvement was based on one of two things: 1. their best ending from the previous year or 2. their 'time trials' from the beginning of the year compared to their best time in meets this year.

The boys were timed on 4 strokes: freestyle, breast, butterfly, and backstroke.

Anthony, for his age group of 11 and 12-year-old boys, shaved a crazy 1 minute and 28 seconds (1:28) off his 4 times combined.

This was a huge amount. Huge accomplishment!

But there is no way Anthony or Alex would have improved if they hadn't followed the coaches advice, which was in a large part just to focus on the little things. Before last year, the boys had no swim at all. If you remember, I wrote last summer about Coach Kinsey working with the boys on basic strokes. The whole goal was just to make sure

they
didn't
get
beaten
in the
meets.

This
year,
they
took it
on step
farther,
adding
skill drills into the mix.



Anthony getting his award for most improved time. Standing with Coach 'D'.

This year, they worked on their turns. They worked on their dives. And they worked on their breathing. Just ratcheting their swimming up a few notches from last year made an incredible difference in how they perform. Again, it's the little things.



Anthony and Alex along with some of the other swimmers getting recognized for a GREAT Year!

All summer long, he has been focused on his breathing. All summer, he focused on his dives, just trying to get into the pool faster. And he's focused on his turns, moving just the way the coaches told him and making those small changes really count.

Because of that, Anthony saw his biggest swim gains yet just by focusing on the small stuff and doing it well.

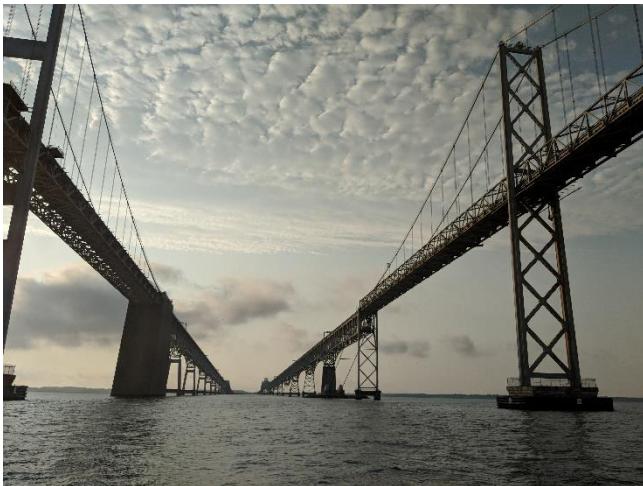
Of course, Anthony and Alex are still in training.

There's still another summer where they can improve and make even bigger gains. As a parent, I am so proud of the tremendous strides they made this summer and can't wait to see them continue their journey next year.

But for my clients, there is no more training. There is no "Most Improved" medal.

There is only one price they will sell their house for and one chance to list their home in a way that really gets buyers moving. The little things are still what matters, but they matter a whole lot more in a competitive market or when a similar house is for sale on the same block.

Like when Sherry comes in to scientifically stage a home. She might recommend a client paint an accent wall, move a piece of furniture from the living room to under a window or add a new piece of artwork. This might seem like a small move, and it might only cost a couple hundred bucks. And she'll also tell you herself that it's never "one thing" or one change that makes a difference. It's how all the small things work together that make a buyer say, "Wow, this is the one."



I'm far from a good photographer but thought this was an especially beautiful shot. Took this photo the other day on an early morning charter fishing trip on the Chesapeake Bay. We crossed under the Bay Bridge.

And just like Coach Kinsey and Coach D, she knows what she's doing. It's the same thing with Annie, our photographer, our property story team, or J Rock, our marketing expert. They work together to create a story about each property that could push a buyer to spend a couple thousand more if they get the small things right.

A perfect example of this is a property we recently listed on Holden Road in Frederick.

It's a three-level townhouse and already was in great shape. There was a similar townhouse three doors down. Same price. Similar floor plan. We listed ours at \$339K and they listed theirs at \$339K. Only difference? Their home has been on the market for nine months.

Meanwhile, our clients got an above full-price offer.

Just like Anthony and Alex, they kept their focus on all the little things we told them to do. Again, there was no one "big change" needed, just small, strategic steps that we mapped out for them.

First, we had Shari come and Scientifically Stage the home. She had them move their furniture three inches here, five inches there or add one painting here or knickknack there. From there, we had a painter come in just to touch up just a handful of spots on the wall that needed blending. No big paint job, either.

Then, we had Annie come in and take professional photos. We did a property story and filmed a property video. Bottom line, the seller did everything we suggested to prepare the home for sale.

They took every breath, did every turn and every dive just right. And their efforts paid off, "bigly."

If they were on the Holly Hills Hurricanes, you bet they would have medaled. Instead, they get to take their winnings to the bank or put them right back into their dream home.

It's really the little things that become the BIG thing, and that's true in real estate, relationships and sports. Every little detail must be on point to get the most value from your efforts.

So, I want to thank Coach Kinsey and Coach D and all the other coaches for training my boys to see what matters and to push their swimming game forward another year. They played such a huge part in their success. And I'm so proud of Anthony and Alex for following their lead and shaving minutes off their time.

Now, let me be your Coach Kinsey or Coach D.

Let us make those little details in your home add up to a big sale or help you stand above that house three doors down on your block.

Cheers,

Eric

Don't Forget to Have Fun!!!!

August Quiz Question

Q: August 9th, 1930, is the birthdate of what cartoon character?

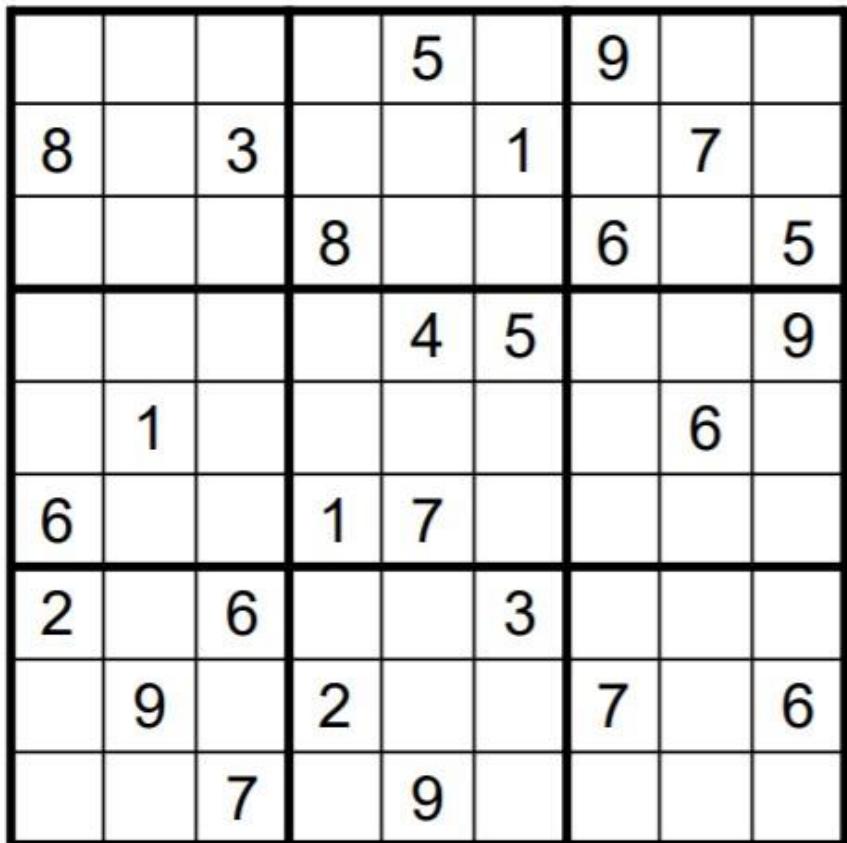
Everyone who texts, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$25 gift certificate to Carabba's, Outback, Bonefish.

July Question & Answer

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

A: Yorktown

Congratulations: Jonathan Cook!



Happy Birthday

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

Beth Monzon	Aug 2nd	Emily Purgason	Aug 12th	Belynda Sulmonte	Aug 20th
Alina Sillex	Aug 5th	Andy Kapust	Aug 13th	Brian McClellan	Aug 20th
Matt Bobbit	Aug 5th	Chris Nicholson	Aug 14th	Joe Yoho	Aug 20th
Brianna Kaas	Aug 6th	Erica Bush	Aug 14th	Madison Umberger	Aug 20th
Emme Haraway	Aug 6th	Lindsay DeLauder	Aug 14th	Lauren Galla	Aug 21st
Kathleen Hertzberg	Aug 6th	Sean Donnellan	Aug 15th	Mateusz Zielinski	Aug 21st
Brendan Wharton	Aug 9th	Cooper Ranneberger	Aug 16th	Krissy Steelman	Aug 23rd
Aaron Miller	Aug 10th	Erica Fouts	Aug 16th	Macy Bell	Aug 24th
Brian McArdle	Aug 10th	Ryan Diener	Aug 17th	Amy Goldsmith	Aug 27th
Jack Wilson	Aug 10th	Willie Monzon	Aug 17th	Keith Fouts	Aug 27th
Anthony Orsini	Aug 11th	Tom Hamilton	Aug 18th	Kait Allgood	Aug 28th
Cindy Warfield	Aug 11th	Ashley Wingard	Aug 19 th	Frank Lawrence	Aug 29th
Lou Sacchetti	Aug 11th	Matthew Clark	Aug 20th	Aunt Maggie	Aug 30th
Shayla Martinez	Aug 11th				

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.

'GSD' – [ANYTHING FOR CLIENTS]

If you've ever bought or sold a house... and/or you are in the real estate business, you know that each transaction is like a movie. There are the characters in the movie. Might have a protagonist and antagonist. Then there are actors that come in for a brief cameo, but those actors might come in just to throw a curve ball in the movie.



Then... things are sailing along smoothly in the movie and BAM one phone call, one scene, one character adds a plot twist that throws the movie in an entirely different direction and what you thought was a comedy quickly become a horror movie. All the meanwhile there are the central characters that have to make sure the plot twists don't ruin the film.

That is what is exhilarating about real estate. It is also what frustrates the he((out of you. Everyone thinks 'oh let me get into real estate and sell a couple of homes and make some good money.'

Let me tell you the 'dirty little secret'. There are many transactions during the year that we make less than minimum wage because of the investment and the time commitment to make sure the movie – I mean the real estate transaction – doesn't have a TRAGIC ending.

Union Bridge Road is the perfect example of the movie/transaction analogy.

What started out as a beautiful film, turned into a horror movie. The house, the sellers spent a few months getting the house ready. Painting, cleaning, removing personal belongings and doing exactly what we laid out in our 'Customized Solution'. Dotting every i and crossing every t on our list.

We do what we do BEST, present a home in its best possible light.

Photos are great, as always. Thanks Annie! Then we time the market correctly!!! End up with multiple offers ABOVE list price.

Inspections are complete. All good. Smooth sailing as we are about a month into the contract and everyone is just waiting for this movie to end. It's been one of those movies that everything unfolds as you plan and everyone leaves the movie theater all smiles and laughing.

Then it happens! The Plot twist...

One of the supporting characters - the Appraiser - that makes a brief cameo in the movie throws a wrinkle that almost ruins the movie.

A few days before settlement and the lender doesn't have the appraisal back yet... Then the APPRAISER calls and says, ***"We have a problem with value. I can't find comps to justify the sales price. And we have a few property condition items that need to be fixed for the buyer to get the loan."***

Our approach is not based strictly on 'pricing by comps' as no two houses are the same, no two situations are the same, we think this is an archaic way to put a value on a home. We price homes on an individual basis based on the current market conditions and the house itself. We KNEW the value of the house was fine, but the appraiser didn't.



Now, we gotta find the 'comp' to justify the price.

Digging. Digging. Digging.

We find a property that the appraiser overlooked because it sold in the last few days. It was the perfect 'comp' to the house we were selling. This market was HOT so we knew the value was there. Now I had the evidence (the smoking gun in the movie).

So, everything is good now. We had our plot twist. And were able to work through the issue and ready to finish the movie with a happy ending.

But wait, there is MORE...

Another plot twist... Another phone call. The appraiser called back when he went out to reinspect the house to make sure the repairs were complete.

Well, the repairs that were needed for the buyers to get the loan, it is a VA loan, were not completed by the contractor that the seller had come out to the property. The missed painting the facia board on the roof line of the house. There was some peeling paint that needed to be scraped and painted. And then there were also some paint chips on the ground from when the deck got repainted. Somehow the contractor missed this.

The seller called the contractor back, but he was out of town for a week.

Oh Sh*t... What to do now? Buyers ready to move in. Sellers ready to be done with this. We've already pushed back settlement 3 weeks now because of all the last-minute twist and turns.

Time to GSD. We go buy paint. Go buy a couple brushes. Get the ladder and head out to the property ourselves.

The pictures are from us painting the facia board on the side of the house 16 feet up in the air!

The partners at Impact do what we gotta do to help our clients! If it is arranging a contractor to go out the day of settlement to take care of a leaking sink. Sometimes it is buying a warranty for a client. Sometimes it is climbing 16 feet up on a ladder to paint trim because the contractor missed it!

When you work with Impact Maryland Real Estate you know that we have your back and will do everything in our power to help you... and make the transaction as painless as possible (although there are always plot twists!)



Paint chips from scraping

IMPACTCLUB™

\$137,800 in 7 Hours



On February 28th, 2017 182 Impact Venture Capitalist came together at The BlueSide Tavern in Frederick. There were questions. There was excitement. There was an electric atmosphere for the first ImpactClub® event. Ultimately a very cool thing happened 182 amazing people pledged to give back to the community \$100 at a time, each quarter. They knew that alone their \$100 wouldn't make much of an impact on any one charity but combined with 181 'like-minded' individuals their combined resources of \$18,200 had a HUGE impact on the winner, The Heartly House!

Since Inception on that COLD February night ImpactClub® of Frederick has donated \$137,800 to incredible LOCAL Charities including Children of Incarcerated Parents Partnership (COIPP), Blessings in a Backpack, Frederick, MD, Heartly House, SHIP of Frederick County, The Whole Heart Center, and Platoon 22. Each has come back to the next event, after winning, and have told the Story about how the donation has helped their charity.

It is powerful to hear these Stories, the impact that your donation is having locally!

Do YOU want to make an Impact?

Each event is an hour long... Official time is 6:30-7:30. We have had 7 events, so 7 hours of ImpactClub and \$137,800 DONATED! **How cool is that?** Each charity tells their story for 5 minutes and can walk away with \$25k plus!!!!

If you are not currently a member and want to give back to the community, but you don't think your \$100 will go very far, THEN I – personally – invite you to come check out the ImpactClub® at our next event on Tuesday August 14th at The BlueSide Tavern at 6 South Bentz St in Frederick!

Come as my guest... Come let me know you are there to 'check things out' and I will buy you 2 drinks and you can partake in all the festivities! And after the event, you feel that the ImpactClub® is something that you want to get behind and support along with all the other Impact Venture Capitalist we will have a registration table set up at the event.

If you are a member, then we will see you on Tuesday August 14th!!!

As always, hollar if you have any questions.

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

- When my husband and I started house hunting it was through sheer luck that we were introduced to Dawn Klinko. Upon meeting her we quickly realized that she was a saavy real estate agent who would always have our best interest at heart, so we immediately signed on with her to be our buyer agent. She turned out to be a wonderful advocate, excellent communicator (calls, texts, emails always returned promptly), tenacious negotiator, and fun person to boot! When it was time for us to sell our existing house there was no question that Dawn was the one for that job too. As first time home sellers we probably required more hand holding than some, but that was no problem for Dawn. She explained everything really well, was very patient and clearly knew how to sell a house – ours sold within 3 weeks after putting it on the market for our asking price! I strongly recommend Dawn to anyone that is either buying or selling their home. - Vincent and Carol H

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