

**Protector. Innovator. Philanthropist.**

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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

NOVEMBER 2018



## *Is YOUR Perception Reality?*

I was 30,000 above the Atlantic Ocean on a flight from BWI to Orlando reading [The 1% Rule](#) last month for a meeting with 30 friends, entrepreneurs, and Do'ers. These people, they share the same belief as me that they want to make a 'dent' in their section of the world. They strive to leave a legacy that is greater than what they do on a day-to-day basics.

**It doesn't what they do to 'make money.' They care about helping others and Forging a Legacy above all else.**

This meeting we talked ZERO about sales, about real estate, about leads and cold-calls. There was no talk about anything that you would 'expect' from a group of individuals that derive an income stream through real estate. There was talk about business structure, about operations, about how to fill a room once a quarter with 100, 200, 400 people and grow [ImpactClub®](#), about how to take your knowledge and area of expertise to grow a sustainable business outside of real estate.

These people, some I met for the first time in Orlando. Others I've known for 5-6 years, but ALL of them are my closest friends in business. We call, text, email, send messages to one another all the time.

*Continued on the Inside...*

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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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.

## Why? Because we all have questions and we all have areas of strengths.

And this group. These people. When you ask them a question? When they ask you about a strategy you are using? You know that there is going to be 100% truth. No BS. You might not get the response that you want, but you know that it comes from a place of love and respect.

We all met through our friend Ryan Fletcher, you might know him as the brainchild behind [ImpactClub®](#), and ImpactClub® is his baby... This will be his legacy.

However, to us, to the 30 people that came to Orlando, and the hundreds of others across the country, we look at Fletch as an Engineer. Fletch, he's kinda a recluse. He doesn't like to go out to 'networking' events. He's not the life of the party. He doesn't care about small talk. When you talk to Fletch and he is talking about what he knows, be prepared to LEARN cause he has researched what he is about to say 43 different ways.

## Why do we call him an Engineer?

Fletch. He was one of those kids that would play with a lego set when he was a kid and he would



Alex dressed up as Redskin all-time great, Sean Taylor.

by piece. He would deconstruct the house. Then he would research every lego piece... And he would then start putting together the lego pieces in a new

way. Altering where the blue square was, or the red rectangle, and when it was done reconstructing instead of having a house, he would have built an entire city.



Our Annual Halloween stop at Lucia's. The Sipe's, my mom (on left), and Lucia. Man the kids are growing up.

His super power is being able to deconstruct and then rebuilt entire business models.

That is how [AdviceGivers](#) was formed. That is how ENG (Entrepreneurs Networking Group) was built. And his greatest build to date, [ImpactClub®](#).

He looked at other 'giving groups' like 100 Men that Care and broke it down piece by piece and what he's rebuilt is a thing a beauty. A Platform, that in under 2 years has donated just over \$1,000,000 – ONE MILLION DOLLARS – to local charities, in local communities.

## Now, he is building out the tentacles of ImpactClub® so it is a self-sustaining business that can have a world-wide Impact.

Back to the Orlando meeting.... For 2 days, the 30 of us would sit in a conference room. Basically, a small movie theatre in the 21,000 square foot house that we all stayed. We would listen to Fletcher outline a business model that could be sustainable for each of us and provide a platform for us to accomplish our ultimate goal of leaving a legacy. From 9am to 4:30p we would go hard!

Our brains overflowing with new ideas.

Then we would relax and all talk together. Ask questions to one another. Bounce ideas off one another.

## It was during this time that I had an epiphany.

Although Fletcher was saying the same thing to EVERYONE during the meeting when we would

break out there were 30 different ideas and perspective about what was said!

Some of us are at different stages of our lives. Some are

grandparents. Some have kids. Some just divorced. Some just married. Some run their business solo. Some have 10 employees.

**Each of us, depending on our place in life, at that moment all took something different from those 2 days.**

We might all have HEARD the same thing, but what we heard resonated and connected with each of us *differently*. At the lunch break of the 2<sup>nd</sup> day I had a group of friends that wanted to sit and chat. We talked business structure and StorySelling.

I explained that I was the worst salesperson EVER. If you put me in the middle of a desert with a gallon of water I wouldn't be able to sell a native dying of thirst. I'm an introvert by nature, I wouldn't want to go talk to that native. I would think I was bothering them. That they didn't want to talk to me.

However, if someone else in that native's tribe said... "Hey. See John over there, he is dying of thirst, and I

see you have water. Let me introduce you to John, maybe you can help him out."

**Then I wouldn't feel like a salesperson. I would feel like a helper.**

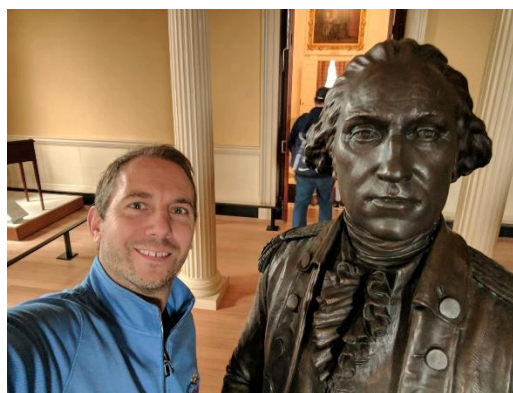


The 4<sup>th</sup> Grade Fieldtrip to Annapolis that I was lucky to Chaperone. Brennan, Alex, and Peyton on the bus down.

Fletch has taught me, over the last 6 years, how to position myself as a 'helper', as a 'leader', as a 'Storyteller' so that each day when I write, each week when I post, each month when I [publish the newsletter, Impact Maryland Monthly](#), I write my 'Story'. I let the audience, you, know how I can help.

And then when you see someone dying of thirst... ie: needs to buy/sell a house... wants to give back and help others... wants to share their story on my podcast... - you think of Eric.

AND SOON, with what I learned in Orlando and



I was able to sneak a selfie with George Washington on the trip.

am now building out... HELP others grow their business by taking the shortcuts that I've studied, learned,

and implemented over the last 6 years into THEIR business.. – you think of Eric.

And if you want to learn from Fletch, he has a few spots open in his 'crash course' that he calls the [90 Day Immersion](#). Fletch has streamlined the teaching of writing to a course that, in 90 days, you will learn how to write your own Stories.

Because by writing and Sharing Stories... You can be the worst salesperson in the world, but by StorySelling you can be the best 'helper' and make a wonderful income and impact just by helping others...

Enjoy your Halloween!!! I can't wait to see all the pictures!

Cheers,

*Eric Verdí*



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

### November Quiz Question

**Q:** What is a baby turkey called?

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.

### October Question & Answer

**Q.** Who was the Redskins quarterback inducted into the Pro Football Hall of Fame in 1983?

**A:** Christian Adolph "Sonny" Jurgensen III

Congratulations: Alexis Copperwaite!

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

## Happy Birthday

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

James Knowlton	Nov 1st	Laurie Luck	Nov 11th	Emberleigh Keeney	Nov 21st
Brian Edwards	Nov 1st	Barrett Shoemaker	Nov 12th	Mattie Darby	Nov 21st
Bella Risbeck	Nov 2nd	Daniel Barnas	Nov 12th	Brandon Fandel	Nov 21st
Annie Walters	Nov 3rd	Steve Cohen	Nov 13th	Jacksyn Fandel	Nov 21st
Carlos Sayles	Nov 3rd	Trish Lopacienski	Nov 14th	Berl Long	Nov 22nd
Harper Reaver	Nov 3rd	Caroline Maerten	Nov 15th	Isabella Tan	Nov 22nd
Stephanie Murphy	Nov 3rd	Brynn DiSanto	Nov 15th	Beth Eccard	Nov 25th
Sydney Sutherland	Nov 4th	Jos Long	Nov 15th	Bill Keefer	Nov 25th
Haley Hornung	Nov 5th	Ella Edwards	Nov 15th	Leslie Reen	Nov 25th
Jocelyn Hornung	Nov 5th	Shelly Simmons	Nov 15th	Tres Kelly	Nov 25th
Rick Grubb	Nov 6th	Margie Davis	Nov 16th	Stephen Basile	Nov 26th
Grant Kelly	Nov 8th	Trevor DeLauder	Nov 16th	Mark Lawson	Nov 27th
Amber McCauley	Nov 9th	Rachel Reitz	Nov 16th	Josh Grubb	Nov 27th
Kristie Graves	Nov 10th	John Throckmorton	Nov 17th	Payton Hanna	Nov 29th
Aleena Steele	Nov 10th	Rob Shoemaker	Nov 18th	Dario Cavazos	Nov 30th
MJ Rawlett	Nov 10th	Carmen Monzon	Nov 20th	Julie Martinez	Nov 30th
		Tiffany Moore	Nov 20th	Kerah Fouts	Nov 30th

**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 happens behind the scenes of a Real Estate Transaction.

## *I Could be an NFL Coach...*

The phone rang, it was an unknown number. I usually don't answer unless I know the number. I just let it go to voicemail and if it is important they will leave a message. However, this time I answered. The voice on the other end was familiar. "Hey, this is Mary (name changed) you have helped many of my friends and co-workers sell their home. It is time for me and my ex-husband to sell our home and I know that you will take care of me!"

**Fortunately, for us, this is how many new 'client' relationships start for me or any one of my partner agents.**

If you take care of your clients/friends – let me just say that our clients become friends, if they were already friends or not they become friends, so they are really one in the same – then your friends take care of you.

A LOT of real estate agents care, A LOT are good people, A LOT do a GREAT job taking care of their clients... But then they forget to forge the relationship through the 3 C's that are paramount in getting people to refer people to you. The Consistent, Compelling, Communication is harder than being a 'Good' real estate agent.

**Writing about your beliefs, your struggles, who you are and what you stand for is tough.**

But it is through these communications, through *Impact Maryland Monthly* newsletters that my partner agents and I share these stories each month.

When Mary is having lunch with co-workers and she talks about selling her home and then Kim, and Kelly, and John all say you need to call Eric and then they give examples and they share stories that I have written about in the newsletter what choice does Mary have?

Mary already has a trust factor and specific examples of how we helped her friends. When Mary calls there is pressure to make everything as smooth as possible in helping her and her ex-husband sell.

**If we let Mary down, then we let those that referred us down too!**

The phone conversation with Mary goes like it does with those we help sell. We need to schedule a time to come see your house so we can figure out the best game-plan. See when we help sellers we don't go with a cookie cutter approach, we don't come with a 'listing presentation', we don't try to sell ourselves. We have a Documented Approach and although each house and each client gets a specific gameplan within the framework of our Approach.

**Its kinda like an NFL team's offensive gameplan and playbook.**

The have 200 plays in their playbook that they could use, that they have practiced, but once they study their opponent that week, they pick out the 40 best plays that they think they will work that week vs the team they are playing.

Our Documented Approach, as outlined in [\*The Psychological Approach to Sell Real Estate\*](#) is that playbook. Then each home is like that week's opponent, although we might have 200 plays we might only use 40 on each home.

In Mary's place as soon as I walked through the front door, I view her house as I know buyers would. I 'feel' the home. I 'smell' the home. I 'touch' the home. I 'see' the home. When you are evaluating homes, you need to use your senses... Then you look at potential obstacles that a buyer might find. Mary's house is a GREAT rancher on nearly an acre in a great part of the county. Mary's kitchen had been updated, she had a great 'addition', but she had nice and clean baths although they were dated. They had the blue toilet, the 80s tile, but they were solid. This wouldn't be a deal killer.

Walking on the first level, I'm thinking ok, we have some obstacles, but nothing we can't overcome. It's a high \$300k home. Then I make my way downstairs. Drywall not finished. Carpet partially torn up. One room had old green carpet. There was stale air.

So, I tell Mary thoughts... If the basement is finished you are going to invest in the process and finish the basement, then you are looking around \$375k-\$380k. If you don't do anything you will sell as-is for about \$340-\$350k.

**Mary spoke to her ex and they didn't have the money to finish the basement.**

We tried selling 'as-is'... And 70 showings and 2 offers, 1 contract that fell-through later it was time to re-evaluate the 'game-plan'

NFL teams, the truly great ones with the best coaches... The Redskins (Joe Gibbs) of the 80s. The 49ers (Bill Walsh) of the 90s. The Patriots (Bill Belichick) the last 15 years... are the one's that have the best halftime adjustments. They analyze what went right in the first half, what went wrong and then they adjust their gameplan – if needed – for the 2<sup>nd</sup> half.

**Well that's what we had to do with Mary.**

Fortunately, we have GREAT contractors that we work with. We were able to come up with a solution for the payment because of our relationship, because of our 'team.' John and his crew finished the basement that included painting, carpet, drywall work, trim work, installing a Humidex, installing proper drainage in the sink, painting foundation in less than a week.

Then when we went back on the market guess what happened?

**Within 2 weeks we had an over full price offer!**

Our halftime adjustment changed the final score of the game and just like Bill Belichick and the Patriots are client/friend ended up with a W on the scoreboard. Now Mary has a Story to tell when one of her friends talks about selling. She will gladly say, "You have to call Eric (or one of my partner agents) because" and she will share her experience.

# IMPACT CLUB™

## Exponential Impact... The Race to \$200,000



#Frederickcanimpact #200k #shareyourstory  
#impactfrederick

Closing in on another ImpactClub® Frederick Event on November 13<sup>th</sup> that will have a massive financial impact on one local charity to the tune of \$30,000ish, but will also serve as a platform for all 3 presenting charities.

ImpactClub® Frederick, since our first 'live event' on February has donated 100% of your \$100 donation each Quarter to 7 outstanding charities that totals \$164,000!

**You heard me right - \$164,000 in just 7 hours!**

What started last year with me posting a video, and working non-stop for 6 weeks leading up to our first event to make sure every member got their shirt, their membership card, their welcome package to making sure every detail was taking care of at the BlueSide Tavern. What food to have, what time to arrive, how two check people in... Making sure we had great sound set-up. Having the lighting work. Table for presenters. Drink tickets. Ballots. Setting up Videographers. There were 1000 details that we had to have in place to make sure that the members felt welcome and felt a part of a movement.

Was the night perfect?

**Heck no, but it was MEMORABLE! It was an Epic Night.**

If all the ImpactClub® did was meet once a Quarter and donate money to a local charity that would be fantastic, but the ImpactClub® is so much more.

The ImpactClub®:

- 1- Provides a platform for local charities to share their story. ImpactClub® helps those local charities find their voice, helps fine-tune their 'Story'. And with each event as the charities hear each other share their story, they become better Storytellers.

Why is this important? Because fundraising is a MAJOR issue with charities, and those that can properly tell their story, can make an emotional connection, will be the charities that have lasting impact for those that they serve.

- 2- ImpactClub® documents each charities story and gives each charity that video to use as they want for future promotions/events to help spread their story and raise more money.
- 3- ImpactClub® puts 150, 200, 300 like-minded, giving, caring people in a room and amplifies your \$100 donation each quarter to have a HUGE financial impact on a charity.
- 4- ImpactClub® brings back the prior recipient of YOUR donation and they share how your money has impacted those that they serve.
- 5- ImpactClub®, the meeting each quarter, serves as a meeting ground for others just like you who want to make a difference. I've had people come up at the events and say they can't wait for each event because it is like a reunion seeing old friends and making new connections.

With that, I ask you to share the story of ImpactClub® as our goal is to be the **FIRST CHAPTER TO \$200,000 DONATED!!!!**

If you are a current member... invite a friend, invite a family-member... and tell them that you will treat them to 2 free drinks and appetizers (don't worry, we will cover the cost.)

If you are not yet a member, head over to [www.impactclub.com](http://www.impactclub.com) watch the videos, check out the past events, and become a member!

**\$200k ---- Can we do it? We'll find out on Tuesday November 13<sup>th</sup>.**

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*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](https://www.facebook.com/impactmarylandrealestate)

- "We had an excellent experience selling our house with Eric - I recommend him for selling or buying of your home." - Tammy F.

"Eric made my home look amazing and sell super-fast for more than we had hoped for!!" - Tiphannie D.

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