

Protector. Innovator. Philanthropist.

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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

DECEMBER 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

- More Than a Name. 1 - 3
- December Birthdays. Pg. 4
- Don't Forget to Have Fun. Pg. 4
- Stories From the Street – Agent Proclaims "I Don't Do Business Like That! Pgs. 5-6
- ImpactClub® Kids Are Always Watching Pg 7
- What Recent Members said about their experience with our Company. Pg. 8

MORE Than A Name...

Titles in Life and Business

For years titles have always fit like that shirt that says, 'dry-clean only', but you accidentally run it through the washer and dryer and it comes out 4 sizes too small.

I've never been one that likes to define others or be defined by titles, these arbitrary descriptions that we put after someone's doesn't define who they are, what they stand for, and more importantly they type of person they are.

When someone says, "What do you do?" I have a hard time answering because professionally I am technically a 'real estate agent', but I'm also a 'broker', I own the company, so then do I say, 'business owner.' But that leaves out a huge part of my life at Frederick Advice Givers™ Podcast that I also host, run, and own. And what about the 2 books that I've written – *Beyond the Mic*, and *The Psychological Approach to Sell Real Estate*... am I an author, an Entrepreneur? And ImpactClub® - am I now a philanthropist or a co-founder?

The most important title that I have, 'Dad.'

I've never felt comfortable with a title in the business world as I believe it is a limiting your role and who you are and how others view you. I have, however, gladly love the title that Anthony and Alex have given me, and that weight that that title carries.

However, none of these titles truly define my role in life and in business. And truthfully there are a lot of times that I want to shy away from these 'titles.'

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.

The last few years I've adapted another title that I also embrace, 'Coach.'

For the past 2 and a half years I have been an assistant coach on Anthony's Soccer team at FC Frederick, helping Coach Chris guide the kids. The core group of 11, 12 of them we have coached the entire time, which is a fall and spring season. 3 practices a week and 1 or 2 games every weekend. Most of these boys, are now like son's to Chris and I. Especially during these middle school years, we have a unique role in that we are not only coaching them soccer skills, but these boys we are also teaching them life lessons too.

"Coach Eric, what do you think about this?"

Being a coach, these boys they look up to you. It is a massive responsibility, because we are doing so much more than teaching them soccer. We hold them accountable to each other and to us. We teach them to look you in the eyes when people are talking to you. Trying to mold these boys into good, respectable, confident young men.

Being a coach now makes me appreciate how those coaches that I had growing up each played a role in my life. Some had a greater impact than others, but each coach, in some capacity placed a role.



Alex in the middle, racing on offense with Peyton Sipe dribbling the ball.

player but helped instill confidence in me as a person. A few years ago, through mutual friends, Coach started coming to family events. Even 30 years later, I still call him 'Coach.' He wanted me to call him by his first name, but it's not comfortable.

Once a 'Coach', always a 'Coach!'

Coaching is rarely easy, but it is often rewarding and there are days that are more trying than others. Then there are days when it seems like we have broken through and they are listening to our advice.

Being an Assistant Coach provides a different role as I have a defined job and even though Chris gives me autonomy in

my role, he is still the captain of the ship. He still structures practices. He deals with club level issues. It is his team.

Same with Alex's basketball team the last 2 years as I was an Assistant Coach.

My role on that team was slightly different as the head coach didn't necessarily coach the way I would have. But I knew my role within the structure of the team and that I was there to support the coach. I would give individual instructions/coaching as I deemed but the overall philosophy and strategies is up to the head coach. But the boys still referred to me as, "Coach Eric" and even though we were friends with most of the families and the kids knew me as Alex's Dad first, whenever they see me they still say, "Coach Eric."

This winter that role has changed. I am the head coach on Alex's basketball team. Chris, he is assisting me along with 2 other Dad's, Mayo and Abu. Coaches Mayo and Abu coached Alex last fall in football and are excellent coaches themselves so we all have a familiarity with one another and it has made for a smooth transition to head coach. To have 3 EXCELLENT coaches helping is awesome. We can impart our specific knowledge on the kids.

But make no mistake being the head coach is an entirely different role/dynamic.

This past weekend we had our first basketball game for Alex's team. A bunch of 3rd and 4th graders who were playing their first game after just 4 practices totaling under 6 hours. Hardly enough time to have a group of boys who hadn't played together before ready for a game.

The first 3 practices were strictly on the fundamentals, the foundation of skills needed to play in a game. Dribbling. Passing. Defense. Rebounding. Only in the last 30 minutes of the last practice did we implement 2 plays and some strategy about how we wanted to play.

Waking up Saturday morning before our first game I had butterflies and was nervous.

Never something I got when playing competitive sports at a high level my entire life through high school. As a player you can control your actions and your success.

Play hard. Know your assignment. And listen to the coach. You determine your own success.

As a coach, especially the head coach, there are so many things out of your control and things that you question. Are the boys ready? Do they know the plays? What happens when X occurs, will the boys know to do Y? You run through a million scenarios in your head to make sure you have given the boys the proper coaching to succeed.

At this age, unless there is an absolute Superstar on a team it comes down to the basics in determining the outcome. The team that plays the hardest, that plays defense, and rebounds is usually the one that wins.

I am not a coach that says, 'Winning doesn't matter.'

Winning absolutely matters! Now winning isn't the end all be all, especially at this young age, but if you are going to practice and you are going to try and improve then winning matters. It is a measuring stick for your performance. If you are going to practice you might as well play to win!

The first game there are so many unknowns, but the boys came out and did exactly as we coached them and the result was a 17 – 1 victory. The kids they stuck to the fundamentals of defense and rebounding and had a great first game.

Now we need to build on that first game and add to the foundation of success of the first game.

Coaching is no different than what I do in Business...

Each day there are different challenges in real estate, in the Podcast, in Impactclub® and in a new venture that I'm starting coaching business owners to connect, inspire, and influence their audience through content and building themselves as StoryArchitects!

There are always ups and downs in business, it is when you surround yourself with other strong people that you can have success!

If you put together a team of misfits, you get misfit results. If you surround yourself with professionals, you get Superior results!

Right now, we are in the process of helping a homeowner transform their once magnificent home!



Coach Chris and I on the sidelines coaching.

When I walked into the house, I knew that I had to switch my hat from Real Estate Agent to Coach. These homeowners, they lived in their house very hard. Raising 3 kids, dogs, family functions and get togethers. The bones were good, but unfortunately in their 'luxury' price range buyers are looking for bones, they are looking for the finished 'model' product.

Putting on my coaching hat I had to 'Coach' the sellers what needed to be done. They had to buy-in on the process.

To their credit, that is why they called me, they knew my reputation for being able to turn a house around and manage the process. They had tried to do it themselves for the past 6 months with little in the way of results. They needed a Coach.

I immediately put my team of experts in place.

Shari, from Staged Above, came and gave recommendations on paint, tile color and type, carpet, light fixtures, everything to get the house ready. Shari will come back at the end to Scientifically Stage.



We have reversed roles coaching Anthony's Soccer, but both still 'Coaches.'

Then came the call to Medardo the painter, and Roland the carpet expert. Roland, he is a coach too, so he was able to give me contacts for hardwood and tile.

And when we are finished, Annie will As of now, we are

now about halfway through transforming their home and we even have our Videographer documenting the process, so we can show other homeowners how we can put our team to work for others.

Make no mistake, this is a stressful and time-consuming process, but the end results are always superior when everyone is pulling in the same direction.

In all my years of playing sports and now coaching, I've always found that the Coaches that are the best have an ability to have everyone on their team pulling together for a common goal/cause.

Cheers,

Eric Verdi

Don't Forget to Have Fun!!!

December Quiz Question

Q: In the 1964 classic “Rudolph the Red-Nosed Reindeer,” what was the name of Rudolph’s faithful elf companion?

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.

November Question & Answer

Q. What is a baby turkey called?

A: A poult

Congratulations: Jacob Martin!

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

Happy Birthday

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

Morgan Covert	Dec 1st	Kacey Austin	Dec 11th	Claire Murphy	Dec 19th
Shannon Gorman	Dec 1st	Cassy Roderick	Dec 13th	MaryKate Keefe	Dec 19th
Mary Ellen Farrell	Dec 2nd	Peyton Reaver	Dec 13th	Keith Tapley	Dec 21st
Cole Hamilton	Dec 2nd	Megan Clark	Dec 14th	Angie Keeney	Dec 22nd
Johnny Brosnan	Dec 3rd	Bryan Beachley	Dec 14th	Becky Maerten	Dec 22nd
Brick Buckman	Dec 3rd	Laura Haraway	Dec 14th	Makaiya Skaggs	Dec 22nd
Sue Kemp	Dec 3rd	Jack Wharton	Dec 15th	Christy Steele	Dec 23rd
Abby Cooper	Dec 4th	Veronica Lawrence	Dec 15th	Jill Johnson	Dec 24th
Tammy Artman	Dec 4th	Katrina Hallein	Dec 16th	Ellie Whitting	Dec 25th
Steven Barnas	Dec 5th	Austin Clime	Dec 16th	April Miller	Dec 26th
Sean Tusing	Dec 6th	Stephanie Davis	Dec 16th	Grace Maerten	Dec 26th
Pam Seiter	Dec 6th	Stephanie Gentile	Dec 16th	Paul Scott	Dec 27th
Kelley DuBois	Dec 7th	John Clauser	Dec 16th	Robyn Hulvey	Dec 28th
Lisa DeShazo	Dec 7th	Debbie Birnby	Dec 17th	Erin Gamble	Dec 29th
Rachel Maerten	Dec 7th	Ellie Baker	Dec 17th	Emma Phelps	Dec 29th
Sue Crum	Dec 9th	Rylie Reaver	Dec 17th	Cindy Delbrook	Dec 30th
		John Hanna	Dec 18th		

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.

Agent Proclaims, "I don't do Business like THAT!"



You don't go to McDonald's to get a Filet Mignon 5 Star Dinner and you don't go to the Tasting Room and expect to pay \$10 for a meal and be out of there in 7 minutes.

These are both 'restaurants' but to say that they are running the same 'business' couldn't be further from the truth.

McDonald's focuses on having everything standardized. Fries are cooked for 2:30 seconds exactly. Burgers, they are cooked for 3 minutes. Put on a bun. 2 circles of ketchup, 1 of mustard, a tablespoon of onions, 2 pickles and done. Chicken nuggets. Same standardization. Drinks. The worker just pushes a button and the correct amount of soda is disbursed.

This Standardization of activities works perfect for McDonalds as they make up their business on volume. They focus on sales.

The customer knows exactly what they are going to get when they walk into McDonalds. You know that you are just a number when you walk in and that any personalized service is very minimal. The reason McDonalds is so very successful is that every detail is handled at the corporate level. The employees, they have their VERY specific task and to ask them to do anything else their head would explode.

The opposite of this would be going to a 5-Star gourmet restaurant. You are greeted at the door by your name. The host offers you a drink before you are even seated. The first server delivers your water. The main server delivers your bread and introduces him/herself. Then the rest of the evening is like Broadway show.

Want your order customized. Change out the sides? Add extra mushrooms on your steak? No worries.

Why?

Because each customer is treated individually. The chef doesn't have 5 pictures about how to make your hamburger. Each order is prepared by a chef that has spent years honing their craft and when a customized order comes in can quickly adapt because he/she is a true professional with experience.

Both can be successful business models but one focus on sales while the other focus on the customer/relationship.

We have this exact quote in our office that says, "Pros focus on Relationships. Amateurs focus on Sales."

We choose to go the Gourmet Restaurant route and customize your solution to YOU! What goal do YOU have in your sale or purchase? Need to move quickly? Pregnant and have a growing family? Want to be in a certain neighborhood/school? Getting divorced? Change jobs and locations every 3 years?

This is why, when we meet to discuss your move, we ask WAY more questions than we do speaking. We don't come in with a 'presentation' or 'power point' talking about us or our listing presentation. That is how the McDonald's agent would do it. Ask them to customize your solution and their head would explode. With us, everything is customizable. Now, do we have our overarching beliefs? Just like a 5-Star Restaurant sources their beef from the premiere butcher and only buys organically grown vegetables we have our core beliefs.

Need a painter? We can do that! Finish a basement? We have those relationships!

One of the best quotes we received from another agent upon settlement was, "I don't do business like you!"

We had to work intimately with the city, with engineers, with the historical society, with contractors for 4 months to make sure our client could do what was desired with the building she was under contract to purchase. Literally hundreds and hundreds of hours were spent on the details to make sure everything was doable for our client.

Just this week we had a settlement with a seller. Same thing. We had to arrange a contractor to finish the basement, so they could achieve maximum value. Then during inspections, the property had a failed septic and a crack in the foundation. So, we spent 4 days at the property with the septic company, with the county, getting permits, with electricians... Had to help arrange a structural engineer to come check out the crack in the foundation.

Countless hours. Hundreds of phone calls. This was the ultimate 'off the menu' order. The client didn't order one 'easy' item.

We were able to help this client because we aren't in 'sales'... If we were, there is NO WAY that this property would have gone to settlement and the clients would have been able to move on with their lives.

What that agent really said when he told us, "I don't do Business like YOU!"... He was saying that he doesn't 'customize', he doesn't 'find solutions to problems.' He is like McDonald's... fitting everything into a perfect little box.

So, next time you think real estate you need to think long and hard:

McDonald's or Tasting Room (5-Star) Dining?

IMPACTCLUB™

Kids Are Always Watching

On Tuesday November 13th there were 269 ImpactClub® members. We, as a community, gathered together at The Blue Side Tavern in Frederick.

Meaning one of the presenting charities were going to walk away with a life-altering donation of \$26,900.

This was our 8th Event and the momentum of ImpactClub® Frederick has grown since that cold February 2017 evening when 182 ImpactVentureCapitalist came together as founding



members of a movement that has since donated \$190,900 to the 8 charities. Each Quarter we come together, like members of a secret society, to help make an impact locally.

New members all say the same thing. **“WOW, that was an AMAZING night! I’ve heard about the ImpactClub®, but didn’t realize just how awesome the evening would be!”**

And that is the power of Story!

The event is built around 3 charities standing on stage. 5 minutes, a microphone, and a Story. That’s it. No fancy presentations. Speakers have us engaged. Have us at the edge of our seats hanging on their every word. **We laugh (sometimes). We cry (often).** These charities they pour their heart and soul into helping others and for us to help them



– no strings attached to the donation – they don’t have to submit 5,000 pages for a grant.

It is important to show kids – our children - that there is a better way!

Since the first event, we have had kids involved in the process. Drawing the names for presentation order. Hearing the Stories. Watching ImpactClub® members moved to tears listening to each speaker share their Story.

We even have one member, Irelyne 9 years old, who came with her dad to our 2nd event and immediately decided that she wanted to be a member. Her Dad told her that it was \$100 every Quarter. Irelyne didn’t care, she said that she would do more chores. That she would sell some of her toys. The Stories that night were so impactful that 9 year old Irelyne became the youngest ImpactClub® member!

It is important to provide a blueprint for our children.

At this past event we had more kids than we have ever had! It was important for them to be there. To learn. To listen. To internalize. That is why before the event they kids were brought up and recognized as the ‘next generation’ that would have an impact in their community. ImpactClub® provides a blueprint for our kids to help others one **Story at a time.**

Hope to see you at our next event in February!

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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

- "Eric did an amazing job of selling my house. It was a very difficult situation and he handled all the necessary contractors while I was at work! Eric went above and beyond anything I ever expected. He is an awesome Real Estate Agent as well as an awesome person in our community!" – Susan S.

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