

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JANUARY 2019



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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Script? Or Speak from the Heart?

Speaking in front of 500 people

(Last month I was asked to speak on a Panel at a 10X Conference. I was honored/flattered to be asked. Not really my bag, but I like doing things out of my comfort zone. Here is what I had to write about leading up to the event.)

I was asked to speak on a panel in Northern Va. It is a [sales training type of seminar](#). Not really my bag, as I'm not big into 'selling' however a friend introduced me to Keri Shull who is putting on the event. Keri asked if I would come and answer a few questions on having a full-time Videographer.

Hesitant, but having someone that is a known speaker in the Entrepreneur circle, [Grant Cardone](#), as the keynote I figured it would be beneficial to go and bring my partners along!

Now, it was a half day seminar, and the 'panel' section is only forty minutes, and my part will only be a few minutes at MOST.

Keri asked that I 'prepare' questions and answers... This is totally against everything I believe, but it is NOT my event. Their event, their rules. I get it. But 'scripted' answers have never been my style. If you get asked a question, I believe that you should speak on your core beliefs and from the heart.

That, to me, is more authentic and beneficial.

So, although I prepared the questions and answers below, I'm not practicing... not 'scripting', I'm gonna speak from the heart.

That being said, whatya think?

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.

1- What prompted you to bring a Videographer on staff?

(I can take this into multiple directions for Podcast, documenting, property videos, etc)

First of all I have seen the value from those professional marketers and content creators like Billy Gene, like Gary Vaynerchuk, like Frank Kern who incorporate video into their overall content strategy and wanted to do something like them, on a local level.

Having properties to spotlight, having stories to tell about how we get our clients superior results, and then having a Podcast where we interview business owner's, entrepreneurs, and thought leaders that we were strictly doing audio. I looked at where the market was going about 2 years ago and made the decision that we needed to add a video component to our content.

The initial thought was to bring a face to the Story for the Podcast...

One thing that I did just over 5 years ago in my real estate business that was the catalyst from being at \$100k for 6 straight years, to over \$500k in a 36-month period was that I started writing and publishing stories monthly in my newsletter. Writing, it is hard, but this was the #1 tweak in my business that led to massive growth.

And if you are a fan of Gary Vee, you know that putting out content through different media (ie: the written word, audio, and video) is KEY! From the monthly writing and publishing we added and audio Podcast, and then within the last year and a half added the Video format to our content to make sure that we are covering all types of media engagement.

But not only putting out content to just to put out content, if you put out uninteresting content this can hurt your brand as much as help it... So we live on the concept of 3 C's... Consistent Compelling Content... We always make sure we hit all 3... If you do 2 without the 3rd then you fail to create content that connects, inspires, and influences your audience.

2- Speak of the different platforms for Videos and where do you see the most engagement?

We have tweaked this some since we started... Ultimately it is about the Creation of

Content is the first step. Once you can consistently create the content, ie: video content... Then you have to have distribution of the videos. We tried both Youtube and Facebook, and Instagram. Because of our market and our online presence, we have found for our 'shorter videos' and when I talk about shorter videos, we speak of 3-4 minutes at max and ultimately around 1min to 1:30, we strictly use facebook....

We then use targeted marketing and promoting for our property videos and the podcast to spread the word. Facebook is great because you can specifically target the audience you want to get in front of... We have found views and engagement increases by tagging people/places in video posts. But not

spamming... strategically tagging. With our Podcast, that is easy. With Property Videos we get a little more creative.

We then use Youtube as more of a 'hosting/storage' platform for our videos and specifically longer form video.

I'm still working on cracking the YouTube code... Right now, for us, short form videos get the most



Me on a panel with some of the titans in the real estate industry.

engagement on Facebook.

3- Who has influenced you in the video/content world?

I'm an avid listener/viewer of Podcast and Marketers. So, for me, the one that I've really followed is Gary Vee. Some might not like his language or his messaging... But what you can't deny, and I spoke about this earlier, is his commitment to put out Consistent, Compelling, Content.

The frequency and velocity to which Gary Vee puts out content is amazing! Multiple Multiple times a day and on different platforms and not only video (now Gary has such a large following that he does use Youtube as a distribution channel), but audio on his

DailyVee podcast... and also visual on Instagram, Snap, and other social media platforms.

One thing I've learned in listening to Gary... is that using the term, 'social' in front of media is just plain incorrect in today's society... All media is social... There are influencers that have larger, much larger followings than Hollywood stars and news anchors. Why? Because they can create content and amass a LARGE following through controlling their own media. Heck just 5-10 years ago big corporations controlled what you watched on TV and what you listened to on the radio... Now, with every one having access on their phone 24/7 to content... you, as an individual, if done correctly can amass a large following and have massive influence over your audience with just your phone... Yes you can hire a Videographer and a Marketing team to put out higher quality content, but first you have to figure out how to just create content on a consistent basis.

4- You speak of StoryArchitect and 'Content' vs Sales and Selling... What exactly do you mean? What strategies would you give to someone just starting out in business?

I've mentioned Content and Content Marketing A LOT. These other business owners on this panel, and that's what we all are whether it is just you... or you have 100 employees... we are all running businesses... some have massive teams with ISAs that call leads all day. And they will make, I don't know what the numbers are, but lets just say they make 100 calls a day... they follow their script and then they book 5



In the office with the 'Beyond the Mic' book and our StoryArchitect™ shirt.

appointments... Well 3 of those appointments cancel. And then they 'close' at a 50% rate so for every 100 calls they get 1 new client.



Having a friend (Jacki) from Kindergarten trust you with help her mom sell and by is an honor! Congrats Janet!

And that model, that business can be successful, very successful as witnessed by these titans that are here today.

But, if you are more introverted...if it is not your goal to have 30, 50, 100 adms, buyer agents, ISAs, listing specialists, transaction coordinators, then there is a different

model...

Built on the back of Story... and being a StoryArchitect. Thus, you control your OPN - Own Personal Narrative by putting out Consistent Compelling Content... and through that content, be it with the written word (like when I started publishing a physical newsletter that I wrote every month and increased sales 500% in 36 months), with audio content, with video content... or a combination of all 3. The most important thing is actually putting out content. But not just putting out generic content... See, if I have an audience, a loyal, compassionate following of 150 people. Now the audience might be much bigger depending on the platform and the type of media. But let's say 150. And I put out content that can Connect, Inspire, and Influence them... So, it connects on a personal level. It Inspires, because my message, my story resonates with them... and then through strategic content can influence that audience....

And influencing them, meaning they internally the story and can repeat the story to their audience... To me, it is like having 150 salespeople out there bringing you business... bringing you referrals... Just through the 3 C's... That is the model that I chose for my business. So not saying one is right or wrong, it's the model that we choose for our business.

Cheers,

Eric Verdi

Don't Forget to Have Fun!!!!

January Quiz Question

Q: What kind of person shall not be honored on a US postal stamp, according to the US postal service and the Citizen's Stamp Advisory Committee?

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.

December Question & Answer

Q. In the 1964 classic "Rudolph the Red-Nosed Reindeer," what was the name of Rudolph's faithful elf companion?

A: Hermey

Congratulations: Jackie Lamothe!

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Happy Birthday

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

Clancy Murphy	Jan 1st	Joseph Durnal	Jan 15th	Jane McClellan	Jan 20th
Shari Aldridge	Jan 1st	Amber Fehnel	Jan 15th	Jeff Purgason	Jan 20th
John Knowlton	Jan 2nd	John Kastelein	Jan 15th	Joe Main	Jan 20th
Jeff Willem	Jan 3rd	Sara Tuel	Jan 15th	Natalia Menocal	Jan 20th
Landon Clime	Jan 3rd	Elizabeth Wells	Jan 16th	Julie Bronsan	Jan 21st
Sophie Reaver	Jan 3rd	Katie Nicholson	Jan 16th	Mike Seiter	Jan 22nd
Reed Buckman	Jan 4th	Monica MacCracken	Jan 16th	Heather Throckmorton	Jan 23rd
Patrick Roderick	Jan 5th	Ryan Hines	Jan 16th	Kaelan Skaggs	Jan 23rd
Matt Fogelson	Jan 8th	Susan Martin	Jan 16th	Gina Keefer	Jan 24th
Amy Temporado	Jan 10th	Kenneth Orsini	Jan 17th	Jeslyn Simmons	Jan 24th
Justin Anderson	Jan 10th	Shane Doody	Jan 17th	Michelle Tranchitella	Jan 24th
Paul Ford	Jan 10th	Shawn Doody	Jan 17th	Elke Wharton	Jan 25th
Debra Boyer	Jan 11th	Arielle King	Jan 17th	Ryan Martin	Jan 25th
Stephanie Felmet	Jan 12th	Doug Cooper	Jan 18th	Max Basile	Jan 25th
Kylee Callahan	Jan 12th	Jennifer Long	Jan 18th	Zach Brown	Jan 26th
Laela Blumer	Jan 12th	Michael Riling	Jan 18th	Lauren Durham	Jan 27th
Franek Zielinski	Jan 13th	Vicky Nichodmus	Jan 18th	Emily Keefer	Jan 27th
Kristen Bonadies	Jan 13th	Bryan Bronsan	Jan 18th	Kingston Skaggs	Jan 28th
Mark Haraway	Jan 13th	Mikayla Tranchitella	Jan 19th	Mandy Rawlett	Jan 30th
Max Lopacienski	Jan 13th	Brooks Campbell	Jan 20th	Mike Orsini	Jan 30th
Mike Roderick	Jan 13th	Brian Meagher	Jan 20th	Lizzie Goodwin	Jan 31st
Phil Ranneberger	Jan 13th				

Be Sure to Wish these Friends a HAPPY BIRTHDAY if you see them.

'Stories From The Street'

Stories from the Street is a series of 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.

Throwing Away the Traditional Playbook to Achieve Super Bowl-Level Winnings

How Teamwork & a Structured Approach Created a \$30k Profit for Our Clients

Meet the Client:

Michelle is the owner of The Pop Shop, just one of the incredibly unique stores located in downtown Frederick. She previously appeared as a guest on our podcast,

Frederick Advice Givers, and she's also a friend of the team here at Impact Maryland Real Estate.

She had mentioned to us that her boyfriend recently bought another house in Frederick. While they loved the home at 15 McMurray Street, they knew they weren't planning on staying there long-term.

She knew they needed an excellent playbook in place in order to get the best possible results, so she reached out to us to learn what options were available.

The Situation:

With Michelle's boyfriend buying another house locally, they had a tough decision to make. Michelle bought the home in 2012, and it was the ideal home just outside of the heart of downtown Frederick. They were situated within walking distance to all the restaurants, theaters, shopping, and all the amenities that living in Frederick has to offer.

Not to mention that they lovingly took care of the home. They completely remodeled the kitchen and bumped out the back. Their extensive work included adding soft close drawers, custom cabinetry, and of



course, top of the line gourmet appliances. Gorgeous granite countertops and backsplash make the kitchen alone an entertainer's delight. They made other modifications such as painting to their specific taste, a yellow tone, throughout the interior. A finished attic space adds additional charm with natural brickwork displayed prominently.

It's a wonderful downtown property that was sure to spark lots of interest. But it was also like being part of the biggest game of your life where one small misstep could have lifelong repercussions. Michelle knew they needed to move, as they couldn't stay there forever. Owning two homes wasn't an ideal situation, but what options did they have that would lead to a winning outcome?

The Options:

Needless to say, they were torn on what to do. Buying a new home is stressful enough, but when you're trying to sell another one at the same time, it can be an overwhelming process. Regardless, they needed to come up with a solution to move forward one way or another. When they came to us, they needed guidance on their next steps and ensure a positive outcome.



Option #1 was to just hold on to the home and convert it into an investment property. Sure, it wasn't a bad move, but it could mean leaving the field without much of a celebration. Option #2 involved doing minimal efforts and list "as-is" in the range of \$230 - 240k. Given how the home was designed to their tastes and they had a lot of stuff to move, it would involve the least amount of effort. But no game is won on doing as little as possible, which is where option #3 came into play. Their third option meant following our documented approach and putting the home on the market for approximately \$250 - \$260k.

Their decision would involve our team making a play that not only achieved a successful outcome but Super Bowl-worthy results.

The Decision & Outcome:

Knowing they had a good team at their disposal, it was time to make a call. Did they punt and hope for the best later or make a play that could produce an incredible outcome?

Thankfully, Michelle and her boyfriend decided to go all in! They knew it wasn't time to play small. They wanted to play big, and it reflected directly in their results.

The property was listed for \$269k. Even though the house had been painted to Michelle's color of preference, Shari, our scientific stager, suggested a 'more modern, in fashion color.' They removed 90% of the furniture so Shari should work with what was there and then implement her specific formula for staging homes.

A plumber was hired to change out the faucets to enhance the modern approach. The exterior of the home was power washed to give it a clean, fresh look. A professional cleaner was also hired that made the property look spectacular!

However, there was one thing that made us a bit skeptical in spite of all the efforts being made. We had recently sold a house just three doors down from this location for only \$225k. While this home was only a little bigger, and the kitchen was nicer than

the sold home, we still didn't think it was realistic to assume that the asking price would be met.

Boy, were we wrong!

We decided to push the market, and within only four days, we had multiple showings. Those showings turned into multiple offers, with some being above the list price offer. The kicker was that a young couple made the best offer, but they had never seen the home until it was settlement time!

Based on the pictures they saw online, they knew they had to have it. They did a Facetime walkthrough with their agent, the property popped out to them, and they bought sight unseen.

Michelle and her boyfriend not only won the game, but they won at Super Bowl levels with \$30k more than was originally expected.

The Secret Play That Works Every Time:

So, what's the secret to winning like this even when the odds are against you?

It's following a proven, structured approach that gets results every time. It's not just about knowing the market or how to sell a home. It's about taking that extra step to know the winning strategy that creates a win for our clients.

Why go with what everyone else does? Why get lackluster results when you can take home the trophy?

You need someone on your side who will not only cheer you on but knows how to win the game. It's knowing the right plays, working together as a team, and having access to the talent and resources that make it all work like a fine-tuned machine. We've been doing this for our clients by implementing game-winning strategies that produce a victory.

Selling a home is so much more than a financial transaction. It could lead to the biggest profits you'll ever experience in your life.

If you're wondering how you can have similar success when selling your home, contact us and let us know how we can help.



IMPACT CLUB™

Making a Difference [Commitment]



ImpactClub® Frederick is nearly 2 years old and during that time we have had over 400 people become members. Some have been members since our first event in February 2017. Some are recent members. Most have attended every event that they have been members. Some people have moved and left ImpactClub®, while others have left or fell upon hard times and couldn't commit to the \$100 each quarter.

Attrition happens.

As of this writing we currently sit at 276 members and have donated over \$191,000 to 8 local charities. The Impact of each member has been felt by the charities that come to present each Quarter. Every single charity has come up to me after the event and thanked me for giving them the opportunity to share their story.

That is the beauty of ImpactClub® as there is a platform for local charities to share their story. ImpactClub® brings in videographers to document the event and, specifically, each charity's Story.

ImpactClub® builds assets.

Each Charity after they present live at one of our Events, they get to use that documentary anyway

they want in the future. It is like having your own production crew come in and produce a short form featured film for each charity. The quality of the video is high.

But what makes these featured films so powerful is the raw emotion that is captured during each story. The room, that night, people are brought to tears just by the words the presenter tells on stage. The emotions that emanate throughout the room are life changing. The impact is lasting.

All through Story.

ImpactClub® makes it clear that each presenter gets 5 minutes and a microphone. That's it. No props. No Powerpoints. No Video Presentation.

Is that tough to do? Heck yes.

That is the beauty of ImpactClub® we encourage the presenters

to watch and study prior events and prior winners. We encourage the presenters to practice. Telling a Story in front of 200-300 people is NOT easy, but once you learn the art of Storytelling you become unforgettable. And, if done properly, you inspire the audience to share and retell your story for the greater good of your charity.

As we are quickly coming up on our next **Event on February 19th**, I ask... **Are you in?** Come check out ImpactClub® as my guest if you are not yet a member... I'll even buy you a couple of drinks. ☺



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

- Eric- I never thought I could take on something as big as this was, but you definitely made it easier for me by guiding me through the whole process. You and Susan were there every step of the way, thank you so much! I will gladly refer anyone that needs a realtor! You are definitely the best, and you do make the client feel like family!— Janet C.

- Chose you as my realtor because my gut said "this man has integrity and I can trust him." I made the right choice! — Patty M.

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