

Protector. Innovator. Philanthropist.

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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MARCH 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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"Meet You at The Bottom" - Verdi

Life and Skiing – Very Similar

Going 100mph down the mountain there was a rush of adrenaline. Part fear, part exhilaration, part knowing I could wipe out at any time, and 100% knowing that whatever was going to happen was going to happen QUICKLY!

I was in 7th or 8th grade and went skiing with my buddy Erik Stratmeyer and his father one night after school. To say I'm a 'good' skier would be an exaggeration, I can ski and hold my own on easy and moderate slopes and have even gone down a black diamond and double black diamond or two in my day. But not very graceful.

I've been probably 25-30 times in my life and never outside of Liberty or WISP so I don't know the feeling of skiing in the fresh powder of the Rockies or the terrain of Vermont.

So, back to that night in Middle School with the Stratmeyer's.

They were MUCH more skilled than I was, and they would often take ski vacations in the winter. Me, I'm a novice compared to them.

They would go down the slope with the impeccable movements of a Rolex watch. (Did you know that the Rolex doesn't tick from second to second, it has the perpetual movement to look ever so smooth). Erik and his dad, Mel, would turn left, turn right, and just look like they were floating down the mountain.

Me, I would start at the top, and immediately point my skis down the hill and proceed to go as fast as I could in as straight a line as possible 'down the mountain.'

I remember on one particular run that Erik and Mel went ahead of me and then watched me come down to make sure that I made it through the rough spot without incident. I got up the nerve to start going down

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 mountain and I pointed by skis straight and started my decent. I was picking up steam and didn't know how to turn or stop, or really slow down for that matter. I see Erik and Mel as I pop over the hill and going what seemed like 100mph, I yell to them,

“MEET YOU AT THE BOTTOM!”

From that day on, “Meet you at the bottom, Verdi” was one of my nicknames because of my style to just attack the mountain and go as fast and as hard as possible.

It's funny now, looking back on this ski trip 30 years in the future at just HOW MANY TIMES I have had this same mentality in life.

I start at the top of the mountain, not knowing the outcome, and then I go as fast as I can. I might not have the proper technique and sometimes I crash. And I don't have all the answers, but for me, I've found that it is my personality to JUST GO!!!

In a recent interview on Frederick Advice Givers with Alderman Roger Wilson, he was AMAZED that he was episode #174 on the Podcast.

See, when I started 4 years ago on March 13th, 2015, I had ZERO idea what I was doing. I had an outline and knew just enough to get the technical aspects of a Podcast up and running. (I did about a month of research, then took another 2-3 months to do the technical aspects of the Podcast to get on itunes, get a website, setup libsyn, figure out how to record, etc)

I knew 5% of the skills/training needed. But I'm an executor/implementor, and the ‘Meet You at The Bottom, Verdi’ took over.

It is all mindset and how your personality fits into your objectives and goals. I know many people that when they ski they have to take lessons 5 times, have to know how to correctly turn, need to know which foot to put pressure on when stopping, have to practice getting on and off the ski lift.



Riding up the ski lift on a recent weekend trip to WISP. Little more cautious as a 42 year old.

Then after 2 months of ‘training’ they finally decide to try a run.

There is NOTHING wrong with having this personality and trait and I think there is a very healthy balance between the 2. But, often, what I have found is that these ‘preparers’ they think, actually overthink themselves out of the action. Everything must be perfect before implementing. They must know every answer before trying.

You've heard ‘Paralysis by Analysis?’

Had I tried to learn every single thing about Podcasting, every nuance before I started there is NO WAY that I would be 174 episodes in. Heck, I would have properly not understood a step and just given up and never started to begin with.

I think that having a ying to your yang can be a good thing. If you are an executor/implementor to have someone

to learn and understand the details for you while you implement is a good thing. And for the person that likes to know ALLLL the details before springing into action that having the implementor there to implement your ideas is a win/win situation so you can focus on solving the 1 million problems that arise from starting new ideas.

This is the same way that I've run my real estate business for 17 years.

No, not the fly by the seat of my pants. On the Macro-level (meaning on the big picture business level, the branding, the positioning) there is a well thought out and researched game plan. As evidenced by the amount of content that I consume to come up with new systems and strategies to help our clients achieve maximum profits on their home. It took me 18 months to research and write our Documented Approach to Superior Results – you can pick up your FREE copy at

www.SteveJobsApproach.com

The macro-business is a plan and strategy for success that is built off Fundamental Principles that have been adapted from other industries and reverse-engineered to real estate.

Only when you look outside of the industry you are in are breakthroughs achieved.

Have you heard the story of the printing press one of the largest BREAKTHROUGHS of all times, how that happened?

Did you know how the Invention that started Industrial Revolution and brought the world closer through the written word wasn't an Invention at ALL? It was

Innovation of 2 products into one? And from these 2 existing products human kind was forever changed and brought people closer together.

The Wizard of Ads Book:

John[Gutenberg] stares at the tool used by coinmakers to stamp images into metal and thinks, “Coinmakers have been using stamps like this science the time of Christ.” Later he sees a winemaker hard at work, squeezing the juice from grapes into a winepress. Suddenly he remembers the coinmaker’s stamping tool. “What if I rubbed ink on the bottom of a coinmaker’s stamp and attached it beneath the plate of a winepress? Instead of the image of the king, each coin stamp would bear a letter of the alphabet. Instead of grapes, there would be paper...”

John’s vision of the connection between the coin stamp and the winepress not only accelerated the Renaissance but sparked the Industrial Revolution and is largely responsible for today’s European domination of the world. While John is credited with the invention of the printing press, in reality he “invented” nothing. Coin stamps and winepresses had been in use since the time of Christ. John simply saw a connection.

One of the most revolutionary inventions of all time was not an invention at all, but a twist of 2 existing products. This is EXACTLY what we try to do in Real Estate. We



Had a GREAT time coaching these boys. Won a dramatic Championship game 18-17!

don't look inside of Real Estate. We look at other successful industries and figure out how we model/combine what has been successful in other industries and mold these principals to help our clients achieve superior results.

When I notice a breakthrough that we can use for clients. Like – PropertyStories – I go 1000 mph and innovate a new service for our clients.

PropertyStories was adapted from seeing how successful companies who added ‘story’ to products were. Steve Jobs was the ultimate Storyteller when he would unveil products. Then I learned how www.Significantobjects.com added ‘Story’ to insignificant objects. An Egg Wisk that was worth \$.25 had a ‘Story’ added to it and then sold for \$30.00. The owners of Significant Objects ran an experiment where they had \$128.74 worth of ‘stuff’ that they added Story to the objects and sold for \$3612.51, over 2,806% return.

Now we won’t sell your home for 2,806% more, but

would an extra \$2k, \$15k, \$30k make a difference?

This is why I dove 100% into developing



FUN. FUN. Ski trip with 7 families from Anthony's Soccer Team. Good People. #SoccerFam

PropertyStorySystem.com – Same as skiing. Go as fast as I can to accomplish a goal!

Having this personality is a strength and a weakness. I can GSD, but everything isn't always pretty.

I'm curious... if you have skied, does your ski style match your personality?

Cheers,

Eric Verdi

Don't Forget to Have Fun!!!

March Quiz Question

Q: In what year was the first NCAA men's basketball championship?

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.

February Question & Answer

Q. The British Museum displays the world's oldest known Valentine. What year was it from and who wrote it?

A: 1415 by the Duke of Orleans

Congratulations: Felicia Warfield!

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Happy Birthday

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

Jackson Raymond	Mar 3rd	Eleanor Hubbs	Mar 15th	Kaden Blumer	Mar 22nd
Allison Kelly	Mar 4th	Ana Miranda	Mar 17th	Susan Hubbs	Mar 22nd
Megan Nicholson	Mar 5th	Doug Sillex	Mar 17th	Cindy Ranneberge	Mar 23rd
Steve Hubbs	Mar 5th	Kristi Sayles	Mar 17th	Fisher Bobbitt	Mar 25th
Felicia Warfield	Mar 6th	Nicholas Fouts	Mar 17th	Theresa Murray	Mar 26th
Alex Ganson	Mar 7th	Pat Warrenfeltz	Mar 17th	Brandy Baptiste	Mar 26th
Gaylen DiSanto	Mar 7th	Mike Franklin	Mar 18th	Chris Martin	Mar 26th
Caroline Grubb	Mar 9th	Jeff Bostian	Mar 19th	Linda Sacchetti	Mar 27th
Karen Yoho	Mar 10th	Jay Beard	Mar 20th	Marilyn Meagher	Mar 28th
Blake Allgood	Mar 12th	Aaron Webb	Mar 20th	Allyson Kinsey	Mar 29th
Allie Wilson	Mar 12th	Amani Dabney	Mar 21st	Emma Bobbitt	Mar 29th
Jackson Steele	Mar 13th	Mason Allgood	Mar 22nd	Michael Majalca	Mar 29th
Katie Miller	Mar 13th	Madge Parker	Mar 22nd	Skyla Skaggs	Mar 29th
Alyssa Vance	Mar 14th	Amy Healey	Mar 22nd	Bill Vance	Mar 30th
Andrew Raymond	Mar 15th	Danielle Finamore	Mar 22nd	Khloe Quill	Mar 31st
		Judy Ballenger	Mar 22nd	Tiffany Hufstetler	Mar 31st

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.

Relieving Stress and Picking up the Pieces where others failed to Deliver

The Days turned into Weeks, then into Months. No movement. No Progress. Living in a construction zone can be stressful on anyone, but imagine the feeling of living in a construction zone with no end in sight?

This happened recently to friends of mine.

They had a water leak in their kitchen that ended up opening Pandora's box on repairs needed. One false attachment by a plumber resulted in tens of thousands of dollars of work and MONTHS of headaches.

Having insurance involved there were stipulations and guidelines that have to be followed (this is meant to protect the homeowner and the insurance company) so that the proper protocol is taken and so that the insurance company isn't raked over the coals with repair cost.

Sometimes the contractors that the insurance company selects are the most motivated to complete the job and/or have the man power to complete in a timely fashion for the homeowner.

This was the case for my friend/client.

A week turned into a month which turned into 3 months. The first contractor wouldn't return calls. The 2nd contractor gave a quote and a start date came and they were a NO SHOW!!! The 3rd contractor, well let's just say wasn't very reputable.

They were downsizing and considered selling prior to this, but they were going to do it on their own, but months of frustration led them to give me a call. They knew that we have connections in many different industries, different trades and could potentially manage the process.

The call started with a frustrated homeowner, "We need help and knew you were the one to call!"

This led to an hour-long conversation of everything that had gone wrong up to that point and how SO VERY FRUSTRATED they were with this entire process. My friends were at their wits end and just wanted their home back. Just wanted to be able to live in a home that didn't look like a construction zone any longer.

I didn't think it could be THAT bad, so I wanted to check it out myself.

The next day upon walking in it was worse than even described. The house had all of the carpet on the upper and lower levels ripped out. Tacks still in place and staples all over the place. The kitchen, all the tile removed so there was just backing and concrete sealer. The paint colors were 1990s style. The light fixtures dated (but this was minor). And then the dishwasher was in the middle of the kitchen and there was drywall that needed to be patched.

Having helped many other clients coordinate repairs I knew the task was an undertaking and would require the best contractors!

Quickly dug into the Rolodex/Phone and came up with a plan.

The first call was to Roland Thompson, a great friend and well connected with flooring industry in Frederick. Roland's specialty is carpet and laminate flooring, but he knows everyone in the flooring industry so one call to Roland knocked out the carpet, luxury vinyl flooring in basement, hardwood refinishing, and the tile work needed in the kitchen area.



The next call was to Shari to pick out tile colors and paint colors for the walls. She was able to use her years of knowledge to come up with a hip/modern/in-style paint scheme for this house.

Then I reached out to Medardo Garcia, as I knew he was capable of painting a 7,000 square foot house while others would take weeks to do Medardo and his guys would be able take care of painting a project this size and any drywall work we needed.



Within a week, with what took the poor owners and the Insurance Company 5-6 months to accomplish nothing we were able to get the tile floor done and get their kitchen back to a 'livable status.'

Slowly but surely after a month of hard work the puzzle pieces were starting to come

together beautifully. The house was completely painted, and the finished project was looking even better than I could even imagine.

Wanted to make sure everything popped for pictures and the new owner so brought in Interior Designer Angelique Hoffman to finish up the project. Her vast background of working with Pottery Barn on design projects along with being the former owner of Silk and Burlap in Frederick, an Interior Designer by trade, I knew that we needed a Designers touch.

We then went to put the finishing touches on the house.

Imagine a movie star getting ready for the red carpet of a movie premier or the Oscars and getting their dress fitted, getting the shoes to match, the jewelry just perfect and then forgetting to put on makeup and do their hair the day of the event.

This is what we were doing on Innsbrook so needed Angelique to finish 'the look.'

Her designer eye and vast knowledge she was insistent that we needed to update the light fixtures in the main living area and bathrooms to match the 'in-trend' look that today's buyer would want. I'm never one to not listen to a professional who knows their craft, so we did that.

Then when we had everything just about done there was a wart on the house. The kitchen cabinets were a 90s/2000s dark wood. One way to soften the look, Angelique suggested painting the island and replacing the knobs.

Having done 99% of everything already we couldn't present the house with this wart. And the results, breathtaking! It added just the right touch of color to the kitchen.

Next, we had to Scientifically Stage the house.

This is where Ang and her partner, Mindy really shine!!! They took about a month to prepare the 'look' they wanted! This being my first time working with them I was BLOWN away by the meticulous nature they took and the 'look' they presented Innsbrook!

They know the type of buyer looking for the house and made it look accordingly.

This entire process, basically rebuilding the entire inside of the house and get ready for market took us 4 months working at a break neck speed, but we did it. Months of stalled progress from the insurance and other contractors now a memory, the owners/friends couldn't be happier with the transformation.

Most agents/brokerages they come in move a few pieces of furniture around and if they are good take some professional pictures and slap it on the market.

Impact, and our Concierge Service, no job is too big for us. I always talk about my phone being worth a \$1,000,000... this is because of the relationships we have with so many professionals that are at the top of their industry that love helping our clients and bend over backwards for them.



Business. Life. Real Estate, it is all about GSDing and Relationships. That is where we excel. Good work team!

Social Media Stories

Social Media Stories is meant to bring you up-to-date on some of my top posts throughout the month. We produce Micro-Content throughout the month, have life experiences, and learn as we grow. The Social Media Section meshes the world of Facebook and Instagram with our Monthly Impact Publication... ENJOY!



Eric Verdi

February 11 at 9:58 AM · 12 hrs

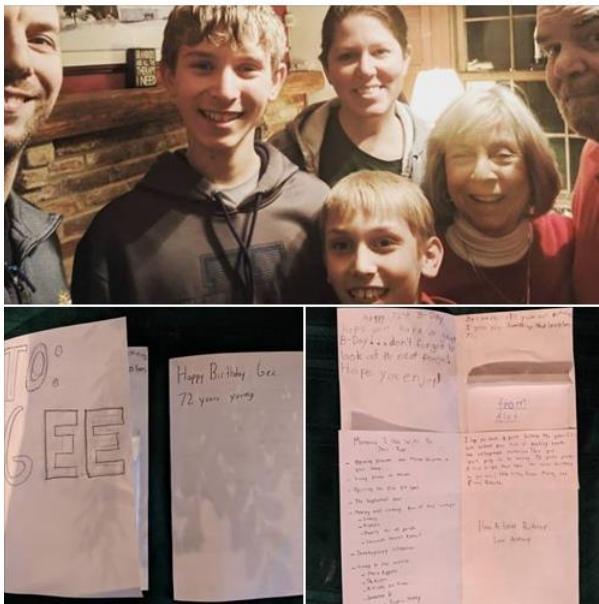
Had a great day celebrating the Birthday of the most awesome person that I

know. So very fortunate to call her Mom and our Boyz get to call her Gee.

Most of you call her as 'Cookie'.

Happy birthday 🎉 Mom.

#storyarchitect #mom #gee #happybirthday #anothertriparoundthesun
#ageisonlyanumber



Eric Verdi

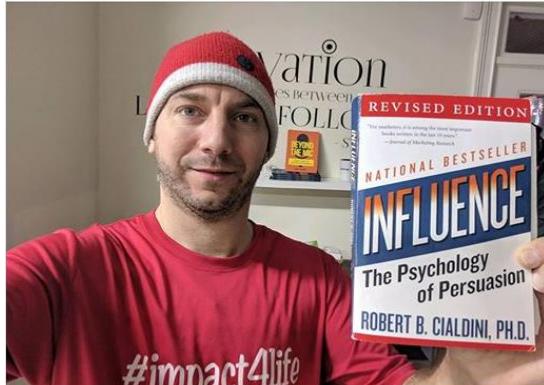
January 29 at 2:40 PM · 12 hrs

Disappointment...

"Eric, I don't know how you do this everyday."

Was a call that I got from Bob this past weekend as we are 3 months into a 4-month process to get his home ready for sale. We are documenting this process and you will see how we transformed his home using our Documented Approach in an upcoming release....

Continue Reading



Lois Bowman, Kevin Burkey and 30 others

3 Comments



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Comment



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Diane Getz Bowers Nice to be appreciated 🍏

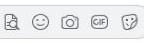
Love · Reply · 4w



Diane Getz Bowers replied · 2 Replies



Write a comment...



Eric Verdi

12 hrs · 12 hrs

Trust Yo Gut...

I pride myself on being a good judge of character and that I can 'get a sense' of a person very quickly. Are they witty? Influencer? Laid back? Type A? Uptight? Braggadocios?

In what I do with Real Estate and my Podcast I have to get a read on people REALLY quickly to form a connection with them and figure out how to talk with them. A witty person will get different responses than someone that is uptight and does everything by the book.

Continue Reading



Eric Verdi is with Susan Sacchetti Verdi.

February 15 at 8:50 PM · 12 hrs

Life is Like a Box of Chocolates – [Traditions and Memories]

Big Antipasta and Spaghetti.

Life is full of traditions. It helps people remember special events, special days, and to make special memories. One of the ones that I still cherish to this day and have fond memories was Christmas Day at my grandmother's farm – specifically sitting around the table with my cousins.... See More



Bel Lim, Roland D Thompson and 33 others

11 Comments



Like



Comment



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IMPACT MARYLAND MONTHLY

with Eric Verdi

3295 Prices Distillery Rd.
Ijamsville, Md. 21754
240-815-0890



For Inquires AND Referrals contact:

EricVerdi.Impact@gmail.com
Or Call/Text to 301-514-2403

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

- Impact did an amazing job of selling my house. It was a very difficult situation and they handled all the necessary contractors while I was at work! They went above and beyond anything I ever expected. They are awesome Real Estate Agents as well as awesome people in our community! – Suzanne S

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