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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

APRIL 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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## Trust YOUR Gut...

### Finding a KEY Cog in South Carolina

The process started last summer in July when Susan, the Boyz and I did summer trip to South Carolina to see Lou and Linda (Suz's parents), and the rest of her family that lives near Murrells Inlet. The boys always love going down to spend time with their grandparents, and especially their cousins Neveah and Kyran.

This trip Lou and I were on a work mission. After owning a 'Beach House/Investment Property' since 2005 in Murrell's Inlet and trying to sell it a few times, it was time for Susan and I to sell and buy another property. One of Mikie's good friends Duffy is a Realtor down there. Duff is a good dude and even came to a few Grandmapalooza's back in the day, so Susan and I decided to go with Duff.

Having sold a home or 2, I knew that I wanted/needed to be involved in the process of getting the house ready for sale. Susan and I had tried to sell a few times prior but hadn't been successful.

**This time, we were giving it the full Verdi treatment, just like I have my client's in Maryland go through.**

If we were going to sell our house this time we were going to do it right and use the Documented Approach that I outline in our book – [www.SteveJobsApproach.com](http://www.SteveJobsApproach.com). Although this time I didn't have my team in place, I needed to find counterparts in Murrell's Inlet that would help us position our home to sell in today's market.

*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](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.

Duffy was able to make some calls and find me a Stager, Curtis who ended up being a key cog in the sales process.

### **The best call that Duff made was to DJ, in my phone just as 'DJ Contractor.'**

While Susan and I were down, Lou and I met with DJ to start the ball rolling on the upgrades/updates that would be needed to sell in the competitive market with new construction all around.

We first had scheduled to meet DJ to discuss new paint and carpet throughout the house.

After a few minutes talking to DJ in his southern draw he seemed like a good knowledgeable dude that was willing to help out, so I continued to go through the list.

Not only did we need paint and new carpet throughout the home, but we needed new granite countertops, new tile flooring in a bathroom, light fixtures in the kitchen and dining room, and there was a door that was off hinge. Even on the outside, the house needed some serious landscaping.

"DJ, can you help?" - "Absolutely, and if I can't do it myself, I gotta guy!"

**Music to my ears... He's 'got a guy' is one of the most comforting statements you can ever hear when trying to get SOMETHING accomplished.**

It means that he is all in and can take care of the problem.

Need some siding replaced on the outside, front door painted, trim caulked, and new entrance light. No worries, DJ said that he can take care of it.

Talk is cheap without follow through and execution, so now it is time to see if DJ can come through. I had a good feeling after meeting with DJ that he could do the job. But that good feeling can quickly disappear when a call isn't returned, when an appointment is missed, and when things go sideways does he disappear or does he step up?



The view from our Balcony as you can see the Ocean.

If you know me, I'm an introvert but also a 'people person,' this could be seen as a strength or a weakness.

### **Let me explain.**

I couldn't care less about a person's credentials I don't care about what school they went to. Doesn't matter if they dress in a fancy suit, all that sh\*t is a façade. If you are trustworthy and do what you say, then that is more important to me than ANYTHING. Within 15minutes I have a gut feeling if you are the kind of person that does what they say. If not, my BS meter starts to go off and I either need to learn more about that person and do more research, or I just turn and run the other way.

**Trusting my gut has been a formula for me that I've used for years.**

Am I always right? NOPE, not even close.

But I would say that my 'hits' far, far, far outweigh the times that I'm wrong about someone. The flip side of this is that when I do trust someone that the trust is deep. They say they are gonna do something, gonna be somewhere, then I put 100% faith in that person and what they say.

The times that my gut fails me, and those people end up not being who I thought they were. They let me down and I'm devastated and have to scramble find out where I went wrong.

After 30 minutes with DJ, my gut tells me that he knows what he is doing and can handle the job.

**We shake hands and I tell him that whatever he needs either myself or my father-in-law will be there to assist.**

No contract, no legal documents. Too me, that's how people that are trustworthy do business. You tell someone that you are gonna do something and you do it.

A month goes by and DJ and his sidekick contractor buddy, Tiny (come to find out Tiny is not so Tiny and he knows everyone) are hard at work getting our house ready for sale.

DJ, he'll call me with a problem, this ALWAYS happens when updating homes. My response, "What do you think?" Having done this a thousand times I know that I know what the expected answer should be. He gives me what he thinks, and I tell him, "DO IT."

After 2 months of work he has completed the list of upgrades/updates and not once during that time did he not perform and do what he said he would do.

I know that the money and time spent on the house positioned our house in the best light to sell. Now it was up to Curtis to Scientifically Stage our home. We went through his plan, room by room to provide the 'look and feel' for each room. His style was right on point and I gave him some leeway within the plan to tweak and add his own color and flair in each space.

The result...

We made a sizable investment that we never made the prior times that we tried to sell. This investment was what was necessary in today's market to make our home stand out and sell.

**Within a few weeks on the market we had 20+ showings and ended up with a contract.**

But then the curveball came... In real estate there is ALWAYS a curve ball. We refer to it as a C.O.P (Change of Plans) as each day, each week, each transaction NEVER go as we had planned.

During the renovations and sale, we contacted our insurance company about a new roof as our home was in the path of a hurricane that damaged roofs. A roofing company came around saying they would take care of getting the new roof through our insurance company. I did some research and Lou's house was actually in the coverage area too and he was in the process of getting a new roof.

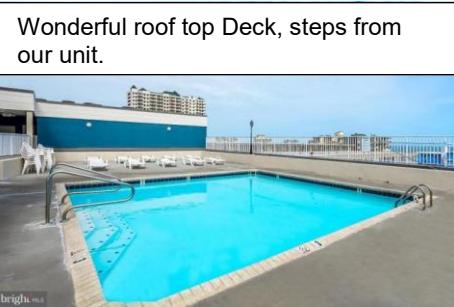
But, this company, they ghosted when I told them that it had to be done before we were to sell the end of November.

I called my man DJ up and told him the story.

Although this wasn't his specialty, 'he had a guy' and told me 'I got you.' I'll spare you all the details, but DJ ran into MANY bumps in getting me a new roof, but he bent over backwards and got the roof finished just days before we were to settle/sell our home.

**Between DJ, Duff, and Curtis we got it done!!! Good work team!**

Now came the next step of the process, since this was an investment property for Susan and I. We were able to do what is called a 1031 exchange. (I won't bore you with the details, but if you have an investment property and would like to know more, hit me up.)



We had 45 days to find a property that we wanted to purchase. I had started the process about halfway through the sale of the Beach House in getting my ducks in a row to make sure that I could get financing for my #1 choice (a unique property that I knew financing for would be extremely difficult). Then about a week after we sold the house, I got the ok from the bank that we could purchase this property.

**But the stars didn't align...**

For a couple of reasons, we weren't able to purchase our #1 choice.

C.O.P. – Welcome to my world as this is a daily occurrence, so 24 hours of heart break led me to quickly regroup and come up with alternatives. A week of research led us to 12 homes in Ocean City to go down and check out.

I schedule the showings to start at 9am on a Saturday so at 5:55am Dad, Alex, and I hop in the car for the 3-hour trip to OC to check out the homes. We take pictures and video message Susan and Anthony at each home giving our 2 cents. Susan and I discuss, and we narrow it down to 2 properties.

Susan and I come up with a plan about how much we will offer for each property and then the fun begins... The negotiations...

We end up buying a 3 Bedroom, 3 Bath (Ocean Side) condo on 45<sup>th</sup> Street. If you google "astoria condo 408 for sale ocean city md" you will be able to see the home on Redfin.

Susan and I purchased this on January 30<sup>th</sup> and it's been a whirlwind since purchasing. We painted the entire condo (hated the yellow). Have had to buy entire new furniture (getting the final pieces now). We had an electrical issue we needed fix. The HVAC system come to find out is shot, but we got a warranty and have an entire new HVAC system. My Dad and I went down one day to knock out some items and me and my buddies, Perm and Pete I went down a weekend to fix some items.

We are going to offer up the condo for rent, so if you are interested, for now just message/text/call me (301-514-2403), and once we finish setting up will have a website [www.Astoria408.com](http://www.Astoria408.com) for people to view/book...

Hit me up if you are interested.

'Knowing a guy' is one of the best traits you can have... Check out the Story From the Street for an example

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

## April Quiz Question

**Q:** Who was the first MLB player to throw over 100 mph?

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.

## March Question & Answer

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

**A:** 1939

Congratulations: Alexis Morgan!

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

## Happy Birthday

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

Ashlyn Kunka	Apr 1st	Kelsey Simmons	Apr 8th	Darryl Brenzel	Apr 20th
Betsy Cavazos	Apr 1st	John Thorhauer	Apr 8th	Marli Sayles	Apr 20th
Garrett Hamilton	Apr 1st	Austyn Tsikerdanos	Apr 8th	Olivia Rogers	Apr 20th
Keri Fackenthal	Apr 1st	Stefanie Ulrey	Apr 8th	Christopher Martin	Apr 21st
Quinn McClellan	Apr 1st	Laura VanSaint	Apr 8th	Matt Doody	Apr 23rd
Alissa Haynes	Apr 2nd	Diego Monzon	Apr 9th	Wesley Tan	Apr 23rd
Jenny Orndorff	Apr 2nd	Paul Goodwin	Apr 9th	Hanna Wharton	Apr 23rd
Josh Keeney	Apr 2nd	Victoria Love	Apr 9th	Scot Bracewell	Apr 24th
Julia Tusing	Apr 2nd	Bonnie Hines	Apr 10th	Ellen Santucci	Apr 24th
Nicole Goodwin	Apr 2nd	Laney Kelly	Apr 10th	Dane Sutherland	Apr 24th
Colin Bitler	Apr 3rd	Lauren Kelly	Apr 10th	Eric Verdi	Apr 24th
Luanne Barnas	Apr 3rd	Ryan Weinstein	Apr 10th	Mark Wharton	Apr 25th
Russell Austin	Apr 4th	Jeff Love	Apr 11th	Scott Glasco	Apr 26th
Alice Sacchetti	Apr 5th	Callie Brown	Apr 12th	Rick Grubb	Apr 26th
Mike Long	Apr 5th	Paula Hood	Apr 12th	Sherri Harawa	Apr 26th
Patrick McCauley	Apr 5th	Monica Stuckey	Apr 12 <sup>th</sup>	Ryker Keeney	Apr 27th
Jennie Ballenger	Apr 5 <sup>th</sup>	Sean Quill	Apr 14th	Mark Temporado	Apr 27th
Justin Anders	Apr 7th	Christina Balsor	Apr 17th	Sean Johnson	Apr 28th
Cheryl Skipper	Apr 8th	Roman Monzon	Apr 17th	Cheyenne Fandel	Apr 29th
				Steve Linger	Apr 29th

**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.

## Million Dollar Phone

### "I Got A Guy"

Evolution takes many forms. We aren't today who we were yesterday and who we will be tomorrow. We meet new people, form new relationships, have new experiences, and adapt and acquire new skills and knowledge. If you would have asked 5 years ago if we would have a book written that Documents our Approach to Superior Results I would have said that you are crazy. But over the course of 24 months, our book, *The Psychological Approach to Sell Real Estate* was researched, documented, and written. If you haven't read you can pick up a copy on Amazon, or just head over to [www.SteveJobsApproach.com](http://www.SteveJobsApproach.com) for your free copy – we just ask that you pick up shipping.

**The strategies in our book are tried and true strategies to position your home in a Superior position to achieve maximum profits.**

We studied Nike and Phil Knight, Starbucks and Howard Schultz, Apple and Steve Jobs to figure out how they positioned their products among a sea of competition. How they created a following and how they sold their products for premium prices.

Our research led us to dig deeper into Steve Jobs and what we found was that there were 7 Fundamental Principles that Jobs used to position Apple and their products.

**We decided the same could be done with home sales.**

Having years of research and test cases under our belt we decided to put our strategies to the test.

And the results, they were record breaking sales. By position houses using the same principles that Apple used we were able to sell some homes for \$30,000 more than the identical home just down the street.

Do we always get these results?

Nope, but what do is position your home in the best light to sell and eliminate the mistakes that others make when selling their home.



Contrary to popular belief, as a home is a person's most important investment, will make the decision to purchase a home on EMOTION...

**Read that again.**

People will make an offer on a home, will submit a contract on a home based on EMOTIONS. They will then justify that decision with LOGIC. But if you can't play on people's emotions you are losing out on thousands, if not, tens of thousands of PROFIT.

There are specific strategies that you can use to create an emotional connection between your home and potential purchasers, they are outlined in our Book, get your free copy at [www.SteveJobsApproach.com](http://www.SteveJobsApproach.com)

One of the keys to achieving these results is making your home stand out amongst the sea of homes for sale.

There are MANY ways to increase the perceived value of your home some you can do on your home and our Interior Stylist will help guide you through some DIY ideas. Others could be more extensive and could require a contractor and/or team of contractors to get the same results.

We recently walked into a townhouse that a lifelong friend wanted to sell and knowing that they wanted to extract hidden profits we came up with game-plan for them to execute.

This project was a combination between some DIY ideas and bringing in a contractor to knock out some bigger items.

I could see my friends starting to sweat as we walked through. Need this painted. Need this finished. Need new carpet here. What about that door? Can it be replaced. The roof, it's got some missing shingles. The list was getting longer and longer and I could see the worry coming over their faces about how it was going to get done.

### **They could see my wheels spinning...**

What I was really trying to figure out, in my head, was if it was worth getting a GC involved to knock out the entire project or if it was just easier and more efficient for me to manage the sub-contractors to come in and knock it out.

After years of doing this our Rolodex (not really a Rolodex anymore) is DEEP of people that will help me, my clients out... and bend over backwards to get the job done.

I recently joked with a client that my cell phone was worth 1 Million Dollars... Yes, \$1,000,000 not because of any special feature, function, or app but because what of the contacts within my phone. The relationships within the contacts on my phone can get just about anything done.



Need a Painter or 3? Plumber? Framer? HVAC guy? Carpet, Tile, Flooring? Insurance? Investments? Bank on Yourself Insurance Policy? Need a Real Estate Agent in Wisconsin? Hard Money? General Contractor? Employment Agency?

**If you had the contacts in my phone you could build a house. Literally!!!**

It would be one thing just to be able to google search and to find these contacts. It is entirely different to have relationships with ALL of these special people.

The are friends, I take care of them and they take care of me/my clients.

A recent client, who I've known since Kindergarten, called me and said, "Eric, we want to sell our house and you were the first person my husband and I thought of."

After our first meeting I knew that we needed some roof work, painting, carpet/flooring, cleaning, and staging. I told them everything that needed to be done to sell their home in today's market. They looked at me with a glazed look, I said, "Don't worry, I got this... I have people that will help with all of this!"

Then 2 weeks later while they were doing what they had to do to get their house ready before I could employ my team the HVAC/heating stopped working. They were worried and called me.

### **"I Gotta Guy!"**

Within 24 hours they had a new HVAC system! Business and Entrepreneurship is a microcosm of life, it is ALL about Relationships and how you strengthen/form those relationships.

That's why my phone is worth a \$1,000,000... Those relationships!

# Social Media Stories

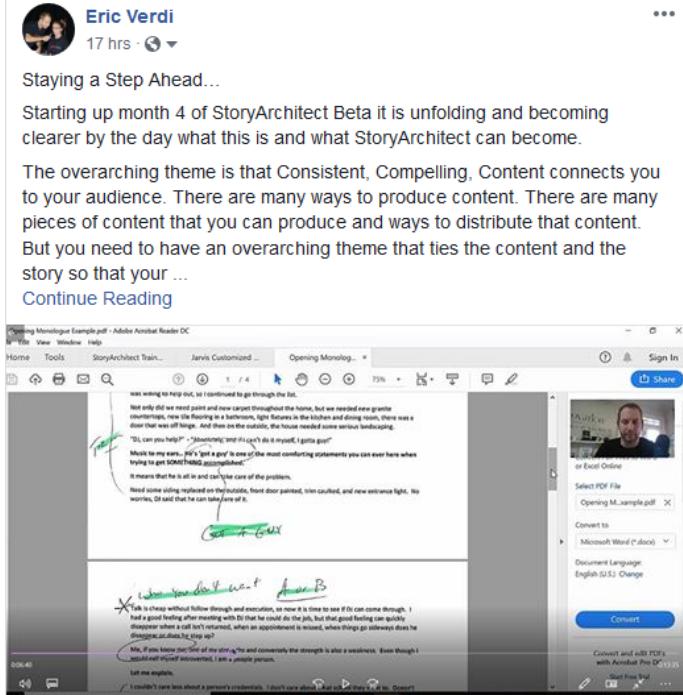
I share quite a bit on Social Media platforms, especially on Facebook. I know some of you may not be on Social Media, so here are a few of my **Social Media Stories** that got some interest, likes, and comments.



Another Season Down...

Last night was the culmination of a 2-session (pre and post New Year) winter indoor soccer league at Frederick Indoor Sports Center with a group of 4th graders that were playing most of their game against 6th graders.

I had the joy of coaching kids that some never played soccer before and were playing for a winter activity while a few had experience we knew going into the season that most nights we would simply be overmatched because of size and skill.... See More



# IMPACT MARYLAND MONTHLY

*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)

- Impact has a selling system that works. In addition, they are very professional and thorough as the process unfolds. Highly recommended.

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