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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MAY 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.'

## **HEADLINES**

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## **Forty-Two Revolutions**

*'A Little Perspective'*

42 Revolutions. That is how many times around the sun I have traveled, celebrating my 43<sup>rd</sup> birthday just a few days ago on April 24<sup>th</sup>. Each year brings different triumphs and challenges, new relationships formed. Some relationships, like the glaciers of Alaska seem to be drifting apart.

If I could impart one piece of advice, something that I've learned over the years is that old saying of "if there is one constant in life, it is change."

Where you are today is not where you were yesterday and will not be where you are tomorrow, this is entirely true for your mindset. It doesn't mean that you were right or wrong yesterday as compared to today... or right or wrong when you were 30 as compared to where you are today. Life experiences, knowledge gained is EVER changing and your Perspective on life and business is changing.

### **Perspective is everything.**

When I was 25 I was a single dude, yes Susan and I were dating, but not yet married. We were living in downtown Frederick, no kids, a 'less responsible', just had to make sure our dog, Lucky, was taken care of. I was in a job that I didn't love and the 8-hour days seemed like 18 hour days. On Friday nights we'd get together with friends (The Delauders, Coopers, Conns, Gaylen, Mac, Perms, the Long's, Reg (RIP), my cousins, and many others) and hit up Happy Hour downtown. We'd go on trips to Vegas on a whim. We loved experiences and hanging with friends, then we had Anthony when I was 30. And then, Alex just 2 days before I turned 33 and our Boyz became our lives.

*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.

The Happy Hours became less frequent as perspective changed; the impromptu trips were non-existent. When raising children/babies, and then toddlers, your days are filled with feeding, napping, and pooping. The nights are filled laying on the floor next to the cribs and rocking them to sleep at 2am. The days are filled with chasing them around making sure they don't fall and hurt themselves.

Then when the youngest gets to be about 3, you slowly change perspective and you don't have to have 100% DAILY responsibility of your kids while following their every move. I'm not saying to neglect or not pay attention to them, but at 3 they are potty trained, they can play in their rooms by themselves, and build Legos for an hour. They can entertain themselves for short spurts.

### **Then school starts and life REALLY goes on fast forward.**

Do you remember the VHS tapes if you are around my age or a little older? You could either stop and fast forward them and hope that you hit the right spot that you wanted to watch.

Or you could have the tape playing and push the fast-forward bottom and the show would move forward at

warp speed. The characters would run around the screen, the words went by super-fast. That is what life is like when your kiddos get to school age.

Literally JUST YESTERDAY Anthony was going to kindergarten and riding to school with Susan (who was teaching there at the time) and we were taking the '1<sup>st</sup> Day of School' picture. Now, he is only about 2 inches shorter than me, we wear the same shoes and he is finishing 7<sup>th</sup> grade.

Life has been on Fast-Forward and it needs to slow down, but I know it won't!



Crabs in OC as we stayed at our new place with the DeLauders & DiSantos. GREAT friends. GREAT memories.

When I was 22/23/24 I remember my Grandmother (Nama) telling me that the older you get, the faster the years go. She could NOT have been more correct!

Growing up, a week seemed like forever, a summer off school never ended! Heck, I remember when a trip to Frederick seemed like a major excursion because it took so long.

**Now... The Months feel like days. The Years feel like weeks. And I go to Frederick 3-4 times a day.**

One thing is time doesn't stand still and you are always evolving. A pivotal moment for me, professionally, was when I decided at the age of 26 that I didn't want to be tied to a desk all day and wanted to make my own successes.

Real Estate was my next endeavor, although I didn't want to be 'just a real estate agent' because that comes with a negative reputation. So, with the guidance of my former partner Marla, I was learning the nuances of real estate and helping clients buy homes. It was, and still is exhilarating telling friends/clients that they "got the house," and to "start packing." The raw unbridled emotions that people go through when buying/selling/moving is a rollercoaster. But the joy of helping others has been a driving factor in me being in the same profession since 2002 – 17/SEVENTEEN YEARS!

### **When people ask, "What do you do?"**

I never really know how to answer this question.

I really don't see myself as a 'real estate agent.' To most a 'real estate agent' carries a negative connotation that I really don't view myself doing. If you polled my 500+ past clients I'm sure that 99% of them they had a positive experience and would not call me a 'real estate agent' at all.

Advisor/Expert/Friend/Advocate

Those are the words that I would much rather be described than a 'real estate agent.' When people put their trust in you for their most important investment, it is an HONOR that I don't take lightly. Yes, you could throw a rock and hit 30 real estate agents, and a lot of real estate agents are VERY good friends of mine and do a wonderful job for their clients.

## **Then there are those that either don't know, don't care, or treat their clients like a number.**

Let me speak to these 2 items. You will never see my company hand out 'how many homes sold' awards. Because, to me that devalues the relationship to make it just a number. Our clients, they aren't NUMBERS to us, they are real people with real emotions, real wants, real desires, and they tell us the most confidential things when they are buying and selling. So, for me, awards devalue this relationship.

I know why these companies do it, they do it for moral and motivation.

People, especially salespeople, like seeing their name on an award or a plaque. "Most homes sold on a Tuesday," Or "#7 this month in contracts written." There are literally awards for every distinction and if you are chasing the awards, then I don't think you are doing it for the right reason.

Yes, you have to be competent and know what you are doing, and having Success Stories of Clients and Testimonials... but does it really matter if you sold 8 or 80 homes last year?

I always tell my clients that NO two client's situation is the same. And for me to come and give you the best advice I can, to come up with the best gameplan, we need to become more familiar with each other and I need to know your motivation, desires, stress-level before giving a solution.

This is why the New England Patriots are a superior team, better than ANYONE over the last 16 years in the NFL where they have won 6 Super Bowls.

One week they might run 50 times... The next they may pass 50 times... They might instill a hurry-up offense one week and then the next snap every ball with 2 seconds left on play clock.



Birthday Night with my AWESOME family!

They have a Customized Game-Plan for EVERY game. Then, even within that game, if they aren't getting the desired results and the outcome, they change course mid-game!

A friend of mine who listed with an agent who is just basically a 'real estate factory' and has a super large team who does a VERY large volume called me and said. " I have never heard from [Agent] once I signed the agreement, we have been on the market for 100 days and not once has [Agent] reached out to me to talk strategy/feedback/situation. I only get these automated emails from the listing specialist saying 'the market data says we need to lower the price.' "

How impersonal...

## **YOU are just a number to some... YOU ARE FAMILY to me/us...**

Sometimes to the detriment of those close to me. Ask Susan. Ask the Boys. Ask SueMart. Ask Coach Chris, who I've coached with for 3 years. I am always there for my clients/friends, always there to have a 'strategy session' that sometimes lasts an hour and a half/ 2 hours.

My clients know that my advice might not work 100% of the time, but my advice is well thought out and what I truly believe is best. Lots of times we will talk through 2, 3, 4 scenarios. The strategy is ultimately the client's choice, all I can do is lead them: If you do A, then I think X will happen, if you do B, then I think Y will happen.

I care, Impact Maryland Real Estate – SueMart, Brittany, Katie, Stacy... WE care. I wouldn't work with people that didn't truly CARE for our clients.

We might not have all the glamorous awards, we might not sell the most houses, but that is not how WE measure success. We want our clients to feel like they are FAMILY!

Going back to perspective here. It is that perspective that we have that our clients, that is a relationship like I have with my Grandmother, like I have with my friends, my boys, Susan, that is ever evolving and I cherish you like family.

Cheers,

*Eric Verdi*

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

## May Quiz Question

**Q:** In the cartoon world, who has a cousin called Slowpoke Rodriguez?

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.

## April Question & Answer

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

**A:** Nolan Ryan

Congratulations: Heidi Robar!

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2	5	7		3		
6		3	5	9		
3				7		9
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9			4	7	5	3

## Happy Birthday

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

Jenny Brenzel	May 2nd	Anna Elisa Scott	May 11th	Jenn Cavanaugh	May 21st
Kenny Insley	May 2nd	Catherine Gilbert	May 11th	Camryn Rawlett	May 22nd
Jacob Martin	May 3rd	Dan Wilson	May 12th	Heather Fogelson	May 22nd
Vicky Neely	May 3rd	Claire Purgason	May 13th	Ray LeBlanc	May 22nd
Karen Kapust	May 4th	Kenny Barnas	May 13th	Colin Haraway	May 23rd
Leila Martinez	May 4th	Mike Haggerty	May 14th	Derek McCauley	May 23rd
Lena Picha	May 5th	Linda Holifield	May 15th	Lauren Fox	May 23rd
Ryder Cavanaugh	May 5th	Jim Steele	May 17th	Bobby MacCracken	May 24th
Kim Nunez	May 6th	Tyson Tsikerdanos	May 18th	Megan Sutherland	May 24th
Grant Huffstetler	May 7th	Max Van Vlerah	May 19th	Andres Menocal	May 25th
William Huffstetler	May 7th	Kate Felton	May 20th	Brent Allgood	May 26th
William Pattison	May 8th	Brad Ranneberger	May 20th	Jennifer Bobbitt	May 27th
Leon Kaas	May 8th	Jamie Stanley	May 20th	David Morris	May 27th
Steve Duncan	May 9th	Michelle Barrington	May 21st	Michelle Schaffer	May 28th
Josilyn Insley	May 10th	Garrett Goodwin	May 21 <sup>st</sup>	Sherri Beachley	May 29th
Abe Lopacienski	May 11th	Raymond Wilson	May 21st	Jeremy Bitler	May 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.

## 'List It or Flip It'

I'm part of a group of about 100 Entrepreneurs that strive to innovate and advocate for their clients and are always pushing the envelope forward to find new ways to achieve these results. The group is made up of about 60 real estate agents and 40 entrepreneurs from various other industries, our locations are spread all across the US, Canada, and even New Zealand. These guys are some of my best friends and we all go through the same struggles and can bounce ideas off one another.

Recently the group, with 4 of the Entrepreneurs, spearheading what has been called the Game of 'List it or Flip it.' They are documenting an Approach to help sellers achieve additional hidden profits by increasing the perceived value of their property. Could be cosmetic like paint and carpet. Could be renovating/updating kitchen and baths. Some are even major renovations like adding additional rooms and patios/decks. Another option is just selling it to an investor/as-is and not worrying about the additional costs and headaches.

**The decision is ultimately the homeowners to make.**

It is up to us to give them options.

We have been practicing 'List it or Flip it' for years and even documented the approach in our book, "The Psychological Approach to Sell Real Estate." We have talked about finding hidden ways to increase the perceived value of homes.

Ultimately 'price is what you pay, value is what you get' is a quote that we live by. If you can increase the value, or better said, the perceived value then buyers will pay for that added perceived value and increase the bottom line of the seller.

**The Seller is the ultimate decision maker about what they want to do with their home it is up to the professional to give them options.**

When you go to the Doctor, the Specialist with back pain they typically don't say let's do surgery tomorrow. No, they give options to treat the pain to see if those treatments will stick and improve before taking further measures. Doctors will give you their opinion and advice of each option then you and your family decide the best course of action.

Very similar to how we help sellers.

When we meet, we will typically give you 2 or 3 options, sometimes it might be 4 options but usually it is 2/3 options.

**But we don't even give the options until asking this simple question:**

What is it you are looking for in your home sale? Is timeline most important? Price? Ease of Sale?

You'd be surprised at the number of clients say, "I just want to be DONE. I'm done and ready to move I don't want to invest another dime in my house."

vs:

"I need to get as much money as possible out of my home so that I can .... [buy another house/retire/downsize]"

**With these two answers there are different strategies that we can suggest, and we typically meet with sellers and layout the options:**

- 1- Sell As-Is (resulting in the lowest price, but also requires the least amount of investment of time and money).
- 2- Clean and Scientifically Stage – This is the method that most choose and requires the effort of the seller to prepare their home but then also requires our team to be put in place.
- 3- Increase Perceived Value – This could require updating flooring, HVAC, roof, kitchen, redoing baths and kitchens, finishing

basements. – This process can seem daunting to most homeowners and this is where we really excel in helping clients.

#### 4- Full blown renovation...

Going back to option #3 – if the desired result of the homeowner is to increase perceived value we have contractor partners in all different industries that are able to help our clients. They are their own contractors, and their own companies so we have to work within their timeframes, but they have worked with enough of our clients that we are more than happy to pass along the recommendations.

Recently we were getting ready to sell a townhouse in Germantown that was a classic #3.

The clients were selling their townhouse that was their first home, since buying they had 3 boys and had outgrown the house and wanted to ‘Move Up’ to a larger Single-Family home in the area. When asked about their goal it was, “to get as much money as possible so we can afford our next house.”

**This was a life-long, literally life-long, friend who trusted me and knew the results we have achieved for other clients so there was already trust and buy-in.**

With ANY house that I sell the ULTIMATE/IDEAL scenario is for the clients to NOT be living there so



that we can mold and present the house in the best light, like a model home, to attract a wide range of purchasers. And we do this for the SOLE reason to get buyers through the front door, if I can do that, then we need to create emotional connection between potential purchasers and the home. But,

make no mistake, 100% of what we do is to get buyers to come to the home. After that, the market will determine the value of the home!

When I first met with the clients, if we were selling the house as-is with them and their 3 boys there I told them that they’d be looking at \$300k/\$310k. But if they could move out and would do the recommended improvements that included painting multiple rooms, installing new carpet upstairs and down, refinishing steps, replace some missing shingles, powerwash the outside, bringing in fresh plants/mulch, replacing a microwave door, installing new light fixture, and then a professional clean I thought that \$335k was a realistic price.

**Now that seems like a LOT of work, but I'll let you decide if it was worth it.**



We were able to coordinate our carpet guy, our painters, our roofer, and our cleaners and this cost was \$6,500. The sellers took care of the additional items on the list.

Once done the house looked spectacular and we listed at \$349,000 on a Tuesday. By Thursday that week we had 12 showings and an AMAZING offer (I can't disclose the terms because it has not settled yet).

Because the clients took the ‘Flip it’ approach they were able to invest about \$6,500 in the process and net around \$35,000 MORE than originally estimated. A ROI of 500%!

Not all situations net the same result, but when the sellers/clients follow our documented approach they position themselves to potentially get the best results for their situation.

If you would like to discuss YOUR situation and how we may be able to help, just give us a hollar!

# IMPACTCLUB™

## What if this one action returned \$28,000?

We are quickly coming up on our next, our 10<sup>th</sup> ImpactClub® Event on May 14<sup>th</sup> at The BlueSide Tavern in Frederick.

### Will you be there?

I can NOT believe how fast each quarter goes by, it seems like we just met yesterday and came together to hear 3 incredible charities and presented a check to The Wells House for \$27,300!!! I just spoke to Dave Baldwin this week to make sure that he was able to come back on May 14<sup>th</sup> to share with ImpactClub® how YOUR donation has made an impact on those that the Wells House serves.

Dave and I had a great conversation and he wanted me to let YOU know just how appreciative he and the rest of the Wells House were for your commitment to give back to OUR community and to do good locally!!!

**I told Dave a Story about a friend of mine that fell on hard times and needed the support of The Wells House.**

I thanked him because I KNOW the work that they do is not easy but it necessary!

Dave is excited to come back on May 14<sup>th</sup>, but now I'm reaching out to you for a different reason, it is NOW time to register to join ImpactClubFrederick. Each new member means \$100 more that a local charity will receive, which is great, but each member that tells 5 other people who becomes members NOW has a \$2,000 a YEAR impact on a local charity.



We always say that Stories move people... Share the Story of ImpactClub® to have a great impact here locally... Without YOU this would not be possible.

set.

Come and check out what ImpactClub® is all about and be a guest of mine if you just want to see what the ImpactClub® does and I will treat you to 2 free drinks and we have appetizers.

More importantly, you will be a part of something bigger than yourself!

And, make sure you SAVE THE DATE – May 14<sup>th</sup>.



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

- Impact was great through the entire process, giving advice and recommendations as needed. They were able to quickly set up at the showings at the properties we wanted to see and were very responsive with any questions we had. They truly had our best interests in mind and made the entire process fun & smooth! – J Marie

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