

Protector. Innovator. Philanthropist.

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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

AUGUST 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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Life Lessons

Italy Trip Opens Eyes...

On June 23rd Susan, the boyz and I boarded a plane heading to Naples Italy. It was the start of a 15 day adventure that included 3 different countries along the way. Many firsts of life experiences. And a lifetime full of memories.

First of all I want to apologize for not publishing my newsletter last month, but we got back on the 8th of July and it took me a week to get back on track and by then it was too late in the month to write so I decided to skip last month.

My commitment tell you my stories, share experiences and insights into life and business is a priority of mine and this is only the 2nd month I have EVER missed writing to you! It is not a common occurrence.

This month we are doing things a little bit different.

It was such a memorable trip and learning experience that I want to give you some 'shorts' – short insights into world views that we experienced. Instead of a longer intertwined monologue I'm going to give short bursts of insight/aha's/experiences.

Distractions are GOOD!

Airlines have wised up on International flights and installed TVs in the back of the headrest in the seat in front of you to give you access to TV shows and movies on flights.

BEST. THING. EVER. Especially when traveling with kids. Anthony 12 and Alex 10 were able to watch movies and shows for the 7.5-hour flight. In closed quarters for that long is TOUGH and to be able to provide a distraction to make the time go quicker is a MUST.

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.

I even watched a couple of movies while reading a book and taking notes.

To me, there is a peacefulness on a plane. I seem to accomplish some of my most productive work.

Drivers Adapt.

We rented a small car, a Volkswagen Passat, in Naples and drove 2.5 hours to our Airbnb in Sorrento on the Amalfi Coast. The roads were winding back and forth on 90 degree turns and literally every 30 seconds as you were going up or down the mountain you were doing a turn blind and praying a bus wasn't coming the opposite direction.

When we arrived at our place we were instructed to meet our 'host/owner' of the Airbnb about a 1/4 mile from our place at a church and she was going to lead us to the place.

We met her and she said, don't worry you won't hit other cars barely anyone travels this street.

It was, the best I can describe it, a path that people or maybe donkeys used to travel and had been cut out of the side of the mountain of Sorrento.

Our car had these sensors when you go too close a structure that it beeped. Well, the ENTIRE way down to our place the car was beeping as I was literally inches away from a rock, a mountain, a house the entire 5-minute drive. At one point we had to do a 3-point turn to make a left turn and I never thought we'd get the car back up.

But like anything in life... You adapt... By the 3rd day I was a pro navigating that terrain and it was fun driving the coast.

Innovation that Kills you!

Day #2 Susan hired a professional photographer to do 'family' picture in Positano, Italy. If you have never been to Positano, I recommend you go. One of the most beautiful places in the world!



Professional Pix in Positano

The 3rd day we took the boys to Pompei and got to tour Pompei with our own personal guide. Susan (are you noticing a theme here? Suz does all the planning. I have one job on our trips and I'll get to that in a second) got us a private 'kid-friendly' tour that she found on Airbnb experiences.

Although Susan and I have been to Pompei multiple times you learn new aspects of their life and how they lived every time you visit.

Did you know why Roman's are so small in stature?

Their greatest invention also stunted their growth and shortened their life expectancy. The running water that Romans had that fueled the growth of their empire. Guess what? The pipes that they used were lead pipes. And drinking water that ran through lead pipes over their entire life, it stunted their growth.

That's why Romans – as a society – were shorter.

It was also how you could tell the servants and slaves they would bring in from foreign countries. They would stand out because of their height.

And have you heard of Pompei Red? The color of Pompei was made of chemicals that were hazardous and to breath in these chemicals over time brought disease and death to the residents.

So 2 great roman innovations – distribution of water and Pompei Red ended up stunting growth and killing the Romans.

Pringles EVERYWHERE

I go to South Carolina or different states and can't find Grandma Utz potato chips. Or whatever region your chips are made, I'm sure you have your favorite. But because of the packaging and distribution of the chips they can't be found long distances.



The Guide Explaining Pompei Red to Alex.

Pringles in a can.

The packaging is ingenius because literally in EVERY store in every country I have ever been you can find Pringles.

Rome at Night is Magical

In Rome after 3 days in Sorrento we met my parents (Ed and Cookie), and Susan's parents (Lou and Linda) for 3 days in Rome and then the cruise.

Susan arranged (yet again) for a golf course tour of Rome one evening. And for 2 1/2 hours we had 2 stretch golf carts that gave us a driving tour of Rome. We were able to visit the colesium, Trevi Fountain, the Palatine Hill, and many other sites in Rome.

Truly a magical city that must be experienced.

Palaces vs Structures

If you are going to take the time to build something. A business. A family. A life. A Physical Building. Then take your time and DO IT RIGHT. Hire an architect. Make a plan. And build something freaking amazing. That is what we are doing with ImpactClub – building a palace.



The Colesium on our night tour

If you do it right and build a Palace then over a period of time people will take care of the palace and the caretakers will make sure that the legacy of what you built carries on for future generations. If you just build a structure then when people are done using it

they will just bulldoze it down for another structure.

The Roman Colesium, it is a Palace, and although it is not in use today it has stood for 2,000 plus years and people have made sure that it is there for future generations to enjoy.

In Barcelona we were on a tour bus of the city and came upon this incredible building that was stunning visually. You could tell that it had been some sort of stadium. Come to find out it was built in the 1800s as a bull ring to house bull fighting. Over time the building became run down, but because it was built and designed by architect the exterior was so, incredibly beautiful that when they no longer used it for bull fighting in the 50s and 60s that instead of tearing it down and starting over they worked with the existing structure and build a 30,000 SF innovative dual open-air and interior marketplace.

Still standing in the heart of Barcelona it goes to show you that when you build a palace that people will become caretakers of that palace.

Just Smile

I wrote about this in a recent Morning Musing. But the common denominator with anyone in any culture even



Rome on our Evening Tour.

when you don't speak the same language is just to 'smile.' In different countries with different cultures with people who you might not totally understand or they might not understand you.

Just smile and be friendly and warm.

Smiles break down walls. Smiling breaks down barriers.

Just because you dress nice and are 'proper' don't be an A.hole.



Pix on our Balcony on Ship

On our cruise. We did 7 days in Italy and then a 7 night cruise out of Rome that went to various ports in Spain, France, and Italy we had an amazing time. All 8 of us were able to have a blast and relax on the cruise ship.

Susan, the boys, and I had early seating so we had a set table and time if we wanted to use that time and eat the 'fancy' dinner every night. Our seating time was 6p and if you didn't come to 'your' table by 6:30 then they would open the table up to travelers that had anytime seating. So you never knew who was going to be at the table beside you. One night we had this couple sit beside us. Dressed to the 9s. Spoke very proper English. They looked like 'high brow' people and they spoke the part. And there was a young boy, 6 years old with them.

Come to find out during the course of a quick conversation with them they were brother and sister and the guy, that was his adopted son with him.

He was teaching his son how to 'order' his food. How to hold his fork. How to... be prim and proper.

But then he and his sister had a major fail.

They were utter a-holes to the server. They wanted 'Coke Zero' from a can. The server brought it out already in a glass. They scolded and belittled the server and made them go get a glass and a can and pour it in front of them.

This was one of about 10 instances in the 45 minutes we sat beside them that they were JUST RUDE.

That poor kid, he might know how to hold a fork, but by watching his dad and his aunt be demeaning a-holes it doesn't matter how well spoken you are, how much money you have, there is NO place to be rude to people.

Love you...

Hope you enjoyed reading this... I enjoyed writing for you. I've included some additional pictures in the 'Social Media Section'. And remember my biggest take-away – JUST SMILE!!!

Cheers,

Eric

Don't Forget to Have Fun!!!

August Quiz Question

Q: Which is the highest waterfall in the world?

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 Amazon.

June Question & Answer

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

A: Speedy Gonzalez

Congratulations: Bill Long!

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Happy Birthday

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

Beth Monzon	Aug 2nd	Andy Kapust	Aug 13th	Joe Yoho	Aug 20th
Elizabeth LeBlanc	Aug 2nd	Chris Nicholson	Aug 14th	Madison Umberger	Aug 20th
Andrew Tuel	Aug 4th	Erica Bush	Aug 14th	Connie Stevens	Aug 20th
Alina Sillex	Aug 5th	Lindsay DeLauder	Aug 14th	Lauren Galla	Aug 21st
Matt Bobbitt	Aug 5th	Ronan Spangler	Aug 14th	Mateusz Zielinski	Aug 21st
Brianna Kaas	Aug 6th	Sean Donnellan	Aug 15th	Erika Blumer	Aug 22nd
Emme Haraway	Aug 6th	Jamie Deaver	Aug 15th	Jaxon Reaver	Aug 22nd
Kathleen Hertzbe	Aug 6th	Mandy Reaver	Aug 15th	Krissy Steelman	Aug 23rd
Jess Fandel	Aug 7th	Cooper Ranneberger	Aug 16th	Macy Bell	Aug 24th
Joe Huggins	Aug 8th	Erica Fouts	Aug 16th	Neria Joseph	Aug 24th
Robert Mullinex	Aug 8th	Landon Morris	Aug 16th	Reagan Morris	Aug 24th
Brendan Wharton	Aug 9th	Phil Petrides	Aug 16th	Laura Whitting	Aug 26th
Aaron Miller	Aug 10th	Ryan Diener	Aug 17th	Amy Goldsmith	Aug 27th
Brian McArdle	Aug 10th	Willie Monzon	Aug 17th	Keith Fouts	Aug 27th
Jack Wilson	Aug 10th	Tom Hamilton	Aug 18th	Ben Risbeck	Aug 27th
Anthony Orsini	Aug 11th	Eileen Risbeck	Aug 18th	Mike Seiter	Aug 27th
Cindy Warfield	Aug 11th	Jayden Joseph	Aug 18th	Kait Allgood	Aug 28th
Lou Sacchetti	Aug 11th	Ashley Wingard	Aug 19th	Frank Lawrence	Aug 29th
Shayla Martinez	Aug 11th	Matthew Clark	Aug 20th	Aunt Maggie	Aug 30th
Emily Purgason	Aug 12th	Belynda Sulmonte	Aug 20 th	Mike Phelps	Aug 30th
Brynn Edwards	Aug 12th	Brian McClellan	Aug 20th		

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.

Information vs Knowledge

I was listening to a Podcast the other day, can't remember who as I listen to many in an attempt to learn and gain knowledge about business, entrepreneurship, and doing the best I can for my clients. The host started talking about sports and the new wave of analytics and talked about all the information and data that is available to teams and players now.

Being an avid sports fan, I found this interesting and listened as the host and guest went back and forth for 2 segments talking about information vs knowledge and how one can be helpful, while the other can end up being mis-information if used incorrectly.

Continuing to listen all sports leagues, and this started with baseball, then went to basketball/hockey, and now football has started to use data/information when they are accessing everything from their own players, to their opponents, to specific situations in games, and even something called 'spin-rate' in baseball.

Now, pretending I know what any of this means would be foolish.

You could give me all the data in the world and without proper training and context it would mean NOTHING to me. However, in the right hands, this knowledge can give you that slight edge to WIN! And, isn't that what sports is ALL ABOUT?

I'm not one that thinks everyone should get a trophy for participation. Yes, everyone should be congratulated for their hard work, but when it comes

to recognizing 'winning' I believe that we don't place enough emphasis and congratulate the winners on just HOW HARD an accomplishment it is to beat your opponent.

There is such a fine line in sports and in business between winning and losing that information without knowledge can actually hurt you more than it can help you.

How?

Because that information, that data, those analytics can quickly become misinformation when the person with the data doesn't know how to interpret, analysis, and implement a plan with that information.



The host, and this is where it got interesting and made me think about real estate, said that "information without knowledge is useless."

A lightbulb went off in my head – you remember the cartoons when you were younger and when something just clicked that lightbulb/idea would pop up above the characters head?

That happened to me.

A light bulb went off and I immediately thought how this related to real estate.

Information can be great, but without knowledge it can be hurtful and actually cost you hard-earned money!

What do I mean?

If you have even a fleeting interest in real estate and you go to search a property for sale online you are inundated with data, estimates what the house is worth, neighborhood stats, school stats, Days-on-Market stats, how to upgrade your house and what that cost stats.

Anything and Every piece of data is at your fingertips.

In a Macro sense this can be good because it gives you some information to start with, but on a Micro (your home, your situation, what you should do) it is very POOR barometer to use the information that you see online to make any type of assessment on your situation.

I've seen and met with sellers that think because they have seen the information online that they know what their house will sell for.

What those stats didn't tell you was that 2 of the sales were foreclosures that sold 'as-is' at a 7% discount and that the other sale was a divorce that was court ordered and the court order said that if they got an offer within 90% of list price that they had to accept an offer.

Think that KNOWLEDGE would help when selling?

Imagine seeing these recent sales in your neighborhood and let's just say that you think your house is better and can sell for even more than these 3. Let's say that you bump it up 2-3% with the information available.

You are still 5% below where you should be for pricing.

That 5%, if you are talking about a \$400,000 house, is \$20,000!!! - Yes, \$20,000 for misinformation.

Then, let's say, because we have done this for years and helped hundreds of sellers, we have a

documented approach for increasing the perceived value of your home. My focusing on 2-3 key aspects that our team, our Interior Stylists know what is On-Trend and what will return the best value can figure out a way – we do this OFTEN – to invest \$5,000 in your home and that investment will yield a \$15,000 ROI!

Now, with the KNOWLEDGE of the market, we have found a way to find you an additional \$30,000.



We recently had this happen on a home on Polaris in Walkersville. The sellers were out of town and looking over the data, and knowing the condition of their home after the renters lived there for 3 years. We had given them a number of selling at \$375k (as-is), but we had our Stylist come in and recommend some updating, this ended up costing the seller

around \$15,000. But all said and done they got a contract for \$415,000 with \$10,000 in closing cost so they netted \$405,000. This \$15,000 investment because of the knowledge and the team we have in place yield a \$30,000 additional profit, a 200% ROI!

Another property. Same situation. The owners had renters in the property. And an as-is estimate was \$245k range. We decided to paint the entire home, new carpet, paint deck, powerwash, bring in a landscaper, this ended up costing \$8k, and the seller ended up getting \$267k.

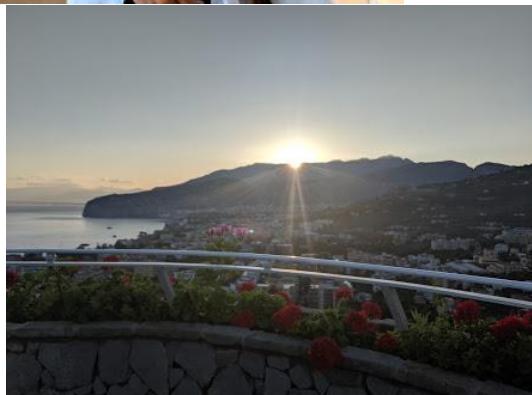
An \$8k investment returned \$22k.

When you have the knowledge the information you use can be POWERFUL. When you have little knowledge or expertise in that area, then the information is USELESS!

My friend. Be Smart! Choose those with Knowledge when it comes to your most important investment.

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. (This month will add some additional pictures from our trip.)



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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

- Many of you know that Katie and I just purchased a home, and for those who are looking to do the same within Maryland, you need to find the right team.

Without question, we chose [Impact Maryland Real Estate](#). I may be a bit biased since I do their marketing but seeing how things run as a client is a whole other thing. The team made up of [Eric Verdi](#), [Susan Martin](#), [Brittany Seiter Reaver](#), and [Stacy Allgood Smith](#) made everything so incredibly easy from scheduling our walkthroughs, inspections, and handling of paperwork. I honestly don't think we would be in this home without them. If they didn't work as hard and as fast as they do, we would still be searching for a home. (J. Scott - AKA JRock)

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