

Protector. Innovator. Philanthropist.

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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

OCTOBER 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**

- Calculated Steps Forward. Pgs. 1 - 3
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## Calculated Steps Forward...

I've often been known to jump into something without fully studying everything and all the angles and the ramifications of what that action could cause. There have been times that my impulse action has paid off. Many times actually. And there are others where my impulsive behavior has made me look foolish.

**I'm not one that has ever been stricken by the 'analysis by paralysis' syndrome that you often hear about.**

Thinking about getting into real estate. After 1 meeting with Marla in 2002 I went out and got my license in 3 months and have never looked back. If I would have over analyzed it then I probably would have realized just how hard it is to live on a fully commissionable income. How not having health insurance would suck (thank GOD that Susan has awesome insurance through FCPS). How I'm not really good as sales. My personality is the OPPOSITE of salesy. That it is REALLY REALLY stressful dealing with someone's most important investment.

If I would have thought it through I mighta just stayed at the comfortable 9-5 job.

**But then I wouldn't have met SOOOO many wonderful people. Made new friends. Formed awesome alliances. And find fulfillment in helping others.**

Or maybe when ImpactClub® was presented 3 years ago as a possibility by Ryan Fletcher to make an Impact and to lead an Army of like-minded individuals to do-good and to give back locally, if I would have analyzed it and the HUGE commitment and pressure that putting together an event every quarter. Leading an Army of kick-ass people. Hosting an event with 200+ people.

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.

I tell everyone it is like putting on a wedding every quarter.

ImpactClub® is a HUGE responsibility. And maybe if I would have ‘analyzed’ it a little more I would have waited on opening one until all the kinks were worked out.

**But, nope... that’s not me.**

I said, “I’m in” and it’s been full steam ahead EVER since. Next Month on Nov 19<sup>th</sup> – ImpactClub® Frederick will surpass \$300,000 --- let me say that AGAIN ---- THREE HUNDRED THOUSAND DOLLARS invested in OUR – FREDERICK community!

The stress and effort has been enormous but it is nothing compared to what the 12 winning charities do on a daily basis to help those less fortunate.

Or the time I thought a Podcast would be good... not realizing everything that went into it. The time. The effort. The technology. Finding guests. Editing. Filming or writing.

All I wanted to do was help local businesses share their story.

**Naïve me...**

But 189 episodes later... It has been an INCREDIBLE run... So many new friendships. Helped open the eyes of so many local businesses, it really has been amazing.

**Then other times like trying to grow my Brokerage – Impact Maryland Real Estate my plan failed.**

We went from 1 to 9 people within a year. And, it worked, to a certain extent but then realizing that others motivational compass doesn’t align with yours that there will be disagreements and ultimately dissatisfaction with one of the parties.

As owner, if the dissatisfaction is on my side I have one of two choices, to bury my head to the disappointed or to fire that person.

**Unfortunately, my impulsive nature is only 2<sup>nd</sup> to my loyalty to others.**

For me to say goodbye to someone is like losing a family member. I, agonize, over the situation hoping that it gets better. The stress builds up and 6 months later I’m mad at myself for not taking the initiative sooner. It hurts losing people. And, ultimately, you think what could “I” have done different.

The impulsive growth has definitely cost me some sleepless nights.

However, now, I’m at a point where I want to bring on one or two new personalities, new family members. But I have a test or tests to see if they have the meddle, the commitment that it takes to be ‘one of us.’

**If you know someone that you think might, send ‘em my way.**

This brings me to something else that I have going on that has been eye opening on both a physical and mental level.

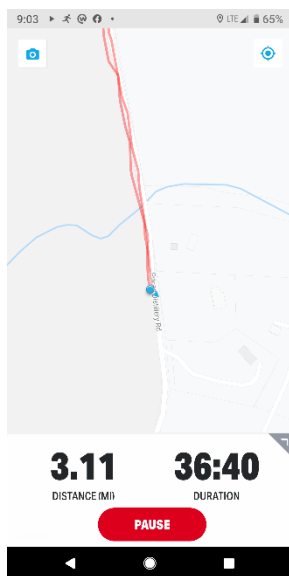
Just last month, the same ‘group’ of Entrepreneurs that was spearheaded by Ryan Fletcher who introduced ImpactClub® 3 years ago, met in Orlando for 3 days of meetings/conversations.

From this, Fletcher outlined ‘StoryAthlete.’ StoryAthlete is what he is building to help transform people in the 4 aspects of their live. Mind, Body, Business, Relationship.

Fletch has been a business builder for years and my story of working with him is well documented and what you hold in your hands is a direct reflection of what he helped me build 6 years ago. A newsletter that was written on the back of Stories. This newsletter has transformed my business.

Then he launched ImpactClub® - which has raised over \$1.5M and \$300k locally... So, something is working.

Now, his next foray is to transform people into StoryAthletes.



During the Challenge we have goals... The first 5K just 5 days in was 36:40. A week later cut 3:30 off the time.

This includes physical workouts – which you see some of the pictures. And then mental workouts – writing.

I'll be asking you, at some point in the next year, if you want to join me on the StoryAthlete journey... Still fine-tuning the process, but it really is transformational.

### **Here is a daily write-up from my StoryAthlete Journey since Orlando.**

#### **Lesser Self = Status Quo = Comfort**

Life is funny. You plod along and think tomorrow I will start reading. Tomorrow I will start working out. Tomorrow I will start writing a book. Tomorrow I will wake up early. Tomorrow I will...

**All of the above statements start with “tomorrow I will” and you know EACH and EVERY human has at some point had this internal thought.**

But then you realize that it is MUCH easier to do what you did yesterday, and the day before, and the day before because ‘hey, it was good enough.’

Then a week goes by – ‘good enough’. Then a month of ‘good enough’. Then a decade of ‘good enough.’ Then a ‘life time.’ Never haven taken a risk or pushed yourself. And you know what maybe that is good enough for some but I know it isn't for you. And isn't for me either.

#### **In the status quo of good enough is comfort.**

There is that little voice, that internal dialogue in each one of us that says ‘I could do this great thing over here, but MAN that is going to be tough to accomplish.’ And then that other voice says ‘dude, getting across that river to the other side is gonna be tough. That goal you have. That transformation. It is gonna be a process. It is gonna be tough. Just sit over here on this side of the river and each day we will do what we did yesterday and it will be good enough.’

**The ‘lesser-self’ voice makes a compelling argument. COMFORT...**

We talk about 1% improvement each day but that is NOT human nature. We want 100% results NOW!!! And unfortunately, or fortunately however you look at it, results don't happen over night!

When I set out on a mission to improve my business I knew the results wouldn't happen over night. I knew the path. Publish Content. Write. Be authentic and true. Be open and vulnerable. However this process, I broke down the task 6 months in advance. Read. Read. Read. Research. Research. And then PRACTICE!!!!

It took 6 months of research and practice to publish my first Newsletter – Opening Monologue. And the results weren't immediate. They took months to unveil themselves. And years to become very proficient!

**This past week, I committed to just 28 days of physical activity.**

But to look at it that way would be the ‘lesser-self’ talking. You can easily find excuses in looking at the

big picture.

So, while working out and doing 50 burpees after 4 rounds of 100-yard runs with a sandbag. Army crawls. Lunges with a sandbag. And Bear Crawl pulling a sandbag I was DEAD.

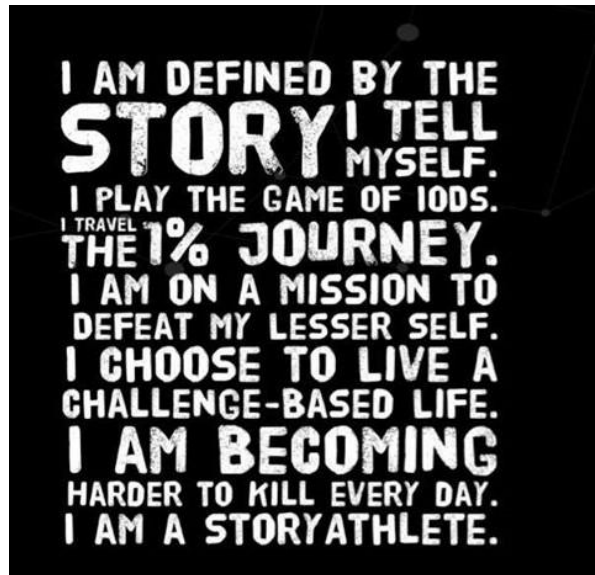
**But I HAD to finish the burpees. So what did I do? I broke them down into micro burst of 10 each time to finish. 10 burpees wasn't as bad as 50 and was doable.**

That is exactly the mindset I've changed to get through the challenge. Just looking at ‘today's’ challenge. Just put one foot forward. Then tomorrow we will do the same thing. Each day in itself is the challenge.

If you do the WORK each day. Massive improvement, like writing a newsletter and increasing audience loyalty, and thus business will happen naturally.

Cheers!!!

*Eric Verdi*



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

### October Quiz Question

**Q:** What famous US landmark opened to the public on 9th of October 1888?

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.

### September Question & Answer

**Q** Who performed the first chiropractic treatment on September 18, 1895?

**A:** David Palmer

Congratulations: Jim Wright!

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## *A Happy Birthday*

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

Crue Allgood	Oct 2nd	Matt Blumer	Oct 11th	Mady French	Oct 20th
Amy Raymond	Oct 3rd	Jimmy Kopf	Oct 12th	Nicole Bell	Oct 21st
Melanie Taply	Oct 3rd	Josh Doody	Oct 12th	Mark Simmons	Oct 21st
Eric Bouchat	Oct 3rd	Jason Stanley	Oct 12th	Tom Cline	Oct 22nd
Lucas Fox	Oct 3rd	Kate Riling	Oct 14th	Bina Allgood	Oct 23rd
Griffin Bonadies	Oct 4th	Laura Via	Oct 14th	Rosemarie Weiler	Oct 23rd
Brian Wells	Oct 5th	Peter Fleck	Oct 14th	Sutton Allgood	Oct 23rd
Zoe Blumer	Oct 5th	Nicholas Orsini	Oct 16th	Alivia Smith	Oct 23rd
Marco Garcia	Oct 7th	Alex Joseph	Oct 16th	Christine Kaas	Oct 23rd
Kampbell Quill	Oct 8th	Cooper Bobbitt	Oct 17th	Pamela Wheeler	Oct 23rd
Kensey Love	Oct 8th	Dan Luippold	Oct 17th	Anna Carroll	Oct 24th
Tara Hornung	Oct 8th	Jennifer Purgason	Oct 17th	Colton Phelps	Oct 24th
Candi Insley	Oct 8th	LeeAnna Arrowchis	Oct 17th	Ray Baker	Oct 25th
Carly Farr	Oct 8th	Maria Menocal	Oct 17th	Jack LeBlanc	Oct 25th
Mandy Rawlett	Oct 9th	Andria Spicer	Oct 18th	Amanda Miss	Oct 26th
Paul Gorman	Oct 9th	Lauren Mills	Oct 19th	Jayleigh Insley	Oct 28th
Merry Klinefelter	Oct 10th	Bruce Murray	Oct 20th	Emma Ranneberger	Oct 30th
Alexis Fogelson	Oct 11th	Sam Schroeder	Oct 20th	Rebecca Shoemaker	Oct 30th
Connor McElroy	Oct 11th	Vincent Dabney	Oct 20th	Nicole Webb	Oct 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?

*(Can you Turn \$35,000 into \$125,000?)*

If you have read our Book, "*The Psychological Approach to Sell Real Estate*" then you know that everything that we do for our clients is about achieving maximum profit for our clients when selling their home.

We do this through increasing the 'perceived value' and we 'engineer a result' for our client based on years of experience, research, and modeling outside industries.

**Did you know that our Approach was 'modeled' after Steve Jobs and Apple?**

Jobs was a masterful marketer that would have people, literally, sleeping outside of Apple stores in anticipation of the 'next' gadget that Apple was releasing. Having studied Jobs and Apple we reverse engineer 7 Principles that he used to build Apple and have used when helping clients sell their homes.



We tell our clients that if we have done our job (no pun intended) correctly, then 80% of

our work is done before we even list your home.

**There are sequential steps needed to achieve maximum profit and increase perceived value.**

Do we always break sales records? Nope.

Do we always sell hours in just a few days and sometimes a few hours? Nope.

Is it typical to break PSF (per square foot) records and sell in a few days? Actually, it is. If everything is done correctly and the right buyer is looking at that time, then

Yep. And, we have engineered the result.

Sometimes the transformation is as minor as re-arranging furniture to open up the rooms. Fresh paint. Removing family photos and a good clean. (NEVER EVER) underestimate the value in having a good clean of a house before selling.

If you go in a 5-star hotel do you expect to find dirt on the

floor? Dust on the window sills? Unmade beds? Dirty sinks? Stuff on counter?

However if you go to a Motel 6, maybe you can deal with a little stain in the carpet and the bathroom might not be cleaned to your standards. This is the reason you pay \$49/night and not \$299/night.

**If you want max profits you have to make your home feel like the Ritz Carlton.**

Sometimes there is more extensive improvements/renovations that need to be complete to achieve the same results.

We recently had a property that needed a make-over before we listed.



We always ask our clients, “What is your goal in selling?”

Most say, “I want the most money.” Some say, “Quick Sale.” Others say, “I’m DONE. Not investing a dime. I just want out.” Then we get, “Selling As-Is”

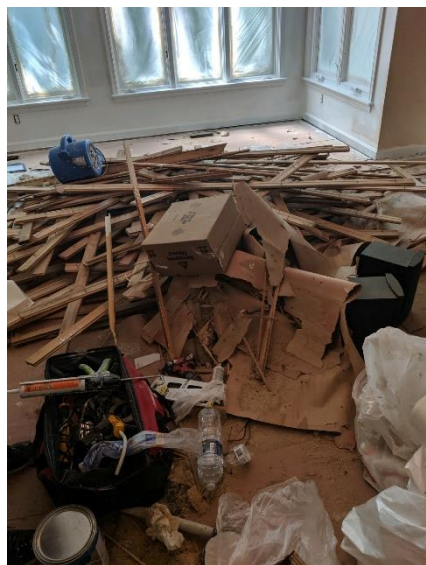
**We have customized solutions and game plans for every situation.**

Recently Impact had a Property that we were helping the sellers get prepared to sell. The owners had bought another property and their goal was “to make as much as possible.”



Think California Contemporary meets Deep Creek Lake Ski Chalet, but this home was situated just outside of Urbana on 4+ acres. So, the buyer is going to want the modern feel, not the early 80s décor/feel of this home complete with green shower, toilet, wallpaper. Dated finishings and paint.

When we met with the owners we gave them a \$475k (as-is) price. But said that new hardwood, new carpet, paint the entire interior, light fixtures, new interior doors (they had the old wood hollow core doors), hardware, plumbing fixtures, a good clean, then Scientifically Stage and we could list for \$599k.



**Our goal was to get that one buyer that desperately wanted to be in the Urbana area, but wanted some land outside of the**

## **neighborhood setting.**

However to go from \$475k to \$600k would require an investment in time and money.

The owners were GREAT. They trusted the process.

We brought in Angelique Hoffman for this project. Having 20+ years as an interior designer and manager for Pottery Barn. Ang’s eye for a ‘re-design’ is impeccable. She knows what is on-trend and what current buyers are looking for in a home.

Ang planned the entire project. What hardwood to install. What carpet. Paint colors and tones. Hardware. New light fixtures. EVERYTHING.

Then we went to work with the contractors.

Completely re-doing the house. I have seen projects like this take 4-6 months. But with our team of contractors, from the time the house was turned over to us until the time we Staged and had pictures it was 7 weeks. 7 WEEKS!!!!

The owner’s cost for the project is around \$35,000. Their return is every bit of \$125,000.

**Where else can you turn \$35,000 into \$125,000 in 7 weeks???**

Not every house has this much spread. Some homeowners we will tell them that hey you will invest \$10,000 and you might get \$12,000 in return. Your call if it is worth it.



We have market experience and a team of professionals that can help no matter how small or how large the project!

If you are thinking of selling, but don’t know where to start, I suggest you get a copy of our book: [www.SteveJobsApproach.com](http://www.SteveJobsApproach.com) – “The Psychological Approach to Sell Real Estate” might fit what you.

Cheers.



# 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.

October 12 at 4:11 PM · 🌐

Hungry? Gotta stop by Rooster's Wing Box for some tasty Wings!!!! Located in Downtown Frederick. Greg Seymoure has opened the sister restaurant of South Market Sandwich Co.



277 Views

**Frederick Advice Givers**  
October 5 at 10:10 AM · 🌐

This week we catch up with an Advice Givers Alumni Greg Seymoure and talk about his newest restaurant Rooster's Wing Box in downtown Frederick.

#AdviceGiver #Wings #RoostersWingBox #FrederickMD

**Eric Verdi** is with Heather Leanne Quill and 3 others.  
October 10 at 8:43 PM · 🌐

Could not be more proud of my "cousin" Heather Leanne Quill for winning her DoGood-er category.

Do yourself a favor and listen to Heather's acceptance speech.

SOOOO many good people doing good things in Frederick. 13 wonderful nominees in 8 categories.... See More



**Eric Verdi**  
October 9 at 3:47 PM · 🌐

ImpactClub® Frederick - UPDATE..

We ARE NOW 295 members STRONG... After about a year of pushing to get to 300, WE are going to Crack that ELUSIVE BARRIER!!!

But don't give up, we need more members. Send anyone who might be interested to [impactclubfrederick.com](http://impactclubfrederick.com)... See More



👍 🤔 Pete DiSanto, Stacy Rochfort Delisle and 26 others 2 Comments 2 Shares

**Eric Verdi**  
October 8 at 5:19 PM · 🌐

Lesser Self = Status Quo = Comfort

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Continue Reading



👍 🤔 49 17 Comments 1 Share

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

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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](http://www.facebook.com/impactmarylandrealestate)

\*\*\*\*- Working with Eric was amazing. His team was all on the same page with vision on house, product pricing, placement and communication. Very responsive to all concerns, comments, needs. His assistant Sue went way above and beyond in an emergency situation which allowed me to complete what I needed to do. Thank you Eric and your amazing team. – Laura M.

\*\*\*- Eric was awesome! As a first time home buyer, I had honestly no idea what was happening and he walked us through every step and was very reassuring. – Dustin and Julia W

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