

Protector. Innovator. Philanthropist.

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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

SEPTEMBER 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

- Build Your Business Through 148 Friends. Pgs. 1 - 3
- September Birthdays. Pg. 4
- Don't Forget to Have Fun. Pg. 4
- Stories From the Street – Why Runway Models Wear Lipstick Pgs. 5-6
- Social Media Stories Pg 7
- What Recent Members said about their experience with our Company. Pg. 8

Build Your Business Through 148 Friends...

"Eric. Why don't you advertise?"

"Eric. I NEVER see you in the magazine, billboards, newspaper, what's up?"

Seventeen years ago when I got my license in November 2002 I knew that if I could play the 'long game' and make it 10 years that I could have a sustainable living in Real Estate. If I focused on my clients and putting them first that when it came time for them to move a 2nd, 3rd, 4th time – if I did everything right that the repeat business would get me through highs and lows.

For the last 12+ years I have put out content to my audience to stay in front of them.

There is a common Myth that those with the biggest ads are 'THE BEST' agents and do 'THE MOST' transactions... I'm here to debunk that myth.

A common core of business is 'COA' – Cost of Acquisition of new clients. Customer Acquisition is one of the metrics that investors, banks, wall street will use when putting a valuation on your company, your business to deem 'success.'

When acquisition costs are too high the ratios are out of skew and it is just a matter of time until you are out of whatever business you are in. If it costs you \$50 to acquire a new customer BUT you only sell a \$40 widget then you won't be in business very long. Simple math.

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.

When I got started in business, I would look at others who I thought, who I deemed successful running these big beautiful ads in the newspaper or in a magazine and thought ‘wow, they are kicking butt’ they must a ton of profit.

Come to find out that could not be further from the truth.

It is great to run the ads. Make bold promises to get leads so that you can ‘follow-up’ and beg them into submission. And the metrics work, especially in real estate. You could spend \$3000 on an ad that might get you 100 calls/clicks/inquires and if your conversion rate is only 1% that could lead to a \$5k, \$8k, \$12k commission and you are still in the black. The problem with this kind of marketing and business is that it wears on you – those 99 rejections to get that one customer.

I've seen many, many, many run the big ads looking for the NEXT client. Offering a big promise. And it ‘might’ work in the short-term.

However, the rate of failure happens when you just focus on that sale... Instead of having a content distribution system with your clients, with your audience that fosters and forges relationships and then over time you have built-in salespeople – your audience – out there working for you.

My customer acquisition cost is the cost of my newsletter – about \$1/per audience member. And instead of an ad in a newspaper, radio, magazine that is static the newsletter is – it is personal, it shares stories, it is Sitcom based (meaning it takes you on a journey).

Myth – Those with the biggest or most ads are the most successful.



ImpactClub® Event 11 on Aug 20th – Over \$28k to Sophie and Madigan's Playground. Over \$275,000 since Feb. 2017!

vs.

Truth – Those with the most loyal following who consistently communicate with compelling content to their audience are the most successful.

That is why we can focus our efforts, energy, and cost into delivering the best results for our clients.

Looking at Real Estate as strictly a business if you spend 30% of your potential commissions in lead generation, prospecting, cold-calling, and client acquisition then you have about 10% that you can actually spend marketing and – more importantly – providing ancillary services to your clients and to your listings to get superior results for your clients.

This business model works because of the upfront marketing spent to leverage financial assets to acquire new ‘leads.’

But, then, ultimately what happens is if you get 3,4,5 new clients a month and you are already strapped

financially just getting the customer then you can spend the sufficient effort and resources to SERVICE those customers and do what is in their best interest. So, of those 5 new clients, you might only successfully get to settlement on 2 of those clients. And, now, those other 3 aren't happy because their desired results weren't achieved.

I prefer to have 148 salespeople sharing stories and delivering new clients to me.

Let me explain. If you are reading this newsletter there is a good chance that you have gotten my newsletter for YEARS now. I have been publishing since 2007, a monthly newsletter. But in September 2013 I actually WROTE my first newsletter. My own words, my own stories.

This took about 6 months of planning and a ton of back and forth with Ryan Fletcher to fine-tune and properly construct written content. Like 40 hours to write that first newsletter.

But what I found, that same newsletter that for 6 years had been going to 148 friends every month was just

getting thrown in the trash because it wasn't ME, it wasn't entertaining, it didn't connect with you. It was a boiler plate subscription newsletter that I paid for that I mailed.

Once I started writing and pouring out my heart in my newsletter. Sharing personal stories and relating them to how I do my business, and then added 'Stories



Can NOT believe that Anthony is 13! Celebrated his 13th Bday with the Matsusake Hibachi dinner on Sept. 9th. He'll be driving next week and in a month he will be at college. Man time is FLYING.

From the Street' relating real-life real estate stories to everyday life...

Something funny happened.

You, my friend and reader of my newsletter, started to refer business to me at an increasing rate. Every month I share a story and it might connect with you on some level. Could be coaching my boys. Being a father. A recent trip that was a learning experience. Losing a loved one. Celebrating a milestone. Picking up a penny on the sidewalk. The fireplace blowing up in my face and being transported by Helicopter to Baltimore.

Any random occurrence I have written about. Remember Seinfeld? The show was about nothing but was really about everything and real life.

That is the same format that I take when writing the newsletter, the Sitcom/Seinfeld style.

My grammar sucks. I have no idea where commas go. There are run-on sentences throughout the stories.

But somehow month by month by month the stories resonate with you. Some you might think 'Shit, that JUST happened to me too!'. Or others, 'I remember when I was going through something similar.' And

the newsletter hits a chord. I usually bring the story back around to business, real estate, and how at Impact we do things a little different than 'others.'

How because our #1 way we get new clients is my writing, publishing, and distributing the newsletter that we can spend our efforts, and financial resources actually HELPING our clients NOT getting new clients. The Scientific Staging, the Property Videos, the Property Stories, the Professional Photography, the Cleanings, the coordinating repairs/upgrades, we can focus on what really matters – our clients' bottom line.

Then you are talking to a co-worker, a friend, someone at the pool, or a neighbor and they are talking about moving.

What invariably happens and I get this call all the time from new clients –

"Is this Eric?" – someone I've never met.

"Yes" – me

"Hey Eric. [Mary, John, Susan – reader of this newsletter] told me to give you a call. I'm looking to sell my house and they said [insert story that you tell them. Something you read in the newsletter.]"

"Great. Well let me explain... we do things a little different than others, let me tell you about 'our' Approach."

These calls happen EVERY month. It started in 2013 with 148 readers/friends and now, over time after adding new clients each month we are approaching 300 active readers.

I just want to say THANK YOU!!! THANK YOU for your trust in what we do to help our clients, you, and your friends/family.

It is 100% because of YOU and your trust that we can focus our efforts on RESULTS NOT LEADS!

Have a great Sept as kids are back in school and we are getting back in the routine.

Cheers!!!

Eric Verdi

Don't Forget to Have Fun!!!!

September Quiz Question

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

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.

August Question & Answer

Q Which is the highest waterfall in the world?

A: Angel Falls, Venezuela

Congratulations: Connie Pritchard!

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

A Happy Birthday

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

Lisa Tan	Sept 1st	Pete DiSanto	Sept 11th	Calvin Shoemaker	Sept 20th
Hunter Reaver	Sept 1st	Patti McArdle	Sept 12th	Wayne Crum	Sept 21st
Jessica Smuck	Sept 2nd	Stacy Allgood-Smith	Sept 12th	Carl Goldsmith	Sept 21st
Jenni Meisner	Sept 3rd	Christine Majalca	Sept 13th	Jameson Tusing	Sept 22nd
John Tsikerdanos	Sept 4th	Brittany Reaver	Sept 14th	Ryan Hornung	Sept 22nd
Reid Sutherland	Sept 5th	Shane Gorman	Sept 15th	Phil Graves	Sept 23rd
Yvonne Linger	Sept 5th	Jackson Cavanaugh	Sept 15th	Jeff Fehnel	Sept 24th
Erica Sacchetti	Sept 6th	Leah Hill	Sept 16th	Madison Reaver	Sept 24th
Lauren Campbell	Sept 7th	Bill Long	Sept 16th	Kelly Lawson	Sept 24th
Karlie Hertzberg	Sept 8th	Michael Goldsmith	Sept 16th	Susan Verdi	Sept 25th
Nita Lawson	Sept 8th	Evan Felmet	Sept 17th	Silas Cavazos	Sept 26th
Eunmi Lee	Sept 8th	Jessica Pool	Sept 17th	Ed Verdi	Sept 27th
Anthony Verdi	Sept 9th	Amanda Allgood	Sept 18th	Quincy Cavazos	Sept 27th
Katie Martin	Sept 9th	Ron Martin	Sept 18th	Bret Buck	Sept 28th
Mike Steele	Sept 9th	Ari Woods	Sept 18th	Brandon Skaggs	Sept 29th
Paul Gauthier	Sept 9th	Brady Kunka	Sept 19th	Ronnie Lushbaugh	Sept 29th
Betty Baker	Sept 10th	Khris Brenneman	Sept 20th	Kevin Ballenger	Sept 30th
Andrea Mullinex	Sept 10th				

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.

Why Runway Models Wear Lipstick?

(How lipstick added \$51,000 to a Home's Price)

When you want to look your best whether it is your wedding day, prom (when you were younger), a romantic dinner with your significant other, or a big event you make sure that you look the part. No more cutoffs/yoga pants, and your favorite comfy tee-shirt. And you typically will do your hair and accessorize the rest of your outfit.

Have you ever seen a runway model?

No, not the final product walking down runway in the latest on-trend dress, the real-life model? Tyra Banks or Gisele Bundchen without all the make-up, without their hair and nail done, without the spray on tan and teeth whitening and the tape on the back of their neck to draw their face tight.

They look like real life human beings.

Very nice-looking women, but nonetheless, there is nothing extraordinary about 'normal' Tyra. It is when they spend months getting ready for a shoot or a runway that they do all of the extras to make themselves sell whatever dress they are modeling that day.

Would Tyra or Gisele (sorry since I don't really care about Super Models, these are the only 2 that come to mind) just wake up and roll out of bed and walk down the runway?

Heck no...

They wouldn't be 'employed' very long. The sponsors and companies that hire them for MILLIONS to tens of MILLIONS of dollars to wear

their product wouldn't spend a dime for 'regular Tyra.'

But with makeup, lipstick, eye lash boost, and hair done they are literally transformed into million dollar assets.

Think of this when selling your home...

Your home is your MOST IMPORTANT asset. It is where you LIVE. Where you have hundreds of memories. Where you, potentially, raise your

family. You are selling a piece of you when you sell your home.

Most homes look like Gisele when she wakes up in the morning. Chipped paint on the wall. Maybe a hole in a closet where your son threw a baseball through. The appliances might be a few years old. The cabinets, well they were in style 15 years ago. And that wine stain on the carpet that you tried to clean up and got it 99% clean – it still shows.

Was good enough for you to live, but when you want to extract maximum profit from your home sale you need to have a Runway Mindset.

Everything has to be a 10. No stone left unturned if you want to create emotion to the next purchaser coming through your home so much so that they want to LIVE there!!!

Would you have Trump pictures on the wall? (politics aside) Would you have a very taste specific color on your walls? What about that carpet stain? Didn't bother you, but you want someone to pay



\$20,000 more than your neighbors house with a redwine stain in your living room?

Come on now!

You have to make your house at 'taste neutral' as possible keeping in mind that on-trend finishings that will extract an extra \$5,000 to \$10,000 could make all of the difference.

And when it comes to Scientifically Staging to create an Emotional Attachment, there is NOTHING – in my opinion – more important.

We recently were getting ready to list a property on Lappans Road in Boonsboro. This was a new client, an investor, that sought us out because he liked our approach to selling homes and 'how well' our clients' homes were presented online.

Having never worked with this gentleman before there is a feeling out process to see if he wants the roll-out-of-bed look or the runway look. Each can get a house sold but the lost profits can be ENORMOUS if you want the roll-out-of-bed look.

The first time we went to look out the house he was just finishing his renovations and was doing some punch-out items, but as soon as we walked in, I could tell that he left no stone unturned during the renovation process. Redone flooring. New Windows. New Roof. Updated on-trend baths. New HVAC. He even renovated the garage and outbuilding (that could be a perfect office or outbuilding). He was definitely going for the runway look. But the house was empty. Not staged and there was a lack of definition and emotion in the living areas.

My 'estimate' on selling his house was in the \$275k range (we NEVER give exact numbers or guarantee ANYTHING), but \$275k with area, location, and nearby competition was right. List for \$289k and then be happy with anything over \$275k.



But then something amazing happened.

We brought in Anne Souder to Scientifically Stage and we got the 'Runway' package. It was a little more for us to do, but I knew it was necessary to add that extra lipstick, to get the hair professionally done by the BEST stylist.

Every room had definition now... Every room had a purpose. There was warmth and love now, where before there was just a beautiful home.

Then our team at Impact – 3 of us – Eric, SueMart, and Hashie did a trip to meet with the client and to see the house and do our measuring, taking notes that were needed to input the listing.

We were WOWed. The 3 of us decided as we opened the front door that we need to push the market o \$299k – even though this was pushing we felt the reward was worth the risk.

Then we went upstairs and saw what Anne did with the bedrooms and the sitting room and the 4 of us, - 3 Impact and the Seller were AMAZED at how the Scientific Staging, like a runway model, just pulled everything together.

So, it was decided that we were gonna cross that \$300k barrier and push to \$309k for a couple of weeks.

Then what happened next, blew our minds. The first



showing offered our seller \$326,000!!!! (with some closing help). \$51,000 more than our initial price were thought

it was going to sell. The owner, he did a SPECTACULAR job with the remodel, but without the Scientific Staging there is NO WAY the house would have had that 'Runway Model' look!

Every little detail makes the difference when selling your home. The buyers look at EVERYTHING. If you want maximum profit, go for the 'Runway' look.

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.

 **Susan Sacchetti Verdi** is with Eric Verdi. September 14 at 8:40 PM · 266

Hawks came out strong today to face Catoctin! 47-0 🏈❤️🏈
Thanks for the photos Jeannette Deap Oun-Tieu!



 **Eric Verdi** September 13 at 3:33 PM · 133

LOVE LOVE LOVE helping first time home buyers.
Congrats guys. Appreciate your trust.
#timetomakememories



Violet Williams is with Eric Verdi. September 13 at 2:56 PM

Done!!!

 **Eric Verdi** is with Susan Sacchetti Verdi. September 9 at 8:09 PM · 133

Milestones...

Thirteen years ago today our lives and our family changed forever as Anthony Verdi was born. It is amazing, looking back, just how fast the time has gone.

I've written before that the days are LONG but the years are SHORT. This could not be further from the truth. That first day and night was such a memorable day. Then coming home from the hospital just a couple of days later. Next to no sleep and EVERYTHING being a milestone. ... See More

 **ImpactClub** is with Jack Lillard and Eric Verdi at The Blue Side. September 10 at 6:14 PM · Frederick · 133



Like Ricky Grand and Ulrich Inge

Like Comment Share

Write a comment...



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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

- Impact was absolutely wonderful to work with to sell our townhome rental property! The advice they gave us for prepping for sale was spot on and our property was under contract in one day!! The whole process was so smooth, streamlined, and stress free! I completely recommend them to anyone looking to buy or sell their home! – Laura V.

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