

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

DECEMBER 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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I Hunt Leverage... Always

I was 12 or 13 years old and I had to do a 'Science Fair Project' for middle school and I had no idea what I wanted to do. I'm not great at coming up with ideas but really good if someone gives me a nudge or a model that I can execute on an idea.

My Dad, he is the 'idea guy.' He is an inventor. He comes up with crazy \$hit that I have no idea what he is talking about but I have gotten to a point that it isn't even worth it to try and figure out what he is talking about it was just time to roll with it.

Dad and I were talking about what I was going to do for a Science Fair project and he started explaining 'leverage' to me and that if you have the 'Pivot Point' and the 'leverage distance' that you could lift a thousand pounds with 25 lbs.

Remember the See-Saw when you were younger, and you would want to do it with someone the same weight or close to the same weight as you?

Because if one person weighted significantly more than the other the see-saw wouldn't work and the heavy person would be stuck on the ground.

The reason because the Pivot Point is equal distance from both.

However, change the pivot point – and the LEVERAGE changes.

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.

If the Pivot Point moves closer to the heavy object, then less pressure needs to be applied to lift the heavy object.

My Dad came up with the idea (yes this was a middle school Science Fair Project, don't all parents help their kids?!?!?) that we would lift up a John Deere mower with one hand.

I don't know what the hypothesis was?

Something about leverage and using leverage to move object that you wouldn't normally move.

Well, we got out iron pole about 8 feet, we got a cinder block, and we got a lawn mower/John Deere. We started with the 'Pivot Point/Cinder Block' near the middle and couldn't budge the lawn mower.

Then we moved the pivot point closer to the lawn mower and with all our weight we were able to just budge the lawn mower.

Then we moved the Pivot Point

next to the object and BANG... a little pressure and we picked up the 1,000 POUND mower with just a little pressure.

Using Leverage, you are able to move mountains.

This lesson has stuck with me my entire life. If you can create leverage in your business you can move mountains. I'm seeing this same thing in business.

Content = Leverage...

The ultimate leverage that I have found is what you are holding in your hands, a personally written and printed newsletter. See, each month I can share my stories with you. The journey. You've seen some successes. You've witnessed a bunch of failures. You have seen 'characters'

come and go. (Just like a sitcom on TV where there might be guests that pop in and out. Or there are characters that have a recurring role in the show, like my boys.

This conversation, this newsletter, is my way to have a conversation with YOU every month. And I love when you respond, when you email back, when you text me about something that was written that struck a chord with you...

I LOVE, LOVE, LOVE it.

Just from last month I got a text from Ken that said, *"Really good Nov. article. Like getting up an hour earlier than usual every day. You would pick up 30 hours a month. Over a full day added to your life every month. Like 14 extra days a year. And if you exercise in that timeframe, look what you've done for yourself in the extra time you've gained. PRICELESS. Have a Powerful Day!"*

Ken, because he is in the fitness industry and owns a couple successful businesses himself, this one meant more to him than others.

And that's ok.

Some episodes, like TV sitcoms, will resonate more with some people more than others.

The point being by writing and publishing every month I'm able to have an ongoing conversation with you and other members of my audience and instead of calling all 320+ audience members every month I write once (actually micro-content with Morning Musings emails everyday), but I publish one time and have a 'one to many conversation.'

Takes me 8-10 hours to write and publish the newsletter, but that 8 to 10 hours is LEVERAGED into 320+ conversations.

Seeking Leverage through Consistent, Compelling, Content is the best way that I've



Perm and I took Alex and his buddy, Brennan, to their first Redskins game. Boys had a blast and they actually won 😊

found to grow your following and to inspire your audience into action.

The more Content you create, the more leverage you have in your business.

Then there is another layer to Leverage that I use and have used from Day 1 in Real Estate, to Leverage Knowledge. Let me explain this to you in a more succinct way.

If you were getting ready to direct a Hollywood movie would you seek out the best actor and actresses around? I just finished watching ‘The Irishman’ on Netflix and it is a ‘Godfather’ type feel to it, you know the type. If I was getting ready to direct ‘The Irishman’ do you think I would get a comedian off Saturday Night Live. Imagine Dan Ackroyd, Eddie Murphy, or Adam Sandler cast in the role of mob boss.

Would it fit? Nope

‘The Irishman’ has Robert DeNiro, Joe Pesci, and Al Pacino. These actors have KNOWLEDGE of the roles they are cast to play and know what must be done to present a compelling plot line.

Get my point?

Another example would be going to your General Practitioner for a routine physical and he notices something abnormal in your blood work that could be an indication of heart disease. Would you then trust your General Practitioner to evaluate the scope of the heart issue and do surgery?

Nope.

You would then seek the advice of a specialist that knew everything about hearts and could properly access and diagnose you, then do any follow-up appointments and surgery, if needed.

I do the same thing in real estate.

Just last week Hashie (aka Brittany) one of my partners asked me how we could get a deed to research. I told her we could go down to the court-house pull up deeds, then look at book, page number and research ourselves. With driving there and parking and research we could spend 3 hours.

Or we could email Tiph at Signature Settlements, who does this EVERYDAY, and has access to online portal and she could have back to us in 10 minutes.

That’s time leverage.

I always say that I’m not an expert in any specific area of real estate, I have very good understanding

of all the ongoing in Real Estate and understand the dynamics of real estate, but if you need a VERY specific question answered then I have resources.

I have contacts/friends that are experts in their field. Have a title question? Ask Katrina. - Home Inspection? Ed. - Plumbing? Shelton. - Septic? Dave or Patrick. - Zoning Question? We go to County. - Electric? Rick. -

And on it goes. In 17 years I’ve seen A LOT! I’ve seen enough to know that you are only as good as the team you surround yourself. Rely on those who are specialist in their industry and maintain those relationships so that they can give you advice when needed.

Relationship Leverage is one of the most prominent ways to help clients!

Have a Very Merry Christmas and Happy Holidays.

Love you!!!



Anthony.. Top, 4th from left, and his soccer team made it to the finals of their year-end tournament, just coming up short. Great Fall Season Team!

Verdi

Don't Forget to Have Fun!!!!

December Quiz Question

Q: Who won the World Series in 2009?

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.

November Question & Answer

Q What element has the Atomic number thirteen on the Periodic Table?

A: Aluminum

Congratulations: Ken Barnas!

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

A Happy Birthday

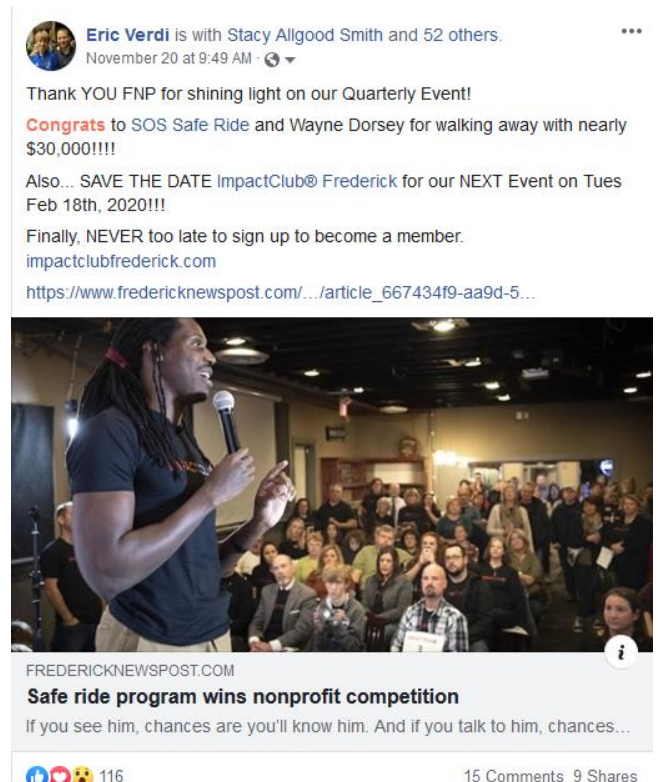
Here are December Birthdays from our friends of **Impact Maryland Monthly**. If you have a birthday in December and don't see your name on this list, please email or call us so that we will include your birthday.

Morgan Covert	Dec 1st	Lizzie French	Dec 12th	Claire Murphy	Dec 19th
Shannon Gorman	Dec 1st	Cassy Roderick	Dec 13th	MaryKate Keefe	Dec 19th
Mary Ellen Farrell	Dec 2nd	Peyton Reaver	Dec 13th	Taylor Tuel	Dec 19th
Cole Hamilton	Dec 2nd	Megan Clark	Dec 14th	Teresa Brewer	Dec 21st
Johnny Brosnan	Dec 3rd	Bryan Beachley	Dec 14th	Keith Tapley	Dec 21st
Sue Kemp	Dec 3rd	Laura Haraway	Dec 14th	Angie Keeney	Dec 22nd
Abby Cooper	Dec 4th	Jack Wharton	Dec 15th	Becky Maerten	Dec 22nd
Tammy Artman	Dec 4th	Veronica Lawrence	Dec 15th	Makaiya Skaggs	Dec 22nd
Steven Barnas	Dec 5th	Katrina Hallein	Dec 16th	Christy Steele	Dec 23rd
Sean Tusing	Dec 6th	Austin Clime	Dec 16th	Jill Johnson	Dec 24th
Pam Seiter	Dec 6th	Stephanie Davis	Dec 16th	Ellie Whitting	Dec 25th
Kelley DuBois	Dec 7th	Stephanie Gentile	Dec 16th	April Miller	Dec 26th
Lisa DeShazo	Dec 7th	John Clauser	Dec 16th	Grace Maerten	Dec 26th
Rachel Maerten	Dec 7th	Michelle Baird	Dec 17th	Paul Scott	Dec 27th
Sue Crum	Dec 9th	Debbie Birnby	Dec 17th	Robyn Hulvey	Dec 28th
Kacey Austin	Dec 11th	Ellie Baker	Dec 17th	Erin Gamble	Dec 29th
Mollie Davis	Dec 12th	Rylie Reaver	Dec 17th	Emma Phelps	Dec 29th
Chase Insley	Dec 12th	John Hanna	Dec 18th	Cindy Delbrook	Dec 30th

Be Sure to Wish these Friends a HAPPY BIRTHDAY if you see them.

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.



IMPACT CLUB™

Front Page News!

ImpactClub® Frederick made the FRONT PAGE of the Frederick News-Post on November 20th, the day after the last ImpactClub meeting on the Nov. 19th. Thank you, Colin McGuire, for the coverage!

IMPACTING LIVES

Safe ride program wins nonprofit competition

By Colin McGuire

If you see him, chances are you'll know him. And if you talk to him, chances are you'll like him.

It's the story of Wayne Dorsey, and while the city of Frederick has its share of organizations, groups and cliques, Dorsey is one of the few people about whom you won't hear a bad word. He's recognizably tall. He has long, wide dreadlocks. He also founded the Safe Ride Foundation, a company aimed at combating drunken driving in Frederick.

And after Tuesday night at The Blue Side, he can also add "winner" to his résumé. That's because his nonprofit beat out two other nonprofits as part of the quarterly Impact Club meeting to win \$29,700 for SOS Safe Ride, which is the flagship program of the Safe Ride Foundation.

First, you're probably wondering what the Impact Club is. It's a national organization with 11 clubs across the U.S. aimed at asking its members to donate \$100 every three months. The members then hold a meeting — in Frederick, it's always on a Tuesday and it's always at The Blue Side — to hear three pitches from three different charities. The



Safe Ride Foundation founder Wayne Dorsey makes his organization's pitch Tuesday night to a crowd of members of the Impact Club. His nonprofit won the competition and received \$29,700.
Staff photo by Bill Green

members then vote on the pitch they like best, and the money donated from the quarter goes directly to the charity.

Eric Verdi, co-founder of the Frederick chapter, said

Tuesday night that with this quarter's meeting, the club has surpassed the \$300,000 mark in giving to local charities over the last three years, the largest number of any chapter in the nation. He estimated that the club raises between \$25,000 and \$29,000 each quarter, and on Tuesday, he guessed that about 200 of its members showed up at the event.

"It's important to me that all \$100 goes directly to the charity," he said. "The hardest part has been getting the word out about what we do. I pay for everybody's drinks and the food out of my own pocket, so it's like putting on a wedding every quarter. But it means a lot to me because I feel like I need to set an example for my kids, to teach them how important giving is."

So, now, you're probably wondering what the Safe Ride Foundation and SOS Safe Ride is. Founded in 2015 by Dorsey, its aim is to prevent drunken driving. Because of the infinite number of excuses one can have to drive drunk — the most popular one being "I need my car tomorrow," as Dorsey explained Tuesday — Safe Ride provides a ride

home not only for those who have had too much to drink, but also that person's car. You call the service. An SOS volunteer picks you up in your car. The volunteer takes you home. Crisis averted.

That brings us to Dorsey, who was the final person to pitch his charity to the crowd. Before him came representatives from the City Youth Matrix, an organization that connects young people to extracurricular activities and provides drivers for families that can't afford to send their children to those activities, and SHIP (Student Homelessness Initiative Partnership), a group that provides help and resources for students who are experiencing homelessness.

About half an hour before the presentations began, Dorsey described how vigorously he had prepared for the event. He seemed relaxed, like he always does, his baritone voice calm and loose. Some of his co-workers asked if they could help, but because of his hobby doing standup comedy and speaking in front of crowds, he figured he had it down.

"I was like, 'I love you,' but this is my element," he said with a wide smile. "I've been working on this for a year. I'm so ready."

Still, the competition was tough — these are all charities, remember, and as a few people in attendance noted before the presentations, it's hard to get through the night without confronting the deepest sympathies you might have. These are stories of children in need, families dealing with tragedies, the list goes on. Last quarter, the Sophie and Madigan Lillard Memorial Playground took home the prize, and nary a dry eye was in the house by the time the winner was announced.

Naturally, then, Dorsey began his presentation by explaining he isn't one to try to tug on people's heartstrings. Instead, he joked about his height, telling people not to draft him for their pickup basketball teams because despite how tall he is, his skills are minimal. Instead, he relayed the message



that of the 24 counties in Maryland (Baltimore city is considered a county equivalent), Frederick ranks No. 2 in drunken-driving arrests. And instead, he noted how in the last year, Safe Ride has prevented about 11,000 potential DUIs in Frederick County alone.

He thanked everybody, received applause and took his seat, almost immediately putting his head in his hands. Nobody knew if he thought he had dropped the ball. Perhaps he was disappointed in himself. Perhaps he was scared of the result. Perhaps he was wondering if tugging on heartstrings would have been the better way to go. SOS isn't a large nonprofit, and he's been working night and day for years, showing up at events, heading out on calls late at night trying to get the service off the ground. This group offered him a chance he needed.

And then, it happened. He won.

And as he took the microphone to thank the crowd, he tried to talk. But he couldn't. Because after all the struggles, all the belief, all the work — it all came rushing at once. Nearly \$30,000 is going to be about a third of his organization's budget. This wasn't just a check; it was a lifeline for a cause to which he has given his life.

Or, in other words, it was a check sure to make an impact.

"I'm supposed to be a man, right?" he asked rhetorically while onstage, pushing back tears. "So many people have been affected by this cause, and we just want this problem to go away.

"Do not take these causes tonight for granted," he said. "I do not take this check for granted. ... I love the fact that I have something in my life that makes me feel like this," he said, still struggling for words.

"I love that this makes me feel alive." Still have questions? Still a skeptic? Come check out ImpactClub® on the 19th and see for YOURSELF!

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with Eric Verdi

3295 Prices Distillery Rd.
ljamsville, 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

- Impact continues to impress with their attitude, knowledge, and understanding of my needs - both buying and selling. I would never consider utilizing the skills of a different broker. – Lisa G

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