

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MARCH 2020



Evolution... What's Next?

Since September 2013 I've written to you every month. Every. Single. Month. Well, nearly, all but 2 months. Nearly 7 full years. Almost 100 episodes/editions of my Newsletter. Frankly, I was nervous and apprehensive to write when I started sharing everyday stories with you. Sharing my belief system. Sharing my approach and methods. But you have been GREAT.

I get feedback all the time about something I wrote about. @You agree with most everything I say and believe in. And, my hope is that I continue to entertain, inform, and enlighten you. This is my reason for writing.

My other reason is that I can reach the 300+ people on the newsletter list each month and keep you informed on everything that I have going on. You see pictures of my boys. You read stories of me coaching their soccer and basketball.

You see when I struggle and have inspection issues on houses. You know about my partners and about SueMart. You know about ImpactClub®. That way you can follow along on my journey. Good. Bad. Indifferent.

I share the journey with you.

Continued on the Inside...

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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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.

This month, I'm going off the real estate path a little. And talk about self-reflection on what I do well, vs how I can help others. When I say help others I don't mean in real estate. Real Estate is not going a way. I LOVE real estate and helping clients. But I think I can offer more insight and impact to more people. I can help other business owners have a greater impact in their community and with their audience.

With that I continue to evolve.

What I'm doing today I won't be doing in 1 year, 5 years, 10 years. Evolution takes many forms. From seafaring organisms to developing rocket ships to the outer space. That took millions of years to evolve. Or from squirrels to flying squirrels. Or woolly mammoths to Elephants.

Evolution can take many forms and can happen over a few weeks, a few decades, or a million years.

Us, as an individual organism have about 80 years to evolve – could be shorter, if you are fortunate could be longer. But follow me here. Every day we evolve, and it could just be 1% journey. But just 1% each day over an extended period of years and decades could lead to an entirely new self.

Today, as I write this, I'm at a pivot point.

What I've done the last 5 years, starting in March 2015 with Frederick Advice Givers has come to an end. I recently recorded Episode 200, which like the final Mash Episode. Or the final Seinfeld Episode. Or the final Soprano's Episode. Ends a great run. A run in which I met SO many wonderful people. I've made new friends. I've made lifelong connections.

But it is time for me to evolve into something more – with the Podcast.

Advice Givers was done to give a backstory to business owners and entrepreneurs. And it worked

beautifully for it's intended purpose. But what it gave me was the confidence to stretch my comfort zone and interview people.

I feel that I have a greater purpose to help business owner and entrepreneurs. My strength is that I'm a GREAT CONNECTOR. People come to me when they need something. 'Hey Eric... do you know a (plumber, handyman, accountant, chiropractor)?' – name any of a thousand things and I've got an opinion, I've got someone that I know that can help you. And if I don't directly know that person then I know WHO to ask that WOULD know.

This is my Superpower. 'I know people. I connect people.'

I need to use this Superpower to make a greater impact.

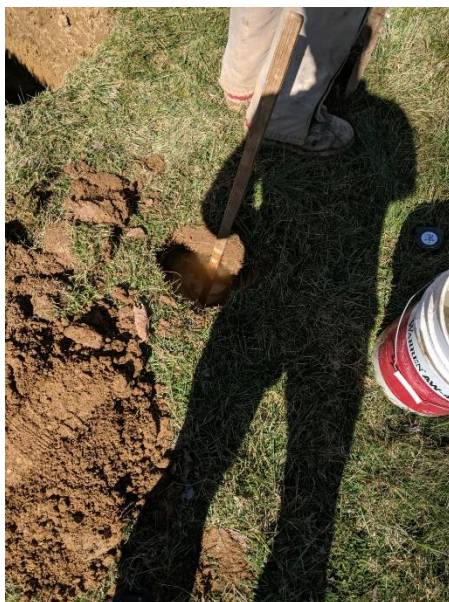
It is my fundamental believe that 'People are good... and want to do good!' – but there are limiting believes and roadblocks from letting them fulfill on this desire to do good. One of those

roadblocks for Entrepreneurs and Business Owners is a lack of time and money.

I see this ALL the time in ImpactClub®. Members start with the best of intentions, then their credit card gets denied. Or they come on hard times and can't afford the \$100 a quarter donation. What if money was the limiting factor? What if I could help business owners and entrepreneurs eliminate that time/money issue?

I can. I know I can. By using my SuperPower.

My 'evolution' from Advice Givers Podcast to my new Podcast – 'For Entrepreneurs By Entrepreneurs' is a natural evolution. Instead of giving an 'overview' and the 'story' of the Entrepreneur we are going to go a MILE deep, do a deep dive into what makes Entrepreneurs successful. I believe that EVERY Entrepreneur has Superpower in one aspect of their business.



At a recent Perc test for a client. Not everyone goes above and beyond.

Having recorded 200 Advice Givers episode there were some common themes that I took away from the guests. Looking at the answers from a ‘Macro – 10,000 foot view’ I learned A LOT!!!

**A LOT
about
human
nature.
About
human
psychology.
About
business.
And about
what make**



Alex and the some 5th graders at the annual Student/Teacher Game. Alex is just above the left side of the check.

Entrepreneurs tick. What makes successful Entrepreneurs SUCCESSFUL.

First, the entrepreneurs that are successful and have sustained success have a **PASSION** about what they do, and who they help.

Second, each of these successful entrepreneurs has **ONE** thing in their business that they do **EXTREMELY** well. Like in the top 1% in the world.

They might be mediocre to bad in every other aspect of their business. They might have knowledge and ‘just get by’ with Facebook ads, or Google Adwords, or client retention, or new client funnels, or website design, or attention to details, or HR, or... name anything involved in running a business.

But they might be GREAT about employee moral.

They might have the best, most loyal employees and their culture is 2nd to none. And because of that Superpower, they have a successful and thriving business.

Or they might be the best Instagram Story Ad runner around. Or they might be the **BEST** at connecting through Story. Or the best at doing upsells.

I’ve found through 200 episodes that the ‘thriving’ businesses. **NOT** just the surviving businesses. That the owner, the Entrepreneur does **ONE THING** so well that it covers up the weaknesses in

other aspects of their business.

And going back to my Superpower – A Connector.

The new Podcast will be about searching out those successful Entrepreneurs and doing a **DEEP DIVE** on their

Superpower. Getting into the nuts and bolts of that particular aspect. Giving listeners and viewers a blueprint on how to do that particular thing.

I figure, you should learn from the best.

If the best is teaching you... First you do this. Then you go here and you do this. And then you take X and put it over here in Y. And voila, now you can run your first Google Adwords campaign.

Now I’m not just looking for those Entrepreneurs in Frederick. I’m looking for the **BEST** in the world. And who wouldn’t love learning from **THE BEST**! I know I would. I learn so much from asking questions and have actually become a **VERY** good interviewer.

Then if Entrepreneurs can listen/watch and learn from the best and implement in their business, to solve a problem, then the world just became a little better of a place.

That’s what I’ve got going on the next few months is getting ‘For Entrepreneurs By Entrepreneurs’ up and running. Nope, real estate isn’t going anywhere, I just want to do a little more. Help more Entrepreneurs by using my SuperPower!

Cheers,

Eric Verdi

Don't Forget to Have Fun!!!!

March Quiz Question

Q: What is the first day of Spring called?

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.

February Question & Answer

Q What doll was patented by John Barton Gurelle in 1915?

A: Raggedy Ann

Congratulations: Sibylle Huffman!

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	4	7		1	3	5	6	

Happy Birthday

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

Jackson Raymond	Mar 3rd	Eleanor Hubbs	Mar 15th	Judy Ballenger	Mar 22nd
Allison Kelly	Mar 4th	Laura Bauer	Mar 17th	Kaden Blumer	Mar 22nd
Megan Nicholson	Mar 5th	Ana Miranda	Mar 17th	Susan Hubbs	Mar 22nd
Steve Hubbs	Mar 5th	Doug Sillex	Mar 17th	Cindy Ranneberge	Mar 23rd
Shelia Roark	Mar 6th	Kristi Sayles	Mar 17th	Fisher Bobbitt	Mar 25th
Felicia Warfield	Mar 6th	Nicholas Fouts	Mar 17th	Theresa Murray	Mar 26th
Alex Ganson	Mar 7th	Pat Warrenfeltz	Mar 17th	Brandy Baptiste	Mar 26th
Gaylen DiSanto	Mar 7th	Mike Franklin	Mar 18th	Chris Martin	Mar 26th
Caroline Grubb	Mar 9th	Jeff Bostian	Mar 19th	Linda Sacchetti	Mar 27th
Karen Yoho	Mar 10th	Jay Beard	Mar 20th	Marilyn Meagher	Mar 28th
Blake Allgood	Mar 12th	Aaron Webb	Mar 20th	Allyson Kinsey	Mar 29th
Allie Wilson	Mar 12th	Amani Dabney	Mar 21st	Emma Bobbitt	Mar 29th
Jackson Steele	Mar 13th	Mason Allgood	Mar 22nd	Michael Majalca	Mar 29th
Katie Miller	Mar 13th	Madge Parker	Mar 22nd	Skyla Skaggs	Mar 29th
Alyssa Vance	Mar 14th	Amy Healey	Mar 22nd	Bill Vance	Mar 30th
Andrew Raymond	Mar 15th	Danielle Finamore	Mar 22nd	Khloe Quill	Mar 31st
				Tiffany Hufstetler	Mar 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.

Whatcha Don't Know... You Don't Know...

Taking a little different tact this month. Gonna answer some questions that come up time and time and time again. Won't be doing a 'Story From the Street', more of a knowledge session for you. Maybe you or someone you know might benefit from this knowledge.

Maybe you have a friend or co-worker that is thinking about buying or selling and you hear them talking you can politely tell them the 'real answer' not what is 'Fake News.'

First Question:

I'm looking at Buying a New Construction should I have a BUYER Agent?

Absolutely! Did you know that the salesperson that works for the builder is an employee of that builder? Wonder who their fiduciary responsibility is to? Yes, the builder.

It costs you NOTHING to have a buyer agent represent you during your purchase of a new construction. Most are nice and want to do the deal, but they actually work for the builder.



We recently had a client who was looking new construction and we were able to NEGOTIATE double the 'seller

concessions' that they were originally offering and our client had ALL of their closing cost paid by the builder AND the builder bought their interest rate down some.

And we had another client that we suggested a pre-drywall inspection and there were 3 issues including improper support in garage and 'bacterial growth' on a joist that wouldn't have been found without our advice.

So, if you or someone you know is looking at new construction... PLEASE PLEASE tell them to contact a buyer agent to look out for their interest!

It costs nothing (we even waive/never charge) Adm/Transaction fee, and it could SAVE TENS OF THOUSANDS in the long run!

Should I be 'approved' before looking at homes?

YES. YES. YES. If you are a serious purchaser, we won't even go out with you looking at homes until you are pre-approved with a lender.

This is twofold. If you find a home that you love and you write an offer without a pre-approval the seller will just throw away your offer. Buying a house is stressful enough, you don't want to put yourself on that emotional roller-coaster of finding a house and not being able to make an offer.

In addition, it is advisable to go with a local lender who you can actually meet with and who will return calls on evenings and weekends. When writing an offer 'time is of the essence' and you need to be able to get a hold of your TEAM!

Pretty simple to get the process started and the lenders we work with all have online applications. You fill out your info upload a few docs (to get started), paystubs and bank statements and within 24-48 hours you will find out what you can afford and what type of loan program is best.

Ideally you want to meet with us (your Real Estate Agent) first so we can give you the entire picture and explain the pitfalls and what to expect. Then you will get with a lender and within a few days have a pre-approval and start looking for homes.

Hope you enjoyed this Story From the Street. If you have a specific question, just text or email and we can answer or include in a future SFTS.

Cheers.

IMPACT CLUB™

The Journey to 300

We did it!!!

I started stating the 'Goal' of 300 members since event #4 over 2 years ago. We took off like a rocket ship and went from 0 to 182 members in 21 days for our initial event in February 2017. And the momentum continued to the next event where ImpactClub® Frederick grew by another 50 members and by our 3rd event we were 265 STRONG.

Then we had a transition to the new website, we lost some members. Then we would have members whose payments didn't go through and I'd reach out and either get silence or they'd ask to be removed. So we'd gain 10-15 each quarter, but then we'd lose 6-8-10.

It was a SLOW climb from 260 to 300.



But we did it. CURRENTLY there are 312 active ImpactClub®Frederick members!!!

Do you understand how HUGE that is?

OVER \$30,000 EACH Quarter! OVER \$120,000 A YEAR!!!

I talk to these charities. I meet with them. I know how hard fundraising is for them to get \$500, \$1,000, and the big donations/grants of \$5,000. Hundreds of hours of work. Hundreds of hours writing grants with the hopes of raising money. Then they come to ImpactClub® and tell a 5 min Story and have the potential to walk out with \$30,000 PLUS!!!

Through 13 events, including Tuesday night, YOU – ImpactClub® Members – have donated over \$340,000!!!

All of that money. EVERY – SINGLE – DOLLAR went to a local charity that helps LOCALLY!!!

That was a slow grind to 300, nearly 2 years.

Now, let's set a NEW goal! Let's get to 400 members. Just 82 more til we get there. New members can register here :

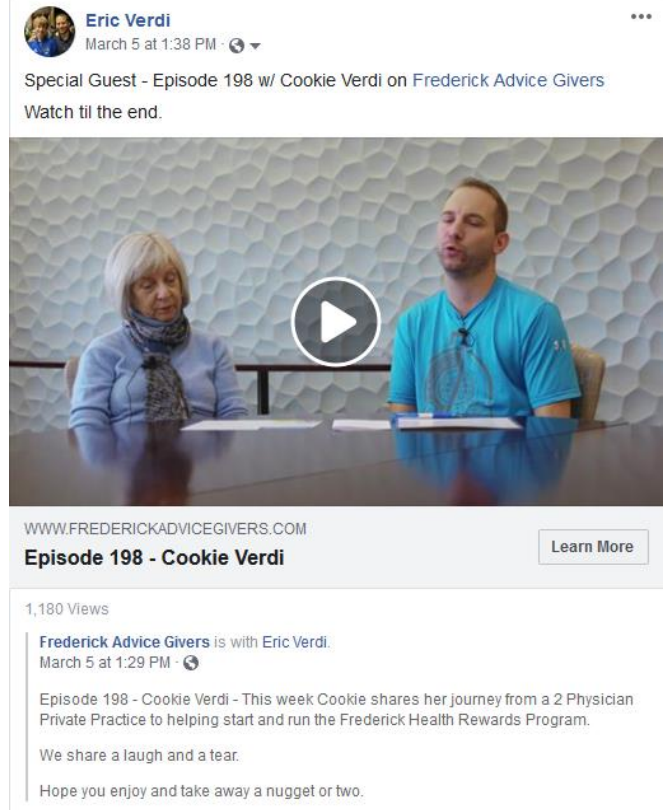
<https://impactclub.com/clubs/frederick-md/>

WE WILL DO IT by the end of 2020!!! With your help we can have a BIGGER IMPACT!!!



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 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

-We challenged Eric with a beautiful, but unique, property to sell. We specifically chose to work with Eric because he has grown up and still lives in the area, giving him a strong knowledge base for marketing homes in our area. Eric was detail oriented and very driven to produce a quality home to market and implemented a wide range of networking tactics. – Dave & Krista M.

- 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. – Donna K.