

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JULY 2020



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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The "NEW" WORLD [Must Read]...

I'm delayed in getting this newsletter to you this month.

I apologize as I ALWAYS do my best to have it to you the first week of the month, like clockwork. Fitting writing and sharing stories into my schedule. Getting everything in place and formatted so that it can go to the printer the first week to arrive in your mailbox a few days later.

This month, however, has been a little different and thus the Opening Monologue and Newsletter this month is a little late.

Starting on July 1st my incredibly hardworking wife started a new chapter in her professional career.

Susan became an Assistant Principal at Tuscarora Elementary School (where she was a literacy specialist) and I'm confident this won't be the final step in her professional career.

A new position in this pandemic is tough.

On top of all the additional responsibilities for being an AP Susan has to adapt in this 'new environment' and have plans B, C, D and E in place depending on how the school board determines what is going to happen going forward.

So, starting on July 1st Susan has been going to work everyday M-Thursday 7a to 5p so on top of my responsibilities (work wise, which I'll get to in a minute) the Boyz have been here everyday. So, we are arranging things to do. Friends over swimming. Anthony getting together with friends.

And to top that off, soccer has started so now there are 3 nights a week that we have soccer again.

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.

Not one to make excuses, I'm just explaining to you the reason that this newsletter is a little late this month.

I want to handle this month a little different, especially considering the pandemic, our "new normal" and the state of the real estate market, I'm getting a BUNCH of different questions everyday from friends, like you.

This Opening Monologue is going to be a Q & A this month and then a HUGE shoutout from a friend/client:

Question 1: Are you busy? How is the Pandemic affecting real estate?

Well, when the pandemic hit and life was shut down in mid-march Real Estate was deemed essential so we were allowed to still "do real estate". But we intentionally 'paused' our real estate business. For the health and safety of our clients we did NOT list any new homes that were occupied during that 6-8 weeks that we were in total shutdown.



We had a couple of buyers that HAD to buy so we helped them. We were VERY cautious and took all the protocols put into place.

And then because a real estate transaction from the point of contract to settlement takes 30-60 days we had 8 clients that were 'under contract' as the pandemic started that we had to navigate through and get to settlement.

So, we still had a few inspections to attend. Some final walkthroughs and settlements. Had to handle the normal 50-100 phone calls for each transaction.

But we were tidying up the loose ends.

THANKFULLY we got all 8 of those clients to settlement during the height of the pandemic/shutdown. We had amazing partners in lending, inspections, settlement company that handled this with very delicate white gloves (pun intended).

Question 2: Eric, what is going on with the market? I'm hearing a Buzz...

Since Maryland went to Phase 1 – 2. The 2nd part of Phase 2 which was right around Memorial Day. The last week of May.

Something happened.

Like REALLY happened.

I have done this, real estate, for 18 years and I have NEVER seen a market like this. EVER. I have NEVER been busier than we are RIGHT now. This market is INSANE.

If you are looking to sell. DO IT NOW!!!

Buyers are buying properties because rates are ALL TIME LOWS... And Inventory is at ALL TIME LOWS... Supply and Demand (economics 101) is telling me that the demand is HIGH and supply is low, it is a GREAT time to sell. I'm talking, with my Walkersville listing last week that we had 42 showings and 11 offers in 48 hours. Buyers are buying..

This is my advice that I'm giving people... LISTEN CLOSE>>>

If you are considering selling in the next 2 to 5 years. **DO IT NOW!!! LIKE TODAY!!!** And either rent for 6-12 months until this market calms down or we will bust our ass to get you a home with these amazing interest rates right now.

So, yes, there is a BUZZ... Our team is ready to act. We are here to navigate you through this process.

Question 3: Why? Why is it so crazy? Is there going to be a crash like 2008 to 2010?

My short answer to this is look above at supply and demand and then add on top of that the INCREDIBLE interest rates! Buyers are BUYING.

Now to the crash part. I don't believe we are heading to a crash and the reason why is... Because in 2003-2006 lenders were basically doing the 'mirror' test. If you could breath you got a loan. A LOT. About 30% of the market should NOT have been buying homes. Going in they were stretched too thin and a slight shift in the market would lead to a HUGE downturn because loans were maxed out at value to unqualified buyers.

This time. In this market. Atleast the buyers I'm seeing on both my listings and with my buyers are well qualified buyers. Putting money down. And aren't MAXED out. So, if there is a slight market correction – WHICH WILL HAPPEN – it won't leave 30% of

homeowners under water. Will there be 5-7%?
Absolutely. But in my professional opinion, it won't leave a HUGE segment of the market exposed.

So, yes... if you are qualified, then NOW is a GREAT time to purchase!!!

And finally....

I woke up last week to this amazing, out of the blue message from Facebook that I was tagged in from Aleena Steele:

At the beginning of 2016 I was itching to get out of our town house.

April 2016, I had to fully come to terms that we would be in our townhouse for the next 10 years at least. When we purchased the townhome in

2008, we planned to sell and buy a single family home in about 5-7 years.

We had 3 kids, ages 5 & 3, and the yard was way too small. Staircases were getting annoying going from the top floor to the basement to wash mounds of clothes. Carrying kids up and down for naps and bed time.

We loved our townhouse! It was perfect for the season we had in it. I dreamed of a yard, a washer/dryer on the main floor, wide open indoor living, a garage! and so many other things.

Running numbers a few times, we came to the conclusion that selling would not be wise.

It took me weeks to get over the disappointment I felt. Eventually, I was able to get to a place of appreciation. I had a wonderful home, good neighbors, close to school since there was no bus system. Each room had been re-done to our liking over the years. I settled into a state of gratitude for the home we had, not giving up on my dream house, just allowing it to be and no longer working towards it myself.

Barely 2 weeks after finding gratitude and peace again, 6am Saturday morning rolled around and my husband wakes me up beyond excited.

"I found our dream home!"



What? I'm very confused and still dazed from sleep. That's not possible. We aren't looking to buy, there's no homes we like, the finances aren't right, on and on my brain went.

I was ushered down stairs, since he had waited over an hour to wake me up, to see this amazing house.

Poor [Eric Verdi](#), our good friend and real estate agent, got a text at 8am out of no where that we had found a house we were ready to see and purchase TODAY!

After waiting a whole 15 minutes for a response, my husband asked if we could contact the selling agent just to go see it that day.

Eric promptly texted back "NO! Just wait and I'll call soon."

I laugh thinking of what he must have thought of us that day. Excitement is wonderful but it can get you into trouble if you act too much before you think.

Eric is an amazing person all round, but his real estate credentials are just as amazing.

He has not only the experience of a seasoned agent but the ability to get you through the buying/selling process smoother than anyone else I've talked to.

How many real estate agents do you know that has documented approach, pretty much guaranteeing you a higher sell point?

In two weeks' time, we had bought our dream home and sold townhouse. With his help, following the documented approach, we sold our house in 5 days at almost \$30,000 higher than anything else that sold in our area in 6 months.

I don't want JUST a person with years of experience to help me with one of the most special purchases of my life. I want, or dare I say demand, someone with the ability to do the best for me while being a great human being.

Cheers to the best agent in the state of Maryland! 🍷 🍷

Thanks Aleena!!!

If you are thinking of SELLING --- DO IT NOW! If you are buying, hit me up... If you have friends you hear that are 'in the market' to buy or sell – have them hit me up. The best way is just to give them my cell – 301.514.2403.

Cheers,

Eric Verdi

Don't Forget to Have Fun!!!!

July Quiz Question

Q: Which planet has the most gravity?

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: Originally an acronym, what does "posh" stand for?

A: Portside Out Starboard Home

Congratulations: Tammy Long!

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Happy Birthday

Here are July Birthdays from our friends of **Impact Maryland Monthly**. If you have a birthday in July and don't see your name on this list, please update your info at www.UpdateImpactInfo.com

Katie Sillex	July 1st	Lalania Knowlton	July 13th	Owen Cooper	July 22nd
Phaedran Linger	July 1st	Aiden Wingard	July 14th	Paool Majalca	July 22nd
Eleanor Basile	July 2nd	Shannan Thorhauer	July 14th	Lou Zammichieli	July 22nd
Gary Hertzberg	July 2nd	Linda Ranneberger	July 15th	Elle Gorman	July 23rd
Tracy Boyd	July 3rd	John Sulmonte	July 16th	Soraya Ally	July 24th
Greg Martin	July 3rd	Naiya Sayles	July 16th	Ryan Bell	July 24th
Taylor Reiland	July 6th	Carissa Beard	July 17th	Jim Bender	July 24th
Jim McClellan	July 7th	Erin Cotter	July 17th	Heily Insley	July 24th
Gage Stanley	July 7th	Marisa Yearta	July 17th	Steph DeLauder	July 26th
Emma Klinko	July 8th	Sherri Reitz	July 18th	Michelle Bitler	July 29th
Shelley Smith	July 8th	Caroline Ranneberger	July 19th	Andy Giacco	July 29th
Cash Insley	July 8th	Bill Crosthwait	July 20th	Jacki Grubb	July 29th
Taylor Rawlette	July 9th	Chad VanSant	July 20th	Tracy Pattison	July 30th
Terry Hood	July 11th	Caitlin Hamilton	July 21st	Britt Steele	July 30th
Heather Quill	July 13th	Jessie Donnellan	July 21st	Jeremy Tuel	July 30th
		Mike Wingard	July 21st	Colette Benton	July 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.

Horrible Business Decision??? (Impact lost \$24,750 Last Year)

Ok. I have a question for you this month in Story From The Street.

If you were running a business would you stand on principles and morals or would you try to squeeze EVERY last dollar out of your customers?

If everyone else in your industry does something that squeezes the client. LITERALLY every settlement that we went to last year when we looked on the settlement statement had this fee that the other brokerage charged their client.

Oh, it's industry norm.

Do you know how easy it would be for us, Impact Maryland Real Estate, to do what EVERYONE else is doing and charge our client an additional fee.

Could we justify it? Absolutely

Could we use the extra \$24,750? Damn right.

Would it be a good business decision to charge our clients this \$24,750? Probably.

But you know what... Sometimes you have to stand up for what you believe in even it is the OPPOSITE of what EVERYONE else does. Sometimes it isn't always about the 'bottom line.' Sometimes it is just about 'Doing the Right thing.'

And hope and pray that your customers see you doing the right thing and still want to do business with you. Still refer their friends and family to you (our #1 Source of Business is YOU!).

NOT charging an 'Administration Fee' – 'Transaction Fee' – 'Broker Fee' ... some of the common names used by companies is something that we NEVER want to charge clients for. These fees range from \$195 a transaction to – I've seen it as high as - \$895. And on average this 'additional fee' averages \$495 a transaction.

\$495 for what? I'm not sure.

The Real Estate industry we work on contingency basis.

What is that?

Well, we don't get paid until we actually do our JOB. Til we sell a house for a seller. Or we have a purchaser actually purchase a home.

We can spend months and THOUSANDS of dollars getting a home ready for sale.

Staging/Design, Appointments, Arranging Contractors, Pictures, Social Media, Marketing, and TIME... Thousands of cold hard cash outlaid to sell a house.

And if we don't sell it... We don't get a dime.

Then for buyers...

We had one buyer that we actually worked with for 5 and a half years until he purchased. I think we ended up working for \$4.13/hour with him. We work with buyers AS LONG AS IT TAKES to get the job done. Sometimes they just don't end up purchasing and we work for free. Sometimes buyers buy the first house they see. To us, it all evens out. But we don't get paid until the end.

Paycheck = 2, 3, 6 months of working with someone.

Some paychecks are bigger. Some are smaller. But no matter what we treat each client the same...

We NEVER NICKEL AND DIME OUR CLIENTS!!!

We have never and will never charge this \$495 'transaction fee.'

Why don't we do this when everyone else does????

For a couple of reasons. The first is we HATE. Like DESPISE when people nickel and dime us and we REFUSE to do that to our clients/our friends. Second... Because our #1 source of business is YOU!!! Is your business. Is your family's business. Is you referring business to us. We don't want to do anything to jeopardize that relationship.

Imagine saying to a friend. "You are thinking of selling? You have to call Impact Maryland Real Estate, they will take super good care of you... and they will only bend you over the barrel for an additional \$495 – "F.U. fee"

Our stance hasn't changed. This isn't anything new to us. In our book, "The Psychological Approach to Sell Real Estate" that was originally published in 2015 and modified for Impact Maryland Real Estate in 2017 is the following text.

We had 5 Differentiating Factors in Why YOU should work with us and this is #5:

5. We DO NOT Nickel and Dime Our Clients

A few years ago, when most U.S. airlines were struggling to stay afloat and losing money by the truckload, they made decisions that ended up separating them as wheat from the proverbial chaff.

They started charging fees for bags. It was a "brilliant" idea from airline CEOs who wanted to offset their losses. But it backfired. You can see it now by looking at the slow decline in ticket purchases on airlines like Frontier, American or Delta.

Nickle and diming clients doesn't build a successful brand. It's a desperate, last-ditch effort that inevitably weakens an organization's entire business model.

But not all airlines went down that path. Southwest Airlines, for example, was determined

to be different. They became the "no frills" provider that offered to do just one simple thing: get you where you needed to go ON TIME.

They created an entire philosophy around their simplistic approach called "TransFAREncy," which they define as the "philosophy created by Southwest Airlines® in which customers are treated honestly and fairly, and low fares actually stay low—no unexpected bag fees, change fee, or hidden fees. Created and practiced exclusively by Southwest Airlines."

We might not be selling airline tickets, but at IMPACT, we follow the pattern of Southwest. They're transparent in their fares; we're transparent in our commissions.

Our agents will never charge you an admin or transactional fee. In fact, we believe real estate agents who do that probably don't feel that highly about their own skills to sell homes at a fair price to begin with.

It's against the core of our character to charge a few hundred dollars on a transactional fee when we're earning a commission. We NEVER do it.

Our commissions are enough. Our faith is in our strategies and the work we do to increase the value of your home. If we've done that, we've done our job. The rest will take care of itself.

We have lived by this philosophy and last year we could have made \$24,950 but you can't put a price on relationships and 'doing right' by our clients, so WE DON'T!!!

Thank you for being a loyal client and friend... We love you!

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.

Eric Verdi
July 12 at 8:00 PM · 🌐

EVTV S2 EP06 - 'The Project'


This Episode we bring to you another house 'Flip It' Project...

We understand that sellers have many choices when selling their homes and each family has a unique situation.

At Impact Maryland Real Estate we can customize a solution and provide a solution on almost any situation.

This client chose our 'Flip It' Strategy where we help transform your home using our team of experts to achieve maximum ROI on your 'most important' investment - YOUR HOME!!!

This is the before video and in a short time you'll get to see the finished product on Jump Dr...



Eric Verdi
July 2 at 7:54 PM · 🌐

Susan Sacchetti Verdi and I definitely take a lot of pride in making sure our guests have anything they need at Astoria408.

The boyz, Papa V and I just completed a day trip down to take care of a couple items and return to this awesome review. (And get a quick swim in the Ocean)

"This place definitely exceeded my already high expectations from the pictures and descriptions alone. ... See More



Eric Verdi
July 1 at 7:53 AM · 🌐

WOW.... Loved Meeting and Interviewing Jessica Osborn, Marketing & Business Coach from New Zealand on For Entrepreneurs By Entrepreneurs w/ Eric Verdi

015 | Jessica Osborn | How to Grow Your Business by Niche Marketing

Jessica Osborn knows marketing. Jessica knows branding. Jessica has built and developed a thriving brand in just 3 years of Entrepreneurship after years corporate marketing.... See More



12 Likes · 1 Comment

Like Comment Share

Jessica Osborn, Marketing & Business Coach Thanks Eric! It was great meeting you and sharing a bit about niche strategy with your listeners! We could have talked forever I feel! Appreciate the opportunity. 😊

Like · Reply · 1w

Comment as For Entrepreneurs By Entrepreneurs w...

Eric Verdi
June 26 at 6:36 PM · 🌐

This market right now, in 18 years, is the craziest I have seen.

These sellers have been working for 3 months to get their home ready for the new owner. Having lived here 20+ plus years and MANY MANY memories is tough, but the results were incredible.

Thanks Annie Main for capturing the LOVE in Daysville Ave. Heidi Lynn Robar-Daily for doing a pre.listing clean. And a hug to my friend, Lee Anne Little 😊

9401 Daysville Avenue
Walkersville, MD 21793

www.9401DaysvilleAvenue.com

UNDER CONTRACT



Listed with Eric Verdi, Impact Maryland Real Estate
Direct: 301-514-2403 or Office: 240-815-0890

Photographer: A. Marie Imagery

Sendsible Solutions/A.Marie Imagery is with Annie Main and 2 others.
June 26 at 11:15 AM · 🌐

42 showings in 2 days. 🤖🤖 11 offers from those 42 showings in 2 days. 🤖🤖 That's what I call a successfully short marketing period for a well deserved home. Great job to Eric Verdi, Impact Maryland Real Estate. #undercontract#walkersvillemd #realestate #forsale #realestatephotography

IMPACT MARYLAND MONTHLY

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

- *"Eric, We just wanted to say thank you for taking such good care of us during our selling and buying journey. You were kind, patient, helpful and attentive – everything we wanted and needed! We are so pleased with how the process went and know it's because of you and your wonderful team. We know that you have us a great "friends and family" [service] and we so appreciate it. It's been nice to have a bit extra to invest in our amazing new home!" – J&L*

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