

Protector. Innovator. Philanthropist.

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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

AUGUST 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.'

HEADLINES

- Don't Wait... Pgs. 1 - 3
- August Birthdays. Pg. 4
- Don't Forget to Have Fun Pg. 4
- Stories From the Street – 5 Star Restaurant or McDonald's? Pgs 5 -6
- Social Media Stories Pg. 7
- What Recent Members said about their experience with our Company. Pg. 8

Don't Wait...

(Verdi gives you 3 pieces of Advice)

I don't know about you but sitting here in August this year has been so much different than any of us thought. The world seems to be turned upside down in the 7+ month of 2020. What are we going to encounter for the last 5 months?

You, literally, could say ANY outrageous thing and I don't think anyone would raise an eyebrow.

Worldwide pandemic.

A 'Shelter in Place' for 6,7,8 weeks.

A run on toilet paper.

Then a horrendous murder on George Floyd that flipped the country on edge.

Riots.

Cancel Culture.

Sports shutdown.

Sports re-open without fans.

Schools are going virtual.

There is some good to come out of all this craziness. Families spent more time together. People started working out more and eating better. Communities came together to support small businesses and restaurants. Telehealth is now a thing making a Dr. Appt virtual for common illnesses. Zoom meetings and Virtual meetings are a thing now.

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.

You can literally meet with anyone, anywhere and have a face-to-face meeting.

It's been AWESOME! On my new Podcast – For Entrepreneurs By Entrepreneurs – to follow at www.febepodcast.com I have been able to

interview guests from New Zealand, Australia, Great Britain, Chile, California, New York, Canada, Arizona, Florida, Idaho.

Literally meeting people from around the world.

Kickass Entrepreneurs with these amazing SuperPowers. It is incredible when you can sit and have an in-depth meeting/interview with someone from New Zealand just like they are sitting next to you.

You can forge and foster a relationship over technology, and you can keep in touch with them like they are in the office next door.

I want to give you 3 things that I've learned during 2020 that I believe will propel me to do more, be more, achieve more.

First, I've learned to NOT wait in Business!

One thing that I've learned is when you see an opportunity today you have to TAKE IT!!! Do NOT wait. Do NOT pass go. Do NOT collect \$200. What looks one way today could be TOTALLY different tomorrow.

A worldwide pandemic could start tomorrow.

Serious. I've wanted to start my new Podcast for about 18 months. I had planned and agonized over it for 18 months. Wanted everything just perfect. Wanted to know the long game of the Podcast and have a vision and mission.

But then one day you just have to say forget it and DO it!!!

That day occurred when I set a date to interview my buddy Brandon DeVere. And once I set the date in stone with Brandon then the wheels were in motion of my new Podcast, For Entrepreneurs By Entrepreneurs.

And I just got out of my own way and moved forward with the new Podcast.

The goal of the new Podcast – From my Overview -.

Do you have Story to tell?

Are you an Entrepreneur with a specialized skillset?

I believe that EACH successful Entrepreneur has ONE THING they do better than everyone else. We are looking for THOSE Entrepreneurs that stand out in their field. No, I'm not talking about each industry. I'm talking about a very specific tactic or strategy that YOU use that has

helped you become a successful Entrepreneur. I want to share that tactic, your story with other Entrepreneurs to INSPIRE them to give them a blueprint. Because YOU are a SOMEONE. YOU are an EXPERT. Even if you don't think you are, trust me, I KNOW you are and others will know too. To keep your knowledge to yourself is a disservice to all the blood, sweat, and years of hard work that made you a success.

I've found that successful Entrepreneurs are the most giving, the most passionate, the most willing-to-help people that I've ever met.

Maybe. Just Maybe your story, your specialized tactic or strategy will INSPIRE that person sitting behind a desk all day to take a risk, like you have, like I have. Maybe your strategy will get that struggling Entrepreneur over the hump. It could light that fire inside and give them the spark they've needed for success.

And from this I have interviewed some kickass Entrepreneurs from all over the World – and growing!!! Just a few months ago I was dragging my feet, but then I set a date and moved forward.

Do NOT wait until tomorrow to start. Start today, because tomorrow something CRAZY could happen.

Next I have learned to GET OUT of YOUR COMFORT Zone...

During this pandemic I have started watching Netflix. Yes, it started with Tiger King. Then went to Ozarks. And Narcos.

The last 2 months I have been watching Stand-up. Dave Chappelle. Chris Rock. Adam Sandler. Jim Gaffigan. Ricky Gervais. Joe Rogan. Bert Kreischer.

I watch to be entertained, but I watch for a different reason.

I watch their Story. I watch how they captivate an audience. I watch cadence. I pay attention to how they keep an audience engaged for an hour. How they thread through a stand-up routine making tie ins to something they referenced 10 minutes before.

Then I think about how I can learn from Stand-Up and incorporate in what I do.

My business. My Podcast. Real Estate. Entrepreneurship.

Always trying to learn and grow and I think you can learn from different industries to incorporate into your business.

Think about it.



4 Comments

If you can mold and model some of the best of the best in the world, then you can use with your audience and in your business. So that's what I'm trying to do. To learn a different and unique skillset to incorporate into my world.

The third thing that I've learned from 2020 is that it is ok to slow down in life...

Covid-19 has taught me one thing more than any other. It is ok to slow down. It is ok to NOT have every minute of every day planned.

Don't get me wrong after a few weeks it got old. But being in lockdown in March, April, and part of May was almost like retirement life.

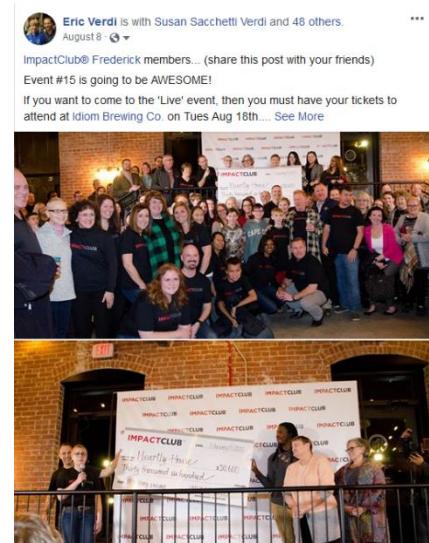
Wake up. Do some things around the house. Eat. Plan out dinner. Do a chore or two.

Eat dinner together (which we did more over this time then we EVER have).

Because we weren't running around from soccer to football to basketball to work to wherever.

It was nice to have a little life reset.

But now that things have OPENED back up – for the most part – life has gotten hectic again.



My parting words of 'Verdi Wisdom...'

Slow down and enjoy life. But don't be afraid to learn a new skill/new skills. And do NOT put off what you can do today until tomorrow because the world might look TOTALLY different tomorrow.

Cheers,

Eric Verdi

Don't Forget to Have Fun!!!!

August Quiz Question

Q: Which 1980s movie theme song was recorded in just 3 hours?

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.

July Question & Answer

Q: Which planet has the most gravity?

A: Jupiter

Congratulations: Brian Brushwood!

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Happy Birthday

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

Beth Monzon	Aug 2nd	Brynn Edwards	Aug 12th	Belynda Sulmonte	Aug 20th
Elizabeth LeBlanc	Aug 2nd	Andy Kapust	Aug 13th	Brian McClellan	Aug 20th
Andrew Tuel	Aug 4th	Chris Nicholson	Aug 14th	Joe Yoho	Aug 20th
Alina Sillex	Aug 5th	Erica Bush	Aug 14th	Madison Umberger	Aug 20th
Matt Bobbitt	Aug 5th	Lindsay DeLauder	Aug 14th	Connie Stevens	Aug 20th
Brianna Kaas	Aug 6th	Ronan Spangler	Aug 14th	Lauren Galla	Aug 21st
Emme Haraway	Aug 6th	Lacey Peterson	Aug 14th	Mateusz Zielinski	Aug 21st
Kathleen Hertzbe	Aug 6th	Sean Donnellan	Aug 15th	Erika Blumer	Aug 22nd
Jess Fandel	Aug 7th	Jamie Deaver	Aug 15th	Krissy Steelman	Aug 23rd
Joe Huggins	Aug 8th	Cooper Ranneberger	Aug 16th	Macy Bell	Aug 24th
Brendan Wharton	Aug 9th	Erica Fouts	Aug 16th	Neria Joseph	Aug 24th
Aaron Miller	Aug 10th	Landon Morris	Aug 16th	Reagan Morris	Aug 24th
Brian McArdle	Aug 10th	Phil Petrides	Aug 16th	Laura Whitting	Aug 26th
Jack Wilson	Aug 10th	Ryan Diener	Aug 17th	Amy Goldsmith	Aug 27th
Barb Zoellner	Aug 10th	Willie Monzon	Aug 17th	Keith Fouts	Aug 27th
Anthony Orsini	Aug 11th	Tom Hamilton	Aug 18th	Ben Risbeck	Aug 27th
Cindy Warfield	Aug 11th	Eileen Risbeck	Aug 18th	Mike Seiter	Aug 27th
Lou Sacchetti	Aug 11th	Jayden Joseph	Aug 18th	Kait Allgood	Aug 28th
Shayla Martinez	Aug 11th	Ashley Wingard	Aug 19th	Frank Lawrence	Aug 29th
Emily Purgason	Aug 12th	Matthew Clark	Aug 20th	Aunt Maggie	Aug 30th

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.

5 Star Restaurant or McDonalds???

You Don't Have to Have Both

This business that we are in can wear on you. We talk all the time about the ups and downs of real estate that we are either giving our clients spectacular news or delivering horrible news. Rarely during a transaction do we just get to call and chit chat about their kids, the weather, where they are going to eat this weekend.

This past month we went through a 14-day period with 3 different buyers where they wrote a total of 15 offers on multiple properties and every time they got beat out

by another buyer! We had to deliver heart crushing news 15 times to our clients.

Do you know how hard it is to tell someone that they aren't getting their 'home' they dreamt of?



Then the week after that we were winning offers for all 3 buyers. One, our client, with our advice on how to structure the offer beat out 16 other buyers!!! YES, 16 OTHER buyers. Delivering this news is special but then the work begins.

There are actually many steps of a real estate transaction and some seem to use the McDonalds approach to real estate, while others use the Food Truck approach.

At McDonalds they have a person for every step. One person bakes the hamburger. One takes the buns out of the container. One squeezes 2 circles of ketchup. One puts on 3 pickles. One person wraps the burger. And then there is one person taking the order. Then there is the pimplie face 19 year old manager that just went through 6 weeks of training. He is far from an expert but because he went through this training where he learned scripts and tactics he or she thinks she is this almighty person.

Then when you go to a food truck or a small locally owned restaurant you get to meet the owner. You know the owner has locally sourced the food. The owner picks out the ingredients. The owner personally trains the staff. The owner oversees the process. And the owner takes pride in the quality of product that you eat.

Just like going to a restaurant where there are many steps that go into preparing your meal there are MANY steps in a real estate transaction and then 52 things that go into each step.



First there is the 'before' part of the transaction. Some call it 'lead generation', others refer to it at content creation. However, both serve a purpose in client acquisition.

You can't stay in business very long if you don't get people through your front door.

Then the next phase, which some agents just skip over. Is the education phase. Any client that comes through our 'front door' will get educated on the buying or selling process. They will be made aware of potential pitfalls, they will know timelines, they will know what to expect. Because there are 172 moving parts in a real estate transaction, and there are consequences for each of those 172 moving parts. So, we take time to educate our client.

Then you go into the search/selling phase. This is the time when you are either searching for a home or your home is for sale and before you get a contract. It could take a few days to a few months during this phase and this can either be super rewarding, or it can be super frustrating, but you can't get your desired result without going through this phase. However, if you were properly educated/informed in the education

phase then you are already prepared for the unexpected.

Then you have the **contingency phase**. This is immediately after the contract and for 10-14 days the transaction is in the most vulnerable state. Inspections, Appraisals, Financing, Radon, Mold, Title work, there are 1,000 things that can pop up during this phase and you have to be able to navigate through them.

Next you have the **waiting phase**. Now there are DEFINITELY things that can blow up in the waiting phase and this can be the most frustrating and disappointing if you think you can see the finish line, but then the rug gets pulled out from under you. Getting final loan approval. Final walkthrough. Utility transfers.

All of this leads up to the **Settlement Day**.

This is the culmination of 2, 3, 7 months of hard work. Of an emotionally draining time. And it should be a JOYOUS day!!!

Most companies stop here. We, however, are there after settlement to help with anything house related and also to give a big 'thank you' for entrusting us and we also welcome you into the 'Impact Family' where we constantly tell stories and stay in touch if you need anything.

Just yesterday I got a text from a client... They should have reached out to the lender, but we were the ones who stayed in touch, not the lender... The text said, "Hey our rate is 4%, do you think we should refinance?" And within 3 minutes we responded and got our client back in touch with the lender.

Why did they reach out to us first?

Because we are there every month with this newsletter. Our clients get birthday cards (if you don't, PLEASE update your info at www.updateimpactinfo.com). They get little reminders and thank you's throughout the year so we are top of mind.

We tell you this because what we have seen recently has really disgusted us.

Agents taking the McDonald's approach to the extreme. Segmenting jobs and duties. We had an incident last week on one of our listings where the buyer agent got a contract on one of our listings and then the inspection was scheduled a few days later. When we reached out to the agent to ask about the

inspection and who the inspector was going to be, she had NO CLUE that the inspection was even that day because her 'transaction coordinator' had scheduled and forgot to tell her.

Agents really should attend inspections and when we asked who was attending, she said no one on her 'team' could cover for her. This was the hamburger maker forgetting to tell the ketchup person that the burger was ready.

And when there is a breakdown on the McDonald's assembly line there is NO way of fixing it because the pickle girl, and the ketchup person, and the fry dunker have just been taught to do their specific job.

Everything has to run smoothly at the assembly line and one piece of dust in the conveyor belt can mess up the entire operation.

This is how MOST real estate companies and big TEAMS operate... they all have a roll. And they stay in their specific role. They might be the best cold caller in the world. They might be able to make 100 cold calls a day and be the best pest out there. But give them a failed septic and they are

LOST. They don't have a script for that. They can't think on their feet because they were trained at McDonald's.

Then you go to the food truck and there are 3-4 people. Each knows how to cook. Each knows how to run the register. Each can fill in because they are always helping each other, and the owner is either right there or has a trusted sidekick that manages everything while he is outsourcing the best food.

We, at Impact, run like the food truck.

We are all there in the trenches with our clients. Yes, one of us might be better at one thing, but we all there all the time should something break down to step in.

We are personal with our clients. Our clients know us. And we present the fact that you will not just be passed off to someone else that each of us has stake and cares about each of our transactions, our clients, our family.

Not that there is anything wrong with McDonald's everyone loves McDonald's and they do a lot of business, HOWEVER if you want higher quality food you don't go to McDonald's.

So, do you want McDonald's service or do Food Truck service???



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.



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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

- "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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