

Protector. Innovator. Philanthropist.

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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

SEPTEMBER 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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Change, Adapt, or Die?

Can we all agree that 2020 is the year of Adaption?

Like some serious a\$\$ change. Nope, I'm not gonna get into the political stuff that is going on. Frankly, politics is something that makes me sick and I stay away from. Do I have views? Absolutely. Do you care what my view are? Probably not and this isn't the place for it.

I write every month to inform and entertain you.

I give insight into my life and my real estate world. And I sprinkle in the boyz, family, and some of the other things that I have going on with ImpactClub®, For Entrepreneurs By Entrepreneurs Podcast, and my thirst to grow and expand.

Looking back 8+ months of 2020 there have been significant changes.

Just Life changes.

Like basic human life changes.

When we started 2020 we thought it was going to be just another year. Some ups and downs, an ebb and flow to the year.

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.

We didn't think we'd get hit by a meteor, have an ice-age, land on the moon, and invent the computer all in one year.

We've had decades worth of shit happen to us just this year.

Let's talk about some of these changes, some are for the good and some are bad. First of all we all got to take a pause in March and April and slow down. Stay at home. Cook dinner at home. Eat at home. Do home projects (we went room by room and redid, decluttered, fixed up). And just kinda get grounded again.

I will look back at that time as a reset and for the most part, the good that came from it.

Technological advances that normally would have taken 3, 5, 10 years to take hold now became the NORM within weeks.

Meetings were on Zoom. I know that my business we adopted Zoom meetings with our clients and also with our agents, and really anyone that would do it much faster than we would have if the lockdown didn't happen. I met with 8-10 buyers over this past lockdown on Zoom and I can tell you that although there is NOTHING like sitting across from someone physically that you only lose about 7% of the personal experience but gain 43% in convenience.

Plus, we had friend Happy Hours with buddies I hadn't seen in MONTHS and in some cases YEARS because we were ALL at home.

ImpactClub® Frederick has now integrated Zoom as part of our Quarterly meetings. First, in May, we could have just folded shop and postponed. But that wouldn't have been fair to the local charities that needed ImpactClub® NOW more than ever. So, we figured out a way. We adapted. Our May meeting was ENTIRELY on Zoom. Was it smooth? NOPE. Did we donate \$29,000+? ABSOLUTELY. Did we have an IMPACT? Of course.

August's meeting was a combination live/virtual and we used Zoom AGAIN to reach members that could not, or did not feel comfortable attending

Catching up on Zoom was/is awesome!

What about the Telehealth? That seemed to be an obscure and rare occurrence prior to COVID. Some physicians were doing it. Some surgeons. Some consults. But NOW being forced to stay at home, the health care industry had to solve 2 problems:

- 1- How to still care for their patients during COVID. and...
- 2- How to MAKE MONEY.

Not necessarily in that order but insurance companies, doctors, health care workers knocked out about 7 years in advancing technology in 7 days.

And what about the Educational System?

I don't know how the teachers, adms, and schools did it frankly. Literally within a week, they were tasked with teaching their students virtually.

Think about that. They got a week to figure out how to totally redesign the style that they went to school for, interned to learn, went to get Master's degrees, and have practiced 'in-person' learning for their entire professional career.

Was this fair? NOPE.

Was there a rocky start in the spring? Absolutely

Did the teachers, adms, schools do their best in these unprecedented circumstances? Of course, they did.

Anthony and Alex... Going into Middle School and High School this year they have had to ADAPT! It has been different. Missing the social aspect. Missing lunch with buddies. Missing opening up their locker for the first time. Or sitting next to the cute girl.

It's not the learning that I'm upset they are missing. The teachers have that covered. It is EVERYTHING Else!!!

For this...for them, I am SAD.

Same with the nurses, grocery store workers, pharmacies... EVERYONE and I mean EVERYONE has been affected one way or another and has had to ADAPT. Not just teachers and students... EVERYONE

I've gotta pause here for a second.

I didn't think I would get emotional writing this Monologue this month, but actually writing out all the changes we have endured. All the barriers we have broken. All the adaptation and innovation that has come out of COVID and in 2020 is emotional.

It is a sense of loss (because of the physical and emotional losses) we have endured.

But I have a LARGER sense of pride. Pride in US as humans. Look at what 2020 has thrown at us. We are resilient AF!

Kudos to YOU. Kudos to US. Kudos to those companies innovating for the greater good.

Humans can adapt and overcome.

Think our ancestors didn't have to deal with shit? Cold. Hungry. No shelter. Making weapons outta sticks. Just surviving. This is nothing.

I am telling you, in 10 years... in 50 years... mankind will look back on 2020 and say that was a PIVOTABLE time and humans had so many breakthroughs.

I have taken a hard look at the real estate industry and what consumers need. Where the breakthroughs are needed. How I can adapt and change.

And one thing that I see is consumers being MORE and MORE picky and cautious on homebuying and what they want in a home.

Buyers don't want "just ok, lived in houses."

They want spectacular homes with fresh paint, flooring, fixtures and finishes.

But sellers either don't know how, don't have the contractors, or don't have the resources to maximize their profit when selling.

I am finetuning and adapting to this growing market with our 'Flip It or Sell It' strategy. We offer 2

scenarios for sellers. From our stable of investors, we have buyers that could/would make you a 'cash as-is' offer if you just want to be done and an additional \$10,000 - \$20,000 - \$60,000 aren't important to you. Or we have the 'Flip It' strategy. We have 3 designers we work with on a redesign. We have contractors. We have painters. We have carpet, tile, flooring people. We have stagers. We have the resources to fill that void for you.

Because this is what we do, we can streamline the process for you.

Just this month we settled on a 'Flip it' home.



We gave her 2 options. As-Is would have sold for \$310k, \$315k. Or she could 'Flip It' using our Team. The 'Flip It' estimate was \$20,000. The FINAL Flip It investment as we ran into some hiccups along the way was \$20,480 and the turn around time was under 4 weeks from the time we got the property until it was fixed up, staged, and ready for photos.

And get this...

We listed at \$359,997. Within Days we had 8 offers and ended up selling for \$379,997.

A \$20,480 investment yielded a \$69,997 return in a month. Over 300%!!!

My promise to you... Is that we will ALWAYS find ways to adapt and innovate for our clients!

2020 has been a year of change... A LOT of CHANGE!!!

Stay Strong. Adapt. Innovate.

Cheers,

Eric Verdi

Don't Forget to Have Fun!!!!

September Quiz Question

Q: The traditional chef's hat has 100 pleats, which symbolizes the number of what?

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

A: "Don't You (Forget About Me)" from The Breakfast Club

Congratulations: Dean McCorbitt!

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

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	Dylan Peterson	Sept 16th	Ginger Peterson	Sept 25th
Eunmi Lee	Sept 8th	Evan Felmet	Sept 17th	Silas Cavazos	Sept 26th
Anthony Verdi	Sept 9th	Jessica Pool	Sept 17th	Ed Verdi	Sept 27th
Katie Martin	Sept 9th	Amanda Allgood	Sept 18th	Quincy Cavazos	Sept 27th
Mike Steele	Sept 9th	Ron Martin	Sept 18th	Bret Buck	Sept 28th
Paul Gauthier	Sept 9th	Ari Woods	Sept 18th	Ronnie Lushbaugh	Sept 29th
Betty Baker	Sept 10th	Brady Kunka	Sept 19th	Kevin Ballenger	Sept 30th
Andrea Mullinex	Sept 10th	Khris Brenneman	Sept 20th		

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

IMPACTCLUB™

\$401,700!!! - At \$100 a Pop

We are a few weeks out from our last ImpactClub® Frederick Event and I still get chills every time I think about what kind of impact that our members have had in Frederick.

Think about it...

In less than 4 years, 15 Quarterly Events, ImpactClub® has become one of the largest fundraising organizations in Frederick. We are donating around \$30,000 a Quarter! This is no small feat. One where we can do good, one where we can have a tremendous influence and not break the bank.

What ImpactClub® is NOT...

We are not is a bunch of rich people that are donating \$10,000, \$20,000, \$50,000 a POP. We are not some organization with deep pockets. We don't have a lot of overhead that gets taken off the top before the people and organizations in need that get the money.

We are normal people. We are health care workers. We are teachers. We are small business owners. We are retired. We are just like you. Nothing special. But we all have a desire to give back to our community. We volunteer our time to those in need. We looks for ways to give back. We just want to HELP!

We have a common bond.

ImpactClub® Frederick is a platform more than anything. ImpactClub® is NOT a charity itself. What we do is match individuals that want to give



Eric with Aje Hill, founder and presenter for recipient of Impact Club® Q3 donation, I Believe in Me, Inc.

back but don't have \$10,000 a pop to donate, BUT what we do have is \$100 a Quarter that we want to give back.

Individually your \$100, although it would be appreciated by the local charities wouldn't go very far.

However if you combine that \$100 with 300 OTHER individuals that ALSO have the same

moral compass as you, the same desire, the same enthusiasm to give back THEN your \$100 is NOW crowdsourced with others and NOW that \$100 is amplified to \$30,000 and have a TREMENDOUS impact locally.

Another point that you need to know is that ALL \$100 goes DIRECTLY to the local winning charity! ALL \$100!!!



The presenters for all the non-profits for Q3

Every single penny of your \$100 stays here in the Frederick community.

Your \$100 might feed a family that doesn't have enough money to put food on the table. Your \$100 might help someone recover from an addiction and give them the structure and support to get over that hump. Your \$100 might help a mentorship program for youth that have parents are incarcerated. Your \$100 might help a veteran with PTSD.

Your \$100 might LITERALLY save a life!!!



Aje Hill, presenting for I Believe in Me, Inc.

What I need from you, if you are reading this, is to spread the word of ImpactClub® Frederick.

Our goal is to get to 500 members!!!!

But I can't do it... I know a lot of people, but I can't do it by myself. I need YOUR help. Spread the word, I know FREDERICK can get to \$50,000 a Quarter donated!!!

If you know someone like YOU, that has a big heart and wants to give back, then send 'em to www.impactclubfrederick.com

Love you!!!



With social distancing and precautions set in place, this quarter's meeting was a smaller gathering – and mask-wearing. It certainly didn't dampen our spirits!



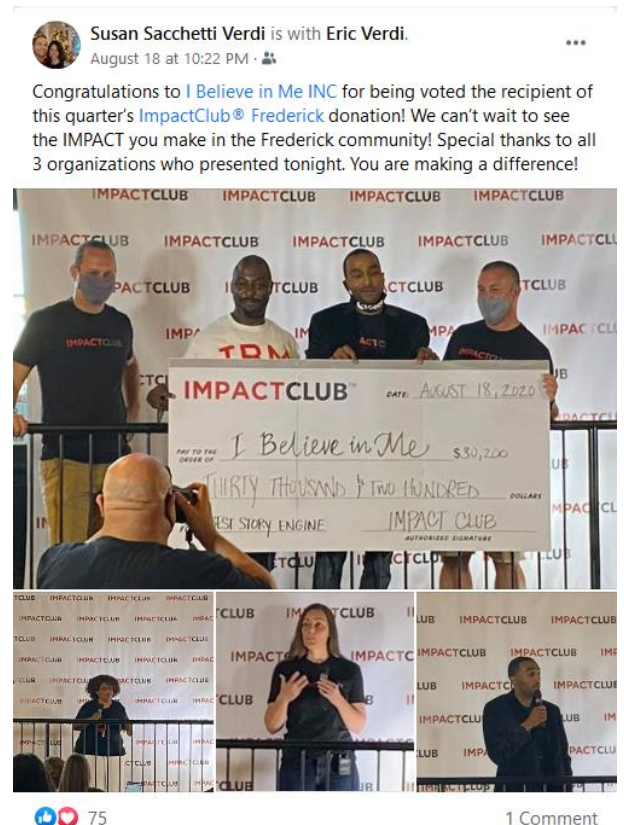
Aje, with a fellow I Believe in Me, Inc team member to support him.



So that all members could participate, whether in person or online, voting was done by virtual polling.

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 went above and beyond to sell my home. He was there every step of the way with great advice and expertise in preparing my home for sale. Once we went on the market I received multiple offers and had a contract in less than a week. – Larry L.

- Eric was very professional and knowledgeable about not only the real estate market, but about construction and renovation as well. – Barb M.

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