

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

NOVEMBER 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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Seasons of Change

As I write this month's monologue, I'm sitting in the office looking out the window to the surrounding woods. The leaves have completely turned the brownish color they get at the end of the season and about 70% have fallen to the ground.

I know fall is pretty and all, but I personally don't like it.

I'm a summer guy. Daylight til 8-9pm. Warm weather. Spending time outdoors. Plants and flowers blooming. There is just LIFE.

The fall means the end of another year. Another trip around the sun. Plants die. Days are shorter. And it is COLD.

However, there is one constant. You can't slow down time. You can't stop the changing season. Life continues whether you want it to or not.

The BEST part about the Fall and the darkness of winter is the holidays and seeing family. Thanksgiving is one of my favorites. Seeing my aunts and uncles, cousins, and nephews/nieces. This year is going to be different. We lost the Patriarch of my Mom's side of the family, Uncle Brisco. He passed away a couple of months ago. And with it, I don't think Aunt Janet is coming. And then Uncle Brisco's kids, my cousins and their families aren't coming either.

The part that I will miss the most is frying oysters outside.

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.

Brisco taught me a few years ago how to do it. The intricacies of how to put the oysters in. How to make sure they didn't stick together. And MOST important, when to know when they are done.

The last couple years he has passed the mantle on the Oyster frying to me. He would sit back and help and offer little words of wisdom, like only Uncle Brisco could.

His kind words and love will be what is missed most.

I'm at that funny age.

I'm 44 and I still think that I'm young. I look at my parents and I still envision them as I did when I was growing up. And, for the most part, they are. Except they have a few more wrinkles and move a little slower.

My Dad, NEVER one to ask for help, is an old farmer that takes pride in fixing whatever is needed to be fixed on the farm. Fixing fence. Water line breaks, he turns into a plumber. Electrical issue, he takes care of it. Recently Barn 7 needed fixing. The doors were falling down and one of the ends/eaves needed to be rebuilt.

My Dad spent 2 weeks rebuilding the doors himself.

It kept him busy and, like I said, he doesn't like asking for help. When he was done, a friend and I helped him put the doors back on.

Then it came time to secure the barn, rebuilt an eave and patch the roof and trusses.

The Dad of 20-30 years ago would have gotten up on the front-end loader of the tractor and rebuilt himself. But Dad, maybe a little wiser 😊, decided to ask for help.

I used one of my contractor contacts, Jeremy – who I've known since Middle School, and in a weekend he knocked out the work and made the barn look good.

We as humans, as amazing as we are and as accomplished and as many breakthroughs that we have had, there is one thing we haven't been able to figure out...

...Slowing down time.

Change happens every day. Every week. Every Season. Every Year.

No matter what is going on in life you can't slow down the changes. Every decision that you make can lead to a change in your life.

Have you ever read that book, ***One Small Step Can Change Your Life*** by Dr. Robert Maurer?

This book talks about 'The Kaizen Way' of making change in your life. And that groundbreaking changes, huge innovation don't happen overnight.

Nope, they first start with a Micro-Decision that you want to change, evolve, lose weight, work less, make more money, become a better leader, whatever it is that you want to achieve doesn't start with the end goal in mind.

It starts with the DECISION to change. And then what you do after that is that you take the small step of changing!

And then another step of action towards that change. Then evaluate the result and take another action step.

Overtime, these small changes can lead to significant breakthroughs personally and professionally.

Micro-Decision Leads to an Addition to Family

A Trip. A Trigger. An Event. A Small Pivot change the trajectory and direction forever. If you throw a pebble in a pond you see the pebble hits the water and the within seconds the Ripple effect from that one pebble overtake the entire pond.

In life you make micro-decisions everyday. EVERY. And I mean EVERY decision changes the course of your life, no matter how small. Bacon or Sausage for breakfast? Eggs or Oatmeal? Workout or go to Starbucks?

Every micro decision might not have immediate impact on your life but if you amplify out can drastically influence and change the course of your life.

About 2 months ago us at Impact – SueMart, Hashie, SAS, and Katie went out to lunch and I told them we were at a critical point in our company. To stay small, just the 5 of us... or to grow? I've learned over the last 3-4 years that I am horrible at training new agents, but really good at solving bigger problems and if growth were to happen it would have been with 'established and successful' agents. I was fine going either way.

We, as a family, made a decision to grow.

And from that day, I've had talks with a few uber-successful agents. Some would be good fits for our family. Some didn't feel right.

And this month, Barry Weller – a longtime friend. An overall great guy. An UBER-Successful agent by any means. With a wealth of knowledge in home building having been with Ausherman and Drees. Building Custom homes.

Land/Lots. And resale. And just an interesting StoryTeller. And a perfect fit.

Plus, the sprinkles on top of the ice cream, Janelle Wilson.

Another long-time friend. I was on the opposite side of her first every transaction. Janelle is a vibrant mother of 2. A workout warrior. A PE Teacher in FCPS

and she LOVES giving back to our community. Janelle is A BUNDLE of energy.

They made the move to our family at Impact.

I will forever remember the lunch and where we were for 'Food Truck Friday', sitting at the Gazebo at Baker Park where the 5 of us, as a family, decided we wanted to welcome some more people in to our misfit of a family. We yell at each other. We cry with each other. We argue. We hug. But we ALWAYS got each other's back.

And now we have 2 more backs to have!!!

It is exciting. It is nerve wrecking. It is fun. It is challenging adding new family.

One thing I can assure you, if you've ever met Barry and Janelle, is it WON'T be boring!

Every Micro-decision can change the direction or your life. Make 'em wisely.

Cheers,

Eric Verdi

Don't Forget to Have Fun!!!

November Quiz Question

Q: Which animal symbolizes good luck in Europe?

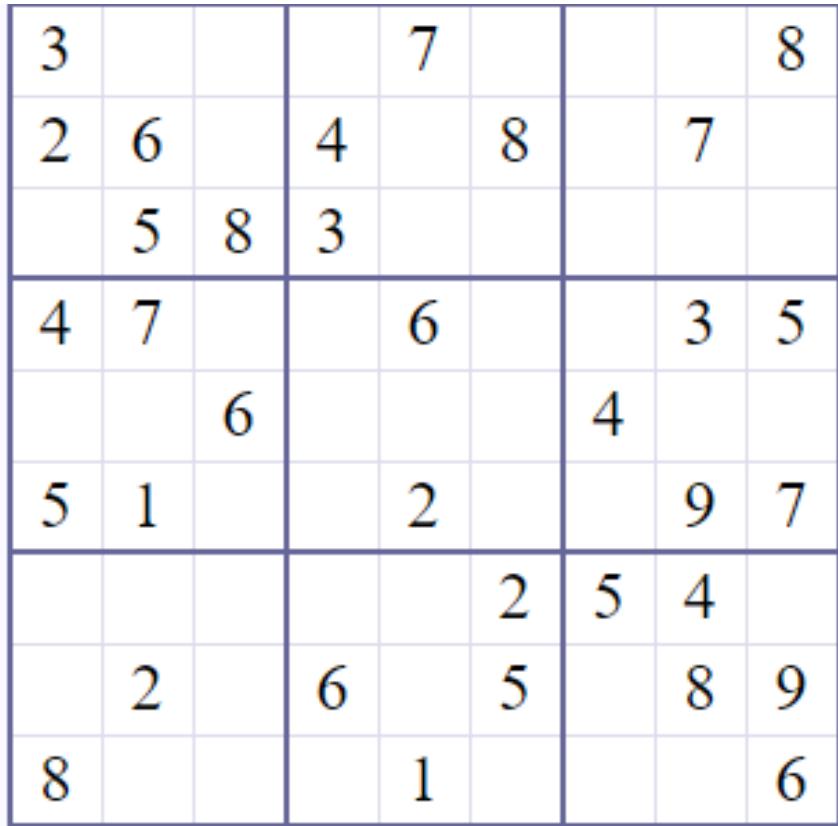
Everyone who texts, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$25 gift certificate to Amazon.

October Question & Answer

Q: By what name do we now know The Sandwich Islands?

A: Hawaii

Congratulations: Tammy Smith!



Happy Birthday

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

Brian Edwards	Nov 1st	Laurie Luck	Nov 11th	Mattie Darby	Nov 21st
James Knowlton	Nov 1st	Daniel Barnas	Nov 12th	Brandon Fandel	Nov 21st
Bella Risbeck	Nov 2nd	Barrett Shoemaker	Nov 12th	Jacksyn Fandel	Nov 21st
Stephanie Murphy	Nov 3rd	Steve Cohen	Nov 13th	Emberleigh Keeney	Nov 21st
Harper Reaver	Nov 3rd	Darlene Knight	Nov 14th	Beryl Long	Nov 22nd
Carlos Sayles	Nov 3rd	Trishia Lopacienski	Nov 14th	Isabella Tan	Nov 22nd
Annie Walters	Nov 3	Brynn DiSanto	Nov 15th	Beth Eccard	Nov 25th
Syndey Sutherland	Nov 4th	Ella Edwards	Nov 15th	Bill Keefer	Nov 25th
Haley Hornung	Nov 5th	Jos Long	Nov 15th	Tres Kelly	Nov 25th
Jocelyn Hornung	Nov 5th	Margie Davis	Nov 16th	Leslie Reen	Nov 25th
Rick Grubb	Nov 6th	Trevor DeLauder	Nov 16th	Stephen Basile	Nov 26th
Grant Kelly	Nov 8th	Rachel Reitz	Nov 16th	Josh Grubb	Nov 27th
Amber McCauley	Nov 9th	John Throckmorton	Nov 17th	Mark Lawson	Nov 27th
Kristie Graves	Nov 10th	Rob Shoemaker	Nov 18th	Payton Hanna	Nov 29th
MJ Rawlett	Nov 10th	Lee Anne Little	Nov 20th	Dario Cavazos	Nov 30th
Aleena Steele	Nov 10th	Carmen Monzon	Nov 20th	Kerah Fouts	Nov 30th
		Tiffany Moore	Nov 20th	Julie Martinez	Nov 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.

The “WHO” matters more than you THINK!

A friend said, “You must be busy doing Open Houses now.”

My response was, “Actually I spend most of my time on the phone taking care of problems, coordinating projects, managing transactions, talking to clients, and being a part-time psychologist.”



The perception from the public to people in real estate is what they see on TV, on “Million Dollar Listing” where they get this beautiful listing in Malibu or New York City and then hold an Open and hundreds of people come and they make \$100,000 commission.

That is TV. Let me tell you the reality.

#1, real estate is not for the faint of heart. Less than 10% of the people that get their license in real estate actually have careers over five years. It is tough to get started, it is even harder to have long term success in real estate.

#2, To be successful in real estate you always have to be “on.” It doesn't mean you always need to be doing open houses, showing homes, in front of the computer, doing cold calls.

What it does mean is that you need to be there for your clients ALWAYS.

A lot of people can't do this. It is a different mindset than working 9:00 to 5:00 having evenings and weekends off. Getting two weeks of vacation a year and having sick leave. In a real estate transaction, your clients don't care if you've got a cold, don't care if you're away... and FRANKLY, the best agents that I know don't care either. They know their clients put a LARGE amount of faith in you.

Some agents, they have large teams with a bunch of minions they do everything for them while they get all of the credit. That is a business model that does work. However that doesn't work for impact. That is the me model.

Because all these agents care about is their success. Their stats. How many homes they've sold.

We, at impact, take a client centric approach. We all pull together to help one another out without wondering who is going to get the glory of the sale. Impact realizes that your home sale or purchase is the number one priority in your life at that moment and we make it ours.

Impact is more of a family than a team. At any one time one of us can pick up the pieces for the other of



the transaction and help out for the good of the client.

The “Who” matters in life and the “Who” matters in real estate.

If you've never heard about “The Who” that is who is involved with you not what, where, why, or how.

At Impact, “The Who” is the most important aspect. This is how we can have success for our clients, and this is how we can form relationships in the community in various aspects of real estate. A real estate agent, a good real estate agent surrounds himself or herself with phenomenal “WHO’S.”

The general public thinks we just sit at open houses all day.

That could not be farther from the truth a real estate transaction it's like a Centipede. The Centipede has 1000 legs that must be in concert to move forward each of those legs plays a role and the overall movement of the bug.

Real estate at any one time has hundreds if not thousands of moving parts. Has tons of people, professionals that are involved in the transaction. Inspectors. Lenders/Mortgage Company (that has in itself 5 different people involved). Insurance Company. Title Insurance. Pest Inspector. Surveyor. Contractors (could be 10 different trades involved here). Power Company. Gas Company. Water Company.

The real estate agent, the best agents, have 1000 “WHO’s” in the phone.

I joke that my phone is worth a Million Dollars!

Not because of the phone, but because of the contacts in it. Anything you need in real estate, if I don't know the answer, can find it in my phone!!!

With this great team of professionals, these ‘who’s’ we can do anything you need.

The latest project that we did, just the updating part involved, a hardwood refinisher, a carpet/flooring guy, a painter, a handyman, an appliance company, a

house cleaner, a plumber, an electrician, and a window/door guy.

We had to help coordinate this entire project.

The sellers, they had a choice, to sell their home as-is. The as-is Estimate was about \$415,000. Or they could have us help coordinate a “FLIP” for them where we improved their home and updated it. The estimate was \$30,000 and the estimated sale price was \$475,000. Impact even financed the project for this seller, meaning the seller didn't have to pay \$30,000 out of their pocket to the contractors.

The end result. The updating took our “WHO’S” 4 weeks and ended up costing \$28,000.



We ended up listing for \$499,997 and then we ended up getting 3 offers and settled for \$507,500!!!

The seller, because of our ‘Million Dollar Phone’ ended up netting \$63,700 more than they would have if they didn’t listen to our strategy.

Imagine, an agent having a team in place that could put \$63,700 COLD

HARD CASH in your pocket when selling?

We ALL pulled together to help the client!

This wasn't about us. This was not done to make US look good. This was to help the client. Every leg of the centipede moved in harmonious action to get the result for our client.

You can go with an agent and company that spends their time and effort advertising THEMSELVES and their accomplishments, or you can go with an agent and a company that spends months and money working FOR their clients. Rolling up their sleeves. Spending HUNDREDS of hours on our ‘FLIP it’ projects to help put amazing profits in our client’s pockets.

To me, the choice is easy... there is no choice ☺

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 was live.
November 13 at 12:08 PM · 

#impactminute with [Jack Lillard](#) and [Chrissi Lillard](#) of [Sophie and Madigan's Playground](#).

Join the Lillard's in making an Impact with [ImpactClub® Frederick](#) and our [ImpactClub Event #16](#) where we will donate another \$30,000 +/- to one local Non-profit.



 Shelly Hartman
November 10 at 5:04 PM · 

Came home today to a nice surprise! Received this gift from my longtime friend (by longtime I mean I've known him since elementary school)! When I wanted to purchase a home Eric was the first person I thought of! He took the time to make sure we found the perfect home for us! You are an A+ friend and realtor! Thank you [Eric Verdi](#)!



 Karyn Conrad Houck
November 2 at 2:28 PM · 

What a week!!! Here we go...

Coming soon...will be active Tuesday!!!!

Thanks for all your help so far [Eric Verdi](#) - it's so wonderful to work with someone as knowledgeable as you!



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   71

35 Comments 3 Shares

 Like

 Comment

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 Eric Verdi is with Susan Sacchetti Verdi and 21 others.
October 30 at 8:34 PM · 

Many friends look forward to remembering Justin and Zack each year... To those who might have known Justin and Zack for a brief time or a LIFE time, I know that you have some awesome memories! - love to hear your favorite 😊

To everyone that looks forward to the ZJ5K each year it was pushed back this unprecedented year ... We are NOW celebrating their lives over Thanksgiving weekend.

To get your shirts (proceeds go to college scholarships to deserving students in both MD a... See More

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Join us for the 2020 ZJ5K The Warfield Brothers Foundation's yearly...

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3 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

- The Impact team treat you like family. No question or concern ever goes unanswered. Always available. Considerate, professional and knows the housing market. We put our trust in his ability to sell our home and we couldn't be happier! – Frances T.

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