

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

NOVEMBER 2021



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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Awards or Loyalty???

The China Garden Method

The phone dinged again and said, "Just 3 more days left for the Best of Frederick, Vote for [name hidden] as the best loan officer – click link to vote."

This sh*t went on for an entire week.

There is nothing more pathetic than begging people to do something for you. It is how people that aren't confident in their own abilities act. They are constantly chasing the award because it makes them feel better and they can then post all about it on social media.

People and Businesses literally take out ads and pay thousands of dollars to run campaigns to get people to vote for them.

What's the old saying, "Fake it til you make it?"

If you can't build a loyal following and a customer base that refers you ongoing business then you need to go out and buy awards.

Or you can just be amazing at what you do and then people will gravitate towards you and refer business.

I was on Facebook the other day, some page about Frederick or all about Frederick, not sure of the specific page but it had to deal with Frederick. And someone posted a picture of China Garden's and the progress of the rebuild.

And then within 2 hours there were 187 comments from people talking about how much they miss China Garden. How they can't wait til it opens up again. Can't wait to see Allan and his family. That it was the best food and they haven't eaten Chinese since it burnt down.

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.

The responses were incredible for a business that has been shut down for over 2 years, yet because of the loyal customer base they having ‘Raving Fans’ creating a buzz and waiting for China Garden’s to reopen – hopefully sometime in early 2022.

If you do your job well and focus on YOUR customers and YOUR product/service then you don’t have to do paid ads/promotions to tell everyone how “good” you are 😊

At Impact, our agents focus on Client’s first and foremost and we let our client’s do our speaking for us.

Unlike other brokerages where they focus on ‘sides/deals/closings’ and they have a ‘Sales Centric’ philosophy that is driven by leads. Impact’s philosophy that you do what is right for the customer first and everything else falls into place! Our focus is ‘Relationship Centric’ and although it takes care and attention and precision and daily interactions/maintenance once achieved is SO much more powerful than the ‘Sales Centric’ approach that the other brokerages use.

It makes me laugh everytime that I see brokerages touting their awards on Social Media.

They literally have a different category for EVERYTHING so that EVERYONE can promote some stupid a\$\$ award and how they are:

‘Their Regions #1 agent when taking listings after 5pm on a Tuesday the week after a full moon.’

You think I am joking?

If you scroll social media you will see awards from Real Estate Agents for everything.

About once a year I’ll do a deep dive into some agents and look to see how they are doing vs how our Impact Agents are doing. And across the board we blow them away.

There was this one particular agent, that I actually really like, who touts herself as someone who does a LOT of business. She’s in the ‘know’ and she is ‘growing a team’ because she is so busy. Her company hands out these fake awards.

From the outside it looked like she was a Rock Star, but when I dug deep the numbers told a different story.



At the end of the year in 2020 she had completed 7 transactions. SEVEN.

This is just over one everyother month. Conversely in that same time, without any AWARDS, I had done 46 transactions.

All of this without spending a dollar on a ‘LEAD’ that you chase down.

All of this with the LOYALTY of YOU and so many wonderful friends who are reading this same Newsletter right now. YOU and YOUR FAMILY has always been my #1 priority in real estate and because of that, you have graciously referred the people that YOU care about to me.

See, when you refer someone to me, I IMMEDIATELY get this HUGE pit in my stomach.

I NEVER want to disappoint YOU!!!

You thought of myself and Impact when you heard someone that needed a ‘referral’ for a Real Estate Agent. I’m pretty confident that you know more than one real estate agent (because everyone and their cousin is in real estate now looking for a quick buck), but you thought of Eric Verdi.

That’s a LOT of pressure.

The first thing is that we have to get along with our clients and our clients have to like ‘us’. So if we are a\$\$holes you probably wouldn’t be referring someone to us. We have a NO a\$\$hole rule at Impact, we don’t allow aholes.

Then you have to have enough confidence in our abilities to do a good job on your friends ‘most important investment’ that you entrust us to handle the transaction.

And we also have to get results and navigate through the 742 different issues that might arise in a real estate transaction.

The ‘Award Agents’... they spend time touting their awards and looking for their ‘next’ client and chasing down leads.

The ‘Impact Agent’... we spend time servicing our current clients and ‘putting out fires’ as we call it because on a daily basis we have a handful of those 742 issues that arise... And we spend time strengthening our relationships with our ‘audience – our friends.’ You take care of us by sending us business, that in-turn, we can take extraordinary care of your referrals.

Back to all these AWARDS...

This goes back to a larger societal issue where everyone is looking for recognition from everywhere. The 'EVERYONE GETS A TROPHY' mentality.

I'm sorry, when I was growing up, the WINNERS got trophies! Maybe you got a little medallion if you came in 2nd, but there wasn't a worst feeling that NOT WINNING.

Society now rewards you just for trying and that leads to insecurity and lack of 'PRESSURE PERFORMANCE' because you have never needed to perform under pressure because there is not a consequence for NOT WINNING.

Alex just finished his football season. Urbana lost to Middletown 26-8 in the semi-finals of the playoffs. After having an amazing season the team didn't rise to the level of the competition and didn't finish what they set out to finish. It was a tough lesson for the boys. Lots were in tears after the loss, but you know what, that pain of loss should drive them to work harder to succeed!

On a personal level it was a GREAT season for Alex.

He LOVED playing football and absolutely is one of the best teammates I have seen... He is always encouraging his teammates and gets along with everyone.

Alex was the starting Safety and played about 90% of the snaps during the year and his play was really good in some games and not so great in others. But he competed, he listened, he was coachable, and he improved.

Then at the end of the year, the coaches decided to bring up some younger players who were very good on their team, but it changed the dynamic of the TEAM.

These kids who had trained together since July. 4-5 days a week. Blood, Sweat, and Tears. They had grown together as a TEAM and only lost 2 games during the year and were going into the playoffs on a HIGH.

Well the coaches didn't think the kids that got them there were good enough to keep playing.

And, truth be told, the younger kids that came up, some were DEFINITELY better than our kids. Alex wasn't the strongest player, but he was a team player.

The dynamic changed...

The once tight TEAM now became fragmented as they were trying to integrate new players. And the play in the

playoff games SUFFERED because they weren't a cohesive unit anymore.

But, back to my point, it was a life lesson on 2 fronts:

One is that not everyone gets trophies and playing should be earned with results 'on the field' and secondly that the SUM is always greater than the parts!

The Urbana Team had a GREAT season but the end definitely left a sour taste in many of the kids mouths because those that worked so hard to get them to the playoffs and the #3 seed were just cast aside.

Such is life when people are always looking for the next shiny object instead of going with tried and true and successful results.

Speaking of Successful results and back to the start of this story.

One of our Impact Agents, Stacy Delisle, who has been at Impact for about a year now and is a VERY successful real estate agent because she is a 'Relationship Agent'. Stacy ALWAYS puts her clients FIRST. She NEVER brags about her

business. Stacy has built a very successful business on the doing things the RIGHT way.

Well, I was scrolling through FB the other day on a local Urbana site. A lady, moving from out of town, had asked who the best local agent was.

And you know how these things go...

A BUNCH of agents chime in and pitch their wares, and then some friends throw out a name or two.

Except there was this one Unicorn!!! – Stacy Delisle

Out of the 100+ comments over half were for Stacy Delisle and that she was caring and compassionate. That is amazing feat. On a Facebook Urbana Group page that someone could dominate those comments like Stacy did.

Just like China Garden and everyone clamoring for them to re-open because they are superior in service and food 'results' – we strive to have such a loyal 'China Gardenesque' following.

At Impact we would MUCH rather have the support from our clients/friends than any STUPID award Any day 😊

Cheers,

Eric Verdi

Don't Forget to Have Fun!!!

November Quiz Question

Q: What does Don Corleone have on his lap in the opening scene of the film "The Godfather"?

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: What wide receiver caused a sensation his rookie season with a one-handed catch?

A: Odell Beckham Jr

Congratulations: Alex Verdi

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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.

James Knowlton	Nov 1st	Barrett Shoemaker	Nov 12th	Emberleigh Keeney	Nov 21st
Mark Williams	Nov 2nd	Steve Cohen	Nov 13th	Beryl Long	Nov 22nd
Annie Walters	Nov 3rd	Jennifer Cofone	Nov 14th	Isabella Tan	Nov 22nd
Stephanie Murphy	Nov 3rd	Trishia Lopacienski	Nov 14th	Michelle Peirce	Nov 24th
Carlos Sayles	Nov 3rd	Joan Orchard	Nov 14th	Debbie Vandepoll	Nov 24th
Syndey Sutherland	Nov 4th	Brynn DiSanto	Nov 15th	Beth Eccard	Nov 25th
Haley Hornung	Nov 5th	Jos Long	Nov 15th	Bill Keefer	Nov 25th
Jocelyn Hornung	Nov 5th	Trevor DeLauder	Nov 16th	Tres Kelly	Nov 25th
Logan Vanwagenen	Nov 5th	Rachel Reitz	Nov 16th	Leslie Reen	Nov 25th
Rick Grubb	Nov 6th	Binh Ha	Nov 17th	Marsha Arneson	Nov 26th
Ashley Marshall	Nov 6th	John Throckmorton	Nov 17th	Josh Grubb	Nov 27th
Grant Kelly	Nov 8th	Jeremy Eccard	Nov 18th	Crystal Pledger	Nov 27th
Amber McCauley	Nov 9th	Rob Shoemaker	Nov 18th	Bre Bybel	Nov 28th
MJ Rawlett	Nov 10th	Nolan Peirce	Nov 19th	Payton Hanna	Nov 29th
Aleena Steele	Nov 10th	Lee Anne Little	Nov 20th	Dario Cavazos	Nov 30th
Bill Dietz	Nov 11th	Carmen Monzon	Nov 20th	Steve Compton	Nov 30th
Russell Huffman	Nov 11th	Mattie Darby	Nov 21st	Kerah Fouts	Nov 30th
Daniel Barnas	Nov 12th	Brandon Fandel	Nov 21st	Julie Martinez	Nov 30th

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

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 is with Susan Sacchetti Verdi and 2 others. ...

October 10 •

Full Weekend in the Verdi Family. Highlighted by the 51st Anniversary of Papa V and Gee!!!
They got to spend it doing exactly what they enjoy... Their Grandsons...
Ant had homecoming..... See more



  Susan Sacchetti Verdi, Stacy Rochfort Delisle and 107 others 26 Comments

 Like Comment  Share 

Eric Verdi is with Susan Sacchetti Verdi.
November 7 at 12:48 PM ·

For those of you who have known me for a while you know about my cousin's Justin and Zack who passed away WAY to early...

Since then some of their INCREDIBLE friends and family have started a charity that provides scholarships to youth in Walkersville (their alma mater) and in California (where Justin was a teacher/Tutor and helped soooo many).

Each year we do a 5K as the main fundraiser and the funds from Shirt/apparel sales is the large source of the scholarships.

Love to see you in your ZJSK shirt next time I see you 😊

Order ASAP as supplies are limited.

BONFIRE

BONFIRE.COM
ZJSK 2021 Store! | Join us Thanksgiving weekend! | Bonfire
Check out ZJSK 2021 Store! on Bonfire and shop official merchandise today! Featuring limit...

'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.

Not Our First Rodeo

Impact's Documented Approach

The phone rings at 7:04am with a familiar voice of a local Realtor on the line. (Yes, 7:04am, because Real Estate at Impact NEVER sleeps).

"What do we have to do to keep [address hidden because it hasn't settled yet] from going on the market on Thursday? Are the sellers open to a pre-market offer?" – agent on the other line.

I know where this one is going because this isn't the first time that a potential buyer has wanted to buy a home – sight unseen – from all of the strategies that Impact has in place prior to ACTUALLY putting a home for sale.

The agent is asking... If my buyer makes a 'Godfather' offer will the seller accept an offer before everyone else has a chance to view?

What's the 'Godfather' offer you ask?

It's an offer that you can't refuse.

At Impact we have in-depth discussions with our clients about 'Our Documented Approach' that has helped 223 sellers since opening our doors in 2017. We ask about our sellers' "Desired Result" and then we work to strategize a plan to achieve said "desired result". Some sellers want to stay in their house after settlement. Some have a house they want to buy and want to speed up the process and 'bottom line' isn't the most important factor. Some just want a quick, no-hassle sale. Some don't want 42 people going through their home when they are living there and want to restrict showing access. Some want the MOST profit.

We enter all of that into our massive computer at the office and then it spits out the best strategy for THAT client.

I'm kidding, we don't have a massive SALES MACHINE at the office that tells us what to do. But what we do have is 12 agents with over 110 years'



experience that we have available to collaborate and discuss the BEST way for THAT client.

See, Impact Maryland Real Estate, is not some franchise where all we care about is the number of agents we have and the number of transactions. We don't have any sales 'goals or quotas.' Because when you have 'goals and quotas' as the main focus of the business then THAT is what each agent is focused on and the customer is treated like a NUMBER and a 'Quota.'

At Impact we are client centered where decisions and advice is what is best for YOU! And what is best for YOU might not be the best for another client. And since we don't have any office 'Quotas' then we can serve our clients like family.

Our advice to every client is the same advice that we would give our brother or sister or aunt or uncle or even our grandmother. Because we TRULY believe in our Client First approach.

Even though our Documented Approach is Wildly successful for our clients, it is a 2-Way Street and if the client doesn't trust our ADVICE then like an 18 wheeler going down one of those mountain ranges on 70 west towards Deep Creek Lake with faulty breaks things can get UGLY really quick.

Back to the 7:04am call, we had already talked to the client about how offers work and the offer review strategy. And we talked about pricing of the house and our Push vs Pull Strategy. And do we set an offer deadline? Review as they come in? Do we wait for one offer and then do a deadline? What if the offer is a 'Godfather' offer, do you just accept it?

These are ALL discussions that have taken place in the 6 weeks of preparation in getting the home ready to sell.

The seller makes EVERY decision, we just provide the scenarios and then from each scenario, like an octopus, we outline the positives and negatives for each decision that is made.

We knew that it was important to this seller, because they had a young child that they were willing to do EVERY that our designer, Adrienne, and Impact suggested to maximize the profit.

Impact went out to the house 5 times during the process to check-in on everything and to make sure no detail was overlooked.

Then comes 'game week' as we call it.

This is when we bring our photographer – who is THE BEST – Annie in for a photo shoot. And, on this project, we brought Michael DeMattia in for a video/drone tour of the property.

Once the marketing was complete, we started to slowly drip the property story (both visually and in written form) out to the public through our various media channels.

This is all systematic and has proven results for clients.

The feedback was immediate and stunning as buyers started to inquire and schedule showings for the following weekend.

But that 7:04am call was different.

This agent's buyer didn't want any competition for the home. He wanted to 'lock it up' before it even hit the market. He was confident this was 'the one' just from the pictures, the video, the staging, and ALL the marketing and preparation Impact and the Sellers did prior to listing.

The offer was received, and the sellers were BLOWN away by the interest and the offer.

After a short period of negotiations, the 'Godfather' offer was accepted.

The weeks and weeks of preparation and planning paid off and the best part? Impact told the sellers that they had to leave their house for the first weekend on the market because selling a home and having dozens of people through your home SUCKS, so NOW they didn't have to leave for the weekend 😊

The opposite can ALSO happen...

Because this is YOUR home and we are cognizant of this fact all we can do is make suggestions and offer advice based on our Documented Approach and the 110+ years

of experience that we have and our collaborative effort within our #ImpactFamily... Ultimately you get to choose what is done with your house and what you allow us and our team of experts to help with.

We can explain the benefits of a Push vs Pull pricing strategy.

We can explain the Psychology of a Pricing Strategy and why we might 'suggest' pricing a house at \$679,997 vs pricing it at \$700,000 and why in one situation we suggest the first option while for another house we might suggest the 2nd option.

We recently had 2 other clients who listened to EVERY suggestion that we had getting their house ready, but when it came time for pricing one listened and took our advice and the other one had their own pricing strategy in mind.

We tell ALL our clients; this is YOUR money and YOUR home. We work FOR YOU! This is entirely your call. You can ask our opinion on anything, and we will give you what we believe but EVERYTHING is up to you.



The first house ended up with multiple offers and getting escalated \$70,000 OVER list price. They took our 'Push Strategy' approach.

The second house. We made suggestions but they chose their own price. Unfortunately, you can do EVERYTHING right with the designer, the painter, the cleaners, the staging, and the photos, but price is also a KEY factor in selling.

The result. Very few showings. Over 2 weeks on the market without an acceptable offer and now we are staring at a price reduction. We now have to 'flip the script' and try to price accordingly to push an offer back up to their desired range with a house than active and interested buyers have already seen, so now they have a 'stale' house.

But don't worry in our 110+ years we have dealt with this many times and we will overcome this hiccup and still get great results for our client.

When we tell you we 'Got You'... What we mean is we got a plan for EVERY scenario that comes up in a transaction. We might not always know the best way immediately, but our resources and our experience will guide you the best we can through any scenario.

Not everyone gets the 'Godfather' offer, but EVERYONE gets treated like FAMILY at Impact 😊

IMPACT MARYLAND MONTHLY

with Eric Verdi

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For Inquires AND Referrals contact:

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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

- As first time home buyers, my husband and I had a fantastic experience with Stacy and Eric at Impact. They were really helpful and taught us a lot about homes and home ownership throughout the process. They were also really patient and never pushed us to make decisions we weren't fully comfortable with. Stacy and Eric recommended the best home inspectors and showed up at every step of the process to add their support. We felt like we could trust and count on them and we are VERY happy with our new home. – Urooj F.

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