

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MARCH 2022



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**

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## Expert Advice Leads to a BullsEye

*The Axe Story*

"THUMP... THUMP...

THUMP... THUMP...

THUMP... THUMP...

THUMP... THUMP..."

This process repeated for over 50 times. I would throw the axe, it would hit the wooden target/board and then immediately drop to the floor. "Thump...Thump" I couldn't get the axe to stick in the target.

The lady running Stumpy's showed us all how to hold the axe. How to grip the axe. How to throw and how to aim. But I couldn't do it.

Last month we had an #ImpactFamily get together at Stumpy's in Frederick just to get together and hang out for a few hours outside of the work environment. A team/culture building exercise outside of the normal work day. Relax and have some snacks and drinks while throwing axes and competing on various levels.

**Everyone was able to hit their target and get the axe to stick. Not everytime, but with consistency that was needed to be somewhat competent.**

*Me...*

*I SUCKED...*

*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](mailto: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.

I tried one hand. I tried 2 hands. I tried hard throwing. I tried easy throwing.

All the #ImpactFamily had a tip or trick for me to try and I tried them all, but “THUMP... THUMP” continued. I’d throw the axe, it would hit the target and then immediately drop to the floor.

**The owner came over and watched me as it was becoming somewhat comical just how PATHEDIC I was!**

She watched me throw a few times and then asked if I played sports growing up? I told her that I did and then she noticed I wasn’t stepping. I was throwing the axe like a dart board. One foot in front of the other and throwing towards the target.

THUMP...  
THUMP...

That didn’t work, then the owner kept watching me. I could tell I was becoming her obsession in helping me. She KNOWS axe throwing and has showed hundreds if not thousands of people how to throw an axe and get it to stick in a target.

She saw that I had potential but something was wrong in my form and technique that didn’t allow for success.

**She studied me closely.**

When you are an expert you notice little things that end up having a huge impact in the success of the person.

This is the reason Tom Brady – the best Quarterback of ALL TIME – has a personal throwing coach. This is why baseball players hire pitching coaches. What is not evident to the 99.9% of the population when you are an EXPERT you can notice flaws or tweaks that NO ONE else will ever notice.



The Owner of Stumpy’s Giving me some tips/strategies.

That is why the best athletes, CEOs, Entrepreneurs, Musicians/Artist all rely on other experts for those small improvements that take them from competent in their field to leaders/professionals in their fields.

**She kept watching me...**

The step didn’t work. There was something missing/wrong with my technique and she was bound and determined to **‘FIX ME.’**

The funny thing is... what helps one person doesn’t work for another person. The technique and form that I have differed slightly from everyone else at #ImpactFamily and she had to find the key to unlock my funky technique to get me results.

**Then she asked if I played baseball growing up?**

I said, “Yes.”

She said, “Lets try this. Start with your shoulders and feet square to the target. Take a step and rotate your hips and shoulders and throw like you are throwing a baseball.”

And it clicked...

“Thump”

“Thump”

“Thump”

The ax stuck. Then stuck again. Then I hit the target. Then I got a bullseye.

We then did our competition with teams and I was on fire. I went from a ZERO percent success rate in hitting the target and getting the axe to stick to about an 80% success rate.

**The owner – *the expert* – was determined to get me to have fun and have success. She had done this with THOUSANDS of people and knew exactly what she was doing.**

Most people, it is a quick tutorial on the 2 methods of how to hold an axe and how to throw the axe, either one hand or the 2 handed method.

With me, it took specialized and individualized attention and coaching to get success.

I recently had first time homebuyers/clients who wanted to buy their first home but had 'all the questions' and didn't know where to start. They were referred to me from one of their family members who recently purchased and another family member who I have a business relationship with. They both said *"You gotta go with Eric and do whatever he says, he knows what he's doing!"*

There is extreme pressure in this situation, but I also know that I will do THE BEST that I can to have success for my clients – whether it be buying or selling – I can **UNEQUIVOCALLY** say that I will work tirelessly and do all the tricks of the trade to get what is best for my clients.

We looked at a few homes. Smaller Single Family that needed work. Townhouses that were smaller. Different areas of the county.

Then on a Saturday morning one of the buyers and I went out to look at 2 homes. They fell in LOVE with the house.

Now, we had to make an offer. We knew the competition was going to be stiff, but wasn't sure exactly how stiff. I called the agent, whom I know and have done transactions with prior (THIS MATTERS in today's real estate climate. Agents/Sellers want competent people on the



opposite side who know what they are doing) to find out what was important to the seller.

Well, he wanted to find another house to buy – "AHA" – that was a good nugget as my buyers didn't need to move immediately.

**We talked and came up with a VERY favorable offer to the seller.**

In real estate and when writing offers I always tell buyers that there are 100 different ways that I can

structure your offer. I can give suggestions and tips on what I think might work. What pain point – with the seller – might we be solving with each contingency/scenario with the seller. What tweak might we make to get the offer accepted.

Just like the owner of Stumpy's I can look at the scenario differently than most and provide expert 'coaching' that others may not know.

**Twenty years of experience... Thousands of offers written... I view things in a different light than most.**

We added a 'house of choice' contingency to the offer – along with some better know strategies to present my clients offer in the best light.

And guess what?

The seller ended up with 19 offers... NINETEEN, in just 3 days on the market.

And with the tweaks to the offer we **HIT A BULLSEYE!!!**

In this market, we don't ALWAYS get our offer accepted, but we ALWAYS know the tips and tactics that can push our client to success.

If you are looking to hit a BullEye in real estate, Impact is your company 😊

Cheers,

*Eric*



## Don't Forget to Have Fun!!!!

### March Quiz Question

**Q:** Which Former NBA Player Was Nicknamed "Agent Zero"?

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.

### February Question & Answer

**Q:** Who took one day from February and added it to July?

**A:** Numa Pompilius

Congratulations: Linda Alexander

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

## Happy Birthday

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

Matt Bybel	Mar 1st	Alyssa Vance	Mar 14th	Fisher Bobbitt	Mar 25th
Linda Cascio	Mar 1st	Andrew Raymond	Mar 15th	Craig Dundee	Mar 25th
Jackson Raymond	Mar 3rd	Eddie Shelton	Mar 15th	Brandy Baptiste	Mar 26th
Addison Burrier	Mar 4th	Nathan Miss	Mar 16th	Chris Martin	Mar 26th
Allison Kelly	Mar 4th	Nicholas Fouts	Mar 17th	Richard Lamont	Mar 27th
Ameer Abbas	Mar 5th	Angelique Hoffman	Mar 17th	Linda Sacchetti	Mar 27th
Grayson Martin	Mar 5th	Ana Miranda	Mar 17th	Jeremy Feaster	Mar 28th
Felicia Martin	Mar 6th	Kristi Sayles	Mar 17th	Emma Bobbitt	Mar 29th
Ehsan Abbas	Mar 7th	Doug Sillex	Mar 17th	Allyson Kinsey	Mar 29th
Gaylen DiSanto	Mar 7th	Pat Warrenfeltz	Mar 17th	Michael Majalca	Mar 29th
Alex Ganson	Mar 7th	Mike Franklin	Mar 18th	Bill Vance	Mar 30th
Caroline Grubb	Mar 9th	Jeff Bostian	Mar 19th	Gabby Lincoln	Mar 30th
Amy Williams	Mar 9th	Brian Everett	Mar 19th	Tiffany Huffstetler	Mar 31st
Tammy Boyd	Mar 9th	Amani Dabney	Mar 21st	Kim Kaufman	Mar 31st
Ryan Martin	Mar 10th	Hayden Palmisano	Mar 22nd	Khloe Quill	Mar 31st
Karen Yoho	Mar 10th	Madge Parker	Mar 22nd	Fallon Williams	Mar 31st
Allie Wilson	Mar 12th	Cindy Ranneberger	Mar 23rd	Charles Williams	Mar 31st
Katie Miller	Mar 13th	Aubrey Everett	Mar 23rd	Shawn McNally	Mar 31st
Jackson Steele	Mar 13th	Kyle Eccard	Mar 24th		

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



# IMPACT CLUB™

## Another Milestone... Another Event...

Keep the target moving! On February 22<sup>nd</sup> ImpactClub® Frederick hosted the 21<sup>st</sup> event and Friends of Child Advocacy of Frederick County donated a donation of \$35,100!!! With this event ImpactClub® Frederick has surpassed \$580,000 donated here in Frederick since 2017!

**This was the first event since COVID started that it felt 'REAL' again.**

Idiom Brewery was ELECTRIC. We were packed to the gills with ImpactClub® members and it felt GREAT to have everyone back again! These last 2 years – 8 Events – has been tough but we preserved and donated over \$250,000 when our community needed it the MOST. The members that stuck with us over the last 2 years, and especially those who have been there since the beginning.

### **WE THANK YOU!**

Any good business. Any good sports team. Any Entrepreneur all have moving targets with goals and success. Sports teams don't start with the goal of winning a Super Bowl/Championship. Well, the good coaches don't start with that goal. They start with each practice. Then each drill in that practice. Then drill down to hand placement and your first step.

**When you don't take care of the small things, then you NEVER achieve massive success.**

ImpactClub® there are 1000 small details that go into each event. We agonize and strategize on those small details so that we can keep our focus on the bigger picture of the event and ultimately have a HUGE IMPACT to one charity each quarter.

We started with a goal of having 100 ImpactClub® Frederick members and we thought if we could do that by the end of year 1, we would be successful!

**We accomplished 100 members within 2 weeks of unveiling ImpactClub® in January 2017!**



In fact, by the first event in February, we had 182 members. Then we wanted 200 and surpassed that by our 2<sup>nd</sup> Event. Then we wanted 250 and surpassed that our first year as well!

At 250, I thought that would be REALLY cool, because then we would be donating \$100,000 annually to local charities.

It took 9 events to go from 250 members to crack 300 members even stating that goal the entire time!

NOW, it is TIME for us to get to 400 members!!! We currently sit at 352 members, so I KNOW that we can do it and it would be INCREDIBLE to do it THIS YEAR!

**I can promise you one thing... We will not stop moving the target to be the LARGEST fundraising organization with single member donations IN THE AREA!**

We may never be the Ausherman foundation – which does INCREDIBLE work – but they have deep pockets – ImpactClub® Frederick doesn't. We have single member donations at \$100/Quarter and where our SuperPower lies in each and EVERY member!

It is ImpactClub's belief that we are STRONGER and have more IMPACT when you combine forces with others who want to DO GOOD!

Thank you for providing inspiration and motivation to keep ImpactClub® Frederick moving forward, without you and YOUR VOICE to others about how FREAKING AWESOME ImpactClub® is we would be NOTHING!

Have an incredible day, and we will see you on May 17<sup>th</sup> – not a member yet and wanna join? Pop over to [www.impactclubfrederick.com](http://www.impactclubfrederick.com)

Cheers.

# 'Stories From The Street'

## ***The Secret Madison Avenue DOESN'T want you to Know***

*(How Window Shopping Strategy increased our Sellers Profit 1200%)*

### ***Meet the Clients:***

Travis and Alyssa were getting ready to expand their family and go from a young couple without a care in the world to loving parents and they needed to upgrade their living situation from the house they bought when they were first starting out.

You know, the bigger home with plenty of space for all the new baby stuff and to accommodate their growing family in a neighborhood that they would feel safe having their soon-to-be-born child play.

The home they bought when they were newlyweds was perfect at that time, but their needs changed over time and now was the time to find a new house and sell their current home.

### ***The Situation:***

Travis and Alyssa knew the dynamics of the real estate market as we advised them what a dynamic market it is right now. The sellers hold the upper hand and can usually dictate terms and conditions.

They understood that buying a home with a house to sell would be next to IMPOSSIBLE in this current real estate climate and with a little one on the way they didn't want the stress of keeping their current home in 'show condition' during the selling process as they needed to obtain TOP DOLLAR to comfortably move on to 'next home.' But were unsure of the process and how to best navigate the selling and buying process.

This is one of the many areas where Impact Agents excel:

Coming up with scenarios and strategies to advise our clients and give them options. See moving is like putting together a puzzle. And most agents/companies don't have the capacity, experience and team of experts to put that puzzle together.

If you don't have experience on your side it is literally like putting together a 2500 piece puzzle that you don't have any direction.

Impact Partners, they have put together HUNDREDS of puzzles and we use the back of the box technique – meaning we already have a

clear picture of what the end result will look like, we just have to fit those pieces together in a logical order.

### ***The Options:***

First Travis and Alyssa had to decide if they were going to sell first or buy first. If they sell first, then that alleviates some financial constraints and

allows them to have more purchasing power. But advising them on the dynamics of the market, selling first is tough for a couple reasons. First, they wouldn't be able to get their offer to purchase accepted with that contingency and additionally if they sold without purchasing where would they go?

If they buy first, that would provide a financial strain, but would make the 'moving process' smoother where they could move out of their current house and then work on the selling process of their current home.

But knowing the area and the comps (recently sold properties) their current neighborhood had a



sharp price point and it was a really interesting market with the sold homes:

They ALL went for just at or just under list price and some had sat on the market for months!!!

If we were going to get Travis and Alyssa the ‘number’ they wanted to move and be comfortable they would have to follow our strategy to a T – and let us provide that ‘back of puzzle’ box strategy.

Research showed us that their house was worth about \$475k, but Travis and Alyssa really wanted over \$500k, but we were realistic in the sales price and were comfortable if it ended up selling for \$475k.

### ***The Decision and Outcome:***

Ultimately Travis and Alyssa’s lender was able to get them approved for a loan WITHOUT having to sell their current home, so we began looking. We searched for a while and then they found their ‘DREAM’ home and with our unique offer strategy we were able to get their offer accepted – beating out many other offers – and on January 1, 2022 their contract was ACCEPTED!

The sale process was smooth and they were able to purchase on January 31<sup>st</sup> and the moving process began.

A few weeks went by and it was time to zero in on selling their home.

We gave Travis and Alyssa a detailed list of items to touch-up, fix, clean up prior to bringing in our amazing designer/stager Adrienne to do her thing.

When selling a home, not only do we look backwards at ‘comps’ but we also look at the competition and figure out how to beat the current competition.

There were 2 other homes for sale in the immediate neighborhood and both had been on the market for over a month at that point – which is VERY unusual at the time. One home was nicer and larger and a higher price point. One was smaller and decent, but not great and was a lower price point.

We knew we had to stand out to get MAXIMUM price.

*You know how retail stores put the most glamorous and visual appealing aspects in the display windows – it is to get people through the store to buy the most profitable products?*

Same thing in real estate...

If you don’t get people through the door by visually WOWing them, then you have cost your seller THOUSANDS of DOLLARS.

That is why we work with Adrienne.

She has a ‘Madison Avenue’ eye to make our homes so visually appealing that buyers line up to view our homes!

Adrienne knocked it out of the park on Travis and Alyssa’s house. As the other 2 houses – unstaged looked like Plain Jane compared to their home.

Now we had to talk pricing and our ‘push vs pull’ strategy. Our push price was \$450k and our pull price was \$499k. We thought at \$450k we’d get multiple offers and hope to get to \$475k. Or price at \$499k and PRAY to get close to it.

Travis and Alyssa still REALLY wanted \$500k – so they went with the \$499,997 price. We talked – at Impact – about this home and what exactly would be the correct pricing strategy at the ‘Pull’ level. There is a school of thought – and we use this on some properties – that \$500,000 exactly was the number. But after MUCH deliberation (remember that puzzle box), it was decided that \$499,997 was the right price.

Well – that \$2,500 investment in Staging/Design – let’s just say Travis and Alyssa are OVER THE MOON because that ROI was 1200%.

While others cut corners, Impact does WHATEVER is necessary to do the BEST for our clients and bringing Adrienne in, Travis and Alyssa now understand why it is important to have an agent and a company that manages all aspects of the real estate process.

### ***The Window Shopping Technique Works AGAIN...***

If you are looking to sell or buy... or SELL AND BUY... you need to have a company that knows how to navigate all the pieces of the puzzle and help you achieve amazing results with as little stress as possible.

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

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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](https://www.facebook.com/impactmarylandrealestate)

- I was not expecting to sell my home at this time, but I had to. I was very attached to my beautiful home, where I raised my children. Stacy Delisle and Eric Verdi helped me feel comfortable with my decision to sell. I felt I could trust their opinions and their expertise on information they gave me. I had another realtor a few years back and I had no confidence in them having my best interest in mind. Stacy and Eric are awesome!! – Julie M.

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