

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

APRIL 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.'

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Consistency Leads to Breakthrough in Results!!!

(The 5 Min. Mile)

I apologize for getting this to you late this month. It has been a crazy month and we finally got a vacation/cruise during the kids Spring Break. We had planned this trip 2 years ago and it got cancelled in April 2020 when COVID was starting and shutting everything down.

I had planned on knocking out this newsletter then and getting it to you last week but the internet on the cruise was not great.

But I didn't want to skip a month as I have consistently written to you personally since August 2013 and I believe I only skipped 1 month, maybe 2. And that consistently showing up and talking to you every month has been UBER important to me and has been a goal of mine.

That has been a hard thing to do...

SHOWUP

Spending hours a month to communicate with you has been a priority.

Is it easy? – Nope

Does it take time? – Yep

Do I enjoy writing? – ABSOLUTELY – I know that my grammar sucks. I know that words are misspelled. I write like a talk, which knowing me... takes many twists and turns... but it is who I am.

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.

Why do I show up consistently? – Because this newsletter is the FOUNDATION of my business and it lets you know what I am doing every month and gives you insight into my LIFE!!!

The newsletter is ME. It is WHO I am. It is raw and real. Some months are great and there are good things going on in my life. Some months are more downtrodden. And it is the foundation of my business. Since you KNOW me... YOU have been so great to me in referring me business. I don't do the lead thing. I don't cold call. I don't beg and pester people.

If you wanna work with me, GREAT. If you refer someone to me, I will work tirelessly for them. But what I won't do is CHASE anyone.

Not me. Not my style. I literally get a pit in my stomach when I have to talk to someone on the phone that I don't know.

Consistency in Life is EVERYTHING...

Have you heard about 1% improvement? If you just show up EVERY DAY. EVERY WEEK. EVERY MONTH. Then you have shown up for a year. Then you have shown up for a decade.

You don't get results by showing up 3 times and then taking 4 months off. Then showing up twice. And then skipping the next 5 times.

You NEVER end up getting consistent improvement WITHOUT consistent EFFORT.

So, now that I've apologized for being late but telling you why this newsletter is coming late but is still coming – regardless of timing this month. I want to tell you about my son, Anthony, and how proud I am of him for SHOWING up.

Anthony, as you know, has played soccer for years, is a sophomore at Urbana. Is a very well-rounded kid who has incredible natural academic ability, but needs to work athletically to achieve success.

Ant – after soccer season – decided to try indoor track and that has continued to outdoor track at Urbana high school.

It is a HUGE commitment.

Everyday after school there is practice. They are running tens of miles a week. Doing sprints. Doing weights. All winter – practicing outside and running outside. In the cold. In the elements. Then the only 'indoor time' was at the meets. Now spring is much better as the weather has broken. But the consistency in running started in November and has been going on 6 months now.

The winter season was fun.

It was new to Anthony. It was nerve-racking. Just like everything NEW it is a LEARNING experience.

The first event in December was EYE-OPENING.

Anthony had missed the 'trial practices' where the coaches timed the players for the events and where they could rank 'em. Ant had 2 soccer games and missed both those practices.

Since the coaches didn't have any 'times' for Anthony in the various events, they started him in the JV meet and had him run the 1600M (1 Mile) and the 800M.

That first race in the JV meet at Hagerstown Community College indoor facility was something out of a movie. Ant rolled up looking like a fish out of water. No uniform. Regular sneakers that he just wore to school (while other kids had real running shoes). Disheveled look. No strategy on pacing or anything just went out there and run.

Remember the Movie Forrest Gump?

"I was running" ...

That was Anthony. The gun shot and he just took off running. And running fast. And he was running. At the indoor track there are 8 laps for 1600M. He took off and had the lead after lap 1 and we were worried he would tire out.

But on pure adrenaline he just kept running.



By lap 5 he was lapping other runners. He was like a Gazelle!!! He was the talk of the meet. Yes, he was running the JV race but he stood out.

He finished that race – running his ‘first ever’ timed 1600M event – with an amazing 5:23.

The coaches came up to him after and told him that he was done running JV, and since that point he has run various events (long distance), anywhere between 400s to 3200s to relays and has done really well in every event, but that 1600M/Mile is the one that he has consistently run and had improvements.

Every day... Running...

Consistently...

The meets started to come. The strategy started to come. The pacing started to come. His consistency in running was impressive. Ant was really enjoying the running part and consistently worked to get better.

The funny thing about the individual sports.

Golf. Swimming.
Running.

Yes, you are competing against other players but you are REALLY competing against yourself.

Your PR (Personal Record) you are really ONLY competing against your FORMER self.

Over the winter and then into the spring Ant has consistently worked on improving in all events but I’m gonna talk about 1600M.

He had 5:23 that first event. Then in the winter went down to 5:18 and finished the winter at 5:13.

And throughout the spring he got more confident in his ability because of his trainings and his overall confidence.

Spring season his goal was to get under 5:00 MILE.

He had a big jump down to 5:08, then hit a lull at 5:03 and 5:02 at 2 events in a row. He was frustrated but excited because he KNEW that he could do it.

Then in the last event before spring break and before the ‘championship season’ started – with all the county/conference/state meets.

ANT DID IT!!!

Ant broke the 5:00 minute mile!!! He came in at 4:56!!!

The consistency of training. Of working out. Of **SHOWING UP!!!** Lead to consistent **RESULTS!!!**

That is the thing about life and business... and especially in ‘real estate’ and what I teach my partners and is a core principle is doing **SOMETHING EVERYDAY** to lay the foundation for your business.

Results, they don’t happen OVERNIGHT!

They happen over months and years of consistently providing content and staying in touch with people that you CARE about. That is why I write to you monthly and it is **SUCH** an **IMPORTANT** part of my business. The monthly newsletters. The birthday

cards (if you don’t receive cards and gift from me, please text me your bday at 301-514-2403). The Anniversary gifts. The client party.

I want you to know that you are **SPECIAL** to me, and that I will always help and take care of **YOU** and **YOUR** friends that you refer to me!

We consistently (there is that word again) get

INCREDIBLE results for our clients be it they are buying or selling because we **SHOW UP DAILY** in real estate.

We practice. We don’t always hit a new PR everyday, but we are constantly evolving and innovating at Impact to provide exceptional results!

Just like Anthony and running and beating a 5min Mile, we strive for daily improvement.

Cheers,

Eric



Don't Forget to Have Fun!!!!

April Quiz Question

Q: A Medusa is a marine creature better known by what another name?

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.

March Question & Answer

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

A: Gilbert Arenas

Congratulations: Sammy Lynch!

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Happy Birthday

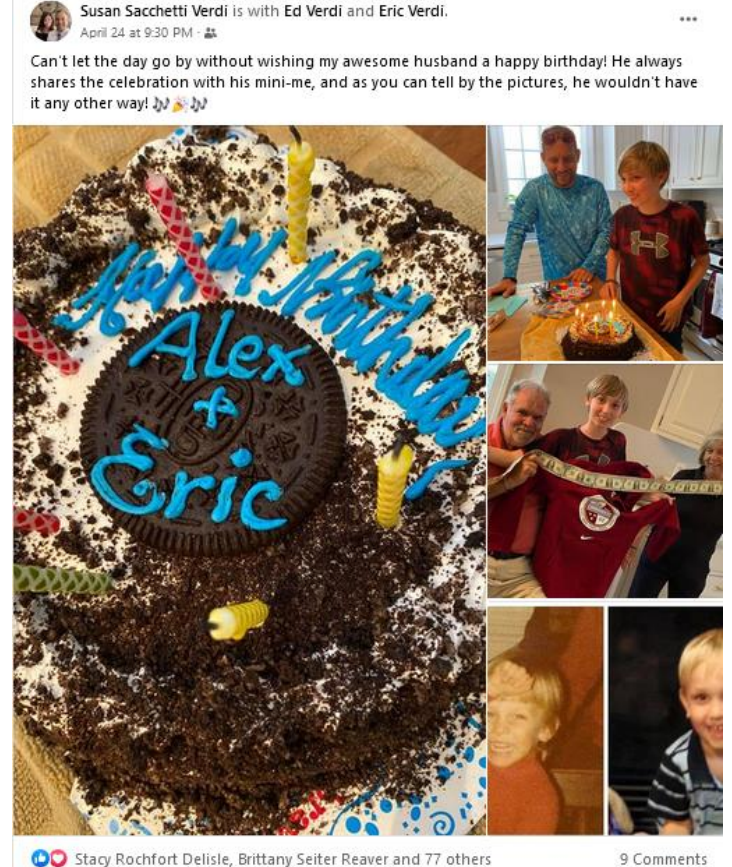
Here are April Birthdays from our friends of **Impact Maryland Monthly**. If you have a birthday in April and don't see your name on this list, please email or call us so that we will include your birthday.

Betsy Cavazos	Apr 1st	Laura Vansant	Apr 8th	Christopher Martin	Apr 21st
Keri Fackenthall	Apr 1st	Paul Goodwin	Apr 9th	Kyle Peirce	Apr 21st
Garrett Hamilton	Apr 1st	Victoria Love	Apr 9th	Wesley Tan	Apr 23rd
Ashlun Kunka	Apr 1st	Krist Martinko	Apr 9th	Nick Via	Apr 23rd
Quinn McClellan	Apr 1st	Diego Monzon	Apr 9th	Hanna Wharton	Apr 23rd
Melissa Compton	Apr 2nd	Bonnie Hines	Apr 10th	Scott Bracewell	Apr 24th
Nicole Goodwin	Apr 2nd	Laney Kelly	Apr 10th	Dane Sutherland	Apr 24th
Alicia Haynes	Apr 2nd	Lauren Kelly	Apr 10th	Me ☺	Apr 24th
Josh Keeney	Apr 2nd	Ryan Weinstein	Apr 10th	Mark Wharton	Apr 25th
Jenny Orndorff	Apr 2nd	Jeff Love	Apr 11th	Rick Grubb	Apr 26th
Julie Tusing	Apr 2nd	Paula Hood	Apr 12th	Sherri Haraway	Apr 26th
Emmaline Williams	Apr 2nd	Sean Quill	Apr 14th	Ryker Keeney	Apr 27th
Luanne Barnas	Apr 3rd	Dror Zaks	Apr 15th	Mark Temporado	Apr 27th
Colin Bitler	Apr 3rd	Roman Monzon	Apr 17th	Sean Johnson	Apr 28th
Joshua Kaufman	Apr 3rd	Ashley Mixell	Apr 19th	Chris Earp	Apr 29th
Kim Lamont	Apr 4th	Olivia Rogers	Apr 20th	Steve Linger	Apr 29th
Mike Long	Apr 5th	Marli Sayles	Apr 20th	Rosie McNally	Apr 30th
Patrick McCauley	Apr 5th	Christopher Martin	Apr 21st	Caleb Lincoln	Apr 30th
John Thorhauer	Apr 8th				

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.



'Stories From The Street'

Reputation is EVERYTHING

"Your offer isn't the highest offer, but we want to work with you [Impact] because we trust you know what you [Impact] are doing."

Just had this conversation a few nights ago with a local agent whom we have done transactions with in the past and who we have a great working relationship! She knows that Impact Agents do their best for their clients, but ALSO have a professionalism and respect for the industry and how hard everyone works.

This particular agent/seller ended up with 16 offers.

I don't know how the conversation on the other side went with the seller and the listing agent, but I know that our client's offer was NOT the highest offer. I imagine with 16 offers there was a top 3-5 that were relatively close on sales price. At that point the seller normally looks to their agent for advice.

And the seller *MIGHT* have said something like this... "Well you have 4 amazing offers. We have these 2 that are at the top, but the top offer is poorly written. Paperwork is a mess. Incorrect addendums. Not sure the agent knows what they are doing. And you have this slightly lower offer – in terms of sales price – but look how well put together the offer is. Numbered. In a logical order. Correct addendum..."

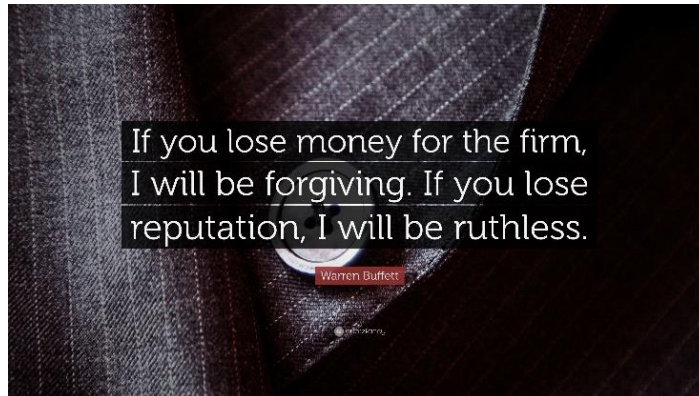
And I've worked with this agent and brokerage before and they are very professional."

The seller might have then asked the seller "what would you suggest?"

"I have confidence that the agent and Impact know what they are doing and have professional

competence... If it were me, I'd rather work with a professional who knows what they are doing."

Then at 7:30 on a Tuesday night the agent called Impact and said, if you can do A, B, and C tonight the seller is going to work with YOUR client! We know you, and we want to work with IMPACT!



For the next 4 hours (YES from 7:30 to 11:30 on a Tuesday night) there were no less than 50 phone calls and text messages between the lender and buyer. The buyer and Impact. Impact and the lender. Impact and the listing agent.

We tightened up financing. We found the buyer a GREAT rate/program.

We dotted the i's and crossed the t's on the contract and by 11:30pm on a Tuesday night our first-time homebuyers beat out 15 OTHER offers to secure the purchase on their first home 😊

Our clients – a young couple – were OVER THE MOON ecstatic that their offer was accepted, and they were super appreciative that Impact worked until nearly midnight to secure their first home.

The agent indicated that the seller wanted done THAT night and the next morning when we followed up with the listing agent she mentioned how appreciative she was that Impact worked tirelessly, the lender worked late and answered all her questions and that they were super impressed with the professionalism on behalf of the buyer!

THIS is why we do what we do.

I'm not saying that there aren't other brokerages and agents that work hard. In fact, there are a

LOT of good agents out there. But I'm saying this is commonplace at Impact Maryland Real Estate!!!

The EXTRA effort doesn't go unnoticed!

The week before this happy client, we also 'made someone's dream come true' because of our reputation with another agent.

We have this client who is in a high-profile position at a local investment firm, and he is moving his family to Maryland from Florida. He is an avid hunter, an outdoorsman. His wife, she is the keeper of the house and wants a beautiful home for their family and to be able to entertain. PLUS they wanted to be in Urbana or Middletown because of the schools.

We had written 4 other offers for them and missed out. Some had parts of what he wanted with land. Others had the stunning house but not the land. They both had to sacrifice, and they were willing to because they knew the constraints to be in those 2 school districts.

Then on a Friday morning... the stars aligned.

Twenty acres... and a very nice house in the Urbana district. Truly a Unicorn!!! We called/texted our client and said, "GET OUT HERE IMMEDIATELY!!!"

Within a couple of hours we saw the house. It was EVERYTHING they wanted. It already had blinds and hunting paths amongst the 20 beautiful acres. The house – could use a little updating – but was in great shape.

We called the listing agent – whom we do about 4-5 transactions a year – with... and WHOM he just brought buyers to one of our listings and closed smoothly. During our transaction when we had the listing we told him, "we won't let you lose it, we'll give your buyer last chance."

And we stood by our word and his buyer got our listing and was THRILLED about buying her first home.

Now, the tables were turned.

We called the agent and asked him... "PLEASE do NOT let us lose this house for our client!!!"

Impact worked feverishly over the next 24 hours to put together a STRONG offer... As strong as we could. (this is where the nuances on how to structure an offer come into play... there are 100 ways we can help client's structure an offer, but knowing the sellers hot button points helps!!!).

We got the offer in... (They already had 3-4 other offers and showings scheduled all day on Saturday and Sunday.)

The agent called us back and said, "If your buyer can do this [modification to the offer], then we can get it wrapped up tonight [Saturday]... and we won't wait for the 20 other offers that would come in."

Our client agreed and while on the road - taking our laptops and using hotspots – were able to

Offer Accepted!

make the necessary adjustments and by 7pm on Saturday we had ESTATIC clients!!!

Impact's buyer – I wholeheartedly feel – that it was because of our reputation and our working relationship with the listing agent that he felt compelled to have his clients accept our offer!!!

Impact's Reputation is something WE don't take lightly!!!

We might not always win... but everyone knows that there is a Professionalism that they will encounter when they work a transaction with Impact!

As Warren Buffet Says, *"If you lose money for the firm, I will be forgiving. If you lose reputation, I will be RUTHLESS."*

Impact's Reputation is EVERYTHING!

IMPACT MARYLAND MONTHLY

with Eric Verdi

3295 Prices Distillery Rd.
ljamsville, Md. 21754
240-815-0890



For Inquires AND Referrals contact:

EricVerdi.Impact@gmail.com

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

- We love working with IMPACT! The selling process felt so smooth and simple with them. Eric and his team are so easy to work with and were so accommodating and patient with us as first-time sellers. Anything we had questions about or needed help with was quickly answered and dealt with. My husband and I can't recommend them enough! – Flo S.

- Eric, Stacy and Tori were always courteous, professional and prompt in response to a request. They gave me sound advice on buying our new home and especially selling our existing home, allowing my wife and I to make the decision for ourselves. They were very compassionate and caring people who showed genuine concern (we didn't feel like just another client). I would recommend this team to anyone I know! – Ken R.

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