

Protector. Innovator. Philanthropist.

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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JULY 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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Be My Guest...

Did You RSVP???

Our Client/Friend #ImpactParty is coming up on Saturday Aug 20th from 5-9pm at Holly Hills Country Club in Ijamsville.

The same venue where we had our party last year that everyone absolutely LOVED.

We'll have yard games for adults and kiddos (yes, if you want to bring your kiddos great!). If you want an adult evening, it's perfect for that as well.

Gonna have some Great food. Drink Specials. Door Prizes! And just a GREAT!

At Impact we truly consider you family and we try our best to make you feel special throughout the year and we culminate with our Summer #ImpactParty.

We hope that you can make it on Aug 20th.

Check out flyer insert... and

Let us know if you can make it. Please RSVP by August 4th at www.ImpactClientParty.com OR call/text me at 301.514.2403

We look forward to celebrating and thanking you 😊

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.

TRUST

There is a saying in real estate that clients (buyers and sellers) do business with people that they Know, Like, and Trust.

In an industry where ‘you can throw a rock and hit 1,000 agents/competitors’ how do you stand out?

There is a couple of ways to gain business.

The first one is to ‘get leads’ – this is the method that most try. They buy leads, they cold-call, they get expired listings. They go to Zillow or Realtor.com or some other lead generation site and pay them a monthly fee for LEADS.

Then they either call, email or text these LEADS until they either tell you to ‘PI\$\$’ off or they succumb and do business with you.

Or a real estate agent might partner with other ancillary businesses (lenders, settlement companies, attorney, insurance agents) and try to co-market and generate those LEADS together and then work the LEADS.

Or you do your best to get in front of people in person to be seen as someone ‘in the know’ in your industry. This can be done by doing Open Houses. Can be done by hosting events. And can be done by making a following around your PASSION. Be it Food Trucks. Be it Cars. Be it Sports. (whatever the passion, if you create a group and then grow and nurture that group you will be seen as a ‘someone’ to the members and followers of that group.) Then you start sprinkling in your real estate expertise and you are seen as an expert.

But the hardest... longest... but – imo – the best foundational way to grow your business is to CREATE CONTENT.

This is the Relationship Model.

Where you create Consistent Compelling Content that connects you with your audience... The following is an excerpt from the latest book I wrote ‘Secrets of the Three C’s’ if you go to Amazon and Search ‘Secrets of the Three C’s’ you can read the rest of the book yourself:

Applying Authenticity to Your Consistent, Compelling Content

Creating an authentic connection ties into your sitcom opening monologue every month, and then to your origin story as well. In your origin story, you should talk about who you are, what you stand for, and why you got into what you’re doing. It should not be the 30-second elevator pitch that’s recommended in typical business settings that they teach at ‘Networking Groups’.



Nobody cares about what products or services you sell, if you can offer them a discount, or if they know someone interested in what they’re selling. That’s not an authentic connection, and it certainly doesn’t apply to creating consistent, compelling content.

The people that attend those networking meetings and functions sit and have breakfast every week and connect with each other. Hopefully, they take it a step further than their 30-second elevator pitch and connect on a deeper level. You would hope there’s some congruence in their messaging instead of asking who they know. That’s not being authentic.

Being authentic is allowing yourself to be vulnerable, true to yourself, and share your wins

and your losses. Most people will pull for you when they know you're going through something, you've had a loss, or you're going through a trial. They're going to have your back.

Basically, you do this through parables. The book, *Making Them Believe: The 21 Principles and Lost Secrets of Dr. J.R. Brinkley* by Dan Kennedy and Chip Kessler, illustrates this concept. It contains stories about how J.R. Brinkley became one of the biggest marketing spectacles during his era. He talked about the goat testicle solution and made millions.

He reached his "rogue" status through story and parables. You've likely heard one of the most famous quotes by Maya Angelou that ends with, "People will never forget how you made them feel." And that's how they'll remember your story.

When you write in Story form, people are going to remember stats and specifics when they can relate them to a story. When you have a parable that is relatable, they will connect with it. Going forward, when that "aha" moment hits them, they'll think of you. People remember stories; they don't remember facts.

Being Authentic CREATES Trust... In life, in real estate, in everything. People who know me and who meet with me know that I will drop an F.bomb or 3 during a conversation. If that offends someone, that is NOT my intent, it is just who I am.

Telling Stories every month give your audience something easier to remember and share when they are considering the buying and selling process.

I recently had 2 clients – both referrals from readers of this newsletter – purchase houses sight unseen because they TRUSTED me.

One just settled and moved here from Seattle and came out for a few visits and made a couple of unsuccessful offers.



Then on a Friday night I saw an agent/friend post about a house on Facebook that I thought was perfect. I called the agent and I couldn't preview/see the house because it was Coming Soon status – which means you can't show, but I could go walk around the outside.

So, by 7:30p on a Friday night I drove 45min to the house and walked around the outside and peeked in the windows and sent pix to the client.

She made a sight unseen offer.

She let me do inspections, handle everything on the buy end. And she EVEN let me do the final walkthrough as they were flying in from Seattle on settlement day.

Talk about Stressful.

What if she didn't like the house? Didn't like layout? Didn't like anything?

But she TRUSTED me... and thank GOD when she drove to the house that evening she LOVED it!

I have another client under contract. Sister of a past client. Just made a sight unseen offer from just a walking video tour. This was a FSBO – that my partner Stacy Delisle knew was selling.

2 Clients = 2 Off Market/SightUnseen Purchases.

Because their friend/sister knew me and gets the newsletter with all the Stories.

Thanks for YOUR Trust and see you on Aug 20th



Cheers,

Eric

Don't Forget to Have Fun!!!

July Quiz Question

Q: How many state parks does Maryland have?

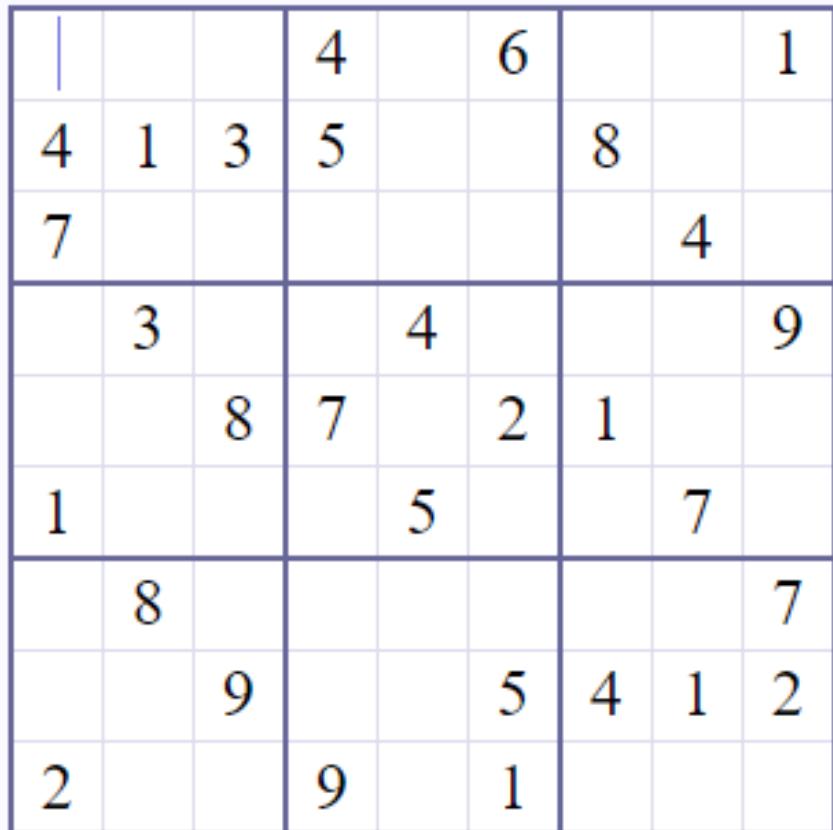
Everyone who texts, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$25 gift certificate to Amazon.

June Question & Answer

Q: Which body parts continue to grow throughout your entire life?

A: Ears & Nose

Congratulations: Winner!



Happy Birthday

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

Phaedran Linger	July 1st	Heather Quill	July 13th	Derrick Pledger	July 21st
Katie Sillex	July 1st	Shannan Thorhauer	July 14th	Mike Wingard	July 21st
Gary Hertzberg	July 2nd	Aiden Wingard	July 14th	Madeline Lincoln	July 21st
Tracy Boyd	July 3rd	Janet Conrad	July 15th	Paool Majalca	July 22nd
Tod Williams	July 5th	Linda Ranneberger	July 15th	Owen Cooper	July 22nd
Jim McClellan	July 7th	Shari Mostofi	July 16th	Tiphanie Downs	July 22nd
Emma Klinko	July 8th	Naiya Sayles	July 16th	Elle Gorman	July 23rd
Shelley Smith	July 8th	John Sulmonte	July 16th	Soraya Ally	July 24th
Taylor Rawlette	July 9th	Marisa Yearta	July 17th	Ryan Bell	July 24th
Marcela Monzon	July 10th	Avery Peirce	July 19th	Lane Miss	July 25th
Terry Hood	July 11th	Caroline Ranneberger	July 19th	Steph DeLauder	July 26th
Susan Snyder	July 11th	Bill Crosthwait	July 20th	Michelle Bitler	July 29th
Ashley Coutant	July 13th	Chad Vansant	July 20th	Jacki Grubb	July 29th
Lalania Knowlton	July 13th	Jessie Donnellan	July 21st	Britt Steele	July 30th
		Caitlin Hamilton	July 21st	Emily Lyles	July 31st

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.



19 Comments



Susan S Verdi is with Ed Verdi and 2 others.

Love where you live! ❤️ 🚴 Eric Rhodes & Jeanne B Rhodes organized another amazing National Clustered Spires High Wheel Race! So fortunate to have this opport... See more



223 Comments

Like

Comment

Share



Ed Verdi, Stacy Rochfort Delisle and 101 others

12 Comments 1 Share

'Stories From The Street'

Pricing vs Selling

“I Want”...

“I Want”...

“I Want”...

When we meet with sellers we ask them what is most important to them in the selling process.

Some want to move out and turn over the keys and let Impact handle everything. Some want to buy first and then sell. Some want a smooth transaction and transition.

A decent amount “want” the most money.

Whatever the sellers

‘Want’ we will have an opinion and a strategy for them. Actually, we will present them with multiple options and let them choose the strategy for them.

Most sellers end up having a number in mind that they want to get to sell their home. And then it is up to us (Impact) to formulate a strategy and give them options on how to get to that desired price point.

How do we come up with the strategy?

There are MULTIPLE factors that go into our pricing strategy to get YOU your desired result.

The Price Point that you are selling. Extreme Luxury? Luxury? Move Up Buyer Range? First time Buyer Range?

Location. Not only where you are located? City/Area, but are you in a neighborhood? How desirable is that neighborhood? Rural? Urban? Historic Area?

Condition. What is the condition of your home? Is there functional obsolescence on any items? Are systems (HVAC/Roof/etc) older? Recent updates? Is there something that will deter sellers from making an offer?

Competition. Who would be looking at your house and might be looking at similar homes? That is a HUGE factor. Figuring out who your COMPETITION may be. And we need to price ourselves accordingly in that market to be the BEST price.

What we don’t look at for PRICING purposes...

Comps. Comps are comparable sales. We use this as a BASELINE, but don’t use this information for Pricing Strategy.

“Why, you ask? I’ve heard agents tell me for YEARS to ‘look at the Comps.’”

Great question. Because in OUR opinion Comps are a historical perspective of the market. And don’t provide a snapshot of your current market conditions that will affect the interest in your home.

We recently had 2 sellers that BOTH wanted to maximize their Sales Price and one took our advice on pricing strategy while the other one chose their ‘price’.

Guess what happened?

You are about to find out...

Seller A was the first ever uber luxury seller in a desirable neighborhood. There was no competition. The house was PERFECT. The owner kept a beautiful home. It was absolutely stunning. This was going to be a unique sale and we were VERY upfront and honest with the sellers.

They “wanted” \$1.2 million dollars for their home. This number was going to be VERY tough to get regardless of how nice their home was. We thought that we could get them \$1.1M or slightly over \$1.1M, and the likelihood of getting their number was less than 5%.

Our suggested strategy to get them to that number or super close to that number was ‘*Impact’s Push Strategy*.’ Which is to list at a slightly lower number and from that the ‘plan’ is to get a LOT of traffic through the home and have MULTIPLE people interested and make offers. Once we get multiple people interested in the home then buyers’ emotions take over and we can get AMAZING offers!

Our price strategy was \$999,997 in hopes of getting above \$1.1M and as close to \$1.2M as possible.

The seller chose their listing number (NOTE: it is ALWAYS up the seller to pick their list price, all we can do is advise and diagnose) of \$1.15M.

We didn’t think this pricing strategy would generate multiple offers.

However, we did get a few showings and got an INCREDIBLE offer within the first 10 days on the market for \$1.17M (this would have BLOWN away) every other sale in the neighborhood.

The sellers declined this offer and guess what happened?

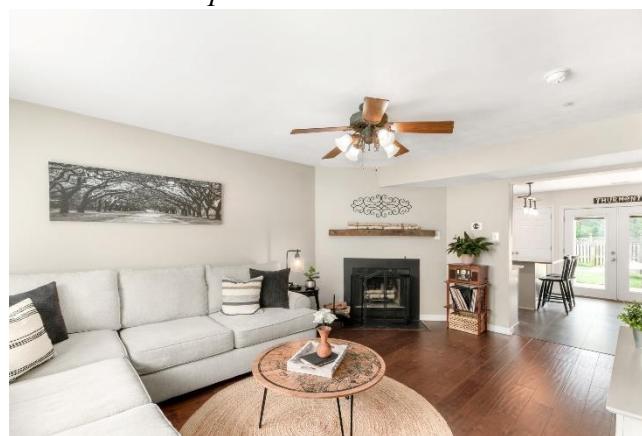
Showings slowed down. No other offers... and then we had to do a price reduction to generate more activity. We got a few subsequent offers.

The next one being \$1.1M, this was \$70,000 less than the original offer ;-(

After about 2 months of reductions, withdraws, indecisions the sellers decided to rent their home. Unfortunately, in this changing real estate market, they will probably NEVER sell \$1.17M anytime soon. And since it is now a rental, they will have the headache of improving and fixing up their home constantly.

Seller B...

This home was again in impeccable condition. And stood out in the neighborhood. Lower price – 1st time buyer price range.



And these sellers ‘WANTED’ \$250,000.

To get to that number we could have started at \$250k or even higher in HOPES of getting that number, but we advised our seller to list at \$239,997 to get multiple offers and multiple interest.

The sellers TRUSTED our Push strategy and were ALL-IN on getting our suggested strategy.

The Result:

We had 12 showings in the first 2 days on the market and we could have had a TON more, but from those 12 showings, we had 6 offers... 6 AMAZING offers!!!

The seller ended up getting OVER their desired number by 4% - meaning we got them \$260,000.

They were ecstatic and OVERJOYED in their *SALES PRICE!*

Remember there are MANY factors in what your HOUSE will SELL for – YOUR SALES PRICE... and the LISTING PRICE is just as much as a key component as your competition, condition, and location!

Choose wisely!

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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 and Michelle were fantastic to work with! As first time home buyers the process can be overwhelming but they took the time to carefully walk through it with us, willing to answer any questions we had! Their advice was invaluable and we are so happy with our new home! – Matt & Madison

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