

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

AUGUST 2022



Overnight Success

(20 Years Later!!!)

Southwest was built on the back of a napkin as a low-frills and economical alternative to the massive airlines of the 70's and 80's as founder Herb Kellerher drew San Antonio, Dallas, and Houston on that famous napkin and started his corporation on the simplicity of services for those 3 cities.

He would fine tune the operations and then expand to other states/airports, and then eventually to locations outside of the US, and for over 20 years was running at a profit because of the focus on doing the things the RIGHT WAY!!!

Running a company, any company, there needs to be a set of principals and guidelines by which that company operates and a core set of values and principles that govern major decisions.

What I have found when researching successful companies is that those that grow too quickly end up running into significant issues and the expenses quickly outpace the income and lots of time the revenues never catch up and there is always a rat-race to chase money.

Once that happens there can be a cycle of destruction.

Values change. Priorities change. And the vision changes from what the company was founded upon and initially successful.

There are always twists and turns in a business but staying true to the Principles are paramount in long-term success.

Continued on the Inside...

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

- Overnight Success Pgs. 1 - 3
- August Birthdays. Pg. 4
- Don't Forget to Have Fun Pg. 4
- Social Media Stories Pg 5
- Stories From the Street – Pricing vs Selling Pgs 6-7
- What Recent Members said about their experience with our Company. Pg. 8

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.

I pulled this article for you to read and will follow-up with my thoughts...

The following is an article from Investopedia about Southwest Airlines, written in September 2021.

Southwest Airlines ([LUV](#)) has become known over the past two decades as a thriving airline company operating in a time when most airlines have been struggling.

Any company operating in the airline industry must maintain and strengthen a set of competitive advantages that differentiate it from its competitors. Southwest Airlines' [business model](#) is based on extremely efficient operations, low-cost pricing, and innovative [logistics](#) solutions. Furthermore, their strategy also includes a deep focus on customer experience and looking ahead. Finally, none of this would be possible without a motivated team of employees. Through this sound strategy, Southwest achieved multiple competitive advantages that have allowed it to stay relevant in a rapidly changing world.

KEY TAKEAWAYS

- Southwest Airlines is more flexible than most other large airlines.
- Southwest is the only large U.S. airline that is also a low-cost carrier.
- Southwest Airlines' strategy emphasizes recruiting and retaining motivated employees.
- Southwest continues to improve its business model and practices.

The Only Large Low-Cost Airline

The collapse in demand for flights throughout 2020 nearly put several airlines out of business, but Southwest was able to survive without major layoffs. When business conditions decline, only the strong survive. Southwest Airlines is strong from both a size and a cost perspective.

One way of measuring strength is size. According to this theory, large airlines will experience declines, but they will not actually go out of business. Southwest is one of the big four airlines in the U.S., along with American Airlines ([AAL](#)), Delta ([DAL](#)), and United ([UAL](#)). That means Southwest has bigger reserves in cash, credit, and other assets than smaller airlines.

Bigger doesn't always mean better, but it usually does mean safer when it comes to investing.

Controlling costs is also crucial to surviving a downturn, and Southwest does well there too. [Low-cost carriers](#), such as Southwest, have several critical advantages over their competitors. They focus on providing the lowest prices for the most popular routes, which means fewer routes will need to be abandoned. Negative economic growth will also make businesses and consumers more sensitive to ticket prices, the low-cost airlines' primary advantage. Southwest is the only large airline that can compete on price.

The Right Recruits

While Southwest Airlines' entire business model is important, arguably the most valuable [competitive advantage](#) has been its deep focus on hiring the [right people](#). Southwest prides itself on being a people-oriented airline that operates with friendly and approachable employees and team members. Per its business model, Southwest hires employees who embody the company's [brand messaging](#) and who have a passion for helping customers. Southwest has stringent hiring practices and policies to ensure the right mix of team members.

Southwest Airlines has a business-oriented focus on the customer's experience. Part of that customer experience comes from the attitude and helpfulness of the employees it hires. However, there are many more factors that go into this competitive advantage.

Flexible Policies

Southwest Airlines has set various policies and procedures that make flying with the airline easy. One of these is Southwest's cancellation policy. They allow a customer to cancel a reservation up to 10 minutes before the flight's departure.¹ More importantly, the funds from the cancellation are available for a future trip. Policies like this one ensure that the customers of Southwest Airlines remain satisfied. These flexible policies help the airline to build high levels of [brand loyalty](#).

Rewards and Pricing

Southwest Airlines also has one of the better [rewards programs](#) in the industry. Southwest gives points to customers. They can use the points to purchase future flights. It also has a partnership with Chase Bank and offers customers a Southwest [credit card](#). The card allows them to accumulate Southwest Airlines points when making other purchases. Keeping customers



engaged is a big competitive advantage for Southwest Airlines.

Besides motivated employees and great [customer service](#), Southwest Airlines offers one of the lowest-priced solutions for air travel. Its pricing strategy offers extremely low prices compared to other large airlines, such as Delta and American Airlines. Southwest had to build its [business model around low operating costs](#) to be able to offer low prices. It only has a few aircraft types, which helps the airline reduce its costs. It also services smaller airports that don't charge as much for gate access. If a customer can find a lower-priced ticket, Southwest Airlines matches the price.²

Continuing to Improve

Southwest Airlines has a track record for being very forward-thinking. It is boosted by a flexible business model that supports rapid change. That puts the company in a better position to deal with the disruptions caused by economic events that are beyond its control. Southwest is always looking for lower-cost solutions, and that is more important than ever before.

Very interesting, right?

This is my 20th year in real estate and 5th solely owning my own company, Impact Maryland Real Estate.

I knew when I started out that my vision for growing a business was rooted in – *'Taking care of the clients, and your clients will take care of you.'*

What this looks like is just doing the right thing whether it be going out to paint a fence for a client. To help a client clean. To buying the client a warranty. To taking trash to the dump. To helping arrange and manage renovations. To ALWAYS being available for a conversation/text to help alleviate the stress of the homebuying/selling process. And, in turn, overtime the clients (YOU) would: -be repeat clients.... And – would refer people that you care about to me.

I had a 10-year milestone that when I started, if I could scrap by for 10 years, that the business would naturally gravitate to me.

Keeping expenses to a minimum, NOT buying leads and cold calling people – this is a recipe for disaster in slowing or down markets. I know Realtors that are spending 5 figures - \$10,000 PLUS a month in getting leads and cold-calling. You have a few months with no settlements and then you are IN THE HOLE!

My model is taking care of YOU... I choose to spend my money (a fraction of that cost) on YOU. The Newsletter, the Birthday Cards, the Anniversary Gifts, the Client Appreciation Party, the Thank You's for referrals and your business.

This allows me to invest in you and OUR relationship.

To this day over 90% of my business comes from this newsletter and those relationships we have formed over the last 20 years. Because the expenses aren't spent CHASING new business I can invest money into relationships. Which plays directly into the Dan Kennedy quote that I've shared many times, "*Pros focus on Relationships. Amateurs focus on Sales.*"

When Impact started back in Jan 2017, I knew we had to streamline expenses to make sure the relationships didn't suffer. That Impact could stay open whether we had 20 clients a year or 200. There are inherent expenses that go into running a company. Insurance, signage, Local and National Fees, Office expenses and supplies, rent, support and these are pretty much fixed cost for every company.

But before growth happened we needed to make sure the operations were in place. And the first year was just the original 5 that started the company with me. Since then, the growth has been slow and purposeful. Have there been hiccups??? YES!!!

Have there been HUGE wins?

ABSOLUTELY. With growth comes different stresses, but like Southwest if you stick to the core principle which we have quite a few, but nothing more important than, "*Take care of your clients, and your clients will take care of you!*"

Is the foundation on which MY business has been built, and I've tried my best to implore our agents, my partners of this rule! In the weeds of a transaction or paying the bills this can become tough, but 3, 5, 20 years later it pays off!!!

Writing this newsletter just days after our Client Appreciation Party, which I will share next month, but THANK YOU for your continued trust and support.

Cheers,

Eric

Don't Forget to Have Fun!!!!

August Quiz Question

Q: The Adventures of Tom Bombadil' was written by which British philologist and author of classic high fantasy works?

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.

July Question & Answer

Q: How many state parks does Maryland have?

A: 53

Congratulations: Dwight Parsons!

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

Happy Birthday

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

Beth Monzon	Aug 2nd	Sibylle Huffman	Aug 13th	Brian McClellan	Aug 20th
Dan Coleman	Aug 3rd	Andy Kapust	Aug 13th	Belynda Sulmonte	Aug 20th
Matt Bobbitt	Aug 5th	Josh Burrier	Aug 14th	Madison Umberger	Aug 20th
Alina Sillex	Aug 5th	Erica Bush	Aug 14th	Aubree Vanwagenen	Aug 20th
Emme Haraway	Aug 6th	Lindsay DeLauder	Aug 14th	Joe Yoho	Aug 20th
Kathleen Hertzberg	Aug 6th	Chris Nicholson	Aug 14th	Fiona Bybel	Aug 21st
Brianna Kaas	Aug 6th	Ronan Spangler	Aug 14th	Lauren Galla	Aug 21st
Mark Kaufman	Aug 7th	Rhett Super	Aug 14th	Mateusz Zielinsk	Aug 21st
Laura Reese	Aug 8th	Sean Donnellan	Aug 15th	Macy Bell	Aug 24th
Alex Super	Aug 8th	Erica Fouts	Aug 16th	David Martinko	Aug 24th
Brendan Wharton	Aug 9th	James Palmer	Aug 16th	Phil Lyles	Aug 26th
Brian McArdle	Aug 10th	Cooper Ranneberger	Aug 16th	Laura Wallace	Aug 26th
Aaron Miller	Aug 10th	Ryan Diener	Aug 17th	Keith Fouts	Aug 27th
Jack Wilson	Aug 10th	Willie Monzon	Aug 17th	Amy Goldsmith	Aug 27th
Shayla Martinez	Aug 11th	Tom Hamilton	Aug 18th	Maverick Eccard	Aug 29th
Anthony Orsini	Aug 11th	Landon Via	Aug 18th	Frank Lawrence	Aug 29th
Lou Sacchetti	Aug 11th	Keely Hollyfield	Aug 19th	Emma Palmer	Aug 29th
Cindy Warfield	Aug 11th	Ashley Wingard	Aug 19th	Aunt Maggie	Aug 30th
Emily Purgason	Aug 12th	Emily Feaster	Aug 20th	David Migdal	Aug 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
August 23 at 12:36 PM · 🌐

Tonight 7p at [Idiom Brewing Co.](#) one INCREDIBLE local Charity will walk away with \$36,000 PLUS for a 5-Minute Presentation to our [ImpactClub®](#) Frederick members.

Be my guest and see what everyone is talking about. - Arrive 6p.



Eric Verdi
July 16 · 🌐

Great day at [National Clustered Spires High Wheel Race](#) !!!!

Thanks [Eric Rhodes](#) and [Jeanne B Rhodes](#) for bringing this to Frederick!!!



Susan S Verdi is with Ed Verdi and 2 others.
July 16 · 🌐

Eric Verdi
August 19 at 5:25 PM · 🌐

Anyone that knows me, like really knows me won't be shocked...

SueMart and I had an appointment yesterday morning in Germantown. I took my Remarkable out to use it, but got sidetracked and put on back of Armada.

Well..... See more



👍👍👍 Annie Walters, Eryn Topper and 69 others

35 Comments

Susan S Verdi is with Ed Verdi and 2 others.
August 17 at 9:58 PM · 🌐

Then and now! First day pictures of 8th & 11th grade! This goes by so quickly... don't take a minute for granted. (Alex pictured in workout gear, as he went to the Y before school. Wardrobe change involved, but no pics! 🤔)

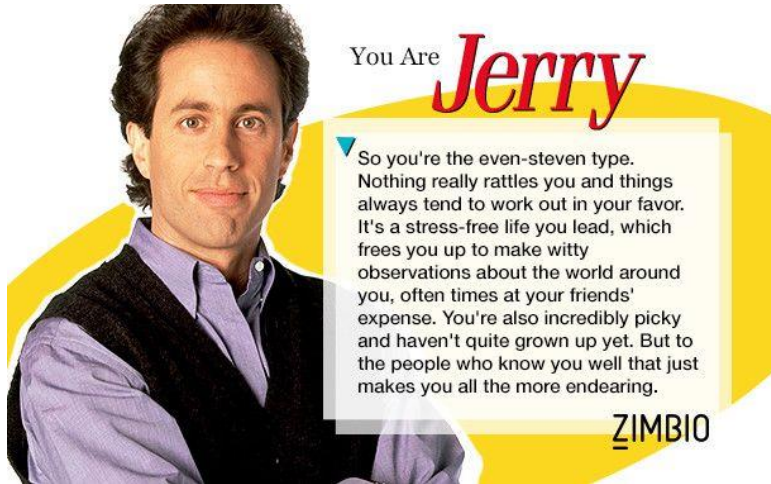


'Stories From The Street'

Things ALWAYS Even Out

Whatever it TAKES!

Have you ever The Seinfeld Episode called 'Even Steven?' Jerry has a theory that everything just evens out for him in life. One friend is having a good day, one is having a bad day. Something bad happens in his week, then Jerry knows something good will happen.



An event causes Stress... Then an event cheers him up...

Google or YouTube 'Seinfeld Even Steven' and watch the clips ☺

'Evening Out' is something that happens at Impact all the time.

Real Estate is FUNNY like that. One transaction might take extra special work and care while another transaction is very easy. One buyer might look at houses for YEARS, while one might find one on their first or 2nd time out.

Being in the midst of a stressful time-consuming transaction your head and stress level gets lost in ALL the details, ALL the phone calls, ALL the conversations with EVERYONE that you think it will never end. Then you get a transaction that is super smooth and BOOM... it made up for the months of time and hundreds of hours of stress.

Transaction for the AGES...

Impact recently settled a home that from our first meeting with the sellers to actually selling their home took nearly a year.

From our first consult where we walked through their home with a punch list last year to their recent settlement was nearly a year.

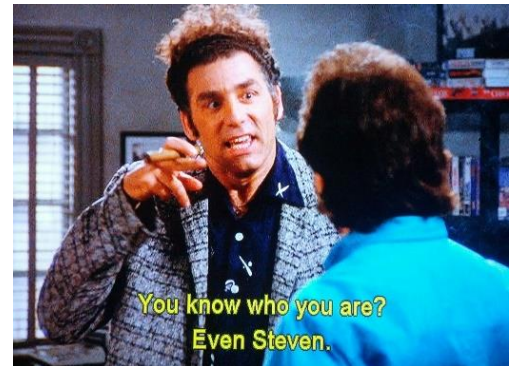
In between there were dozens of face-to-face meetings.

Hundreds of hours

of phone calls. And no less than 20 trips to their home to check on things.

At Impact we go above and beyond with our Documented Approach and our 'Flip it or Sell it' program where we have contractors, designers, stagers, photographers, videographers all that we partner with to do what is best for our clients.

This home was running along smoothly (in the normal 6 month timeframe) until a failed septic through a WHOLE NEW level into the transaction.



We then had to get the county involved for a new septic drain field. A perc test. A new drain field.

This process would typically take a few weeks with permitting and scheduling, but we ran into a snag.

Apparently, Potomac Edison did something they weren't supposed to do.

They ran the main power across the drain field. And when the contractor was doing the perc test, he hit the main power line on his 2nd dig.

This started a tailspin of HUNDREDS of calls to get power restored. Get a new transformer. Get the engineer from Potomac Edison involved. Get a new trench. Get new main service that took an additional 6 weeks and would have taken longer if we didn't find out a mutual friend of Impact's was a higher up at PE.

However, we were able to help the seller coordinate new electrical service and new septic field to the house.

What started last year at a meeting where the seller was installing a new roof because they wanted to turn over a good house ended with new power and new septic as well.

Then things EVEN OUT...

Impact recently had another seller that 'Even Steven'd' this transaction.

We had a seller that inherited a property and wanted to sell. Unfortunately, the house was in rough shape and needed new carpet, paint, cleaning, staged and clean out. We quickly got our crew lined up with Medardo, Roland, Jonah/Shana, Adrienne lined up to turn the property over and maximize the return for our seller.

As soon as we got the keys, we had the property turned over within 10 days and ready for the market.

Our team did such a good job that we ended up getting an over full price CASH offer based off the photos 😊

This one ended up being settled in less than 2 weeks.

The other agents were GREAT!!!! No hassle, no stress.

They don't all end up like this, but when they do it sure does help EVEN OUT the stressful ones.

Same thing with buyers!!!

Impact had a recent buyer client that we had to show about 70 homes to in a couple month time period to find 'just the right one'. This one involved many weekends. Over 1000 miles driven. And a LOT of DOGS before the Rose was found.

We negotiated our butts off to get our clients offer accepted, using one of our proprietary 'Carmella Kicker' strategies to get accepted.

Then we have had 2 buyers recently, one that contacted us.

Saw a Home.

Made an offer on the first house she saw, and we helped her beat out 11 other offers. And BOOM – she bought a house.

Then another client, from first meeting our Impact agent to going under contract was 5 days!!!

You could call us the 'Even Steven's' of Real Estate.

Things EVEN OUT at Impact, whether it takes you a year or a week, we will bust our butts and do WHATEVER it takes to help you achieve YOUR GOAL!!!



IMPACT MARYLAND MONTHLY

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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

- Working with Stacy and Eric was a very positive experience. They guided us through every step of what seemed like a very complex process to buy our current house. We appreciated their attention to detail and ability to come up with creative solutions, especially when an issue arose with our appraisal. They also were extremely calming and patient with us as we navigated this stressful transaction. We have already started recommending Impact's services to our friends and would absolutely use them again when we are ready for our next house! – Frank & Stacey N.

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