

Protector. Innovator. Philanthropist.

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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

NOVEMBER 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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The Inspirational Leader

(Always a Struggle...)

Nature vs Nurture?

Growth vs Fixed Mindset?

Introverts vs Extroverts?

Thinkers vs Feelers?

I have found that the best leaders can find a way to make EVERYONE feel important no matter what their personality is. The best coaches, they know what motivates people!

As a junior in High School I played basketball at Frederick High School and I saw my playing time dwindle as the season went along. I felt that I was doing what I needed to do as far as running the team and being the leader/Point Guard but I kept playing less and less.

I thought that I could play like my predecessor at Point Guard, Charlie Thomas, who was a prolific scorer and very athletic. And I thought that is what Coach Faska wanted, for me to play like Charlie did.

I went to his office one day before practice and asked why my playing time was decreasing.

Continued on 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.

He gave me 2 reasons: First he pulled up the stats and my shooting was HORRIFIC. Coach showed me the stat sheet, I was 1 for 24 like 5-6 games into the season. Although I thought I was doing what was necessary, the numbers didn't lie.

The 2nd reason went a little deeper and Coach talked about who I was as a player and it HURT when he initially told me, but I knew that if I wanted to play more, I would have to listen.

He said, "Verdi, you are trying to hard to be like Charlie. You aren't Charlie, you don't have his athleticism, he plays a different style than you do... I want you to play more like Brian Miller [he was a Point Guard at Walkersville]. I want you to be more of a facilitator and get others involved. Stop trying to be a scorer and take your shots when you are open."

This hit hard...

For years I looked up to Charlie and his style. He was a player that I always wanted to be! But it WASN'T me. I had to be me to be successful, not someone else.

Coach saw my Strengths and Weaknesses but he had to convey to me what he wanted and who he thought I could be without crushing my confidence.

I was and still am someone that thrives on encouragement. On pointing out the positives. I like to please people. I'm a people pleaser, coach pleaser.

From that meeting I did 2 things...

I worked tirelessly on my weakness – shooting. Spending countless hours working on my form. Adjusting my shot. Getting a rhythm for

shooting. And I improved throughout the year and improved my horrific shooting statistics.

And I also took to heart my playing style.

I played within myself and did what I did well, I became a facilitator on the team – a true Point Guard – and took my shots when they were available.

The talk that day was hard to hear but it was what I needed.

During the off season, I went to camps. I practiced. I worked on my skills. And the next year I was the starting Point Guard from day 1 and ended up leading the team in 3 pointers that year.



A photo of me that used to hang at Frederick High – as Senior Athlete of the Year.

Without that brutal honesty from Coach Faska I could have lost confidence in myself, but it was what I needed to hear and from that point there was constant positive feedback on the strides I was making to improve my game.

Good Coaches. Good Leaders. They know their team. They know the personalities on their team and how to interact with them.

With kiddos it is Easy.

Having coached my boys teams since they were 4/5 years old, from T-Ball, to Soccer, to Flag Football, and to Basketball it is one of my joys in getting to know the kids every

season and trying to figure out what drives/motivates each kid.

Some you have to give a swift kick in the butt.

Some you have to give constructive criticism.

Some only improve with positive feedback.

Some learn by watching you draw a play on the board.

Some learn through a hands-on walkthrough.

Some only learn by watching others.

As a coach it is our job to make sure that you are meeting the players on their level. Where they learn. Where they are motivated.

I'm getting ready to start coaching Anthony's Soccer team again through the winter and spring and Alex's basketball team. Anthony's team has a LOT of turnover as the kiddos have gotten older – they are 15/16 years old now and some have moved on from soccer while we have 8 new kids on the team. It will take time for Coach Chris and I to figure out how to best 'Coach' those new kids.

Alex's team of 13 boys, I've coached all but 1 before in basketball or flag football, so I know these players.

I know what motivates them.

I'll be able to hit the ground running with these boys. I know who to coach hard and who my need a pat on the back or whisper in the ear. Some are ok getting coached in front of the others, some you have to pull aside.

I do think it is important to have individual conversations with our players to know what we expect from them. I've found that pulling kids aside during a practice or game and telling them what we need and expect is helpful so there is clear direction.

Coaching and Being Broker is Similar...

In our Company, Impact Maryland Real Estate, it is similar to a team but with adults. Everyone operates independently but we all collaborate and work together.



Some #ImpactFamily members and Anthony volunteering at the Soup Kitchen.

But we have different personalities and what motivates one is different than someone else.

If I'm being honest, that is probably the hardest thing about being a 'leader' and 'coach' at Impact.

Adults are different than kids.

Different agendas and different motivations. Some are motivated by making more money. Some just want to supplement their income. Some do it for freedom and flexibility. Some do it because they LOVE helping people.

I think we ALL do it for the above reasons but some might weigh more heavily on one or 2 aspects.

Getting to know each of my partners personally, pulling them aside, and having those small pep talks or kicks in the butt and knowing how to help each of my partners is a challenge.

Having adults change teams is tough. We recently lost a couple #ImpactFamily members as they switched brokerages and I take this personal.

What could I have done different?

Ultimately when someone joins or leaves a company they do it for a couple of reasons: The Culture, the Leadership, the Support are at the top. And if people leave – IMO – it is a direct reflection on my 'Coaching'.

I'm still evolving as a coach and a leader and at 46 years old, I know that there is DEFINITELY areas that I can improve as a leader at Impact... But with like Coaching kids, leading adults is a learning experience.

Cheers,

Eric

Don't Forget to Have Fun!!!!

October Quiz Question

Q: Who was the home run leader that broke Hank Aaron's record of 755.

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.

September Question & Answer

Q: Which animal was considered sacred in Egypt

A: Cat

Congratulations: Mary Wright!

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

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

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

ImpactClub Frederick UPDATE!!!

Join Me???

(Just \$100/Qtr has a \$150,000 Impact)

Did you know that ImpactClub® Frederick is hosting our 24th Event on Tuesday November 22nd at Idiom Brewery in Frederick???

That means that we are 6 Years STRONG!!!!

It also means that at the end of this year ImpactClub® Frederick will have donated nearly \$750,000 to LOCAL charities!!!!

This is ALL done by individual donations of \$100 (Each Member/Each Quarter), so for \$100/Quarter or \$400/Year

YOU CAN HAVE MASSIVE IMPACT in OUR COMMUNITY!!!

I would LOVE for you to join me in helping to make an Impact. If you have questions, just hit me up, or if you are ready to make an Impact you can join nearly 400 local members at

www.ImpactClubFrederick.com

A few of our Beliefs are Below:

We believe charitable organizations, like business owners, have a responsibility to their donors to deliver ROI: Return on Impact. That means, donated money, it shouldn't just be spent. It should be multiplied. You do not Impact communities, long term, by giving away money. You do not help charities, their founders or representatives, long term, by giving away money. You do not help affected families, whose loved ones are fighting terrible diseases, to battle that disease, long term, by giving away money.

That is the misconception.

Giving away money is not the answer. The answer is to inspire charities, their founders, representatives, etc.,

and the parents, children, siblings, of affected family members, to become effective fundraising machines in their own right - so ultimately, they don't need your money.

That means we must accept - A charity is a business. Their product, their service is Impact. And to deliver that Impact, they must sell the value of that Impact to people willing to pay for it, support it, and champion it, to recruit further support.

The benefit of ImpactClub® extends beyond the large monetary donations. The money portion is just the instant gratification and high-stakes incentive

(modeled after the XPRIZE), to motivate local charities to get really good, really fast – to jump start their desire, to hone their craft as a storyteller. Like a fad diet, drop 10 pounds in a week. But results, purely inspired by instant gratification, they don't last. Soon, that diet fails. The pounds come back. Likewise, that donated money is spent. Gone. And the need for funding

again becomes urgent. Thus, for maximum Impact, the only true solution is for ImpactClub® and charitable founders to play the long game. Which means, 1) Charities must be committed to building a strong "Story Engine." But also, 2) They need the ability to continually water that "seed," should they want to harvest it, time and time again.

That is why if ImpactClub® just gave monetary donations, absent the more valuable benefits described below, it would be a flawed concept. Money only goes so far. But a community of support, and access to knowledge, is an ever-renewing resource. This is why venture capital firms are so supportive of their startup founders, because the support is infinitely more valuable than the money component.



'Stories From The Street'

Second Time is a Charm

A Story of Redemption in Lake Linganore

Meet the Clients:

Mary is a public educator in Montgomery County, and Roy is a retired police officer. They have a beautiful love story, having gotten married at home plate at the Frederick Keys stadium. After the ceremony, they threw out the first pitch and enjoyed their wedding reception viewing the game from one of the suites.

Several years later, their blended family downsized as their kids had all moved out... and they were ready to downsize as well. Their Lake Linganore home had served them well, but they knew it was time to move on.

They also knew that trying to secure their next home and being competitive in the summer of 2022 housing market would be a challenge.



The Situation:

Taking complete control of their home search, Mary and Roy attended an open house and fell in love with the home. They collaborated with the agent they met there to get an offer accepted... and that same agent then became the listing agent on their Lake Linganore home. Knowing that they wanted to go hard after securing this particular property, they quickly listed with this agent in homes that they'd realize their dream of moving. Back in the summer when the market was still moving at a rapid pace, who could blame them for acting quickly?!

The home was incredible! Updated kitchen, sliding barn doors, modern/minimalist railings, TWO decks... you name it. Each and every space fully utilized, a

fantastic combination of open-concept living on the main level, and plenty of cozy spaces on the other two.

Unfortunately, their home sat on the market for 67 days... and each home they had submitted an offer on in hopes to purchase, they ended up losing.

Initially over-priced and with little direction as to how to adequately prepare, even in the summer market, their home hadn't been best positioned to sell for top dollar. They had plenty of showings initially.... But then those started dwindling. And interest rates started rising.

They needed a quick, top-dollar sale to move onto the next phase of their lives... but the question quickly became *HOW?*

The Options:

Needless to say, Mary and Roy were torn on what to do. Buying a new home is stressful enough, but when you're trying to sell another one at the same time, it can be an overwhelming process. Regardless, they needed to come up with a solution to move forward one way or another.

Option #1 was to continue on with their current agent. To continue to stair step down in price reductions, hoping to eventually hit a price point that would attract a buyer and cause them to submit an offer. Essentially, staying the course. While not effective up to this point, it was at least *familiar*. And sometimes, familiarity is welcome in an otherwise stressful endeavor.

Option #2 was to quit... at least for the time being. To wait things out, and maybe re-engage in spring of 2023. After all, who would blame Mary and Roy for wanting a breather after what they had been through thus far?!

Option #3 was to rebrand, reposition, and relist. Quite possibly the “scariest” of all the options, but also the one that at this point offered the greatest opportunity to maximize their ROI (return on investment) and realize their downsizing dream.

The Decision & Outcome

After much frustration, many showings, no offers, and losing out on several homes they desired to purchase, Roy and Mary ultimately decided to select option #3 and keep moving FORWARD towards their dream. They reached out to us here

at Impact, and like many sellers, they had tough questions about the market. Roy and Mary knew that different agents have different approaches. Tired, frustrated, and confused...yet still hopeful... they turned to us for advice. And quite frankly, for HELP.

They believed that despite what had already happened, our focus on the 4 P's works.

Preparation. Positioning. Pricing. And sometimes, a PIVOT!

Because of theirs 67-day market history, our first P became a PIVOT! We took a look at what had been done previously, identified what was not working, and sought to make adjustments using a combination of market data, best practices, and a little flair!

Essentially, we developed a plan to re-brand their home completely.

... and there were several reasons why, which you will see unfold.

PREPARE. Our first task was to prepare for re-listing. Our amazing designer, Ellie, from Blue Ridge Interiors consulted with Roy and Mary, going room-by-room, offering various suggestions. Where to touch up paint. What to pack up. How to arrange furniture to maximize space and to give each space a



purpose. Ellie provided a detailed to-do list, which Roy and Mary faithfully completed to a t. No doubt, hard work pays off! When everything was just right, we brought in our incredible photographer, Annie, so capture their home's beauty.

POSITIONING. Then, we took a real-time look at current properties on the market, homes that were pending, and homes that had recently sold. We opted to market them as the true 4 bedroom home that they are, as opposed to the 5 bedroom home their previous agent noted. While this seemed almost counter-intuitive, Roy and Mary trusted that this truly was the best move for positioning their home on the market.

PRICING. The final step. How do we price this home to best position Roy and Mary to maximize their profit and realize a timely sale? In some cases that extra profit means the difference between moving to your next home or remaining stuck. For others, that extra profit is just a reward for being ahead of the pack and learning how to create an emotional attachment and a buzz for your home!

SO WHAT HAPPENED?

In just 6 DAYS Roy and Mary had an incredible offer on their home. They realized their dream of moving to another community that they love. And this time, they did it successfully... fully supported by myself, my partners at Impact Maryland Real Estate, and the amazing industry professionals with whom we collaborate.

The Secret Play That Works Every Time:

So, what's the secret to winning like this even when the odds are against you? It's following a proven, structured approach that gets results every time. It's not just about knowing the market or how to sell a home. It's about taking that extra step to know the winning strategy that creates a win for our clients. Why go with what everyone else does? Why get lackluster results, or none at all, when you can take home the trophy? You need someone on your side who will not only cheer you on but knows how to win the game. It's knowing the right plays, working together as a team, and having access to the talent and resources that make it all work like a fine-tuned machine. We've been doing this for our clients by implementing game-winning strategies that produce a victory. Selling a home is so much more than a financial transaction. It could lead to the biggest profits you'll ever experience in your life!

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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

-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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