

Protector. Innovator. Philanthropist.

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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

DECEMBER 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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Choices...

(35,000 a Day)

The alarm goes off at 5:32am and I pop out of bed ready to go do a workout/training with Alex at the Y before school starts. Drills, Dribbling, Running, Shooting.

For the past few months we've had Coach Hill, a local High School Coach, come and work Alex out before school a few days a week, but with basketball season in full go for high school Coach Hill has to focus on his team.

Alex and I decided that I'd work out with him in the mornings. Selfishly, I need to get my butt working out again as that tire on my mid-section is getting bigger and the physical activity is getting less as I get older. But also do this for bonding with Alex, and to help him get better. Having played sports my entire life and coaching the boys since they were little, I know how to coach and get players better.

When Alex showed and interest in getting better, I said, "Let's work out in the mornings."

I got up bright and early to get ready this morning to go workout and train him, but his 'lesser self' got the better of him. After waking him up a couple of times, I could tell that his desire for TODAY had waned and he is currently sleeping as I'm writing this at 6:17am on a Tuesday morning.

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.

Alex had a choice this morning. He chose sleep over working out.

I had a choice, actually a few choices. I could have drug his a\$\$ outta bed and made him go. I could have gone by myself. I could have gone back to sleep. I could have done any of 100 work things that need to be done before year end. But this morning, I chose to write to you 😊

Everyday we make literally THOUSANDS of decisions.

Conscious and Subconscious decisions that affect our day and our life. We don't know which of those choices are minor in the grand scheme of things and which small decisions end up having a major impact on ourselves and those around us.

A quick google search of 'how many decisions do we make in a day?' Brings up an answer of 35,000. Think about that... We have to make 35,000 decisions a day. Could be as simple as coffee or tea in the morning or it could be major life changing decisions that could change the course of our future.

This past weekend we made the decision to get a Christmas tree – and NORMALLY we go out as a family the day after Thanksgiving, search for the tree, cut the tree, and do the family thing. But this year Anthony was running a 5K for Cross-Country in New York – so the day after Thanksgiving he and I went up there to run.

Then we were going to go this past weekend, but it was raining and miserable. Thus we decided that I would just run up to Urbana Firehall and get a tree from there. Then we had to decide WHICH tree to get. I sent a couple of pictures to Susan and BAM, decision made.

Small decision, Small Impact.



Recently some #ImpactFamily members made the decision to switch companies, they made a conscious decision to leave my company. For one reason or another they thought that Impact wasn't the place they wanted to be and grow their real estate business. And as owner/founder/broker/leader of Impact I know that there DECISION was because of something that I did or didn't do... or did or didn't offer... or did or didn't give them that they wanted.

The decisions of others – those 35,000 decisions that someone else makes during the day can also affect YOU as well!

Then you have a choice on how you react to someone else's decisions and your REACTION. I chose self-reflection. And although it was tough to have someone tell you that they are leaving and you knowing that it was because of you.

I know in my heart that I did what I could to support them to the best of my ability.

And my best might not always be what someone else thinks what is best for them, and I have to be ok with that... As LONG as I know that I'm doing my best for my partners at Impact, I pour my heart and soul into my partners and my clients – and I can sleep at night knowing I try my best.

A good friend of mine texted me after someone recently left:

"Let those dead leaves fall... so you're only watering the healthy branches."

And that simple text provided so much perspective to me that that person's "CHOICE" to text me that has given me a sense of calm and peacefulness about things!

My friend didn't have to text me. But chose to... one of my friends 35,000 decisions that day was to text me and I'm very grateful!!!

You don't know which of those 35,000 decisions change the course of history, so make every decision with a clear mind and conscious.

Reading more about decisions I read an article by Dr. Joel Hoomans titled '35,000 Decisions: The Great Choices of Strategic Leaders.'

I found the following interesting:

7 key habits to keep in mind

when making decisions:

1. **Prioritize your decisions** and be sure to give appropriate amounts of time, research, reflection, consultation and energy to the Tier 1 choices before you. Amidst 35,000 potential decisions, our ability to prioritize the significance of the decision context is our first important decision;
2. Constantly be developing a group of folks that you can delegate decisions to. If you want to be an increasingly effective leader and a promotable candidate, you WILL need to **develop a trusted group of decision-makers that you can delegate to** and count on to follow-through. Give them a line of sight to how you make decisions so that they can learn from it and leverage it;
3. **Develop a 'think tank'** of trusted-truth-tellers, subject-matter-experts and people who have a proven track record of decision quality so that you can run key decisions by them;
4. **Print out your own personal core values** and the shared values of the organization you are presently leading in for reference when facing decisions. This simple act will help you make better values-based decisions;
5. **Practice!** Play games that require you to make decisions in a relatively safe and playful context. Playing board games, card games and computer based games can be fun and they have also been shown to improve your ability to make better decisions and come to the right conclusions according to David Gamon, Ph.D., coauthor of Brain Building Games. Practice may not make you perfect, but it will greatly improve your decision quality. Sites like Luminosity.com also help people capitalize on this research and the opportunities it presents to gain this valuable practice;
6. Keep a piece of paper available with a line drawn down the center. Develop your own Likert-styled scoring system of 1-5 or 1-7 or 1-10 (e.g. 1=minimally lends to my values vs. 10 = maximizes the realization of my values). Positive attributes get positive scores. Negative attributes get appropriate negative scores. Attributes that are neutral score zero. Use this process to develop your binary thinking skills and to **score potential decision options** – their pros and cons;
7. Make sure you **learn from your bad decisions**. You want the price you pay for any bad decisions that you make to be the insightful learning that is gained, rather than the regretful days of depression you inflicted as a result of self-loathing. Ask: What would you do differently next time? How can this experience make you better? Self-loathing is a seriously over-rated recovery mechanism that emerging leaders just don't have time for.



In conclusion, if we want to make better decisions as leaders, we would do well to **remember that our decisions impact others and compound over time**. Some decisions carry more weight on the outcomes we generate than others. As a result, they should be elevated when determining the decision-strategy we will use, as well as in the resources of time, talent and energy we devote to them. The decision-strategy we use will likely dictate the outcome, so it needs to be our first decision when we step up to the choice buffet (yes, we even have a choice about how we make a choice).

Is there a bigger DECISION than where you are going to live???

One of our core philosophies at Impact is to take care of our clients – **ALWAYS...** This is why we spend so much of our time doing things that others won't. Just the other day I had to spend 3 hours at a property we had listed cleaning that water filter. Had to make 2 trips to Home Depot, had to run off water.

These are the unglamorous things that Impact Agents do for their clients. Why most are worried about finding new business, we are worried about taking care of our clients. This is why after 20 years in real estate, that the **CHOICES** I have made every day, every week, every year to put my clients' needs first – and thus people like you – my friends and clients – refer (ie: make a conscious decision) people to me because they know that I will do the best I can for my client's.

Like Alex 'hitting snooze' today, the **CHOICE** is **YOURS!!!** Choose wisely in all of your 35,000 decisions today.

Love you and have a Merry Christmas and Happy New Year!!!

Eric Verdi

Don't Forget to Have Fun!!!!

December Quiz Question

Q: What was the most-watched Netflix series of 2022?

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.

November Question & Answer

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

A:Barry Bonds

Congratulations: Kathy Miss!

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

Happy Birthday

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

Shannon Gorman	Dec 1 st	Laura Haraway	Dec 14 th	Keith Tapley	Dec 21 st
Cole Hamilton	Dec 2 nd	Ryan Fletcher	Dec 15 th	Angie Keeney	Dec 22 nd
Abby Cooper	Dec 4 th	Jacob Kaufman	Dec 15 th	Christy Steele	Dec 23 rd
Steven Barnas	Dec 5 th	Veronica Lawrence	Dec 15 th	Paula Smith	Dec 24 th
Jason Lincoln	Dec 5 th	Kathy Ricker	Dec 15 th	Jarrett Coleman	Dec 25 th
Kari Whiteman	Dec 5 th	Jack Wharton	Dec 15 th	Mike Vanwagenen	Dec 25 th
Sean Tusing	Dec 6 th	Katrina Hallein	Dec 16 th	April Miller	Dec 26 th
Lisa DeShazo	Dec 7 th	Ellie Baker	Dec 17 th	Paul Scott	Dec 27 th
Carson Call	Dec 8 th	Debbie Birnby	Dec 17 th	Linda Hogentogler	Dec 28 th
Ethan Houck	Dec 9 th	Nathan Hollis	Dec 17 th	Ed Sanbower	Dec 28 th
Hayden Nguyen	Dec 11 th	John Hanna	Dec 18 th	Erin Gamble	Dec 29 th
Dustin Williams	Dec 11 th	Steele Buckenmeyer	Dec 19 th	Cindy Delbrook	Dec 30 th
Dan Yohn	Dec 12 th	Claire Murphy	Dec 19 th	Evelyn Zeitz	Dec 30 th
Teresa Kuhn	Dec 13 th	Amanda Sherwood	Dec 21st	Carolyn Dogum	Dec 31 st
Bryan Beachley	Dec 14 th				

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.

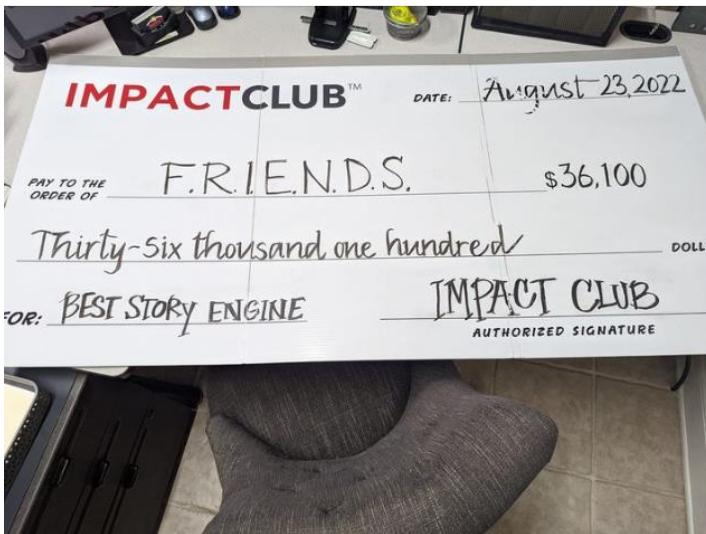


Eric Verdi is with Susan Verdi.

November 21 at 8:44 PM ·

ImpactClub® Frederick tomorrow night at Idiom Brewing Co. 370 ImpactClub members will come together to hear 3 AWESOME local charities present and ONE will walk away with \$37,000 committed donations...

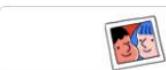
Learn more about ImpactClub and join us at www.impactclubfrederick.com



Impact Maryland Real Estate shared a memory.

4h ·

What an exciting time!!



2 Years Ago
See your memories >



Impact Maryland Real Estate is in Frederick, Maryland.

December 2, 2020 ·

We've been keeping it under wraps, but it's out there now! Impact Maryland Real Estate is excited to open our doors in a new, centrally located Frederick location. Check back for progress photos as Ellie Hottel (Blue Ridge Interiors) turns this blank slate office space, into a high functioning office...disguised as an inviting respite for our busy agents, their clients and the crazy real estate market. *Thank you to [Express Signs Inc.](#) for the quality service! #realestate #fr... See more



Eric Verdi is with Susan Verdi and 5 others.

November 25 at 1:20 PM ·

Good start to [#thanksgiving2022](#) and great way to remember my incredible cousins!!!! Love seeing all the [#zj5k](#) pictures of everyone



Eric Verdi is with Stacy Rochfort Delisle and 10 others.

November 9 at 8:47 AM ·

Downtown Frederick Living - Run Through!

Hits the market tomorrow at \$399,997 - 6 E. 14th Street -

The best of the best that downtown Frederick has to offer. Within walking distance to award winning restaurants, breweries, parks, and everything that Frederick has to offer! This 1925 home features a front porch that offers a welcoming entrance. There is sought after off-street parking with a one-car garage at the end of a fenced rear yard.... [See more](#)



'Stories From The Street'

Survive, Adapt, and INNOVATE!!!

If you aren't living under a rock and have any sense of what is going on with inflation, prices, the overall economy, and the housing market – then you probably haven't heard all the gloom and doom.

But if you are a living breathing human then I am certain you have felt the effect.

Heck, just going to the grocery store – I don't know about you – but my grocery bills have doubled this year.

I'm spending more on gas. My utility bills have increased. The overall cost of living seems to have doubled overnight!

And I don't know about you, but my income hasn't double in that timeframe.

At Impact – and in real estate – we are always looking to survive, adapt, and innovate.

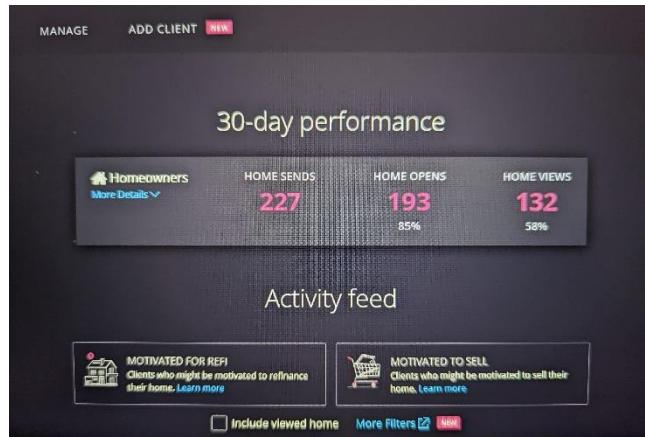
There are soooo many layers that go into running a real estate business – from the brokerage level, but also from the agent/sales level as well.

Do you buy leads?

Do you cold call?

Do you reach out to listings that expired or are trying to sell their houses themselves?

Do you do your '7 calls to unsuspecting people' to wear them down? YES that is really a strategy that is taught?



or.... Do you LOVE on your people and treat them like GOLD?

At Impact we choose to LOVE ON YOU!!!

What does that really mean?

Well, first of all it means that we treat you like family! We do our BEST to go above and beyond with you in #alltheways. We try to remain in consistent contact with you. Whether it be this monthly newsletter. Bday cards to you and your family (if you don't get a bday card from me, it's because I don't have your bday – so please call/text me). Purchase Anniversary gifts. Closing and Referral Gifts – for being loyal clients and referring people you care about to Impact!

And the Client outreach/events!!!

We have been putting in place a more structured and elaborate way to THANK YOU and LOVE on YOU next year with some EXCITING events!!! (we'll let you know more in next Month's newsletter!!!)

We are ALWAYS looking for ways to innovate and add value to what we do for our clients!

One exciting feature that Impact recently added is that we have partnered with a company called Homebot.

Homebot is a software that allows YOU, the homeowner to track and manage your most important financial investment – your home. You have your own dashboard where you can track and

manager your equity, your value, your mortgage, your investment and it gives you strategies to utilize your home as an ongoing asset to grow your wealth.

We looked at quite a few options on how Impact can better serve YOU. And decided to partner with Homebot and bring this resource to you – free of charge – and for you to utilize as a financial tool!

We have started the process of integrating our clients information and you might have already received your

initial email with your information. And if you think any of that information is inaccurate or you need to adjust it, you can on your dashboard. For instance, it might have you as a 3 Bedroom, 2 Bath,

but you are really a 4 Bedroom 2.5 Bath. Or your mortgage rate might not be accurate, you can adjust that as well.

If you haven't received your Homebot login and want to be added to this service – again just let me know and I'll get you added.

Impact is SUPER excited about this partnership and think you are going to LOVE Homebot!

In addition to this feature, we also have our 'Flip it or Sell it' Service for clients!

What that means and how we have used this to help put additional profits in our sellers pockets is that some homes need some work to be in 'model/top dollar' condition. But a lot of sellers don't have the contacts and resources to do the necessary work to achieve the highest profit/sales price?

Sellers don't want to manage: the design, the renovation/updating, the contractors, the paperwork, the scheduling, and the 34 other factors



that go into updating a home, so they bring in Impact to manage the process.

And with our trusted and vetted team of contractors we can tackle just about any project from flooring, hardwood, painting, plumbing, electrical, bathrooms and kitchen updates, exterior landscaping and hardscaping.

Whatever our design team earmarks that will add value to your sale.

We tell our sellers to get out and leave us the keys... and that's when the magic happens. We recently updated a house in Middletown where the sellers moved to Texas, turned over the keys and let us go to work.

They left behind 25 years of things they didn't want/need in Texas.

We spent 3 days taking stuff to local non-profit organizations and the landfill. We then went to work on the exterior for a week, to spruce up. Then we brought in our interior team, the designer, painters, flooring guys, cleaners and went to work.

Within 3 weeks the entire house was 'Flipped' and ready for the market. The cost of this renovation project was \$33,000 BUT it put an additional \$60k-\$75k in the sellers pocket, so over a 200% ROI!

Happy clients, for SURE!

At Impact we are ALWAYS ALWAYS ALWAYS looking to innovate our process and find ways to help YOU!

Our motto, our vision statement, whatever you want to call it – but it is the words we live by...

If you take care of your clients, then your clients will take care of you!

And we try to do this to the best of our ability, daily!!! – let me know if you want to be added to Homebot, or aren't currently receiving Bday cards from me 😊

IMPACT MARYLAND MONTHLY

with Eric Verdi

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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

- Eric Verdi and his team at IMPAC Realty made my purchase of our Frederick County MD home a wonderful experience. Eric's personable and efficient style and his extensive knowledge and connections in our county brought us the most qualified home inspectors who thoroughly checked the eccentricities of our 1820 historic house.

This results of these left me feeling highly confident that I was buying a safe and efficient home when I went to Lawyers at Signature Settlements. Everyone was satisfied and pleased with the work Eric and overseen. This left me, the buyer and the sellers feeling grateful for the services that Eric and his team at Impact Realty provided us. I highly recommend Eric Verdi. – Kristen M.

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