

Protector. Innovator. Philanthropist.

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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JANUARY 2023



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

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- January Birthdays. Pg. 4
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- Stories From the Street – The Story of Two Homes!!! Pgs 6-7
- What Recent Members said about their experience with our Company. Pg. 8

New YEAR! New YOU?

Onto 2023.

Another year has passed. 2022 is in the books!

Did you accomplish what you set out to accomplish?

Health wise, did you lose that weight like you said you would? Did you run that 5K? Did you eat healthier?

Financially... Did you achieve your goals? Take that vacation? Get that side hustle going?

Self-Improvement... Did you read that book? Implement that strategy? Try new things? More Yoga or self-care days?

Projects... Did you do that home-improvement you wanted? Clean out that closet? Make that dump run or donation of your extra personal items?

I know... I know... This year YOU will 😊

We all set out with goals to achieve GREAT things during our year but then life gets in the way. We make excuses for not working out. For not taking that vacation. We are too busy to read that book and implement that strategy that might give us greater financial freedom.

Why?

Because achieving these goals requires changing what you always do. Requires making changes to your daily habits.

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.

I am far from an expert and LACK in many ways of life and business, but I do feel that one thing I do very well is accomplishing tasks. Setting goals and taking the necessary steps to accomplish grander things by breaking down work into manageable tasks.

This is how I wrote my books, the most recent being 'The Secrets of the 3 C's' – that you can get on Amazon.

The process started my writing micro-content for my agents, and then from that content I put together a training and expanded it into a Principle section and actionable items.

Then from all of the content that was created, I was able to put into a book.

See, 81% of people SAY that they want to write a book, but few actually do. Then of those ones that start to write a book, 97% DON'T finish. If that is not a microcosm for society, I don't know what is. People set out with HUGE goals... and A LOT of people start the process of achieving those goals, but quickly become overwhelmed and QUIT!

It happens EVERYDAY... My Friend Ryan Fletcher refers to it as FODQ

F- Frustration

O- Overwhelm

D- Depression

Q- Quit

Think about this... especially when it comes to achieving life goals. You set out to lose 20 lbs to start the year and then 2 weeks later you have lost 10 lbs and you hit a lull. You get frustrated and instead of pushing through you become frustrated and now your daily workout becomes 3 times a week workout. And you become even more frustrated and overwhelmed of the process. You get depressed because you didn't lose the

weight as fast as you thought you would and then about mid-February you just say F-it... and Quit.

Want to change your financial standing and save \$10,000 this year?

You come up with a plan. Meal prep. Eating out less. Cut down on unnecessary expenses. You might do that for a few weeks and then BOOM... one day you are driving past Chipotle and Starbucks and \$25 down the drain.



Or, my favorite...

I am just 'thinking' about something and then later that night a REALLY cool item that I was thinking about shows up on my Facebook/Social Media and that IMPULSE purchase for a \$100 item happens.

Know what I'm talking about?

For stupid purchases like this, I try to have a 24-hour rule. I'll set it aside and if I still think it is a something I should purchase 24 hours later after I have time to reflect on that purchase then I might do it.

I'd say 80% of the time after that 24-hour rule that I DON'T really need that item.

Love to hear what you do?

Back to my point... You can only achieve MASSIVE gains if you take small steps!

Wanna write a book? Set aside 30 minutes a day!!!

Wanna lose weight? Workout 30 minutes a day!!!

Wanna improve your mental acuity? Read and implement a strategy 30 minutes a day!!!

Wanna strengthen a relationship? Work on it 30 minutes a day!!!

Imagine if you spent 2 hours a day working on 4 aspects of life that you wanted to improve... And you

actually stuck with it!!! In 6 months the gains would be tremendous! In 3 years you would be totally transformed.

This is also known as the 1% Effect. If you seek 1% improvement each day, and take those necessary steps at the end of the year there is 37 X or 3700% improvement.

Now, if you take a step back and think about what you can accomplish this is where the OVERWHELM starts! OMG – how am I EVER going to get there????

MASSIVE gains start with consistent SMALL steps!

This year in 2023 in my real estate business is a BACK to BASICS for me! This market the last 2.5 years has been one that has been VERY brisk. I've worked 80 hours a week almost EVERY week! Not only have I helped over 130 clients – both buyers and sellers – in that time. I've worked tirelessly to help my agents at Impact Maryland Real Estate.

We've had 10 events (EACH and EVERY QUARTER) and donated nearly \$400,000 to local charities.

Impact has hosted TWO AMAZING Client Appreciation Parties (MAKE SURE YOU COME THIS YEAR)! We have showered love on our vendors with various events including a Crab Feast.

Personally I have coached Soccer, Basketball, Flag Football – taking up HUNDREDS of hours to coach multiple teams.

We've taken an incredible cruise to the Caribbean and have other smaller getaways. We updated our kitchen

and family room. And installed a new patio at our house.

This was all done with CONSISTENCY in improvement EACH and EVERY DAY!!!

At Impact, this year, we are implementing more FUN EVENTS for YOU!!!

We are so looking forward to seeing YOU more. I do my best to stay in touch with YOU. Random texts and calls. Birthday cards. Purchase Anniversary Gifts. Client Appreciation Party. Helping you and giving you contacts when you need 'em... THIS is what I LOVE – HELPING YOU.

I just received this text from a client yesterday and I was happy to give a few names; *"Hi! Happy New Year! Hope you had a wonderful holiday! We had a question for you. We've talked to a couple of contractors to put an addition on the house and it's been pretty frustrating. One wouldn't even come out unless we were OK with the project being over 200k...for one extra bedroom... The other just wanted to talk racing with James and we never heard from him again 🙄 anyways, do you have any contractors you like that we could contact?"*

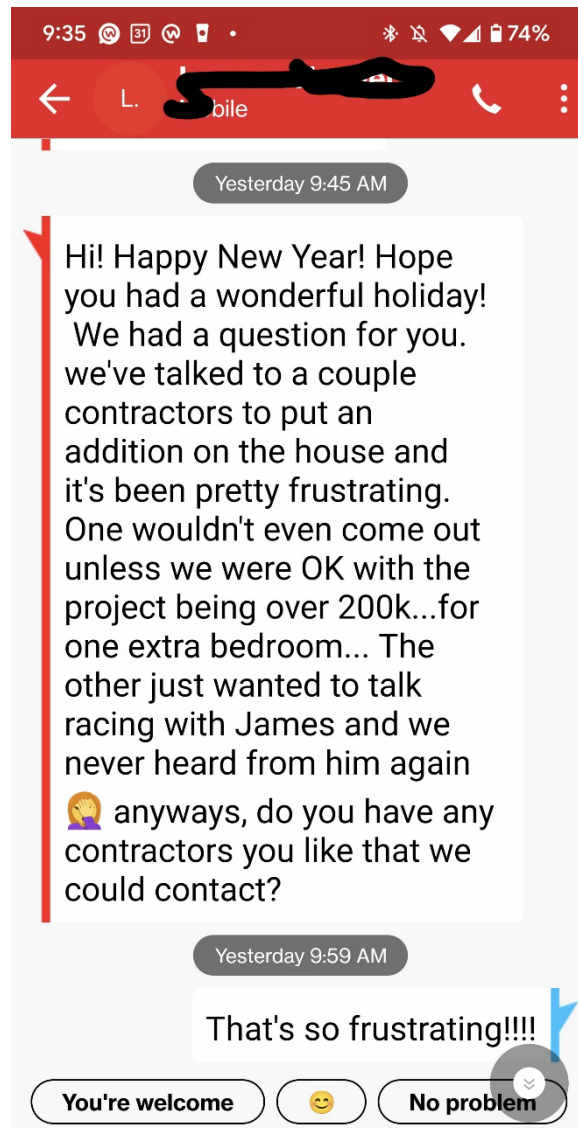
This year we are planning AMAZING FUN EVENTS for YOU --- My FRIEND!

Stay tuned for the deets, but we are planning an Ice-Cream Social. A Frederick Keys NIGHT. Our Client Appreciation Party (our Pillar Event) at Holly Hills. And a Fall/Pumpkin Event.

Can't wait to see you this year!!! And Hollar if you NEED ANYTHING. Be it a referral to a trusted contractor. Or you might wanna move?!?! Or I'd LOVE to just grab coffee – just reach out to me: 301-514-2403.

Cheers,

Eric Verdi



Don't Forget to Have Fun!!!!

January Quiz Question

Q: What Country has the MOST Islands?

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.

December Question & Answer

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

A: Stranger Things

Congratulations: Jos Long!

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Happy Birthday

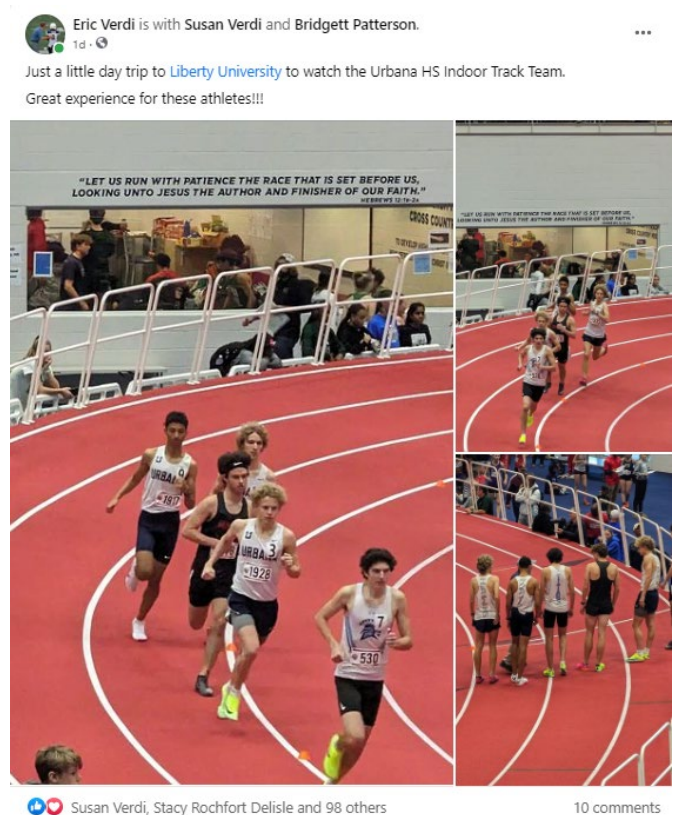
Here are January Birthdays from our friends of **Impact Maryland Monthly**. If you have a birthday in January and don't see your name on this list, please email or call us so that we will include your birthday.

| | | | | | |
|-------------------|----------------------|-------------------|----------------------|----------------------|----------------------|
| Clancy Murphy | Jan 1 st | Mark Haraway | Jan 13 th | Jane McClellan | Jan 20 th |
| John Knowlton | Jan 2 nd | Max Lopacienski | Jan 13 th | Natalia Menocal | Jan 20 th |
| Marianne Elliott | Jan 3 rd | Alexa Vandepoll | Jan 13 th | Jeff Purgason | Jan 20 th |
| Jeff Willem | Jan 3 rd | Frank Zielinski | Jan 13 th | Brian Whitsitt | Jan 21 st |
| Becky Cromwell | Jan 4 th | Jim Riffle | Jan 14 th | Penelope Bybel | Jan 22 nd |
| Christine Micele | Jan 4 th | Joseph Durnal | Jan 15 th | Sam Oord | Jan 23 rd |
| Patrick O'Brien | Jan 6 th | Melanie Fletcher | Jan 15 th | Heather Throckmorton | Jan 23 rd |
| Dani Burkhead | Jan 7 th | Ryan Hines | Jan 16 th | Gina Keefer | Jan 24 th |
| Kyra Sprtel | Jan 7 th | Monica MacCracken | Jan 16 th | Janiah Orchard | Jan 24 th |
| Matt Fogelson | Jan 8 th | SueMart | Jan 16 th | Conor Underwood | Jan 24 th |
| Cindy Shelton | Jan 9 th | Bella Migdal | Jan 16 th | Gavin Via | Jan 24 th |
| Justin Anderson | Jan 10 th | Katie Nicholson | Jan 16 th | Elke Wharton | Jan 25 th |
| Shane Ebersole | Jan 10 th | Elizabeth Wells | Jan 16 th | Elchin Bagirov | Jan 26 th |
| Paul Ford | Jan 10 th | Kennetha Orsini | Jan 17 th | Chris Drescher | Jan 26 th |
| Amy Temporado | Jan 10 th | Doug Cooper | Jan 18 th | Emily Keefer | Jan 27 th |
| Matt Fox | Jan 11 th | Jennifer Long | Jan 18 th | Justin Tusing | Jan 27 th |
| Yuko Maura | Jan 11 th | Vicky Nichodmus | Jan 18 th | Barb McCormick | Jan 29 th |
| Jackson Palmisano | Jan 11 th | Joel Nunemaker | Jan 18 th | Mike Orsini | Jan 30 th |
| Kylee Callahan | Jan 12 th | Michael Riling | Jan 18 th | Mandy Rawlett | Jan 30 th |
| Rossana Rivera | Jan 12 th | Dillon Stone | Jan 19 th | Jason Brinkley | Jan 31 st |
| David Rinonos | Jan 12 th | Brooks Campbell | Jan 20 th | Lizzie Goodwin | Jan 31 st |
| Kim Arthur | Jan 13 th | | | | |

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

Social Media Stories...

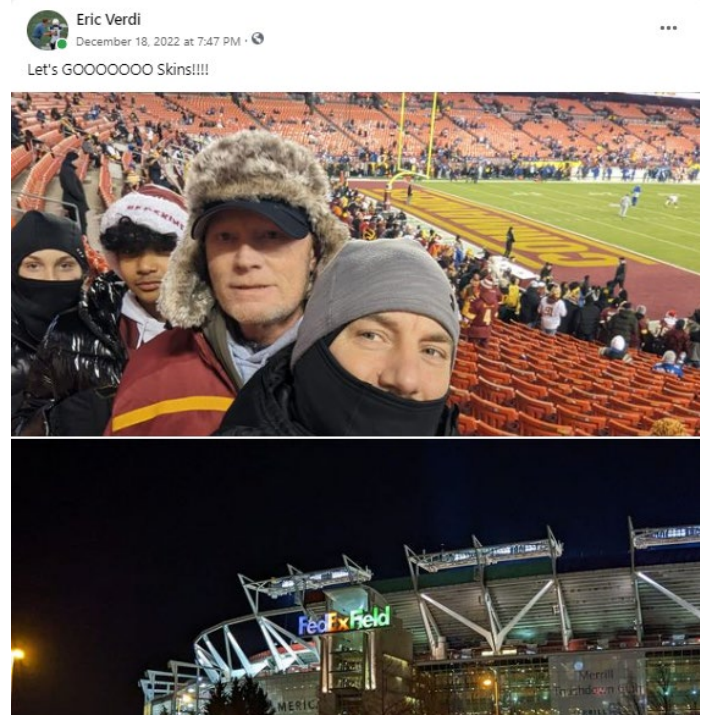
I share quite a bit on Social Media platforms, especially on Facebook. I know some of you may not be on Social Media, so here are a few of my **Social Media Stories** that got some interest, likes, and comments.



QUEBEC SCHOOL RD, MIDDLETOWN MD

FLIP IT OR SELL IT
Settled \$70,000 over 'as-is' price!

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www.IMPACTMarylandRealEstate.com



You, Stacy Rochfort Delisle, Annie Walters and 33 others · 7 comments 1 share

'Stories From The Street'

The Story of Two Homes...

One Sells for \$70,000 MORE

On a hot summer day, forty-six years ago, two homes were just finishing construction. They were very much alike, these two homes. Both had been well built homes with custom contractors, both were ranchers with 3 bedrooms and 2 baths on the main level. Both sat on nearly 3 acres.

Recently, these homes were about to go for sale.

They were still very much alike. Over the years the kitchens and bathrooms were updated and modernized. Their basements had been finished. Barns had been built upon the property. In-ground pools were installed. Hardwood floors were refinished. Patios were installed.

But there was a difference. One of the homes sold for \$595,000. The other was projected to sell for \$525,000.

What Made the Difference?

Have you ever wondered, like I have, what makes the difference in sales price of homes, especially homes that are similar, maybe even identical? It isn't the major features like being a 3 Bedroom Rancher. It isn't that one house has hardwood while the other has LVP. It isn't that one has

granite and wood cabinets while the other has quartz and white cabinets.

The difference lies in small details of the house and how it is positioned on the market relative to other homes and its competition.

And this is why I'm writing this Story From the Street, to YOU – a reader of my newsletter. That is

the purpose of my newsletter is to Educate and Entertain you: my monologue each month (the opening article) gives you a snapshot into my life and going on's while the Story From the Street is real life real estate and how I position my clients for success in all of their real estate endeavors.



The Strategy and EXECUTION Team are the reason for the \$70,000 INCREASE!

You see, the 'Flip-It' Strategy by Impact Maryland Real Estate is a unique strategy. It not ONLY puts additional profit in the seller's pocket, it also eliminates time and stress of selling and dealing with improvements yourself. Each seller that employs the 'Flip-It' Strategy receives not only low-stress selling, but additional profits – often TENS of thousands of dollars more than the traditional methods.

Each client's situation is UNIQUE to them and we give each client with white glove service.

What does that look like to you?

That is up to YOU to decide after our consultation, but one of the Strategy's that we help clients with each year – if they choose – is the 'Flip-It' Strategy where improvements and upgrades are made to maximize the sales price and ROI for our client.

A Money-Producing Strategy...

If you, like some sellers, want to achieve maximum price, but don't know how then the 'Flip-It' Strategy might JUST be the strategy for you.

Homes are an asset. A business if you will. Would you be able to sell an asset or a business if there were 3 years of 'losses' on the books prior to the sale. The balance sheet is off. And profits have been in the red?

Heck no.

If you wanted to maximize that asset/business you would clean up the financials. You would invest in the business, and you would make it profitable before you sold it... If you didn't you would suffer the financial consequences [ie: a much lower sales price].

Your home is no different.

With Impact's 'Flip-It' Program we bring in designers to determine the most profitable improvements that are needed. A design team is paramount is the presentation of your home. From that our team of contractors – who we have vetted for years – come in and make the necessary improvements to get YOU top dollar. We then bring in cleaners, landscapers, our punch-out team JUST before our design team comes back in to Stage and Visually present your home.

And the cherry on TOP?!?!

Annie Walters, our photographer and marketing coordinator, she visually brings your home to life and coordinates the public facing marketing of your home

This home in this example... There was \$32,411 invested and the home sold for \$70,000 more than originally anticipated.

The 'Flip-It' Strategy put an additional \$37,589 in the sellers' pocket.

And the best part???
It didn't cost the seller anything.

The seller turned over the keys, left the house, signed a promissory note that they would reimburse Impact the cost for

improvements and moved out of state.

This project took 3 weeks to complete. And another 8 weeks to sell, but less than 3 months after shutting the door for the last time.

Impact was able to deliver the seller an ADDITIONAL \$37,589 PROFIT from their home.

About those 2 homes I mentioned in the beginning of this Story they were the SAME home... So what made their price SO dramatically different?

Impact's 'Flip-It' Strategy. An educated seller. An amazing team and it's application of the Strategy.

Note: This Story from the Street was written in the same format as one of the greatest letters of all-time, referred to as: \$2 Billion Wall St. Journal Letter ("Tale of Two Young Men") by Martin Conroy. The scenario depicted in this story as the 'original property' was the projected sales priced based on no improvements/updates and the owner was given the choice to 'Flip it or Sell it' as-is, and chose the 'Flip it' option thus the 'Sell it as-is' option was a fictitious scenario based on data and experience



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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

- From our first visit with Eric, he took time to get to know us, our circumstances, and put together a plan to help us sell our home of 28 years recognizing we would be a long-distance client. We relocated to Texas prior to going on the market and aside from the normal challenges of selling a home, we experienced a few wrinkles from minor repairs to a well pump expiring a week before settlement. Eric always had someone to fix, paint, replace, adjust or repair anything - at a good price and in a timely fashion. Eric connects with his clients and matches those skills with his expertise in the real estate business. He gets 5 stars only because they didn't offer 6. Thank you, Eric! – Jim & Vicky E.

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