

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

- New Year! New You? Pgs. 1 - 3
- January Birthdays. Pg. 4
- Don't Forget to Have Fun Pg. 4
- Social Media Stories Pg 5
- 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.

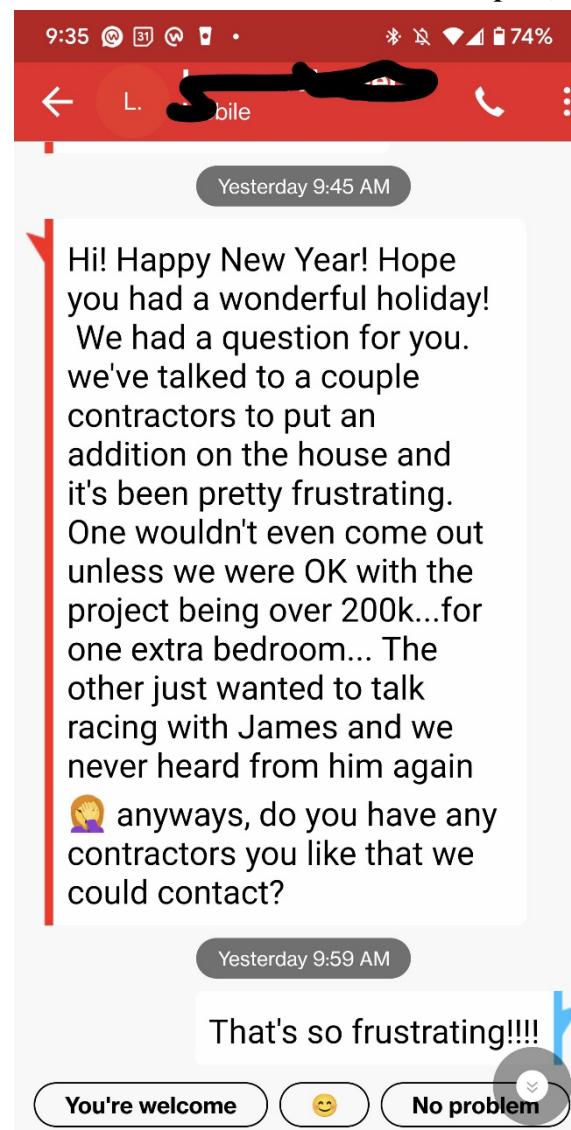
This was all done with CONSISTENCY in improvement EACH and EVERY DAY!!!

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 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?"



That's so frustrating!!!!

You're welcome



No problem



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!

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

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.

 Susan Verdi is with Ed Verdi.
12h · 44

1st basketball game in the books. Great job getting the team ready to compete, [Chris Drescher](#) & [Eric Verdi!](#) Awesome teamwork today! 🎉

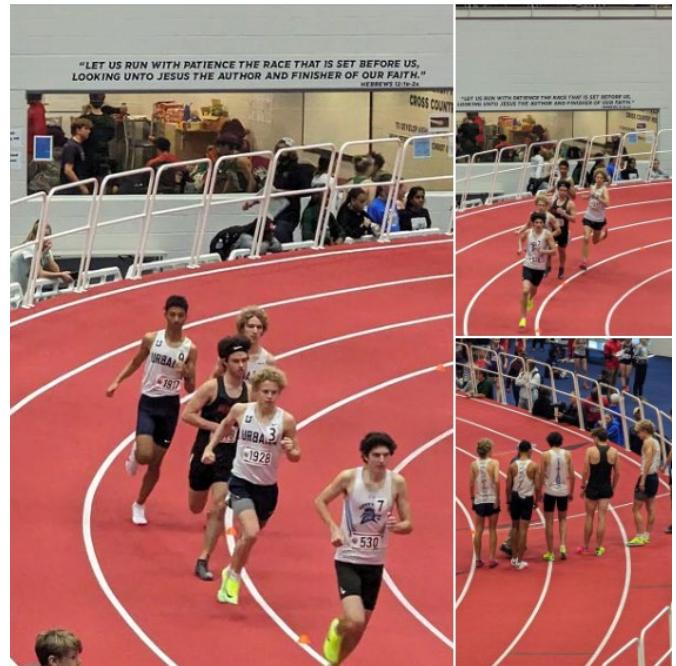


 Stacy Rochfort Delisle, Josie Lavinia Medwick and 68 others

7 comments

 Eric Verdi is with Susan Verdi and Bridgett Patterson.
1d · 3

Just a little day trip to [Liberty University](#) to watch the Urbana HS Indoor Track Team. Great experience for these athletes!!!



 Susan Verdi, Stacy Rochfort Delisle and 98 others

10 comments

 Eric Verdi is with Stacy Rochfort Delisle and 9 others.
1d · 5

'Flip it or Sell it'

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

*** Anne Souder and her Team, [Medardo Garcia Painting](#), [Roland D Thompson](#), [Cindy Lynch](#), [Shelton](#) & [Ed Shelton](#), [Jonah Loveless](#) and his crew, [Chris Smallwood](#), and [Shana Crampton](#) ... and even [Ed Verdi](#) helped on this one 😊 ... See more

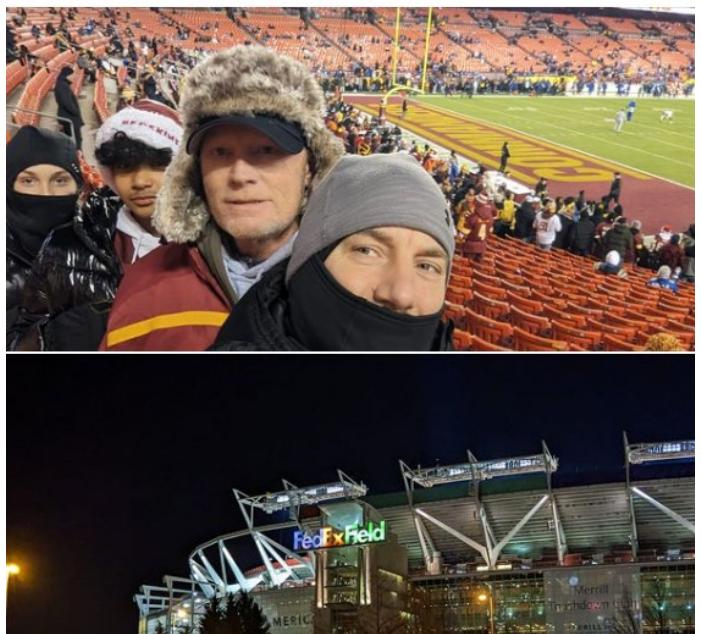


 You, Stacy Rochfort Delisle, Annie Walters and 33 others

7 comments 1 share

 Eric Verdi
December 18, 2022 at 7:47 PM · 3

Let's GOOOOOO Skins!!!!



'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

IMPACT MARYLAND MONTHLY

with Eric Verdi

3295 Prices Distillery Rd.
Ijamsville, Md. 21754
240-815-0890



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

- 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 & Vicki E.

This newsletter is intended for entertainment purposes only. Copyright 2023 Impact Maryland Monthly. This information is solely advisory, and should not be substituted for medical, legal, financial or tax advice. Any and all decisions and actions must be done through the advice and counsel of a qualified physician, attorney, financial advisor and/or CPA. We cannot be held responsible for actions you may take without proper medical, financial, legal or tax advice.