

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MARCH 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.'

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Who NOT How –

'The Path to 1,000 ImpactClub Members'

How do I replace my dishwasher? How do I stage my house to sell? How do I change the oil in my car? How do I...???

I recently read a great book, "Who Not How" by Dan Sullivan and Dr. Benjamin Hardy is a game-changing read for entrepreneurs and anyone who wants to achieve their goals efficiently. The authors suggest that instead of trying to do everything yourself, you should focus on finding the right "whos" to help you achieve your goals. I now rank "Who Not How" in my top 5 books that I've read. It is a mind-shift game-changing book that will have a profound impact on how I operate going forward.

In life there are certain 'aha' moments that change the way you think.

It might have been a teacher. A coach. A mentor. A friend. Or a Book that you read. I remember when I was 11 or 12 that my baseball coach, 'Coach Ross' – whom I written about before – told us that we were allowed 3 physical errors a game, but ZERO mental errors.

Why?

Because mental errors are under your control. Knowing what base to throw to. Knowing what to do when running the bases. Literally before EVERY pitch I would run through about 10 scenarios and know my reaction to each of those scenarios.

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.

What would happen if the pitch was a ball, a strike, what would happen if the runner attempted a steal. What would happen if I got a grounder to my left. To my right. Straight at me. A line drive. A fly ball. If any of the other infielders had the ball hit to them, what was my reaction. If the ball was a base hit, a single, a double. If the ball was hit anywhere in the field I already visualized what I would do.

Coach Ross taught us this. To Visualize our reaction to any scenario on the field.

That was the mental part of the game that he was talking about.

He KNEW that if we had the ball hit to us and we misplayed it and got an error, that would be ok. BUT if we didn't know how to react THAT was NOT ok!

This was an 'aha' moment that still lives with me to this day and part of the reason why I believe I'm a successful 'problem solver' ie: real estate agent...

Because, mentally, I have played out 100 scenarios in my head before the first action has taken place. I have plan A, B, C played out before the first action (ie: pitch) happens.

This brings me back to 'Who Not How' and HOW you can apply this strategy to all parts of your life and business.

From the summary on Amazon about 'Who Not How':

The world's foremost entrepreneurial coach shows you how to make a mindset shift that opens the door to explosive growth and limitless possibility--in your business and your life.

Have you ever had a new idea or a goal that excites you... but not enough time to execute it? What about a goal you really want to accomplish...but can't because instead of taking action, you procrastinate? Do you feel like the only way things are going to get done is if you do them? But what if it wasn't that way? What if you had a team of people around you that helped you accomplish your goals (while you helped them accomplish theirs)?

When we want something done, we've been trained to ask ourselves: "How can I do this?" Well, there is a better question to ask. One that unlocks a whole new world of ease and accomplishment. Expert coach Dan Sullivan knows the

question we should ask instead: "Who can do this for me?"

This may seem simple. And it is. But don't let the lack of complexity fool you. By mastering this question, you will quickly learn how billionaires and successful entrepreneurs like Dan build incredible businesses and personal freedom. This book will teach you how to make this essential paradigm-shift so you can:

- * Build a successful business effectively while not killing yourself*
- * Immediately free-up 1,000+ hours of work that you shouldn't be doing anyway*
- * Bypass the typical scarcity and decline of aging and other societal norms*
- * Increase your vision in all areas of life and build teams of WHOs to support you in that vision*
- * Never be limited in your goals and ambitions again*
- * Expand your abundance of wealth, innovation, relationships, and joy*
- * Build a life where everything you do is your choice--how you spend your time, how much money you make, the quality of your relationships, and the type of work you do*

Making this shift involves retraining your brain to stop limiting your potential based on what you solely can do and instead focus on the nearly infinite and endless connections between yourself and other people as well as the limitless transformation possible through those connections.

Read that last paragraph again.... 'retraining your brain to stop limiting your potential...focus on the nearly infinite and endless connections between yourself and other people.'



Imagine how much more you can accomplish when you partner with and find people with different strengths than yourself and you utilize their strengths accomplish more. You set the vision and then get others to help grow and make an impact.

I know that I'm good at a few things – being a connector, an organizer and a problem solver are few of them. I also know that I'm a wreck in MANY other areas of my life and business. I'm not organized. I have no design flair. I don't know much about social media presence. I'm not a good plumber, electrician, HVAC person.

When Susan and I decided that we wanted to expand our outdoor living space we knew that neither of us had an design vision, so we reached out to our good friend Angelique (a world renowned designer) who can visualize and conceptualize spaces better than ANYONE I've ever seen.

Her flair for design and pulling in different aspects to accentuate one another is unmatched.

We worked with Angelique for the design of the patio. And then, brought in another WHO – Bartz Landscaping to bring the vision to life.

Now, we are into the fun part, bringing the pieces of furniture in to bring LIFE to the project. Every box that I unveil and every piece of furniture that we bring in, we are like kids at Christmas making the pieces fit. It is an eye-opening event for Susan and I because we don't have the vision and expertise that Angelique does. To her, she knows what it will look like when finished (later this spring – the pix are FAR from the finished product).

Angelique is our WHO when it comes to design. She totally designed our beach condo 'Oasis by the Ocean'. She had a vision for our kitchen, then we brought in other 'Who's' including Medardo, Jeremy, and a Quartz guy to finish the vision.

I knew the concept of 'Who Not How' because I have a great team of friends that help in a lot of aspects of my real estate business, but didn't realize the power of 'Who' until ImpactClub® Frederick Event 25 on Feb 21st.

I'd just finished the book and wanted to put the 'ImpactFilter' a worksheet, if you will, to find WHO's to help you accomplish your goals.

I came up with a goal to grow ImpactClub® Frederick to 1,000 members but knew I needed HELP. I asked members if they wanted to be on an ImpactBoard aka #ImpactGrowthTeam to help achieve the goal. AND I WAS BLOWN AWAY!!!!

Twenty-Eight (28) people said – 'Count me In!' to serve on #ImpactGrowthTeam to serve on a committee, to help, to use my area of expertise to help ImpactClub® Frederick grow!



With all these 'Who's' it is inevitable that we will get to 1,000 members!

Just like the book suggested that instead of trying to do everything yourself, you should focus on finding the right "whos" to help you achieve your goals.

We do this EVERY day at Impact Maryland Real Estate for our clients, this means finding the right designers, photographers, and contractors to help sellers prepare their properties for sale.

When it comes to selling a property, presentation is everything. A professional designer can help stage a property to make it look its best, which can lead to a higher selling price. By working with one of our designers, we make sure that the property is presented in the best possible light, which can help attract more potential buyers.

You all know Annie, by now, I've worked with her for 14 years. She is THE BEST photographer in the business. Professional photography is another important element of selling a property. High-quality photos can help a property stand out online and attract more potential buyers. By working with Annie, we can ensure that the property is presented in the best possible light and that potential buyers get a clear idea of what the property looks like.

In addition to designers and photographers, we have a TEAM of contractors that also be an important "who" for real estate agents. Many properties may require repairs or updates before they can be sold, and a contractor can help with these tasks. Our 'Flip it or Sell it' program has put HUNDREDS of thousands of dollars in our sellers' pockets. By using our 'Flip it' program we can ensure that the property is in top condition and that potential buyers are not deterred by any necessary repairs. By focusing on finding the right "whos" to help sellers prepare their properties for sale, Impact agents can help our clients sell their properties for more money.

In life, in business, in SPORTS, and in real estate.... WHO do you know that can help you achieve your vision/goal.

If you are considering selling or buying, let me and my team be your WHO 😊

Cheers,

Eric Verdi

Don't Forget to Have Fun!!!!

February Quiz Question

Q: What is the rarest color M&M?

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.

February Question & Answer

Q: Were would you be if you were standing on the Spanish Steps?

A: Rome, Italy

Congratulations: Jackie Smith!

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

Happy Birthday

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

Matt Bybel	Mar 1 st	Rob Tuggle	Mar 14 th	Kyle Eccard	Mar 24 th
Linda Cascio	Mar 1 st	Alyssa Vance	Mar 14 th	Fisher Bobbitt	Mar 25 th
Jackson Raymond	Mar 3 rd	Andrew Raymond	Mar 15 th	Craig Dundee	Mar 25 th
Addison Burrier	Mar 4 th	Heather Schroeder	Mar 15 th	Brandy Baptiste	Mar 26 th
Allison Kelly	Mar 4 th	Eddie Shelton	Mar 15 th	Chris Martin	Mar 26 th
Tony Farias	Mar 6 th	Matt Hollis	Mar 16 th	Chris Painter	Mar 27 th
Felicia Martin	Mar 6 th	Nathan Miss	Mar 16 th	Linda Sacchetti	Mar 27 th
Gift Martin	Mar 6 th	Gretchen Fay	Mar 17 th	Jim Antus	Mar 28 th
Dave Peters	Mar 6 th	Angelique Hoffman	Mar 17 th	Jeremy Feaster	Mar 28 th
Gaylen DiSanto	Mar 7 th	Ana Miranda	Mar 17 th	Emma Bobbitt	Mar 29 th
Bill Elliott	Mar 7 th	Kristi Sayles	Mar 17 th	Allyson Kinsey	Mar 29 th
Alex Ganson	Mar 7 th	Mike Franklin	Mar 18 th	Michael Majalca	Mar 29 th
Tammy Boyd	Mar 9 th	Jeff Bostian	Mar 19 th	Scott Palmer	Mar 29 th
Caroline Grubb	Mar 9 th	Brian Everett	Mar 19 th	Melissa Short	Mar 29 th
Amy Williams	Mar 9 th	Amani Dabney	Mar 21 st	Mike Buckenmeyer	Mar 30 th
Ryan Martin	Mar 10 th	Samuel Pearce	Mar 21 st	Gabby Lincoln	Mar 30 th
Emily Miller	Mar 10 th	Dennis Weeks	Mar 21 st	Bill Vance	Mar 30 th
Karen Yoho	Mar 10 th	Rus Gambrill	Mar 22 nd	Tiffany Huffstetler	Mar 31 st
Gwen Weeks	Mar 11 th	Hayden Palmisano	Mar 22 nd	Kim Kaufman	Mar 31 st
Allie Wilson	Mar 12 th	Madge Parker	Mar 22 nd	Shawn McNally	Mar 31 st
Katie Miller	Mar 13 th	Aubrey Everett	Mar 23 rd	Khloe Quill	Mar 31 st
Jackson Steele	Mar 13 th	Cindy Ranneberger	Mar 23 rd	Fallon Williams	Mar 31 st
		Tanya Stone	Mar 23rd	Charles Williams	Mar 31st

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

'Stories From The Street'

Stories from the Street is a series monthly articles using real life examples, told in 'story' format to give you knowledge of what actually happens behind the scenes of a Real Estate Transaction.

2nd Time is a Charm...

Imagine getting your hopes up to sell your home. Get a contract immediately and then things go haywire with the buyer. Imagine waiting 115 days while the buyer is trying to get financing. Extension after extension. Little communication on the process and the potential sale.

In a real estate transaction there are LITERALLY hundreds, if not a thousand phone calls/text messages/emails behind the scenes making sure everything is transpiring correctly.

Not IF, buy WHEN issues arise do you have a professional in your corner that can navigate potential issues?

We always tell everyone that on our business cards we should put 'Problem Solver' instead of Realtor. Because there are ISSUES in EVERY single real estate transaction.

EVERY ONE.

Not all are major. Some can be resolved with a simple phone call. Some require tens of hours of work to resolve. For example, right now we have a transaction that has been going on since May 2022 where there is a dispute on the property line. But our trusted attorney at Signature Settlements has been working since May to resolve the issue. There are multiple attorneys involved with 3 different parties to resolve the issue. But EVERYONE has been kept in the loop and there has been transparency.

Imagine waiting and waiting and waiting not hearing what is going on and then one day, YOUR sale just falls through.

Maybe it could have been avoided, maybe not.

But the smallest of details of a transaction matter and that is where IMPACT excels!!!

In the small details!

So, when we were asked to sell a property that didn't sell last year we knew that we'd have our work cut out for us since the market has changed SIGNIFICANTLY since last year and that selling now would require EVERY detail be ON-POINT and TIGHT during the transaction.

We do what we always do, go ABOVE and BEYOND.

Bringing in our designer – Adrienne- so that every detail of this already beautiful house would appeal to potential buyers. Bring in our incredible photographer – Annie – to make sure the pictures popped. Our Marketing Department would not only pre-market the property but would put the run-through video, the photos, the Home's Story on Google so that the EXTRA layer of marketing would hit the public.

Check out our property description that Impact wrote... Tell me this isn't ABOVE and BEYOND what other agents throw out there on their listings:

Jane Austen has said, "There is nothing like staying at home for real comfort." Welcome to 8815 Shady Pines Drive... where the comforts of home abound! This four level town home situated in the sought-after Stone Barn section of the Villages of Urbana features 5 bedrooms, 4.5 baths, and endless designer-inspired post-build upgrades throughout! Walking through the front door, prepare to be WOW'd. The entry level features a beautiful foyer area with board/batten trim work throughout. The entry level room, completely outfitted with shiplap, is flexible in its use and offers endless possibilities... from a bedroom, home office, or gym! A full bath and garage access complete this first floor. The light and bright

main living area features an open-concept design perfect for entertaining a crowd... or a cozy and comfy family night in. The kitchen does NOT disappoint with its white cabinetry w/ up-lighting and custom organizers, stainless steel appliances, quartz counters, and custom pantry and cabinet organizers. As an added bonus, a custom coffee bar area adds both function and design! Step outside the kitchen on to the spacious deck and enjoy morning coffee or an evening glass of wine. The elevated comfort of the main level continues into the family room with custom light fixtures, box molding, and large windows adorned with custom blinds. Spacious and gracious, this level is literal perfection in its design, function, and style. The third level is home to the primary suite... one that rivals the most prestigious local resorts with its custom paint and trim, stunning light fixture, custom closet organizers, and more. Two additional bedrooms, joined by French doors to offer added comfort and flexibility, a hall bath, and upgrade washer/dryer with pedestals complete the third level. Finally, make your way to the fourth floor featuring a spacious bedroom, closet, and bathroom. Don't need an additional bedroom? No problem! This space can comfortably flex into another home office, loft space perfect for movie watching to video game playing, or a guest suite. Step outside and enjoy rooftop view from the deck... a wonderful oasis to start your morning or wind down your day. Undeniably, here at 8815 Shady Pines Drive, the comforts of home... and MORE... abound! Welcome home!

We'd do a weekday Broker's Open to bring Brokers though.

Little did we know that during that Broker's Open (not typically attended by potential buyers) that we'd have 5 POTENTIAL buyers tour the home that day.

Within days, potential buyers started showing interest in the property. Impact negotiated skillfully on behalf of our sellers, and they were able to secure a final sale price that was \$20,003 over the original list price. Our clients were thrilled with the outcome and couldn't

believe how much of a difference hiring the right real estate team could make.

After the Open and a few days on the market our sellers got 2 AMAZING offers.

One was \$20,003 over list price!

But we knew that once you get a contract that is just one step in getting a house SOLD!!!

The buyers did an inspection and asked for a couple of items to be addressed. Nothing major, just a few things. And we reached out to our trusty contractors to take care of the issues. Then one thing ended up



leading to other items.

The buyer requested the 'back-flow' valve be replaced on the main water line. And this is normal and something our plumber can typically fix. HOWEVER, this backflow valve was installed before the fire sprinkler line and would require different contractor to fix.

We ended up calling 8 different companies and spent parts of 3 days tracking down someone for the job. Imagine selling, working your normal job, taking care of family, doing all your house things AND you have to track down contractors as well!

That's why, at Impact, we do our **BEST** to take care of all the small details for you! We run point in your home sale so that you don't have to stress over the minor items.

One of our Core Principals is:

Protect Your Client at All Costs

"If you want to make a billion dollars, you have to impact a billion people." Peter Diamandis, founder of the private space travel program Space X, said that after investing years of his time, energy and passion into the revolutionary movement that is privatized space flight. We can all take a page out of Diamandis' playbook and choose to define our success by the impact it will have on others.

We don't sell houses. We solve problems.

- Solve great problems, and you'll have great success.
- Solve small problems, and you'll have small success.
- Solve no problems, and you'll be lost.

Look at Steve Jobs.

He changed the world with a piece of equipment you can hold in the palm of your hand. Now, he has had two Hollywood flicks made about him, and 1.4 million people are using his software. His billion-dollar estate matches the impact of his products perfectly.

For your local Starbucks barista, the problem that needs solving is his customers' need to have caffeine before their drive to work. It's not a huge problem, so he's paid accordingly.

The good news is that a real estate agent, you are solving one of the biggest problems a person faces in their life: protecting their most important investment.



Focus on your client at all cost, and fight to serve their needs above your own. When you make it your end goal to be a servant leader, instead of a self-serving, opportunist salesman, you will solve more problems.

Your client will spread the word, and more clients will come looking for the solutions you provide.

But you have to keep yourself in check and always keep your end cause in view. If you aren't fighting for a cause that's bigger than your needs, you will always end up looking

out for yourself.

We go above and beyond so that like these client's initially had an experience that was frustrating and ultimately led to a contract falling through, their **EXPERIENCE** with Impact was much different.

As our sellers reflected on their experience, they knew that he had made the right decision in hiring Impact Maryland Real Estate. They were for Impact's core beliefs and their commitment to doing what was best for their clients. And he knew that they could always count on Impact for their future real estate needs and left us the following review: **[Impact] you are the best! The compassion, kindness and attention to our needs thru out the process was exceptional! Your attention to detail is meticulous. You treated us like family! One of the best business senses I have encountered! Thank you with all of my heart. My family to yours, Thank you!**

No, thank you for your **TRUST** in Impact!!!

If you want an experience and an agent where **#DetailsMatter**, then you need to choose Impact 😊

IMPACT MARYLAND MONTHLY

with Eric Verdi

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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

- We can't thank Eric and his entire Impact team for their amazing, expedient, highly responsive, courteous, patient, warm, personal, and professional services in the sale of our home. At a time in our lives that was highly stressful, they listened to our needs, calmed and addressed our concerns, and swiftly implemented their full services to help us prep, stage, list, show and SELL our home. They collaborated and continually communicated with us and all other professionals needed to close our sale in an expedient and professional manner. They also went above and beyond to assist us with the personal details and needs related to our listing and closing. We would strongly recommend this team again and again!  The Biggus Family

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