

THE

ERIC VERDI

LETTER

NEWS TO SAVE YOU TIME AND MONEY

MARCH 2017

After 14 years, I have broken the mold and focused on providing a "Value-Driven" Approach to selling homes.



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Life is About Perspective

Just recently Susan and I attended a 70th Birthday party for a great dude, Barry Garnand. Let me tell you how I met Barry.

Barry Garnand is Gaylen's father. Gaylen is one of Susan's oldest and dearest friends, she was the maid of honor in our wedding in 2002. Not only was Gaylen one of Susan's best friends but one of mine too. I met Gaylen in 1994 during our Freshman year of college at Salisbury University. We quickly became friends and our friendship, in the beginning, was totally separate from my relationship with Susan.

I was a scared and timid freshman and met Gaylen (nicknamed G-Love) at our freshman orientation and we quickly 'hit it off' because of her friendly and outgoing personality. If you've ever met Gaylen, you know she is one of the most genuine and personable people you have ever met. Gaylen knows EVERYONE, and she has a unique ability to make everyone feel as though they are her best friend within minutes of meeting her. Gaylen has thousands of 'best friends' and I consider myself lucky enough to be in her circle of best friends.

We grew tighter throughout college and had many shared experiences together. (Most not for print. Haha) With Gaylen, it is all about having a good time. You know if you are going to hang out with Gaylen that there will never be a dull moment.

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, who you think would appreciate The Eric Verdi Letter, I'd be happy to make that happen...and, have it come as a gift from you. Here's how it works: Simply shoot me an email (Eric@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.

After college, once Susan and I started dating our friendship with G-Love became even tighter because of our mutual love for Gaylen. Now, being part of Susan's life meant I was invited to all of Gaylen's family's get togethers and activities. So, not only did I become close with Gaylen, I also got to meet and become friends with Gaylen's incredible family, her parents, Barry and Phyllis, and her sister Nat. To meet the Garnands is special as the entire family has the same outgoing and loving personality as Gaylen. You meet them and within minutes they welcome you with open arms and treat you as though you are one of them. It is special to know the Garnands.



Here is Barry Garnand celebrating his 70th Bday in Style with Susan and Gaylen. Happy Bday Barry!

It was probably around 1998 or 1999 when I really got to meet and hang out with 'The Silver Fox' Barry Garnand. He is this big strapping white haired, white mustache guy.

Barry has this unique ability (like Gaylen) that within minutes of sitting down and having a meaningful conversation with him that he makes you feel special. He really cares about you and what is going on in your life and how you are doing. Barry is a great listener and always one to spin a story. You can't sit down with Barry and have a 2-3 minute conversation because he wants to know more, he really wants to see how you are doing and then he wants to share a tale or two with you.

So, the Garnands have been in our lives for nearly 20 years doing the major family events. Whenever Gaylen and her husband Pete have get togethers, they are always there.

The reason I'm telling you all this is that life is all about Perspective and where you are in your life at the moment.

At Barry's surprise 70th Birthday Party they had one of those Memory Boards with pictures spanning 70 years. You've seen them, the one's that span a person's life from when they were a child to all major life events to the current time.

There were 2 pictures that caught my eye. Barry's 50th Birthday Party. He had a cake and decorations that said, "OLD FART."

This got me thinking... Man, that was 20 years ago, He looked like a young man, not an Old Fart. Heck, he doesn't even look like an Old Fart now.

Susan and I took a little stroll around the facility, the farm grounds at Linganore Winecellars (where the party was held) and were talking, she said to me, "remember when we thought 50 was old?" Yes, I do. I am now closer to 50 than I am to 30 and 50 doesn't seem old at all.

When I was 18, 19, 20 I thought that 30 was ancient. Now that I'm coming up on 41 years old, 50 seems young.

Your life and your perspective on what lenses you use to view the world is ALWAYS changing. It changes based on things that you have learned, on experiences you have encountered, and where you are in your life at the moment.

So, the picture of Barry 20 years ago being viewed as an 'Old Fart' at the age of 50, I would now consider him just starting the prime of his life.

The same perspective can be applied to Business...

You know, if you are reading this, that I've had quite a few changes happen since the 6th of January when Marla and I met to discuss the future of the company. I've had a lot of people ask me, "What happened?" I've had some say, "I didn't even know you had a partner." Others have said, "I know it is a struggle now and you are going through a lot, but it will work out in the long run and you'll be stronger."

So, let me clear up here, as concise as I can what happened between Marla and I and why I went out and started my own company.

If I were to boil it down to one reason, it was about 'Perspective.'

Marla and I now have different philosophies on how a company should run and operate and ultimately those differences were too vast that it was best to end our partnership in Maryland Real Estate Group, Inc.

I got into this business 14 plus years ago in 2002 and knew NOTHING about real estate. I aligned myself with a person I trusted, Marla. She is the ONLY person that I knew cared about me and my family and would lead me down the right path of success. See, I have known Marla since I was 5 years old and her daughter, Erin, and I attended Urbana Elementary. Erin and I are still very, very good friends to this day and our kids have even become very close. Erin and I went from Kindergarten through College together and she has and will be one of my best friends.

When I decided to make the leap in 2002, Marla was the ONLY person that I talked with about Real Estate, she was the ONLY one that I would have ever worked with/for. I knew the type of person that she was, of high morals and ethics, one that everyone respected inside and outside of the industry. But most importantly, I knew Marla cared and would help me succeed.

All of this was and still is, 100% accurate.

Marla taught me how to do business the right way... Always putting clients first... If there was a tough decision to make, do RIGHT by the client and everything else would fall into place. Marla taught me to know a contract inside and out, as the documents your clients are signing is legally binding and you need to know it like the back of your hand. Marla is an excellent mentor and has helped open many doors for me.

However, there is a 2nd component to Real Estate, and that is the business aspect. She and I still don't believe in all of the 'other tactics' that agents use to get business. The cold-calling, the pestering, the lying to get business, the Bait 'n Switch... we agree that the best business comes from referrals and from differentiation of services.

Thus, my belief is that the company should be – A Media Company First and a Real Estate Company as the backend –

Let me explain.

The Newsletter, the original content written monthly, this is more 'media company' than real estate agent. The Podcast – Media Company. The Magazine – Media Company. The Morning Musings – Media. The Book that documents our Unique Approach – again Media Company. And now we are just beginning to branch out into social Media Branding and Media... you'll see the Company produce Videos, produce documentaries, produce content.

All of the Media drives the Real Estate Business.

This is where we differ as I believe going forward with new 'Partners' (ie: real estate agents, but what they really

will be is partners in the media company) that the Company will have a role and the partner will have a role.

Company will be responsible for providing the content that will in-turn help differentiate both the Company and the Partner, in-turn fueling the real estate business.

The Partners will be responsible for handling the daily real estate interactions with clients and the Company will be responsible for fueling the Content.

As you can tell, this is different than how EVERY other real estate company operates. They are constantly 'Chasing.' In our model, and this has been tested and proven in my personal business the last 4 years as I've evolved this 'Media Model', the real estate business actually comes from the media and clients seek us out instead of vice-versa. It positions the company in a totally different light.

You know me. I constantly like to innovate for my real estate clients.

What first started with Professional Photography, then we innovated and offered 'Scientific' Staging, and recently added 'Property Stories' always trying to find ways to maximize value and increase our clients bottom line value and the 'client experience' they have with our company.

Thus, I'm constantly innovating on the business side too, and this has led to the Media Model.

Ultimately, after 14 years our Perspective on how a company should run differed and it was time for us to go in different directions.

I'm forever grateful and thankful to Marla. But like me being 21 and thinking 30 is ancient some 19 years ago, but now at the age of nearly 41 thinking that 50 is 'Not an Old Fart' because I have different PERSPECTIVE from where I sit today. My PERSPECTIVE on how to run a business today is different than it was 14 years ago, heck it is different than 4 years ago, different than 6 months ago.

Thus, Perspective is the reason why I'm no longer a partner with MREG and I know have my OWN company... Let me introduce you to:

Impact Maryland Real Estate...

It is with your continued Support and you consistently sending your friends and family to us that we will continue our Success and growth! Thank You for your SUPPORT, it means the world to US!

Cheers!!!

Don't Forget to Have Fun!!!!

March Question

Q: The second atomic bomb ever used in war-time was dropped on what city?

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 Carabba's, Outback, Bonefish.

February Question & Answer

Q. Who was the first US President to declare War?

A: James Madison

Congratulations: Jacob Martin

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HAPPY BIRTHDAY!

Here are March Birthdays from my Subscribers to The Eric Verdi Letter. If you have a birthday in March and don't see your name on this list, please email or call me so that I will include your birthday.

Jackson Raymond	Mar. 3rd	Doug Sillex	Mar. 17th
Allison Kelly	Mar. 4th	Pat Warrenfeltz	Mar. 17th
Zach Martin	Mar. 5th	Mike Franklin	Mar. 18th
Megan Nicholson	Mar. 5th	Jeff Bostian	Mar. 19th
Felicia Warfield	Mar. 6th	Amani Dabney	Mar. 21st
Gaylen Garnand	Mar. 7th	Madge Parker	Mar. 22nd
Alex Ganson	Mar. 7th	Mary Cavaness	Mar. 23rd
Adam Martin	Mar. 8th	Cindy Ranneberger	Mar. 23rd
Caroline Grubb	Mar. 9th	Fisher Bobbitt	Mar. 25th
Karen Yoho	Mar. 10th	Brandy Baptiste	Mar. 26th
Allie Wilson	Mar. 12th	Chris Martin	Mar. 26th
Katie Miller	Mar. 13th	Linda Sacchetti	Mar. 27th
Jackson Steele	Mar. 13th	Emma Bobbitt	Mar. 29th
Alyssa Vance	Mar. 14th	Michael Majalca	Mar. 29th
Andrew Raymond	Mar. 15th	Allyson Ranneberger	Mar. 29th
Nicholas Fouts	Mar. 17th	Bill Vance	Mar. 30th
Ana Miranda	Mar. 17th	Tiffany Huffstetler	Mar. 31st
		Khloe Quill	Mar. 31st

Be sure to wish these friends happy birthday if you see them.

The Journey... to Impact Maryland Real Estate

Last Month I asked my audience via Morning Musings (www.MorningMusings.net) to see if you wanted a daily recap of my journey starting a new company. The feedback was overwhelming in support as I started the new company and most everyone wanted to hear the journey.

I documented this journey in the Daily E-Newsletter, but wanted to share some of the highlights with you here. Just a few days in a LONG Journey:

Jan. 20th-

The Journey – Part 1

First of all... WOW...

I was blown away yesterday by the responses and the outpouring of support. Thank You. Thank You. Thank You. I sat yesterday and printed off all the responses about 2p and read through each and every one of them. About halfway through I just started 'tearing up' as I was overwhelmed with your support and kind word.

It would take me 3 hours to sit down and respond to everyone of you, as I should, but what I'm going to do today is just roll through a Facebook Live Post today on the Frederick Advice Givers site and thanking you.

(It's my way to leverage time... As I'm trying to be most efficient in everything business related going forward)

Ok... So the votes were split... Yes won out... but "Go ahead and do the Musing but not everyday, you have important stuff to do" was a close 2nd... and we had a few No's

I will share this journey with you. I can't promise a daily Musing, but it will be when it can and I kind of like documenting the process.

For NOW, I will not share individuals names that are helping me, but you will get the picture J

So, Tuesday was a whirlwind day. This was the day that we finalized that I was going in a different direction as MREG and it was time for me to start my own company. That evening we met our agents to discuss the separation

of the partnership and that we were heading in opposite directions. Obviously this was a shock to our agents as I have been a partner with MREG for 14 years.

Bright and Early Wednesday the phones calls and meetings start (this is a synopsis of the last 2 days)

Let me tell you, it is a lot to do to get a company started from scratch.

--- There were ongoing discussions between an Accountant and an Attorney as to how best structure the new company legally and how we would file. After some going back and forth we decided on an LLC filing as an S-Corp. (So reaching back to the 'Relationship' Musing and having never gone through this before. I went to some very close friends and asked for recommendations. I had not worked with either professionally before, but knew their reputations. So when my 'confidants' recommended these 2 there was no shopping around. No calling around. I trust my 'confidants' and I sprung into action)

--- Had to call my Insurance Agent so that aspect of personal and business and auto insurance was taken care of.

--- I called the Real Estate Commission to see what I needed to start my own Brokerage.

--- We had to finalize a name to give to the Attorney so that he could file the paperwork with the Govt. Agency in Baltimore so I could get a Tax ID. (Let me tell you the tax ID is key... I'm waiting on that and once received, it triggers about 8 other steps to move forward.)

---I had to cancel the Company Credit Card.

--- I met with a bank yesterday (again, a referral from 'confidants') to open up a new business relationship.

---Contacted the E&O Insurance agent to apply for coverage for a new company.

---Contacted my web designer to start working on New Company websites

---Met with Sign Company about new signage for Company

--Contacted my marketing agency to get a Social Media Profile up and running.

(Keep in mind that with each of the above I'm painting a broad picture. With each comes about 8 small steps and 2-3 phone calls)

And in the mist of this yesterday, I stopped by [The Blue Side](#) to finalize plans for the IMPACT CLUB charity event we are having on Feb. 28th (This is what excites me... I will be releasing details around the 1st of February... I need your HELP...)

So, for 2 days, I'm probably 30-40% complete in the journey.... What should reasonably take someone 3 to 6 months to get a Start-up off the ground and running, my goal is to have complete in 2 weeks.

Thanks for your SUPPORT... I LOVE and CHERISH IT!!!

Jan. 23rd-

The Journey – Part 2

I continue the Journey of a Start-Up... (In lightning Speed) ... today.

As more people find out about my new Journey the feedback has been overwhelmingly positive. You, my friends, my clients have nothing but great feedback and support. I can't tell you how many people have said, "If there is anything I can do to help you, don't hesitate to reach out."

THANKS!!!

I wouldn't be able to get through this transition without the support of SO many! From people I didn't know to start last week that have become friends and become advisors to me on this journey to long time friends in many different professions that dropped what they were doing when I called and said, "HELP.... I'm starting a new company and need advice, can you xxxx?" What an incredible Team of Professionals that I have on my side.

About 9:30 on Friday Morning, I received my tax ID for the new Company from the IRS. My attorney sub-

mitted the paperwork Thursday morning and we paid extra to have the application walked through the proper channels. So, within 24 hours, BAM, we are a registered company in the eyes of the IRS.

This triggered so MANY things...

Next, I was able to get the Tax ID to the VP of Frederick County Bank (who I didn't know 2 days prior, but because we have many mutual friends we had a quick bond). I've had a few questions and I just text the dude and he answers. THAT, my friends, is why you go with a smaller, local company. You can get to decision makers MUCH quicker. I'm a small company, so to align myself with other similar companies, to me, is important.

Then, my website designer were emailing back and forth about the outline for the 2 new websites that we are building for the new company.

My Social Media Company, I talked to the owner (again, smaller company – when I started with them – they now have about 400 clients and 14 employees, but because I have been with her since the beginning I was able to speak to the owner). She is setting up our Company's social media profile on FB, Instagram, and Snapchat.

On top of that we had a settlement on a property that we had listed last summer. So, had to attend settlement, and we even had a few issues on that one that we had to get straight.

Immediately after settlement, I went to meet again with Frederick County Bank to finalize and sign the paperwork to open up new accounts.

That evening we got to attend Happy Hour for a former co-worker of Susan's birthday. One of Susan's former co-workers, first thing she said to me was, "I want to talk to you tonight about your newsletter, [The IMPACT Club](#). Tell me more, this definitely interests me."

There were mortgage guys that I know there, so I was able to break the news to them. They offered nothing but support on the new venture and we also discussed IMPACT club as I told them I had firmed up a date for our first event.... They will be there!



Then on Saturday, my Dad and I spent about 7 hours... **NO JOKE**... putting together new office furniture.

Also, got in 3 offers on a wonderful property on 11 acres, and had to finalize negotiations on that property over the weekend.

Then yesterday, I finished closing out the tax year with year-end reports for MREG that go to employees and vendors.

Today... (You'll find out tomorrow)...

Feb. 7th

I'm Back. Baby.

A tough day emotionally yesterday ended with 5 of us that knew Reggie really well going out to have a couple adult beverages and share some 'Reg' stories. It was good to see my boys and I'm sure there will be plenty of stories shared over the next week, months.

It's unfortunate that the older you get, the less you get to see your 'core' friends. I talk or text 'em almost daily. Some, like Perm, I text 40-50 times a day. It's that bond that you have because of common interests and shared memories. We started almost every sentence last night with, "Remember....."

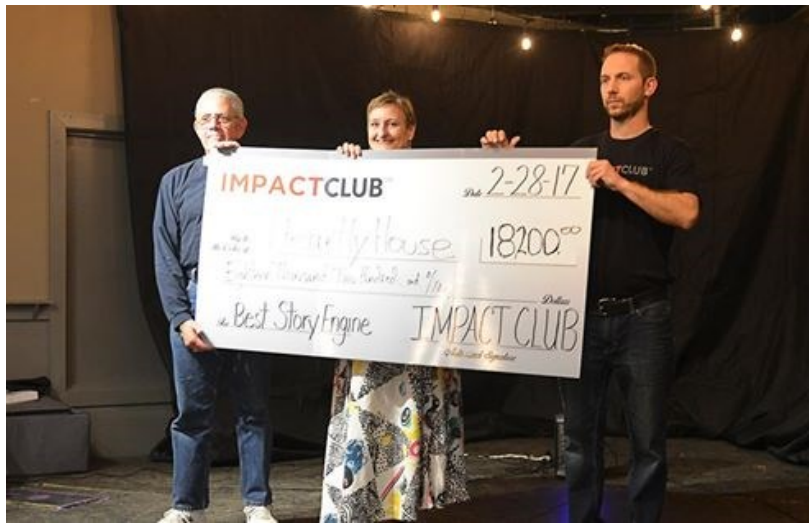
The events of the last 24 hours really put in perspective what has transpired over the last month. It don't really compare. Life vs. Business. Life is so much more important. Having friends, like you that have supported me through this tough time, means EVERYTHING.

It just so happens that early afternoon yesterday I received the email that I've been waiting for for almost a week. The MLS emailed me to tell me that my Brokerage got approved and I can start putting in listings and transferring over current listings to my new Brokerage.

That was the last step -

I'm Back. Baby!

Fully functional and Open for Business!



Here is our first Impact Club Event where we donated \$18,200 to the Heartly House.

So, yesterday morning I had scheduled to have on my Podcast the mastermind of Impact Club™, Ryan Fletcher with Ryan Sloper and Josh Painter (the co-founders of the first 2 chapters) to talk about Impact Club™.

These guys, they have busy lives. You wouldn't believe everything they have going on, but they took nearly an hour out of their day to join me, so that I could bet-

ter share Impact Club™ with you.

That's what friends do... Yes, I haven't known these 3 guys as long as my other boys that I hung out with last night, but Fletch, Slope, Paint are friends of mine that we have common beliefs and shared memories and experiences in business and we are starting to in life also. They are good dudes with big hearts and when a friend says to another friend, "Hey, Can you?" (like I did to them in asking them to join me first thing Monday Morning). Without hesitation the answer was, "Of course, Verdi, whatever you need." Thanks fellas, Love you!

I told almost everyone I talked to yesterday, "Love you." Because you never know the last time you might talk to someone is.

So, without further ado. Let me unveil A Special Impact Club™ edition of [Frederick Advice Givers](#). Enjoy...

Cheers!!!

Finally

There were many, many steps in between the start of the process to finally getting my license on Feb. 6th. I documented the journey daily and if you want transcripts on the entire process, hit me up and Ill send em to you.

This is the last month of this format of the newsletter in the style. Next Month, will unveil a new layout. I think you will love it.

THE *ERIC VERDI* LETTER

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Life is All About Perspective

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Or Call/Text to 301-514-2403

Testimonials from recent 'The Eric Verdi Letter' Members

- Great Guidance on preparing my home for sale. Knew the answers to the many questions I had. It had been over 30 years since our last move and Eric understood how difficult that was for us. I was recommended to engage with Eric for our sale, and for that I am very grateful! (Joe and Madge P)
- They provided top notch service and I definitely would use them again! (Tommy S)
- Eric has a solid method for marketing and selling homes that worked perfectly for us. He hired a professional stager and real estate photographer to help us put our home in its best light when it hit the market. We had a steady flow of showings and the right buyer came along quickly. We have already referred friends to Eric and will continue to do so. (Doug and Helen R)

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