

**Protector. Innovator. Philanthropist.**

FOR MORE INFO VISIT [WWW.IMPACTMARYLANDREALESTATE.COM](http://WWW.IMPACTMARYLANDREALESTATE.COM)

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

OCTOBER 2017



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**

- Practice. Practice. Practice... Pgs. 1 - 3
- October Birthdays. Pg. 4
- Don't Forget to Have Fun. Pg. 4
- Impact Club – Testing and Implementing Pg. 5
- Advice Givers Update Pg. 6
- "Fudging" the Numbers. Pg. 7
- What Recent Members said about the Organization. Pg. 8

## **Practice. Practice. Practice**



See the above picture? That's Alex 'playing a game'. We have this small rubber ball, it might actually be a lacrosse ball, that we throw against the bricks above our garage and catch. Throw and catch. Throw and catch. Throw and catch.

My boyz, they are starting to get interested in sports as you have seen. Anthony is developing into a very good soccer player and was an excellent swimmer over the summer in his first season. Alex, he always wants to know what I played growing up (where I played Baseball, Football, Basketball, and Golf competitively) and now is playing football, basketball, soccer and swimming.

*Continued on the 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](mailto: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.

But as you know, football and basketball require hand-eye coordination. Neither of my boyz have strong hand-eye coordination.

I feel that I have failed them on that level. Maybe I didn't play with them enough. Teach them. Practice with them. Come up with a way for them to enjoy sports as much as I did. And they don't really have a desire to just go out and learn themselves.

**See, when I was younger. I didn't have brothers or sisters to 'play' with.** For hours upon hours upon hours I would go throw a ball against the house and catch it. (yes, I broke a few windows) This improved my baseball skills and my hand-eye coordination. And the same with Basketball. I would go practice dribbling and shooting, by myself, for HOURS at a time.

Through determination and practice I became decent in sports and my senior year of high school I was 'co-athlete of the year' with my buddy Jason Smith. And up until Frederick High got torn down, my picture was still on the wall at the school some 20+ years later.

I don't tell you this to brag or 'toot my own horn'. I tell you this because it was the Practice when no one was looking. No one was watching. All by myself. Those tens of thousands of hours that I was Practicing that got me to a level where I was better than most of my peers. It was a passion of mine to become good and to maximize my ability, which I did. I'm a scrawny 5'10 – 155lb (soaking wet) dude who could hang with ANYONE when I was practicing on a daily basis.

### Why?

Because I had practiced more than those who were natural athletes. Who had better skills and should have kicked my a\$\$\$. Was I the best? Heck no!!! But I was always very competitive.

My boyz. They haven't practiced like I have and their skills are as defined and developed yet. They don't have 'natural athletic ability.'

But now that they are showing interests in Sports, after years of not doing my job as a Dad and finding ways to motivate and practice with them I have found a way... A very simple game of throw and catch. Against the house, just as I did 35 years ago.



Anthony getting ready to strike the ball. Amazing game...down 4-1 and came back to tie.

We make a game out of it. We have 2-man teams. First Anthony and Alex, then Alex and I, and finally Anthony and I. One throws, the other catches. We do this until we don't make the catch on the first bounce. Now we do this for 20-30 minutes a day.

An exercise that they see as a game, but I see it as a way to get them to improve their hand-eye coordination. And it is working. When we started this game in the summer, they'd have a hard time getting to 5 successful throws and catches in a row. Now, we routinely get over 20. A few more week/months of practicing and they'll be over 100.

I finally found a way to make it fun for them to 'practice.' And this simple exercise will help increase their coordination and will end up helping with all sports...

Finding ways to practice no matter what increases your skill level in that activity. If you begin reading more books, then you will become a more proficient reader. If you start working out and your work out regularly, then you will get in better shape. If you want to become a better writer or become a better speaker. Practice.

The skills that it takes to be successful in business are not developed in one day or even one course, they are developed over time by continually increasing your skill level and by practicing and implementing strategies for success. What you did

yesterday will have a direct effect on the outcome you wish to receive tomorrow.

Having studied entrepreneurs in different industries the one thing that they do to hone their skills is the continuously research and practice. Then then analyze themselves to become more efficient in their messaging and strategies and they practice some more until they have a smooth, well-oiled machine.

This is no different that what professionals do in other industries... Heard of Chris Rock, Jerry Seinfeld, Louis C.K.? Know what these guys do? They PRACTICE more than everyone else. They come up with a standup act, they research, they write, then they begin to practice their delivery methods. Their cadence. When to pause. What words and syllables should be emphasized. Then once they have worked for months on one 30-45 minute act, they take it out to the public. But they don't just start with an HBO special. They start small, going to comedy clubs where there are a few hundred people. They will do this for while and test what works, what doesn't by practical implementation.

They then scape what was not successful and revamp those parts. Then they go test again, and again, until they have a well-oiled and smooth act. They then go hit the larger stadiums and theaters where they now have thousands in the audience. And they continuously practice their craft and their message.

When you see these comedians on HBO or Comedy Channel doing their 'Special' they didn't just wake up one day and have this fine-tuned act. They PRACTICED. They studied. They tested. They implemented. They tracked results. They adapted. They kept moving forward until they have fine-tuned and practiced so much that they give top level performance that is TV worthy.

**This didn't occur over night. Quite the opposite. Months and Years in the making go into the finished product.**

This is no different than what we do for our clients and how we achieve superior results by using the methods outlined in 'The Psychological Approach to Sell Real Estate.' We research. We test. We track results and then we fine-tune the process. Always trying to deliver a TV worthy result for our clients.



Anthony and Alex after a recent weekend on the fields. Alex Football, and Anthony Soccer.

Just recently we listed a townhouse in Walkersville. This house was in disarray. The occupants took horrible care of the home. I told them an as-is price that if they didn't want to invest in the process what we thought it would sell for. I then gave them a game-plan and told them if they invested and followed the steps what I thought it would sell for.

Having done this many times, I had an idea of the results. But when we went

to list, the seller wanted to 'test' the market and try \$10k more than I recommended. I told him we would, but only for a short period of time. We tested. 3 contracts in 2 days. \$5k over LIST. Which was \$15-\$20k more than I told him the 'improved/invested' price would be.

**Needless to say the seller was THRILLED.**

These results would not have happened without our research and our prior knowledge about what buyers are looking for when purchasing this type of home, in this area in this price range. Like Louis C.K., like Chris Rock, like Jerry Seinfeld, that finished product that you see. That house that we are selling, we have put in hundreds of hours on that particular house and thousands on our Approach to maximize value.

So, when looking for a company. Do your research and find one that invests and can bring practical application to your home selling process.

Cheers.



## Don't Forget to Have Fun!!!!

### October Question

**Q: What is the largest species of terrestrial crab in the world?**

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.

### September Question & Answer

**Q. On what Continent would you NOT find bees?**

**A: Antartica**

Congratulations: Trish Lopacienski

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

## Happy Birthday

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

George Wolf	Oct. 1 <sup>st</sup>	Bella Nguyen	Oct. 13 <sup>th</sup>	Vincent Dabney	Oct. 20 <sup>th</sup>
Amy Raymond	Oct. 3 <sup>rd</sup>	Peter Fleck	Oct. 14 <sup>th</sup>	Sam Schroeder	Oct. 20 <sup>th</sup>
Melanie Tapley	Oct. 3 <sup>rd</sup>	Kate Riling	Oct. 14 <sup>th</sup>	Ann Greenwood	Oct. 20 <sup>th</sup>
Griffin Bonadies	Oct. 4 <sup>th</sup>	Laura Via	Oct. 14 <sup>th</sup>	Nicole Bell	Oct. 21 <sup>st</sup>
Brian Wells	Oct. 5 <sup>th</sup>	Dawn Klinko	Oct. 14 <sup>th</sup>	Christine Kaas	Oct. 23 <sup>rd</sup>
Marco Garcia	Oct. 7 <sup>th</sup>	Nicholas Orsini	Oct. 16 <sup>th</sup>	Alivia Smith	Oct. 23 <sup>rd</sup>
Tara Hornung	Oct. 8 <sup>th</sup>	Andrew Weaver	Oct. 17 <sup>th</sup>	Pam Wheeler	Oct. 23 <sup>rd</sup>
Kensey Love	Oct. 8 <sup>th</sup>	LeeAnna Arrowschis	Oct. 17 <sup>th</sup>	Anna Carroll	Oct. 24 <sup>th</sup>
Kampbell Quill	Oct. 8 <sup>th</sup>	Cooper Bobbit	Oct. 17 <sup>th</sup>	Allyson Kinsey	Oct. 24 <sup>th</sup>
Paul Gorman	Oct. 9 <sup>th</sup>	Dan Luippold	Oct. 17 <sup>th</sup>	Ray Baker	Oct. 25 <sup>th</sup>
Mike Rawlett	Oct. 9 <sup>th</sup>	Maria Menocal	Oct. 17 <sup>th</sup>	Amanda Miss	Oct. 26 <sup>th</sup>
Alexis Fogelson	Oct. 11 <sup>th</sup>	Jenn Purgason	Oct. 17 <sup>th</sup>	Stephanie Wilks	Oct. 26 <sup>th</sup>
Josh Doody	Oct. 12 <sup>th</sup>	Jessica Conley	Oct. 19 <sup>th</sup>	Sade Soares	Oct. 27 <sup>th</sup>
Jimmy Kopf	Oct. 12 <sup>th</sup>	Lauren Mills	Oct. 19 <sup>th</sup>	Emma Ranneberger	Oct. 30 <sup>th</sup>
				Rebecca Shoemaker	Oct. 30 <sup>th</sup>

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

**IMPACTCLUB™**

## Testing and Implementing – Impact Club Update

# Welcome back...

Thank you to everyone who came out on August 22<sup>nd</sup>, we had an amazing night filled with emotions and great stories from Evan Routzahn from FRIENDS, Connie Graf with the Frederick

County Humane Society, and the winner of the 3<sup>rd</sup> Quarter Impact Club Event Ed Hinde with SHIP of Frederick.

What was awesome was that each got up on stage and told a compelling story about their charity and how they help others through their charitable foundation. They all did a wonderful job trying to find the personal connection between those in the audience and their charity.

Ultimately those who were there that night voted on SHIP as our recipient of the donation from **Impact Club members of \$23,500!!!!** Don't think that will have an Impact on Student Homelessness? WOW! Great Job Team.

Now comes the collections process from the members who were either not there that night and didn't pay before the meeting.

Honestly, I didn't think this would be the hardest part of founding Impact Club. I thought that gathering 200+ members in a room. Coordinating



with local venues.  
Coaching up local  
charities. Delivering  
welcome packets.  
Giving constant updates  
on Impact Club would  
be more daunting.

**BUT I was wrong.**

Getting 100% of fulfill  
their commitment to

donating once a Quarter has been the MOST daunting task. We all get busy. We all have lives. And if times are tight, let me know, and we will work with you if you still want to be an Impact Club member. Ultimately, it's not me or you that suffer, it IS the charity. The homeless kids, in this instance.

**That is the reason we are so persistent in collecting the money for the Charity.**

All that being said my Co-Founder, Ryan Fletcher is working on a way to make collections smoother so we don't have to collect \$20-25k that evening.

Ultimately, this is also a safety issue. Having that amount of money in one place, physically giving to the winning charity that night is risky. We take precautions to make sure nothing happens, but if we could have a safer, more efficient way to collect the money from members and deliver to the charity wouldn't that benefit all????

**That's what we are working on now!**

"We **Interview** Frederick Business Owners,  
Entrepreneurs, and Thought-Leaders  
To Bring **Frederick Residents** The Best Advice



From Our Community's  
**Brightest Minds"**

## FREDERICK ADVICE GIVERS PODCAST

Interviewing  
Our Brightest Minds

with host:

**Eric  
Verdi**



## Adjusting on the Fly...

Being a sports fan, I have noticed one thing about all champions, well more than one thing, there are so many factors that go into championship players and teams. They all have insane work ethic and put in the practice, practice, practice. They are mentally tough. You must be to overcome the peaks and valleys that occur during the course of an event/game. And they have an innate ability to be able to adjust on the fly. They can change their game plan on a fly as they detect weaknesses in their opponent.

Tom Brady, Michael Jordan, Derek Jeter, Tiger Woods (before 'the incident'), Serena Williams, and Michael Phelps. These players are all considered among the all-time greats in their respective sports and they all have the qualities I have mentioned above, but the 2 that I want to focus on here is: 1- their passion to their craft and being the best, and 2- their ability to change their approach middle game.

When you are at the top of your craft you must have PASSION. Think these athletes don't have passion? You don't become an all-time great by not loving what you do, by not working when others are sleeping, by not researching and implementing new training techniques to help for optimum performance.

And you have to be able to adjust. When you find yourself down 14 points in the 3<sup>rd</sup> Quarter, or down 2 sets to 1 you can't stay with what you have been doing. These greats, they can self-evaluate what is not working and what is working, then they eliminate what's not working and they then emphasize what is working and focus solely on that aspect of the game.

We are doing the same thing with Advice Givers Podcast and everything surrounding the Podcast. Over 120+ episodes in I have found that we are doing some things GREAT, which we will enhance... and other things, not so great which we will be adjusting.

Our guests are gaining tremendous value by sharing their story to the audience of Frederick Advice Givers and have seen feedback from their interview and this has been entirely on the 'audio' podcast. I have been studying and researching how to better enhance the experience and impact on our guests. I have studied some of the best marketers and podcasters the past year and they are also implementing video into their interviews so that they can get across multiple social platforms, ie: Youtube, Facebook, Instagram having a greater impact on the reach helping share their story to a broader audience. Thus, coming in 2018 we will be revamping our interview style to get audio and video. We will be introducing new guests and reintroducing old friends that have interviewed previously!!! I'm stoked about this change.

We are also in the process of revamping the magazine to become more community oriented. We've hired a full-time content manager and an advertising manager to push the magazine forward. We are gonna have different featured sections where once a quarter, instead of a cookie-cutter, one size fits all ad they will have a professionally written content/page spotlighting their unique business. This will accompany 4 'featured' guest articles. And we will be sending this out to pre-selected individuals who have been identified as influential audience members. We won't just be sending out the magazine to anyone, it will go to those who are loyal to Advice Givers and our audience and who are huge influencers within our community. A HUGE improvement going forward as Advice Givers will be the go-to publication for those who want to do business locally. Each edition will have a local flair.

So, like the athletes mentioned above our passion to help others spotlight their story and our never-ending pursuit to impact our community locally will bring a BETTER, REVAMPED Podcast and Magazine your way in 2018... Stay Tuned!!!

# '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.

## "Fudging" the Numbers

Can I tell you a dirty little secret of the 'Mega' Agents?

The ones with all the business. Signs everywhere. Teams of agents that work under them. Their numbers are artificially inflated. Yes, they do the business. Well, the members of their team do all the work and when it comes time to record the 'agent of record' in the MLS for all to see, they end up putting the 'Mega' Agent's i.d. so the face of the Team, the Team leader gets all the credit.

Let me be clear. There is nothing illegal about this. I'm sure the company and the underlings doing all the work have an agreement that the 'Mega' Agent get all the press and praise. To me, its just not an accurate representation of who is doing all the work.

We recently closed a transaction on one of our listings. The underling was on the contract. She was the one that we had EVERY interaction with during the transaction. She was the one we negotiated with on the price and terms of the contract. She was the one that attended the inspection. She was the one that negotiated inspection items. She was the one that sent the contract to the settlement company. She was the one that did the final walkthrough. She was the one that attended settlement.

When it came time for us to 'officially' record the sale in the MLS (multiple listing service) we didn't know any different so we put in the agent that was on the contract, the one that did all the work.

Remember Wile E. Coyote and the Roadrunner... Every time Wile E. would get close to catching the Roadrunner

he would be foiled and victory was snatched out of his reach.

This is the same thing that happened to this poor agent that did all the work. The day after we marked the contract in the MLS, the 'Mega' Agent emailed us and asked us to change the 'official' agent in the MLS to the 'Mega' Agent. Now, maybe this agent provided back-end support and maybe the underling agent was cool with this, but if that was me, if that was one of our agents and they did all the work but yet SOMEONE ELSE got the credit I would be upset.

This culture would wear on one quickly. Do all the work and get none of the credit. Not that we do ANY of this for 'credit.' We LOVE what we do. First and Foremost, we fight tooth and nail for our clients to do

what is right by them, so that is what drives us, what gets us up in the morning. But also, to put all your emotions, your blood sweat and tears into a client only for someone else to get credit has to be discouraging. That is why at Impact there is no "I", no 'Mega' agent taking all the credit. Do the work get the

credit. In fact, just the opposite happens in our company, we do what we can to go out of our way to promote our Partners. We don't care who gets the credit as long as our clients are taken care of.

Unlike others who promote the 'Mega' Agents... we promote the success of our clients and our 'Documented Approach' – our book that outlines our philosophies and approach, if you haven't received your copy, get a free copy at [www.SteveJobsApproach.com](http://www.SteveJobsApproach.com)



# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

3295 Prices Distillery Rd.  
ljamsville, 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**

- [Impact] very professional and always very quick to respond and get things done efficiently! – Chris and Sue E.
- Impact Realty was exceptional. My agent did an amazing job and really went above and beyond. I will definitely be referring others to this realtor and will be doing business with them again. Absolutely outstanding, personable, understanding, and cares about their customers 110%. – Christine S.

This newsletter is intended for entertainment purposes only. Copyright 2017 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.