

Protector. Innovator. Philanthropist.

FOR MORE INFO VISIT WWW.IMPACTMARYLANDREALESTATE.COM

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

FEBRUARY 2019



Details

NO Detail is too Small!

My parents had to wake up at 3:30am on Monday to get my Dad to the hospital so he could get his right knee replacement surgery. The snow which started on Saturday night with a good 5/6 inches then tapered off late morning on Sunday. This was the first round of snow and I was able to use my Dad's big green John Deere farm tractor with the big tractor wheels to do plowing of my driveway.

I started at the top and worked down. Because the piece of equipment is so massive, and you can only manipulate the turnaround and the driveway so much there were spots that I missed. On top of that the blade on the back of the tractor that is used snow only gets the driveway about 70% clear. Typically, 70% is good enough because once the sun comes out the rest of the snow melts because the driveway heats up.

The first round of snow I used the tractor and it was 'good enough.'

But then in the middle of the night, around 2am we got hit with another round of snow. And when I checked with my mom around 6:30am to make sure they were there ok and Dad was ready for surgery.

She said that the roads were getting bad around 4:30 when they had to drive to the hospital.

Sure enough, we got hit with round 2 of this snow storm that dumped another 4 inches on top of the existing snow. The driveway was again covered with snow. This time when I went out in the morning around 9a I felt the snow.

You know the different types of snow, right?

The heavy/wet snow that sticks on trees. The kind that destroys plants and shrubs because of the weight. The great snowball/snowman making snow.

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

- Details. No Detail is too Small Pgs. 1 - 3
- February Birthdays. Pg. 4
- Don't Forget to Have Fun. Pg. 4
- Stories From the Street – Working Together Like a Well-Oiled Machine to Sell a Historic Property in Downtown Frederick Pgs. 5-6
- ImpactClub® Why Impact Club®? Pg 7
- What Recent Members said about their experience with our Company. Pg. 8

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.

Then there is the light and fluffy snow. Good for sledding, but horrible snowman snow because it is a 'dry' snow that doesn't stick together.

This 2nd round was super light and although it was a good 4 inches I took the shovel out and started to shovel right up next to the garage to clear the snow from there as the tractor blade would not clear so close to the garage.

Thinking to myself, "Self. This might actually be a good workout and you will clear 99% of the snow off the driveway instead of the 70% that the tractor and blade will get." So around 9am I embark on the shoveling expedition to clear my driveway. If you've never been to our house we have a huge parking pad at the top that can easily hold 6 cars then we have a driveway that is the equivalent of a black diamond ski slope with how steep it is. And it is probably 250 feet in length.

Not the brightest idea I've ever had but it was fulfilling.

About an hour into shoveling I had the pad cleared off when my mom called me and said that Dad was out of surgery. Everything went well and they were keeping him in recovery for a few hours before releasing him back up to his room. The Dr. came in and spoke to my mom (he knows my mom because, well everyone knows my mom) and said that the surgery was very smooth, there was nothing in there that they weren't expecting, and he should have a smooth and successful recovery.

Wonderful news.

I continue my quest to shovel, by hand the driveway. Another 2 hours later and I'm at the bottom of the driveway. Looking back up there is a sense of accomplishment knowing that I shoveled the entire thing by hand.

Tired as heck but feeling accomplishment.

That is what you get when you take your time to do something right. I could have plowed the driveway in about 15 minutes with a tractor and it would have been 70% clear. But I decided to roll up my sleeves and get it 99% clear, now this took 12x longer.

I'm sure there is a life lesson in here somewhere, let me see if I can find it.

Back to my dad. He chose his surgeon, Dr. Fisher, an orthopedist, because he has been doing joint/knee replacement surgeries for years. Has thousands of successful surgeries under his belt and is one of the better know orthos in Frederick.

When choosing someone as important as an orthopedist it is important to get someone who has a track record of success.

Someone who knows every detail of their profession. An expert is defined as: *a person who has a comprehensive and authoritative knowledge of or skill in a particular area.*

An expert, if you boil it down to the most basic explanation, knows more than YOU!

That is why you hire an expert surgeon. An expert accountant. An expert home builder. An expert [insert anything where you want superior results].

What experts are really good at is they know EVERY minor detail in their field. A detail that might seem inconsequential to everyone else, to an expert, could trigger a chain of events that has a dramatic effect on the desired outcome.

Dr. Fisher, he had an 'expert' Anesthesiologist sedate my Dad. He had his 'expert' nurse monitoring vitals during surgery. He had an 'expert' ... You get the point. Well when Dr. Fisher went in to replace the knee there were literally hundreds of moving parts, bones, cartilages, lesions, calcium deposits that he needed to make sure was 'clean' before the replacement could proceed. He had to take time to make sure all of those details were ready. Then, when all the minor details were good, Dr. Fisher replaced my Dad's knee and sutured the skin shut.

That afternoon, after cleaning the driveway, grabbing a shower and bite to eat I went in to see my Dad in his room.

Walked in and he was sitting in a chair and although he still had some of the pain medication in his system from the surgery I was utterly surprised with how good he looked and how good his spirits were for just being a few hours removed from laying on the operating table with 12 inches of his skin open and bone exposed to be 'replaced.'

All that I saw was the sutures, then end result of the surgery.

To me, a lay person when it comes to knee replacements, all seemed good to me. The wound looked 'clean' and the expert said that a full and quick recovery was expected. But I wouldn't know any better anyway because all I get to see is the physical appearance of the scar from the surgery.

Dr. Fisher, to him, that suture, that scar is just a minor by-product and is inconsequential in the entire surgery. The moment of truth is when the patient is laying there, and you expose the bone and everything surrounding the bone. The Expert, he/she that is when they are doing their most difficult work. Scraping down bone. Tightening a tendon. Removing a



calcium deposit. The actual replacement of the knee/joint. Everything must be just right to proceed with the surgery.

It is at this time where you want someone who is an Expert and who knows EVERY detail of the knee. Everything that could go wrong and how to make it right.

Like scraping the driveway with a plow on the back of a tractor. Sometimes 70% is good enough. But when dealing with something as serious as a knee replacement 'good enough' is not sufficient. You want an expert, you want someone who will take 12x as long, if necessary, to make sure it is done correctly you want it done 99% of the way.

Just about 2 weeks after my Dad's surgery at the time that I'm writing this, all is going well and he is on his road to recovery. The PT after has been amazed that my Dad is doing as well as he is. He used a walker for only a week and moved onto a cane very quickly.

Five days after surgery I knew my Dad was going stir crazy so I took him out for a few hours.

Nothing crazy, but we just went to the Black Hog for lunch and then he rode with me as I had to go pick up a few items for a Beach House/Condo that Susan and I are purchasing. Just staying in your house for 5, 6, 7 days in a row is NO FUN mentally so this was a much needed few hours break for him.

It always surprises me how sellers want to rush the process when selling their most important investment, they need to take the **'Knee Replacement Strategy!'**

My Dad didn't wake up one day and decide, I'm gonna get my knee replaced next week. Nope it was months of planning and meeting with Dr. Fisher and his team. Needed to run tests to make sure he was a candidate for knee replacement, and also that it would benefit him to have his knee replaced. As there are other – 70% options that could be 'good enough' and could put a band-aid on the underlying issue with his knee.

After a few meetings, tests, consults, it was determined that surgery was the best option.

The same thing happens everyday in real estate, in



Alex and I making homemade pretzels.

fact I'm going through this process with some sellers who need their knee replaced right now.

I met with them a few months ago, good people, that I've known for years and although they had many options when choosing a real estate agent, they knew that to achieve their desired result that 70% wouldn't do, they wanted the 99% treatment. They've heard me talk about and have seen the results of our clients because we have a team of experts in our rolodex that are there to help out our clients.

Having met back in October to start this process, John and Mary (not real names as I don't have their permission yet) wanted to sell their house which needed a good amount of work to achieve maximum profit.

We met and I did an assessment.

The 70%, leaving the house where and how it sat without doing the necessary steps they would be looking at a sale around \$500,000.

Doing the 99%, actually taking the time to take care of all the details. New Carpet, Replace Hardwood, Re-tile the kitchen, paint the entire house, drywall work, landscaping outside, replace registers in duct work, replace smoke detectors, install base trim, luxury laminate in the basement, plumber to install new dishwasher.

And that isn't the complete list, but they put their trust in the process. They knew that I was the 'Orthopedic' to perform the surgery on their home because no detail is too small for my team of experts.

I told them that by following our documented approach and allowed my team to take care of the necessary upgrades/updating that the investment of \$40,000 would most likely return \$100,000 or more in additional profits.

This was back in October, and because of the meticulous nature of the work involved we are looking at a 'release' date to hit the market of mid-February. When selling your home there are SOOOO many minor details that have to happen to achieve superior results. Like Dr. Fisher you have to get in and analyze the knee, the cartilage, the calcium deposits to make sure all is good and if not, you need to have a plan to remedy those imperfections to make sure that when you are done all the public sees is that finished product, that visual – like the sutured knee.

When looking to sell, make sure you have a team of experts working for you to achieve your desired results!



Ant and I made homemade hard candy during last snow.

Don't Forget to Have Fun!!!!

February Quiz Question

Q: The British Museum displays the world's oldest known Valentine. What year was it from and who wrote it?

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.

January Question & Answer

Q. What kind of person shall not be honored on a US postal stamp, according to the US postal service and the Citizen's Stamp Advisory Committee?

A: A living person

Congratulations: Cassandra Simpson

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

Happy Birthday

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

Stephanie Barnas	Feb 1st	Walter Bonadies	Feb 12th	Holly Young	Feb 20th
Lisa Giacco	Feb 4th	Susan Caulfield	Feb 13th	Jesse Callahan	Feb 20th
Ricardo Smith	Feb 4th	Adam Willem	Feb 13th	Paul Poliachik	Feb 21st
Kyersten Brenneman	Feb 5th	Cookie Verdi	Feb 13th	Lily VanSant	Feb 21st
Becky Wells	Feb 5th	Jerry Delauder	Feb 13th	Emily Hansroth	Feb 22nd
Robie McClellan	Feb 5th	Lisa Doody	Feb 13th	Allie Doody	Feb 23rd
Kim Joseph	Feb 5th	Nichole Willem	Feb 13th	Em Goldsmith	Feb 23rd
Ashley Orsini	Feb 6th	Andy French	Feb 13th	Kathie Bush	Feb 24th
Gary Delbrook	Feb 6th	Alexis Wingard	Feb 14th	Noah Orndorff	Feb 24th
Jerris Joseph	Feb 6th	Renee Myers	Feb 14th	Jim Chandler	Feb 25th
Bailey Murray	Feb 9th	Michelle Hornung	Feb 15th	Joe Parker	Feb 25th
Eliza Folgelson	Feb 9th	Taverlee Laskauskas	Feb 16th	Reese Klinefelter	Feb 25th
Candy Reaver	Feb 10th	Sophie Donnellan	Feb 16th	Bibi Dabney	Feb 26th
Lisa Titus	Feb 11th	Tanner Mills	Feb 16th	Bob McCracken	Feb 28th
Mason Diener	Feb 11th	Dorothy Schrider	Feb 17th	Fenny Tan	Feb 28th
Owen Hornung	Feb 11th	Valerie Wilson	Feb 19th		

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

'Stories From The Street'

Stories from the Street is a series of 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.

Working Together Like a Well-Oiled Machine to Sell a Historic Property in Downtown Frederick

How We Put Together All the Essential Parts to Create Ideal Results for Our Client

Meet the Client:

Bob is a seasoned investor from out of town that wanted to buy a property in Frederick. He looked at many properties throughout the area and eventually settled on the historic Marlborough House located at 101 Record Street.

As one of the most revered houses in town, Bob knew the potential for a home whose walls held such a large part of the town's history. It's also known as the "Four Sisters" house as four sisters once occupied the four separate areas of the home. Over the years it's housed a variety of residents from servants and their employers to students attending college nearby.

Built in 1875, 101 Record Street combines classic architecture with thoughtful updates for the utmost comfort, convenience, luxury, and warmth.

Some of the many captivating original features are the five decorative fireplaces found throughout the home as well as the exquisite staircase that accents each floor.

We were well aware that the house presented a challenge given its unique structure. However, we knew that by working together with local resources it could work like a well-oiled machine. We also knew that if we missed anything, it could be like how your body feels when you're ill or have an injury. It may work in the end, but it's so much better when everything works together so that you're operating on all cylinders.



The Situation:

About four months of due diligence on the front end took place before the purchase in 2016 to ensure the property was classified as a multi-family. As a unique property with a ton of options, it would take additional time and careful thought to make the right

decision.

Prior to the purchase, the city requested sprinklers to be installed. Then they wanted Bob to pay additional expenses in parking because of the 'multi-family' status since the property was without on-site parking.

It's at this stage where we started to breathe life into how we would approach the situation. It's where we took a deep breath and got ready to help Bob take a comprehensive view of what needed to happen next and how to proceed.



Options:

Bob had three options to choose from given how the house was structured.



First, he could keep it as a single-family house and do the typical revisions to the kitchen, baths, and flooring. He

could also turn the property into a multi-family unit and sell it under one deed. And his last option was to transform the home into luxury condominiums and sell them each individually.

Here's where our leg work came into play. We walked Bob through every scenario, made sure he understood each one, and explained the pros and cons of each option.

Decision:

This one went down to the wire. Although selling the property as a single-family property was ruled out early on, it took about six months of going back and forth with the city for it to be decided that the units would be broken up. That meant the house had to be firewalled, brought to code, and updated throughout. Once this decision was made, we started the condominium paperwork with the state of Maryland.

Speaking of a body that's working on all cylinders, the "brains" part of that equation was in full force here. It was essential for us to stay on top of our game so that we could keep the fees simple and decide whether to sell the building as a multi-family or sell it as condos.

The Outcome:

Because so many balls were being juggled at once, this went down to the wire as we were ready to go both ways.

We marketed the entire building at \$1.59 million, and then the largest luxury condo was listed at \$742,500.

A local doctor stepped up and ended up buying the luxury condo. Once that happened, it left no other choice to market the remainder of the house as separate condos as well. That meant we had to do a

final recording with the state and county since there was NO going back.

We then worked with local attorneys and title companies to ensure that all the paperwork was in order to complete the condo sale. Normally, this would have been a 3 to 4-week process, but since we were working with local resources, it only took one week to wrap up all the details.

Each condo now has its own private living quarters, bathrooms, and a kitchen for luxury living just a heartbeat away from all that downtown Frederick has to offer. Those occupying the home will have walkable access to over 200 specialty shops, cultural venues, and art galleries. They'll also have a variety of choices for live entertainment, late-night shopping, and multiple dining options at fabulous award-winning restaurants.

Getting to the Heart of Our Secret Success

Even though the other three condos are still on the market, we're working closely with the client to uncover the best possible solution for them and their property.

This is what's at the heart of our well-oiled machine. We always strive to work side-by-side with our clients for an outcome

they can be happy with. By being flexible, offering as many different scenarios as possible, and taking the time to understand their needs, we can turn around any kind of situation that leads to an excellent investment for them.

If you'd like to know more about how we can work together to utilize our streamlined process for your next real estate transaction, contact our team today to get started.



IMPACT CLUB™

Why Impact Club®

Simple Question – Why should I join ImpactClub®?

I get this question A LOT. First of all let me explain the platform really quick and then I will answer the question about why ImpactClub® may or may NOT be a fit for you.

ImpactClub® is NOT a charity/non-profit. We are not a 501©3. We have partnered with The Giving Group, a non-profit, so that member donations funnel through the Giving Group and directly to the local charity. ImpactClub® handles NO money from members, ImpactClub® doesn't touch the money. So, when someone asks if ImpactClub® is a non-profit, the answer is NO.

How do local winning non-profits receive their money and how much of it do they receive?

Each Quarter on the 20th of the month. (Feb, May, Aug, Nov) current ImpactClub® members donation gets put in escrow with The Giving Group. Each member commits to \$100 each Quarter and payment is taken through a credit/debit card that is pre-registered. The Giving Group, for handling payment processing from members to charities charges \$3/qtr. Most members go ahead and donate \$103/qtr. With 100% of the \$100 going to winning charity!

This was VERY important when we founded ImpactClub® that ALLLLL of the \$100 went to the winning charity. The costs to put on the event; the t-shirts and welcome packets, the registration, the food and drinks, the videographers and photographers all of that is a cost that the local co-founder and founder invest each Quarter in ImpactClub® so that ALL of the money goes to the charity.

How does this all work?

Each Quarter we host a LIVE Event. (Our next Event is Tuesday February 19th at The BlueSide Tavern in Frederick, 6pm registration opens.) During that night 3 local non-profits who have been drawn at random from charities that have pre-registered and then amplified (amplification meaning each quarter each member gets 3 amplifications/votes and they can amplify 1 charity 3 times or 3 different charities). ALL of those amplifications are put into a hat. Some might have 20 amplifications, some might have 1. Then about 3 weeks before the event ImpactClub® HQ draws at Random on a video conference call with me the 3 charities that will present at each



event. They actually draw 10 and line them up 1-10 in case one of the charities can't present.

That night – Feb 19th – those 3 charities will have 5 minutes and a microphone to share their Story, their mission, their purpose with members.

Members vote and it is a winner take all.

Now, there are no losers because all 3 charities have exposure to our members. All 3 charities have their Story captured in a Video documentary (we hire videographers to come document each event).

Ok so what EXACTLY is ImpactClub®?

ImpactClub® is a platform that connects those who want to do good in the community to local charities who are doing good!

ImpactClub® members are what we like to refer too as Impact Venture Capitalist! Each member invests in a charity each quarter and by crowd funding with others who want to do good and make a difference ImpactClub® has a MASSIVE impact each quarter.

Who is ImpactClub® for and NOT for?

ImpactClub® is really for everyone. But if you are someone that already supports a local charity with large donations and are someone that has an impact locally by giving \$5,000 - \$10,000 - \$30,000 a year then kudos to you, then we would still welcome you to ImpactClub® but you are already giving back!

ImpactClub® is for those individuals who want to give back and to make a difference in Frederick, but don't have \$5,000 - \$30,000 a year to give back. You STILL want to make a difference and make an Impact locally. So for \$100 a Quarter - \$400 a Year now you aren't just giving \$100 here, \$25 there, \$75 here. You are combining forces with 250, 300, 400 other like minded individuals and NOW by the power of joining a community like ImpactClub® each quarter you are a PART of something so much more. A PART of something that has a MASSIVE IMPACT locally and you investing in local charities at \$25,000 - \$30,000 or more a pop.

If you would like to join head over to www.ImpactClub.com or come to The BlueSide on Feb 19th. Love to have you!

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

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 have never worked with a [company like Impact]. They were organized, direct, and got the job done the first time- the right way. They went above and beyond and were true to their word. They always did the right thing and we felt confident being part of the process even though we were halfway across the country. This company is amazing.-Ian and Heather M

- Impact is a class act to work with , no worries—Craig D

This newsletter is intended for entertainment purposes only. Copyright 2019 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.