

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 2020



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

- A HUGE Thank You! Pgs. 1 - 3
- February Birthdays. Pg. 4
- Don't Forget to Have Fun Pg. 4
- Stories From the Street – Strategic Planning, Eliminates Indecision Pg 5
- Impact Club Creating Memories Pg. 6
- Social Media Stories Pg. 7
- What Recent Members said about their experience with our Company. Pg. 8

A HUGE Thank You!!!

Core Principles

I've wanted to do one for a few years but have been hesitant. I'm sure you've been in the same situation.

I'm going to...

Lose weight

Workout

Run a 5K

Start a Podcast

Take the Family to Disney

Well for years I've said that I'm GOING TO have a client party. But then one day would turn into a week. Then a month and I didn't take action. Then another year would go by without having a Client Appreciation Party.

I know the fear... I've been to other 'client parties' and there have been 15-20 people in attendance, and you feel bad for them because NO ONE showed up.

That underlying fear of no one showing was my #1 fear closely followed by the amount of work and details that go into hosting such an event.

Around November we got together, SueMart, Hashie and I and said – "We are doing this! Let's set a date!"

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) 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.

We checked with Stacy – SAS, and Katie to make sure they were available and then came up with 2 dates – The Client Appreciation Celebration was SET for Sat. Feb 1st. We met with Holly Hills to get their menu and plan the event. SueMart, Hashie, and I went to tell them our vision of the evening and they added their insight into how to pull such an event. They were extremely helpful



Then they asked us how many guests we anticipated... I told her probably 40-60. SueMart and Hashie, both said, “No way, I bet we have 100 people.”

I KNOW that we have the best clients, but was still nervous.

To call clients, clients demeans the relationship that we have. All end up becoming friends on one level or another. And moreso like family. Watching kids grow up. Watching families evolve. I feel a part of your life because I cherish the relationship that might have started as a client but ultimately leads to a MUCH tighter bond.

Never has a client been a ‘transaction’, a ‘sale’, or a ‘deal’ – and those who refer to their clients as that have no place in my company.

We also have Core Principles, 8 to be exact. And



not ONE says – ‘transaction/deal.’ That is NOT in our DNA.

When you have Core Principles and you live by them on a daily basis people gravitate to you because you live out those principles on a daily basis. Talk is one thing. Photos of happy clients are another. Posts about how busy you are or how much you care is another. However, people can read through all the social media fakeness in posts, people aren’t stupid.

But when you live your principles on a daily basis, then people see the

TRUE YOU!

People know.

It’s like that 6th sense that mothers have with their children.

People can sense when you care about them as opposed to just being a ‘number’, a ‘transaction’, a ‘deal’. We NEVER refer to our clients that way, because we NEVER think of them that way.

If you go to our website under ‘Core Principles’ you will see #1 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

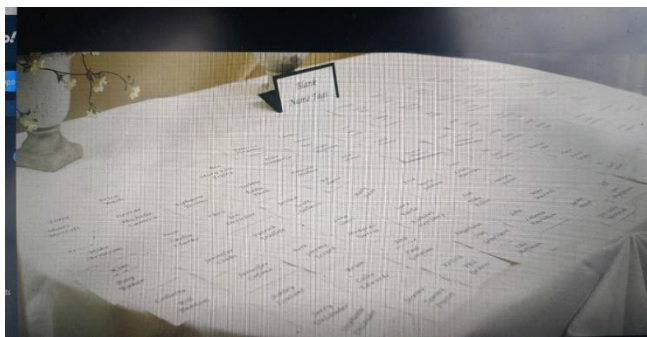
million people are using his software. His billion-dollar estate matches the impact of his products perfectly.

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 live Principle #1 EVERY Day!

Back to the celebration on Feb 1st. I thought we might get 40-60. Hashie and SueMart thought we'd get close to 100, that's a HUGE number in itself and we were freaking out. If you know us you know that SueMart is a detail oriented person.

If you made the event, first of all THANK YOU!!! If you were unable to attend, make sure you try and make next year's event. It went off as smooth as a '1st event' could be expected. I want to personally thank everyone for coming and especially those who helped coordinate the evening.



And a HUGE thank you to the meticulous attention to detail of SueMart along with the help of our great friend and event planner Gaylen DiSanto who helped with final details.

Leading up to the event that last week we tried to make sure every detail of the evening was smooth. Just as we try to make sure that EVERY detail of your real estate transaction was smooth. Although there are bumps along the way in BOTH, it is our job that YOU, our client and friend, NEVER know about the hiccups.

The event could not have gone off any better.

And the turnout? WOW... It was INCREDIBLE, we ended up with 160 RSVPs and probably had that many people turn out.

The evening was beautiful, it was truly like a reunion. Clients meeting and knowing other clients. Preferred vendors talking to past clients.

The OUTPOURING of 'Comradery and Family' at the Client Appreciation Event was nothing short of Electric and Amazing. Thank you!!! We really do **LOVE and APPRECIATE** you and your business, but we appreciate your **FRIENDSHIP and SUPPORT** even more!!!

What a great start to 2020. Here's to a GREAT Year.

Cheers!!!

Eric Verdí

Don't Forget to Have Fun!!!!

February Quiz Question

Q: What doll was patented by John Barton Gurelle in 1915?

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.

January Question & Answer

Q Salvation Army in London was formed by?

A: William Booth

Congratulations: Chris Popple

		4					3	
5							9	8
8			1		3			
	5	6	2	3				
			7		4			
				6	5	7	2	
			8		2			1
6	4							7
	8					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	Owen Hornung	Feb 11th	Valerie Wilson	Feb 19th
Lisa Giacco	Feb 4th	Walter Bonadies	Feb 12th	Holly Young	Feb 20th
Ricardo Smith	Feb 4th	Susan Caulfield	Feb 13th	Jesse Callahan	Feb 20th
Kyersten Brenneman	Feb 5th	Adam Willem	Feb 13th	Paul Poliachik	Feb 21st
Becky Wells	Feb 5th	Cookie Verdi	Feb 13th	Lily VanSant	Feb 21st
Robie McClellan	Feb 5th	Jerry Delauder	Feb 13th	Emily Hansroth	Feb 22nd
Kim Joseph	Feb 5th	Lisa Doody	Feb 13th	Allie Doody	Feb 23rd
Ashley Orsini	Feb 6th	Nichole Willem	Feb 13th	Em Goldsmith	Feb 23rd
Gary Delbrook	Feb 6th	Andy French	Feb 13th	Kathie Bush	Feb 24th
Jerris Joseph	Feb 6th	Alexis Wingard	Feb 14th	Noah Orndorff	Feb 24th
Bailey Murray	Feb 9th	Renee Myers	Feb 14th	Jim Chandler	Feb 25th
Eliza Folgelson	Feb 9th	Michelle Hornung	Feb 15th	Joe Parker	Feb 25th
Candy Reaver	Feb 10th	Taverlee Laskauskas	Feb 16th	Reese Klinefelter	Feb 25th
Lisa Titus	Feb 11th	Sophie Donnellan	Feb 16th	Bibi Dabney	Feb 26th
Mason Diener	Feb 11th	Tanner Mills	Feb 16th	Bob McCracken	Feb 28th
		Dorthy Schrider	Feb 17th	Fenny Tan	Feb 28th

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.

Strategic Planning, Eliminates Indecision

When you start a new project. A new endeavor. A new direction. There are 2 ways to execute your mission.

The first is that you don't have a clear vision of the outcome you want to produce. You have a general idea or maybe a vague purpose of what you wanna accomplish, but NO definite desired outcome. And therefore you muddle along trying one thing, then trying another and since there isn't a 'North Star' you become lost in the wilderness.

Then there is the opposite when you have 20/20 focus on the end goal, the desired outcome. And every decision that you make is with that end goal in mind! A land mind pops up and you know what the next step is going to be because you have to continue in the direction towards your goal.

If you don't know the goal, the mission, then you lose sight of your direction.

In the book *'The 16 Word Sales Letter'* by Evaldo Albuquerque it gives lessons in each chapter about accomplishing desired outcome by your audience.

This is the first time I've heard about "Commanders Intent." Before the 1980s military plans were robust with EVERY detail imaginable planned out. However once engaged in battle and the plans went awry then the units lost focus because they had to go *off script*. There were hundreds of failed missions which forced the military to adapt.

"The Military invented a concept called Commander's Intent (CI). It appears on top of every order specifying the desired end state of the operation (the goal).

Instead of a play-by-play instruction manual the CI provides the desired direction. It gives everyone on the team the flexibility they need to react to unpredictable events... when understood by everyone it guides each decision and action on the ground."



With our clients, specifically our sellers, we have a Commander's Intent, a doctrine, a Documented Approach that is outlined in our book, *'The Psychological Approach to Sell Real Estate.'* This is the doctrine by which we guide our client.

The book outlines the Mission and Purpose of your home sale and how to get those

results.

Rule of 3. Contract Principle. Scientific Staging are all part of the Strategic Plan to get your home sold for maximum profits. Think of our Approach as the 'Commander's Intent' as we know the North Star, the goal of the mission.

We sit down with our client and we formulate the desired result. Then we put the Commander's Intent in place to get that result. We then go out to our team, our Interior Stylists/Stagers, our contractors, our finish crew, our cleaner, Annie – our photographer, our marketing agency and we give them the desired results.

Then within that 'North Star Result' our team has the flexibility that they see fit to make necessary changes to get said result.

Need to paint cabinets because Designer said so... DONE. Need to update fixtures... DONE... Need to shore up deck – contractor comes in and then says we have to do X, instead of Y. DONE

When you have a trusted team in the field who know the desired results, then you give them the leeway to execute their part of the mission to get the result.

That's what makes us different at Impact. We don't have a cookie cutter answer for every client. We customize based on an in-depth analysis with our clients and then we give our team leeway to execute to get those results within the MISSION.

IMPACT CLUB™

Creating Memories

Will you be a part of something Special?

I'm giving you an opportunity to have a massive impact locally without much invested, a \$30,000+ Impact. How? By becoming an ImpactClub® Frederick member.

Every Quarter we host a wedding. Invite 250 of my friends. Provide food and drinks. There is entertainment. And there are sure to be a few tears at the wedding. Some people say they look forward to the night out and plan their month around the wedding.

This is a memorable event.

Just kidding, this is the ImpactClub® and although everything, except the wedding part, is true.

I never realized when we said, "Count on me!" that ImpactClub® would have such a profound effect on EVERYONE involved. Every member. Every local charity – winner or not. The scene at ImpactClub® is unlike any other that we've EVER seen.



Thanks to Ryan Fletcher, the founder of ImpactClub® for coming up with the idea of ImpactClub®, it is truly AMAZING event with an unmeasurable impact for local charities in the ImpactClub® communities.

But I, Eric Verdi co-founder of the Frederick chapter, want to thank the 12 amazing team members and community leaders that have stepped up to offer their

time, effort, and services to making each and EVERY ImpactClub® event memorable.

Without the support of EVERYONE we would 'die on the vine', but just like a wedding you need the priest, you need the location, you need the wedding planner, you need the photographer, you need the bartender, you need the florist... Each person plays their role and every role is imperative to create a MEMORABLE Event.

Next week we host our 13th event.

I, personally, want to invite you to come as my guest to check out what ImpactClub®Frederick is all about.

Come hear the stories. Come meet the awesome members. Come have a drink or 2 on me. Our event is Tuesday February 18th at Idiom Brewery in downtown Frederick on Carroll Creek. And our event kicks off at 6p. – if you want to sign up prior, head over to www.impactclubfrederick.com

Hope to see you there so you can check out how this small little club has donated over \$310,000 LOCALLY here in Frederick by just hosting an event each quarter for an hour.

And instead of SPENDING \$30,000 on a wedding, over 300 INCREDIBLE, CARING, GIVING philanthropist will DONATE \$30,000 to one deserving local charity.



Social Media Stories

I share quite a bit on Social Media platforms, especially on Facebook. I know some of you may not be on Social Media, so here are a few of my **Social Media Stories** that got some interest, likes, and comments.

Eric Verdi is with Ed Verdi and 2 others. · 16 hrs · 🌐

Happiest of birthdays to this Amazing woman that I'm fortunate to call "Mom!"
You might know her as Cookie... and the 'little people' in her life just call her 'Gee'
Love you Mom!




👍❤️ Susan Sacchetti Verdi, Heather Leanne Quill and 122 others · 51 Comments

Becky Willis is with Jeremy Cromwell and Eric Verdi at Impact Maryland Real Estate. ·

🔍 Eric Home Create

⚙️ Manage Posts 📋 List View 🗪 Grid View



👍❤️ 138 · 52 Comments

Eric Verdi · February 6 at 4:02 PM · 🌐

🔍 Eric Home Create

⚙️ Manage Posts 📋 List View 🗪 Grid View



408 Views

Frederick Advice Givers
February 6 at 3:16 PM · 🌐

Episode 197 with my Friend and Massage Therapist [Lee Anne Little](#) with Little Massage - [Lee Anne Little, LMT](#).

Honored to have her as a friend, but even moreso bl...
[See More](#)

Eric Verdi · January 26 at 2:26 PM · 🌐


Strategic Planning. Do You know the Commanders Intent?
When you start a new project. A new endeavor. A new direction. There are 2 ways to execute your mission.

The first is that you don't have a clear vision of the outcome you want to achieve.

🔍 Eric Home Create

⚙️ Manage Posts 📋 List View 🗪 Grid View

Continue Reading



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 challenged Impact with a beautiful, but unique, property to sell. We specifically chose to work with Eric because he has grown up and still lives in the area, giving him a strong knowledge base for marketing homes in our area. Eric was detail oriented and very driven to produce a quality home to market and implemented a wide range of networking tactics. – Christy N.

This newsletter is intended for entertainment purposes only. Copyright 2020 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.