

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MAY 2021



Routine and Discipline

How's Your EFFORT???

Susan sent me a snapshot from a book that she is reading that caught my attention and made me think. *'Duckworth sees achievement as the product of skill and effort (Achievement = Skill x Effort) in the same way that we understand that (Distance = Speed x Time)... Tremendous effort can compensate for modest skill, just as tremendous skill can compensate for modest effort, but not if either is zero.'*

This is ever present in sports and Coach Chris and I see this all the time. We were talking about a kid the other night that 3-4 years ago was one of the top skilled players in our age group. Just a natural athlete and things came easy for him.

However, his work ethic was poor. His motivation to get better in practice was nil. For years he was always near the top skill level, but his desire, his effort, was not there and was next to nothing and you could see the rest of the players slowly pass him by, it was like watching the tortoise and the hare. He was the hare. He was far superior in skill, but when it came to practice and effort he would just sit on the sidelines.

Continued on the Inside...

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

- #momlife #realestatelife Pgs. 1 - 3
- May Birthdays. Pg. 4
- Don't Forget to Have Fun Pg. 4
- Impact Club® - Join US! Pg 5
- Stories From the Street – Q & A Pgs 6-7
- 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.

Meanwhile the other kids, not as skilled, but with more effort one by one would pass him by.

We always say that we would take kids who try hard and give maximum effort, because you can grow with those players. You can teach them. You can coach them. They have desire to get better and with that desire their skills will increase.

This also has an effect on everyone else on the team.

Teammates see a couple players give maximum effort and if they have any competitive juices at all, then they will elevate their effort and work rate and will have to keep up or get left behind.

This got me doing some research and I found this short article about Michael Jordan on the website www.rushcuttershealth.com

Anyone who has watched the NETFLIX special on Michael Jordan called [THE LAST DANCE](#) will remember Air Jordan because of his incredible ability to gain lightning fast position on his opponents, leap high and span seemingly inhuman amounts of air to the basket. However, what few people realise is that Michael spent five years as a pro basketball player before he and his team earned their first championship in 1991.

Although Jordan was consistently hitting between 30 and 40 points each game, he was equally getting pounded in the paint by much stronger opponents. This was especially true of the Bull's arch rivals, the Detroit Pistons and Boston Celtics. As a result, Jordan started training with **Tim Grover** who was hired to specifically workout and increase Jordan's **core and lower and upper body strength.**

Grover began by addressing Jordan's core that not only consists of abdominal muscles, but also side muscles (obliques) and back muscles (erectors). A great deal of power to accomplish a variety of athletic moves comes from the core. Therefore, a strong core is essential in overall strength and agility as well as to

keep you free from injury. Everything you do on the basketball court uses the core, such as grabbing the rebound or even dribbling the basketball.

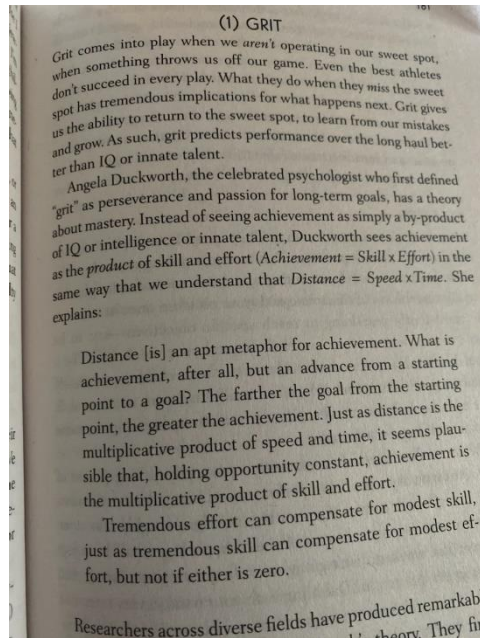
Therefore, Jordan was required to do medicine ball exercises and other core strengthening exercises. He did **medicine ball sit-ups**, which are sit-ups performed while holding a medicine ball in each hand and up in the air as you perform the exercise. This is a great abdominal exercise that also engages the hip flexors. He also did push ups with his hands placed on a Physio ball as well as leg raises and other common core strength exercises.

Jordan focused on core workouts two days a week before going to his two-hour basketball practice. **He would complete 3 sets of between 10 and 15 reps of each exercise.** Many athletes do core workouts on a daily basis. However, your abdominals and obliques are muscles just like your chest or biceps. You shouldn't train them every single day because, like the other muscle groups, they need rest. Doing core 2-3 times a week like Jordan does is ideal.

Jordan incorporated numerous strength training exercises into his workout program. He used such strength building workouts as **biceps curls, deadlifts, good mornings, power cleans, and bench presses.** Jordan also did **squats**, but was required to perform them on a balance board, holding the squat position for a period before pressing back up. Working on a balance board builds up your balance and stability throughout the body.

Besides typical strength training, Jordan also performed agility exercises. These included such stretching workouts as placing his hands on the floor and walking them across the floor with his legs held straight and still and then walking them back. He would also place both hands on the floor and extending one leg straight back while placing his weight on the planted foot.

Jordan worked on agility and participated in light weightlifting and quick repetitions 3 days a week. He preferred working out early in the morning for about 1 hour. Research has shown that morning exercisers tend to workout harder and longer than afternoon or evening exercisers.



At first, Jordan wasn't sure if he would want to lift weights because of the effects it could have on his game. Jordan wanted to try it out for 30 days and those "30 days turned into 15 years," said Grover.

Scottie Pippen and other Bulls teammates soon recognized the results Jordan was getting and joined him in his morning training sessions and were tagged as the Breakfast Club.

After this applied training method, the Chicago Bulls went on to win three straight championships from 1991 to 1993 and another three straight titles from 1996 to 1998. They were led in the charge by the new and improved Michael Jordan who, through his tailored workout training program, began dominating both the airway to the hoop as well as his opponents that got in his way. 6 rings later, Michael Jordan is on top of the world, known simply as the greatest to ever play the game.

Read that last paragraph again.

Jordan raised the level of his teammates because of his EFFORT and thus the rest of the players, that he held to high standards got better and this led to 6 championships in 6 straight years with Michael Jordan (he took 2 years off in the middle for basketball).

Let me relate this back Impact Maryland Real Estate and our company.

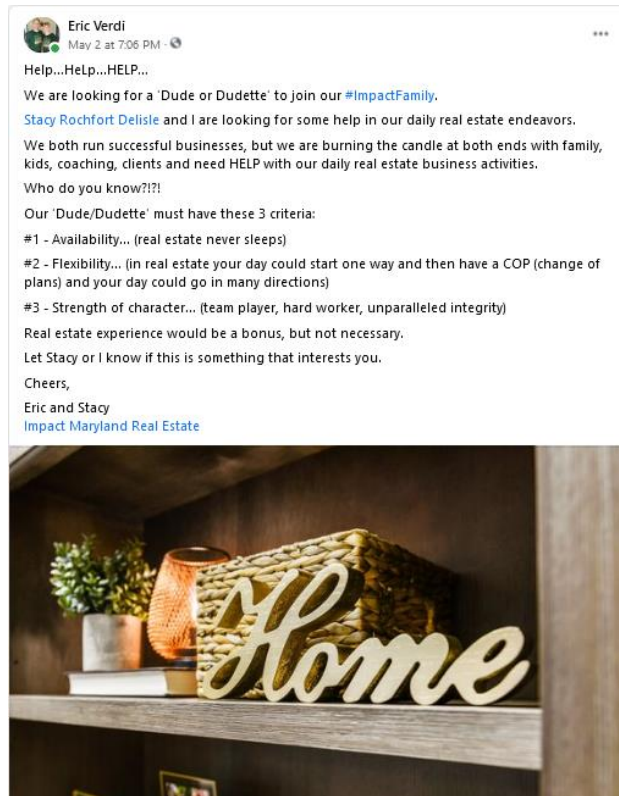
In the last 6 months we have gone from 5 of us... to 14 of us now... I can say without a shadow of a doubt that setting the culture and accountability for a growing company is one of the hardest things that I've done as a business owner.

To me... culture, commitment to clients and one another, teamwork, and accountability are paramount.

I never ask any of my people to do anything that I haven't done.

I hold myself to VERY HIGH standard when it comes to real estate and helping clients. For getting results for clients, and for helping my agents whenever they ask for help.

And I want others to feel like they have ownership in our company and feel a part of something different than 'just a company.'



Just last night I got this text from one of my partners:

“Just want to thank you for putting together an amazing team -yes- each on is awesome- but also because of your leadership, always overwhelmed with the support and willingness to help no matter what from everyone- like my sorority days 😊 – team impact sticks together – just wanted to say thank you...”

That brought a tear to my eye because I do care about my people and I do try to be a good leader and I DEFINITELY push them!

You might have seen our recent post from Stacy Delisle (one of my new Rockstar partners) about needing help. I'm excited to say that Stacy and I will be moving around some roles and responsibilities of current #impactfamily members and bringing in someone to help us with our daily activities in this crazy real estate market. Although we aren't ready to 'officially' announce this new hire, we will in the coming weeks.

Keep on keeping on, my friend!!! Love you and thanks for your support. If you need anything, I might be a little frazzled with the stress of growing a company, but you – our clients are our #1 priority.

Cheers,

Eric

Don't Forget to Have Fun!!!!

May Quiz Question

Q: How many cards are there in a deck of Uno?

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.

April Question & Answer

Q: What color is a Welsh poppy?

A: Yellow

Congratulations: John Fisher!

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

Happy Birthday

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

Joshua Orchard	May 1st	Abe Lopacienski	May 11th	Colin Haraway	May 23rd
Jenny Brenzel	May 2nd	Anna Elisa Scott	May 11th	Derek McCauley	May 23rd
Jacob Martin	May 3rd	Dan Wilson	May 12th	Jeremy Cromwell	May 24th
Caleb Orchard	May 3rd	Kenny Barnas	May 13th	Bobby MacCracken	May 24th
Karen Kapust	May 4th	Claire Purgason	May 13th	Megan Sutherland	May 24th
Leila Martinez	May 4th	Mike Haggerty	May 14th	Kat Altman	May 25th
Lena Picha	May 5th	Noah Wheeler	May 14th	Andres Menocal	May 25th
Grant Huffstetler	May 7th	Linda Holifield	May 15th	Brent Allgood	May 26th
William Huffstetler	May 7th	Caedence Huffman	May 15th	Jennifer Bobbitt	May 27th
William Pattison	May 8th	Jim Steele	May 17th	Avery Coleman	May 28th
Leon Kaas	May 8th	Brad Ranneberger	May 20th	Michelle Schaffer	May 28th
Steve Duncan	May 9th	Michelle Bairrington	May 21st	Sherri Beachley	May 29th
Julia Williams	May 9th	Garrett Goodwin	May 21st	Thixton Dan	May 29th
Matthew Johnston	May 10th	Raymond Wilson	May 21st	Uchenna Itanyi	May 30th
Catherine Gilbert	May 11th	Heather Fogelson	May 22nd	Jeremy Bitler	May 31st
		Camryn Rawlett	May 22nd		

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

IMPACT CLUB™

Join Us??

Event #18 is gonna be Epic, will you be there?

Let me explain ImpactClub® Frederick and the community that you've built. And just how powerful and committed ImpactClub® Frederick members are to OUR community.

During the mist of the worst pandemic in 100 years when EVERYTHING, literally EVERYTHING was shut down or had massive attendance restrictions ImpactClub® Frederick came out of the pandemic stronger than when we entered.

The last 'live' event in February 2020 we had 306 members, meaning ImpactClub® Frederick donated \$30,600. Since then we did a totally virtually event in May 2020 where even the presenters were not in a central location and had to present on Zoom. Then in August, November 2020, and again in February 2021 we did a semi virtual event to stay within Covid restrictions where we limited our head count to presenters and staff to run the event. All the mean while gaining a few members along the way.

Now, next week, on Tuesday May 18th when we open up ImpactClub® Frederick to our members to come and be part of the LIVE atmosphere again we currently sit at 321 members!!!

How do we gain a net of 15 new members during this pandemic?

It is because of the Core of Character of our members.



They see ImpactClub® Frederick as a vehicle to do good and to make an Impact locally!!! Members know that ALL \$100 of their quarterly donation is going to help the winning charity. ImpactClub® takes nothing off the top and overhead is taken care of by the local co-founder. We also get to hear from the past winner and get to hear exactly where your donation has gone.

ImpactClub® is a vehicle for doing good.

With just \$100/quarter donation or \$400/year you know that EVERY Quarter you are investing in YOUR community! You are making an Impact, combined with 320 people that has a MASSIVE ripple effect in our community.

Our 17th winner – the February 2021 ImpactClub® - Hayden's Heros and Melissa Golden, the \$30,000 PLUS that they won that was nearly as much as they raised the entire 2020 year.

One night. One hour. MASSIVE IMPACT.

I promise you, if you come to an event you will immediately want to JOIN ImpactClub®. The stories that you hear, the passion to which the charities help those in need, the founders journey, the organizations that need

us.

ImpactClub® hears you! ImpactClub® cares! ImpactClub® is the vehicle to helping those less fortunate by taking small donations and having a MASSIVE Impact!

On Tues, we will have surpassed \$470,000 DONATED in just 18 hours... 18 Events = 18 Hours...

Will you join us???

Become a member at www.ImpactClubFrederick.com

'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.

Q & A with Impact

This month we are changing it up a bit and doing a Q&A. You have questions, we have answers. The real estate market is always moving and evolving and what was true 6 years ago or even 6 months ago isn't necessarily true today.

One of the absolute joys of real estate is that our jobs are ever evolving, and we have to keep on top the current trends in the market to make sure we are providing the absolute best advice and expertise to our clients.

If you have any questions about real estate just reach out and we'll give you our professional opinion/advice and will help you in any way that we can.

We feel that our job is education and to inform our clients so that you can make the best decision possible for you and your family.

It's our job not just to tell you why or how to do something but the logic and reason behind the advice. It is like when you were in school and learning and a new subject that you can learn either by memorizing the answers OR you could learn and dissect the practical applications to get the answer. If you know the structure and foundation of how to find the solution, then your knowledge bank is that much more powerful for the future.

At Impact Maryland Real Estate not only do we want to help our clients but we want to educate and empower our clients so that they can make their own informed decisions.

With that said here are some recent questions:

1- I've heard that the market is crazy right now for sellers, so should we buy first or sell first?

We get this question with almost every client that we have that is selling and buying. Yes, this is SUCH a brisk market for sellers that if you are considering selling then you should ABSOLUTELY do it in this market. It seems like every house that we list gets 20, 30, 80 showings in just a few days and will end up with 5 to 15 offers.

The buyers are so anxious, and it is such a competitive market that they sellers can really dictate the terms that benefit them.



Have you ever been to one of those Koi ponds with hundred of Koi and you drop a morsel of food into the water and the fish are literally swarming for that one little piece of food?

Yep, that's what it is like right now.

When making an offer in this market there is no way that a seller is accepting any contingency for the buyer to sell their home. This is just not happening.

The buyer's offer has to be clean and provide little to no resistance in contract terms of getting to settlement.

We are seeing... No house to sell/settle contingencies... Either As-Is or waived inspections (this is a VERY risky tactic that we explain to our clients, but sometimes necessary in this market)... Appraisal kickers or waived appraisals (meaning if the appraisal value is lower than the sales price, the buyer will make up the difference)... Rent backs when sellers sell their homes (we are seeing buyers offer free rent backs to sellers, so they don't have to move out right away).

Does any of this sound normal to you?

It's not and it is not how buying a house should be, but unfortunately if you want to purchase in this market you are going to have to use some or all of the above strategies to get your home sold!

So, back to the original question, buy or sell first?

If you have the financial wherewithal, meaning that you can buy your next house without selling your current house, we suggest that you do that!

Because in the buy/sell equation the buy part of that equation is the MUCH harder thing to do right now. If you can go out and find a house and get a contract to buy then do that first and we can sell after you have that contract or have moved out.

Not many people can do this financially, but this is the preferred method.

If you are like 95% of our clients and need to sell first to buy your next home, then you must sell first! We would prep your home and get it on the market and when

negotiating a contract we would do a house of choice contingency, meaning that you would have time to find your home while your buyers wait out that process and if you don't find a home, you don't have to sell.

Or work out some sort of 30 to 60 day rent back with the buyers so that you can stay in your home 30-60 days while you are working out your purchase.

Another option is to find a rental or move in with a family member while you purchase.

We have 4 clients right now that have sold their homes and are in rentals waiting for that RIGHT house to pop on the market so that they can make a strong offer.

There are options, not all are great options, but the flip side of that coin is that you are going to get \$30,000 to \$80,000 more than you should for your current home.

We have been telling everyone for the past year now (it actually started right before Memorial Day 2020) that *IF you are considering selling in the next 2-4/5 years you should DO IT NOW!!!* We don't know how long this market will last and you could 'cash-out' and maximize your profits.

That being said, if you can afford 2 homes and 2 mortgages go ahead and buy first and then sell. But if you are like 95% of the people, then sell first and figure out the 'buy' part later.

The next Question Piggybacks on the first:

2- How should I price my house in this market?

Another AWESOME question that we have often with our selling clients. And pricing strategy is one that we LOVE to discuss and are very passionate about as this is a key component in selling your home.

Pricing goes hand in hand with human psychology and why consumers purchase one item over another.

Big brands spend MILLIONS of dollars to figure out if they should price their item at \$19.99 vs \$22.50 or another other pricing strategy.

Pricing strategy is uber important and there isn't a 'RIGHT or WRONG' strategy, there is a good and better strategy 😊 and what we tell one client in one situation might be completely different than what we tell another client.

But at the core there are 2 fundamental pricing strategies that we look at in today's market.

Push vs Pull Strategies...

Let us explain this. Let's say we think your house is worth about \$410,000 in today's market but you really want \$425k-\$430k and you want to maximize your profits.

The 'Pull' Strategy would be to price your house at \$429k and hope that you can PULL a buyer up to your desired price point.

The 'Push' Strategy would be to price your home at \$399k and then let the market play out and push your price up to a price point that you want to sell.

We have found, in general, that the Push Strategy is working much better and let us tell you why. When you price your house above the 'market value' of your house you are immediately lessening the amount of showings that you have and you are hoping that 1 or 2 buyers find your home desirable and make an offer at or near list price.

Now the push strategy opens your home up to MORE people, MORE showings, MORE eyeballs. And once you do this, then you increase the likelihood of getting MULTIPLE people interested in your home.

In this market you want MORE offers and you want buyers to become emotionally attached to your home.

Because once emotions become involved people make irrational offers. And as your listing agent, when selling, that will benefit YOU!

We just listed a home 2 weeks ago that we'd been working on for sometime. The seller kept telling us he wanted \$410-\$415k, and in a normal market his house is worth maybe \$370k. Well when it came time to talk pricing we told him the 'Push vs Pull' strategy and although he wanted \$410k-\$415k that we didn't think pricing in that range was smart.

We, instead suggested pricing at \$399k to get more eyeballs and interest.

I think we ended up with 30 couple showings in 4 days and 3 offers. The seller ended up with a GREAT offer above his target price of \$415k (not going to tell you the price yet, because it hasn't settled) AND we got him a free rent back.

If we would have priced at \$410k, we would have had 1/3rd of the number of showings and would have hoped for 1 'decent' offer. Instead, the sellers listened and went with the push strategy and will end up putting additional money in their pocket.

This was fun, answering 2 recent questions. I hope we informed you 😊

If you need anything or have any questions, I am always here for you, just shoot us a call/text/email and we'll be glad to help.



IMPACT MARYLAND MONTHLY

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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

- Eric was so professional and extraordinarily helpful moving us along to get ready to sell. Without him, we would still be trying figure out what and when to get our house on the market. – Paul R.

- My family and I have bought or sold five houses with Eric at Impact. Each time Eric made us feel our wants and needs were as important to him as they were to us. He was always available to answer questions and was a great mediator between buyers and sellers. He helped work out fantastic terms when buying and when selling we got more than we had ever imagined. Great experiences working with him and we highly recommend Impact Maryland Realty. – Christy S.

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