

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MAY 2023



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**

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## **ALL the Feels...**

*'Emotions are the Language of the Soul'*

Sitting outside on a warm late spring evening, sipping your favorite beverage and a song comes on the 'radio' – who am I kidding? No one has a radio anymore. A song comes on your Bluetooth speaker that is hooked up to Apple Music, Pandora, Spotify or whatever app you are using and you are suddenly transformed to a different time in your life. A different place. A different time.

And you instantly are hit by a flood of memories of where you were when you heard that song. Who you were with. What you were doing. And then memories and feelings that you were feeling at that time in your life.

Whenever Easy E. comes on it immediately makes me think of my late cousin Zack and the THOUSANDS of memories we shared growing up. From driving to a basketball camp together at IUP in Pennsylvania going UP and DOWN the mountains wondering if my GMC Jimmy would die on the next incline.

Or playing basketball with all the Walkersville Boys and Big Mac at Justin and Zacks house until 1am. Or Zack and I hustling people in pool in High School – he would NEVER bet – I would do the betting, but he would get paid in Taco Bell when we were done.

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.

Anytime The Grateful Dead comes on there is a flood of memories and emotions from living at the beach and trips with Mac, Snaker and the Boys.

Or Pearl Jam and 'Better Man' and listening to Coop bellowing at the top of his lungs every word to the song at a college party.

### Why do songs bring emotions?

Because they [mentally] take you to a different place emotionally. They [mentally] take you to a different time. They [mentally] make you FEEL different.

It was Maya Angelou that said — *'I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.'*

This rings SOOOOO true.

Next time one of YOUR songs comes on the radio 😊 - let me know if you don't get a rush of emotions and instantly remember how you FELT in that moment.

It is these FEELINGS and emotions that drive us, that trigger memories, that bring us happiness.

If you have been on Facebook or Tiktok in the last few weeks you might have seen the 'Taylor Swift Era Tour' as it was recently in Philadelphia and from what I could tell on Facebook about half of the people that I knew made the trek to Philly to see Taylor perform. And a quick search for tickets online had the LOWEST ticket at \$1248 per ticket with the highest tickets being over \$10,000!

### People are gobbling up these tickets at an alarming rate, Why???

Because of the emotions that Taylor makes her audience feel. Because of the experience of this

event and the memories that are made. Because of the emotional attachment that people have to Taylor and her music.

Then a quick Google Search: 'How much will Taylor Swift make for her Eras tour?'

**It is estimated that Taylor will make between \$500 Million and \$1.5 Billion Dollars!!!!**

Holy Crap!

Good for her.

The reason that people LOVE Taylor and will pay an exorbitant amount of money is because of how her music and the experience 'makes them feel.'

You don't invest that type of time, money, and energy into something that doesn't make you feel absolutely

wonderful!

I use music as one example, an extreme example, on how if things make you feel good, feel good about yourself, feel like a better person that you just REALLY enjoy that person's company. And, conversely, those that make you feel crappy or bring you down – you don't want to be around them too long.



My late cousin Zack had this innate ability to make those around him feel BETTER about themselves. Talking. Listening. Joking. Doing something funny or outrageous to make you laugh. Or just asking questions to make you feel like he cared... but he REALLY did care.

And anyone that knew Zack immediately knew 2 things. One, that he was on a different level mentally than you are. That's what happens when you go to Notre Dame, get a master's degree from MIT, do work for NASA, and have your name on the MARS Rover. But unlike many with supreme mental

intelligence Zack also had supreme Emotional Intelligence. Meaning he could relate to you and explain to you in a way for you to understand.

**He could make you FEEL better about yourself when he was around you.**



An example of him ‘dumbing things down’ for me was during an election year I was dumbfounded about how they could ‘call’ an election in a district or state with just 3% of the votes counted.

He said, “It is like you go to the middle of the Ocean and take a sample size, you will know the amount of salinity, and it will pretty much be the same throughout.”

Now, every time I watch election results I think of Zack.

When you find someone that makes you feel better about yourself, you stick with those people. Whether it be a friend growing up, a college buddy, business partner, spouse, etc.

**Surround yourself with THOSE special people!**

I do my best to try and be one of THOSE people. That people feel better about themselves for being around. I try. I try. But I know that I can do better.

Some people, like Taylor Swift, like Maya Angelou, like my cousin Zack and millions of others, it is just innate. Others we make an effort to do our best!

I try to make those around me feel better about themselves. I try to keep things light. I try to crack a

joke or 2 or have an inside secret to make them laugh 😊

And I do my BEST to always do this with clients. To make them feel that they have a trusted friend in their corner. To make the process of selling or purchasing that they feel BETTER about the process than before they meet with me.

My clients are friends and them knowing that I have their back – hopefully – makes them FEEL good about their experience and me – in general.

This is why, at Impact, we pour our heart and soul into helping our clients. If it’s providing advice on moving companies, design/staging, painting, plumbers to fix a leak, any issue with your home and or the moving experience – us at Impact – can help with anything. That picture is me drying out about 40 cans of paint from a seller’s home that the new buyer’s didn’t want so it had to be disposed of.



If you live by the Maya Angelou — ***‘I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.’*** Then you will have a positive Impact with those around you...and that’s all we can really hope for – to make other’s feel good!

Love you,

*Eric Verdi*

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

### May Quiz Question

**Q:** In the state of Georgia, it's illegal to eat what with a fork?

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:** In the State of Georgia, it's illegal to eat what with a fork?

**A:** Fried Chicken

Congratulations: Mary Burgess

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				6	1	7		2

## *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 1 <sup>st</sup>	Kenny Barnas	May 13 <sup>th</sup>	Lucy Oord	May 22 <sup>nd</sup>
Tracy Raff	May 2 <sup>nd</sup>	Claire Purgason	May 13 <sup>th</sup>	Camryn Rawlett	May 22 <sup>nd</sup>
Mike Killar	May 3 <sup>rd</sup>	Ken Ricker	May 13 <sup>th</sup>	Erica Wilson	May 22 <sup>nd</sup>
Jacob Martin	May 3 <sup>rd</sup>	Harrison Short	May 13 <sup>th</sup>	Colin Haraway	May 23 <sup>rd</sup>
Caleb Orchard	May 3 <sup>rd</sup>	Mike Haggerty	May 14 <sup>th</sup>	Derek McCauley	May 23 <sup>rd</sup>
Leila Martinez	May 4 <sup>th</sup>	Susan Pardo	May 14 <sup>th</sup>	Doug Warfield	May 23 <sup>rd</sup>
Brynn Fegley	May 5 <sup>th</sup>	MK Sumner	May 14 <sup>th</sup>	Jeremy Cromwell	May 24 <sup>th</sup>
Shylo Arneson	May 7 <sup>th</sup>	Jamie Everett	May 15 <sup>th</sup>	Bobby MacCracken	May 24 <sup>th</sup>
Brad Beckstrom	May 7 <sup>th</sup>	Caedence Huffman	May 15 <sup>th</sup>	Megan Sutherland	May 24 <sup>th</sup>
Grant Huffstetler	May 7 <sup>th</sup>	James Parker	May 15 <sup>th</sup>	Chris Vrabel	May 24 <sup>th</sup>
William Huffstetler	May 7 <sup>th</sup>	Steve Schroeder	May 15 <sup>th</sup>	Gallus Buckenmeyer	May 25 <sup>th</sup>
Tammy Feaster	May 8 <sup>th</sup>	Jim Steele	May 17 <sup>th</sup>	Andres Menocal	May 25 <sup>th</sup>
Steve Duncan	May 9 <sup>th</sup>	Kelli Wilson	May 18 <sup>th</sup>	Jennifer Bobbitt	May 27 <sup>th</sup>
Julia Williams	May 9 <sup>th</sup>	Aalia Haas	May 19 <sup>th</sup>	Avery Coleman	May 28 <sup>th</sup>
Sarah Lincoln	May 10 <sup>th</sup>	Brittany Baker	May 20 <sup>th</sup>	Michelle Schaffer	May 28 <sup>th</sup>
Catherine Gilbert	May 11 <sup>th</sup>	Brad 'Perm' Ranneberger	May 20 <sup>th</sup>	Sherri Beachley	May 29 <sup>th</sup>
Abe Lopacienski	May 11 <sup>th</sup>	Garrett Goodwin	May 21 <sup>st</sup>	Dan Thixton	May 29 <sup>th</sup>
Anna Elisa Scott	May 11 <sup>th</sup>	Raymond Wilson	May 21 <sup>st</sup>	Taylor Pelicano	May 29 <sup>th</sup>
Brian Baker	May 12 <sup>th</sup>	Heather Fogelson	May 22 <sup>nd</sup>	Jeremy Bitler	May 31 <sup>st</sup>
Sandy Marin	May 12 <sup>th</sup>	Larry Lewis	May 22 <sup>nd</sup>	Tiffany Nguyen	May 31 <sup>st</sup>
Dan Wilson	May 12 <sup>th</sup>				

**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.

## Why NOW is a GREAT Time to Sell Your Home --- The 'Godfather Offer'

Every company and every agent has their own vernacular.

'Leads'

'Prospects'

'Scripts'

'Sides of a Transactions'

On and on and on...

At Impact we use 'Scientific Staging' – 'Marketing Team' – 'Impact/SueMart it up' – 'The Godfather Offer'

With the economy going bonkers and the Fed Rates increasing for the last 18 months one of the common questions that we get is...

***"What's going on in Real Estate?"***

When people read the news that gives you a macro view on the market. Maybe a specific region. The US as a whole. Or even a State.

Having done this for 21 Years. I have found that this is an inaccurate mindset. Real Estate is a 'micro-driven' market. Meaning real estate can change market to market and even 2 neighborhoods a few

miles away might be reacting differently to the changing economy.

What I can tell you locally is that the market is still VERY VERY strong for sellers.

**Impact's listings over the last few months have received 'Godfather Offers.'**

What is a Godfather offer? Well, it's an offer you can't refuse 😊

There are many many strategies for getting offers and helping sellers. And there are many more strategies on

how to write offers for a buyer.

A Godfather offer is just SOOOOOO GOOD that the sellers' decide to accept it immediately and not wait for other offers.

An offer that is \$50-\$70k (12-15% over list price). A cash offer over list that waives all contingencies. An offer that lets the seller rent back until they find a new house.

**What could you this extra flexibility and money get you????**

Could get you the ability to have options when buying. Maybe putting more money

down. Every \$10,000 MORE that you put down on a house saves you roughly \$60/month on your interest. Get an extra \$50k or \$70k – put it in the



bank/investment and have a little higher payment or that additional money down payment on a loan could be a savings of \$300-\$420ish a month.

Would that work?

Let's discuss...

In the world of real estate, timing is everything. If you've been mulling over the idea of selling your home, right now might be the perfect time to make that move. Several compelling factors are converging to create a hot seller's market where homeowners can benefit from low inventory, multiple offers, and even selling prices that exceed the list price. Let's delve into why this is the perfect time to sell your home.

### 1. Low Inventory

Firstly, there's the issue of low inventory. Locally, like many other areas across the country, is currently experiencing a significant shortage of homes for sale. The law of supply and demand is in full effect here: with fewer houses available, demand is skyrocketing, pushing prices upward and creating an environment that greatly benefits sellers.



What does this mean for you? If you put your home on the market now, there's a good chance you'll be one of only a few options for potential buyers, and this scarcity could translate into a higher sale price for your home.

### 2. Multiple Offers

The low inventory situation is also driving another favorable trend for sellers: multiple offers. Buyers, eager to secure a home in this competitive market, are often willing to enter into bidding wars, pushing your home's price even higher. These bidding wars can

result in sellers receiving offers well above their asking price.

This level of competition means that as a seller, you have more leverage in negotiations. You can afford to be selective, choosing the offer that best meets your needs—whether that's the highest bid, the quickest closing date, or the buyer with the most secure financing.

### 3. Above-List Pricing

In today's market, it's increasingly common for homes to sell above their list price. This phenomenon is particularly prevalent in desirable areas like Frederick County, Maryland. Fierce competition among buyers is driving up prices, making it an opportune time to sell if you're looking to maximize your return on investment.

Selling above list price can significantly boost your profits, potentially allowing you to pay off your mortgage and have a sizeable amount left over. Given the current market dynamics, if you price your home correctly and it's in good condition, there's a solid chance you could sell for more than you're asking.

### 4. Financial Freedom

Finally, it's essential to consider the financial benefits of selling your home in this market. Once you sell, that money is yours to do with as you please. You could use it to downsize and free up cash for other investments, to put a large down payment on your next home, or even to fund a comfortable retirement.

In this high-demand market, the profits from selling your home can significantly bolster your financial security, offering you a level of freedom that may not have been possible otherwise.

If you have been contemplating moving, let's sit down to see what YOUR options are. Every Seller has different motivations and needs. And after we sit, since we don't use 'scripts' we don't have canned answers and responses we will have a 'customized solution' for you 😊

**Who know we might even be able to get you a 'Godfather Offer.'**

Shoot me a call/text and we'll help you navigate your potential move.

# 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 Susan Verdi and 2 others.  
21h · 🌐

Happy Mother's Day to 3 GREAT women and Mom's.  
Nama - Thanks for always being there to listen to me and provide us sound advice and LOVING US!  
Mom/Cookie/Gee - Thanks for giving me the trait of not being able to sit still 🤪🤪🤪. Your reverending positive attitude. And all the life lessons.  
S... See more



Stacy Rochfort Delisle, Annie Walters and 84 others  
7 comments 1 share

Eric Verdi  
23h · 🌐

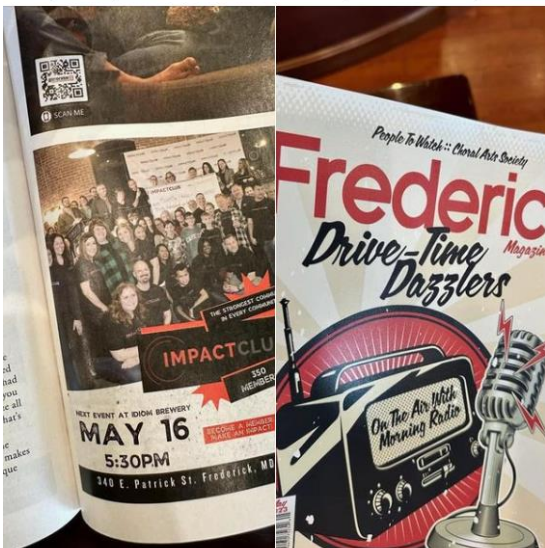
People think all Real estate is all the glamour shots you see 🤔🤔🤔  
Here to tell you there is a LOT behind the scenes!  
Look what I saw this beautiful Mother's Day Morning.  
N... See more



Annie Walters, Barry Weller and 54 others  
34 comments

Eric Verdi  
5d · 🌐

My Mom always says "It's not what you know it's who you know."  
And ImpactClub® Frederick member Chris Martin knows EVERYONE and was able to score this full page layout in Frederick Magazine this month.  
Wanna join 370 of your closest friends? Head over to [www.impactclubfrederick.com](http://www.impactclubfrederick.com) to join



Stacy Rochfort Delisle, Annie Walters and 50 others  
3 comments 3 shares

Eric Verdi is with Susan Verdi and 8 others.  
May 7 at 8:27 PM · 🌐

47 brings something different. Love Changes but it stays the same.  
Missing (more than you can imagine- those who are no longer here 🤔🤔🤔) and loving those who still are. #Tumbleweed  
Love you !!!  
All of you!!!



Stacy Rochfort Delisle, Erin Holloway Shoemaker and 128 others  
50 comments

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

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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](http://www.facebook.com/impactmarylandrealestate)

- I can't thank Eric, Susan and Stacy for another amazing real estate experience. Talk about customer retention...this is the third house transaction that I have trusted Eric and the IMPACT Maryland team with in the past three years. If you count close family purchases, we have worked with IMPACT on 5 deals! Their knowledge of the market, their incredible attention to detail and their outstanding communication are testament to their professionalism. They live out their core values as an agency. Clients are treated like family. Every real estate transaction will have a blip or two but there is very little that IMPACT team can't quickly problem solve. If you want an agency that is knowledgeable and reliable, I highly recommend IMPACT Maryland Real Estate. They will be there to guide the process from your initial consultation to being by your side at the closing table. Their wider team of experts and connections includes inspectors, painters, plumbers, amazing stagers, incredible photographers, and more. Together Impact Maryland wrapped my whole sale up in 6 weeks and now I am in my forever home. I can't thank them enough! – Jennifer C.

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