

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JULY 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.'

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'Meals and Memories'

Do You Want Size or Excellence

Waiting in line just outside of one of the main squares in Florence, Italy and just a few blocks from the famous Ponte Vecchio there is this little restaurant that serves pork sandwiches (and only pork sandwiches) just with 5 different toppings. Very basic. But SPECTACULAR. If you aren't looking for this shop you would most likely miss it because it is probably only 80 Square feet and just has an 8 foot store front. Or maybe you wouldn't miss it because there is a line from open to close.

This is just one of many examples during our recent trip that made me think. Same thoughts I had in my VERY first newsletter that I wrote by myself 10 years ago about a trip to Italy and our experience at a Mom and Pop restaurant.

I can't believe I have been writing to you for TEN YEARS!!!!

Every month like clockwork, I sit down and share my thoughts. My mindset. My experiences. And open the door to my life and let you peek in and see what I'm up to.

We recently did an AMAZING vacation that has been in the works for a year. There were 17 of us in total. Four families and our kids. The Sipes, the Shoemakes, the Delisles and the Verdis embarked on an epic vacation that centered around a cruise to the Greek Islands of Mykonos, Santorini, then we went to Ephesus in Turkey, and Naples Italy – we started and disembarked in Rome.

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.

Then the 4 families each planned a vacation around the cruise. Some went before. Some stayed after. The Sipes did both 😊

I mean, when flying halfway around the world, you might as well take in as many sites as you can see.

We did our ‘European’ leg before the cruise.

We flew into Rome and immediately caught another flight to Paris where we spent 2 days. We did ALL things Paris. Eiffel tower. River Cruise. Wonderful Crepes. Even found a restaurant named Villa Verdi.

We met the Sipes in Paris and got to spend some amazing time making memories with them and seeing sights together.

Then we did a train (an 8-hour train ride) to Florence and were there for 2+ days. Where we overlapped with the Shoemakers for a day so we got to hang with them and enjoy a few meals and memories. And we ended our European part of our trip with 2 days in Rome where everyone met before getting on the cruise ship.

It was in Rome where we celebrated Peyton Sipe’s 14th Birthday.

We all met at the Sipe’s Airbnb. Got a ton of Pizza’s. Had some drinks. Kids played around and we all talked about how we were getting ready to have an amazing time on the Cruise. The kiddos that had been on a cruise were explaining to the others about what they were going to do.... ‘The Teen Room’. The Daiquiris (non alcoholic). The meals. The Hot Tubs. The Movie Nights. All the food!!!

It was a great night, celebrating a kiddo we have known since birth and we have gotten to spend and share MANY life experiences with... This kiddo is turning into a man and towers over me now, but will always be this little boy with chubby cheeks.

And then we got to spend 8 days cruising with these friends.

We had many ‘Meals and Memories’... We got lost on excursions. We got to see some of the most amazing places in the WORLD. We did a day at the beach in Mykonos where we just relaxed all day.

It was truly a wonderful experience and the kids – and parents – will remember this trip for their entire lifetime.

But, you know me, especially if you have been reading this newsletter for any amount of time – that I always look at these experiences through a lens and try to learn life/business lessons.

In Europe – at least the places that we stop – you see all these smaller – for lack of a better term – ‘Mom and Pop’ restaurants/shops. You don’t see the big chain restaurants that you see in America (outside of McDonalds). You don’t see mega shops.

You see smaller and more personal places.

With this comes a sense of pride in what the owner’s and employees are doing and serving you. This is THEIR LIFE. They want to serve you THE BEST food. Give you THE BEST experience. The take PRIDE in everything.

This little old man on the Ponte Vecchio, Susan and I got up early and were walking around in Florence, and this man was right in front of his jewelry shop picking up every little piece of trash. He was sweeping with a broom that looked like it was from the 1800’s and he had a watering can that he used to ‘brush’ the stone in front of his shop.

He took pride in EVERY detail of his shop.

Like the Pork Sandwich guy – DETAILS MATTER!!!

When you are a big corporation. A big franchise. Having a level of service and experience that is top notch is TOUGH. Not impossible, but VERY HARD!

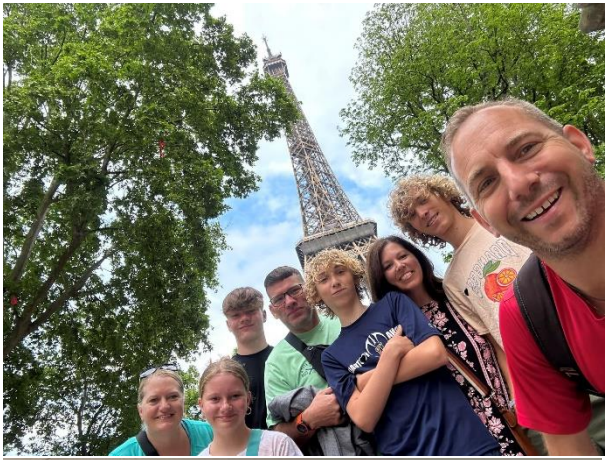
In real estate, at Impact, I could have 100 agents. I could grow my brokerage and team. But I have never done real estate for awards and accolades. I have never done real estate with the mindset to be the biggest.

I’ve always done real estate like the Mom and Pop restaurants in Europe/Italy. The ‘Impact Experience’ is what I strive for. If it means going to a home and sweeping down the front porch prior to settlement. If it means 30 trips to make sure every inspection item is fixed. All that matters is that our clients get the BEST EXPERIENCE and BEST SERVICE!!!

The next page is some pix from the trip...

And I hope to see you at our client party on Aug 26th.

Eric Verdi



Don't Forget to Have Fun!!!!

July Quiz Question

Q: Which 2 countries have not missed one of the Modern-Day Olympics?

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.

June Question & Answer

Q: What is the LOUDEST Animal on Earth?

A: Sperm Whale

Congratulations: Josh Keller

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Happy Birthday

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

Phaedran Linger	July 1 st	Naiya Sayles	July 16 th	Ellie Gorman	July 23 rd
Rick Marin	July 1 st	Kelly Whiteman	July 17 th	Liz Jevitts	July 23 rd
Tracy Boyd	July 3 rd	Marisa Yearta	July 17 th	Connor Short	July 23 rd
Bev Lloyd	July 3 rd	Madison Jezioro	July 18 th	Soraya Ally	July 24 th
Tod Williams	July 5 th	Alex Nunemaker	July 18 th	Ryan Bell	July 24 th
Jim McClellan	July 7 th	Anthony Wilson	July 18 th	Thomas Drescher	July 24 th
Shelley Smith	July 8 th	Avery Pierce	July 19 th	Lane Miss	July 25 th
Candace Nunemaker	July 9 th	Caroline Ranneberger	July 19 th	Sue Munger	July 25 th
Taylor Rawlett	July 9 th	Ryan Sloper	July 20 th	Avery Sacchetti	July 25 th
Marcela Mozon	July 10 th	Chad Vansant	July 20 th	Jennifer Weeks	July 25 th
Deliah Schroeder	July 10 th	Jessie Donnellan	July 21 st	Eden Weeks	July 25 th
Terry Hood	July 11 th	Caitlin Hamilton	July 21 st	Alex Sincevich	July 25 th
Liam Miller	July 11 th	Madeline Lincoln	July 21 st	Steph DeLauder	July 26 th
Susan Snyder	July 11 th	Larry Mantua	July 21 st	Lily Wilson	July 26 th
Ashley Coutant	July 13 th	Derrick Pledger	July 21 st	Michelle Bitler	July 29 th
Lalania Knowlton	July 13 th	Mike Wingard	July 21 st	Kristen Forsythe	July 29 th
Heather Quill	July 13 th	Owen Cooper	July 22 nd	Jacki Grubb	July 29 th
Shannan Thorhauer	July 14 th	Tiph Downs	July 22 nd	Kathy Miss	July 30 th
Aiden Wingard	July 14 th	Paool Majalca	July 22 nd	Britt Steele	July 30 th
Janet Conrad	July 15 th				

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.

Doing the Right thing is ALWAYS the Right Thing...

In the realm of business and personal interactions, the axiom "Doing the Right Thing Always" possesses an intrinsic value that transcends borders, cultures, and industries. The real estate industry is no exception, and indeed may even amplify the significance of this principle, given the role that trust and integrity play in guiding the relationships between agents, clients, and community members.



In this regard, Impact Maryland Real Estate stands as a shining example, where the principle of 'Doing the Right Thing Always' is more than just a corporate slogan. It is a way of life, a guiding light that shapes every action, decision, and interaction for its agents. See when you don't 'do the right thing' others notice.

It could be something as small as not returning another agent's calls and just having some human decency. Or it could be failing to present an offer because you don't like how it was written (both of these have happened to us in the last couple of months).

It's not 'the right thing' – frankly it is just flat out wrong.

A Professional and Courteous Culture

Being a real estate agent is a multifaceted role, requiring one to be a skilled negotiator, knowledgeable guide, efficient coordinator, and above all, a professional representative of one's firm. For Impact agents, this professionalism is a cornerstone, manifesting in their diligent communication, transparent dealings, and respectful interactions with everyone they encounter.

Take, for example, their commitment to promptly returning calls from other agents. In an industry where time is of the essence, this seemingly small gesture is a big step towards maintaining a healthy professional relationship. Being prompt, courteous, and

professional in their interactions is an unwritten code of conduct at Impact Maryland Real Estate. If any of our agents ever act like this, they won't be at Impact very long!!!

A Beacon of Honesty and Transparency

Trust is the backbone of any successful real estate transaction. Impact Maryland Real Estate agents are acutely aware of this, displaying honesty and transparency in their dealings. This approach benefits all parties involved and helps avoid misunderstandings



and disputes. Clients are always provided with accurate and timely information, allowing them to make well-informed decisions.

A Spirit of Fairness

Fairness, another critical aspect of doing the right thing, is deeply ingrained in the work ethos of Impact agents. Each transaction is approached with the intent to ensure a win-win outcome for all parties involved. This attitude underscores the philosophy that a successful deal isn't about beating the other side, but about creating a beneficial situation for everyone involved.

Giving Back to the Community

Impact Maryland Real Estate doesn't just stop at building trust and fostering great relationships with clients and industry peers. They understand that they are part of a larger community, and they embrace this role wholeheartedly. Through various initiatives such as our Impact Quarterly donation where we pick a non-profit each quarter to give a donation to, the company and its agents actively give back to their community.

Whether it's volunteering at a local soup kitchen, making donations to support local causes, or sponsoring events and schools in the community, Impact agents are ever-present, doing their part to make a difference.

Caring for Clients Beyond Transactions

At Impact Maryland Real Estate, clients aren't just business transactions. They are members of an extended family who are cared for and appreciated.



long after the completion of a deal. This philosophy is reflected in the myriad of client appreciation events the company organizes. Birthday shout-outs, home purchase anniversary gifts, and sponsorship of local events are just a few of the ways Impact agents express their genuine appreciation for their clients.

Don't forget our awesome client party... It is part reunion, part wedding, all celebration where we LOVE on our clients!!!

This approach of doing the right thing, of extending kindness and care beyond what's expected, resonates deeply with the clients. It builds strong bonds that turn clients into lifelong friends and advocates for the company.

The Ripple Effect of Doing the Right Thing

By consistently doing the right thing, Impact Maryland Real Estate has achieved a remarkable feat. They have created a symbiotic relationship with the community and their clients. They give, and they receive in kind. The community and clients take care of them, ensuring their growth and success.

The company's ethos - "Doing the Right Thing is ALWAYS the right thing" - is more than just an ideal. It's a proven strategy, a testament to the power of goodwill, honesty, and a commitment to making a positive difference in people's lives. This is why it is not only important, but crucial, for Impact Agents to adhere to this principle - not just sometimes, but always.

You're Invited!



IMPACT MARYLAND REAL ESTATE
CLIENT APPRECIATION PARTY!!!!
Saturday, August 26, 2023
5-9pm
Holly Hills Country Club
RSVP by 8/12/23 at
www.ImpactClientParty.com

*Join us for food, drinks,
fun... and a few surprises!
We can't wait to celebrate
with YOU!*



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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

- Stacy and Eric with Impact Real Estate are a great team that helped my family buy a house in the exact location we were hoping for. We lived out of state, which could have complicated the home buying process but they went above and beyond to make it as easy as possible. Eric and Stacy have great strategies to help a buyer succeed in submitting the winning bid in a very competitive market. I wouldn't hesitate to recommend them and I would use them again in the future. – Jamie P.

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