

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

OCTOBER 2023



EFFORT!!!

As I sit down to write this at 5am on Sunday Oct 22nd I want to talk to you about EFFORT this month! It's ironic that I couldn't sleep last night. That Lazer, our dog, started barking loudly at 12:30am and I had to get up to let him go 'chase' whatever he was barking at. Probably a deer or a squirrel or something. Then our cat, Scaredy, who is nocturnal started running around and slamming doors at 4:30am.

Yes, our cat literally runs and jumps into doors like a drunk college kid posting a stupid video on social media.

At this point, I might as well get up and do something productive today... and since I haven't talked to you - via Newsletter/Monologue - this month I have on my list to finish today so I might as well get started early.

See, on Friday, after a LONG few weeks of putting out fires. Meeting with my agents. Dealing with issues. Managing and helping friends who are going through things I was resigned to skipping this month's newsletter.

Doing this not only requires pockets of time to format (that takes a solid couple of hours). Consume content to write about. Sit down and write - need to be mentally ready - to write to entertain and tell a story.

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

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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.

I sent a text to Stacy on Friday and said, I'm overwhelmed and I'm just going to skip October and I'll get a November newsletter out early Nov and get back on track.

She quickly texted back... 'NO YOUR NOT. This is the foundation of YOU and your communication with your friends, I'm not letting you skip. I'll write Story from the Street this month for Impact.' And boom, a few hours later, SFTS was emailed to me.

Now Stacy is WAY busy herself managing 3 kiddos, a family, helping the community and her friends, helping our agents, and running an uber-successful real estate business. For her to drop everything so that we can get out our newsletter was what good teammates do.

When one is struggling the other picks up the slack!

When a teammate/friend needs something you don't ask why/how, you just help.

That what teammates do... - they give effort and they make other's around them better.

Good teammates have a standard of performance. A standard in practice. A standard by which they hold themselves and in-turn hold those around them to.

Just the week before Stacy had a listing getting prepped in Urbana to come on the market. And I could see that she had a million things that week, so I stepped right in and went to buy and deliver new appliances. I met with contractors. My Dad and I went to get trash from the house and make a dump run.

The night before photos I was there until 9pm changing out light bulbs so they matched.

This was nothing more than Effort and putting in the work.

I NEVER want anyone to say that Eric didn't put in Effort. And when you have others that you work with,

Stacy and SueMart in particular, who you can count on that their effort will be there everything works out. SueMart was at a house for a good chunk of time on Wednesday and then there at 8am Friday before Annie arrived for photos to have the house JUST RIGHT.

We all can't be everywhere at the same time, but where we are we can make an Impact.

As I write this, I'm very fortunate that Stacy kicked me in the butt and not only did she tell me I wasn't allowed to let you down, but she did also something about it and took about 2 hours of work off my plate to help.

Not EVERYONE has this gene. This GSD gene. This effort gene. Most, when things don't go their way they quit or they just give minimal effort. Or they just help when it is convenient to THEM.

I am grateful to have people in my life – and it starts with my parents – that give EFFORT!!!! My father worked EVERYDAY his entire life. Farm life is NOT easy. EVERYDAY that man got up. Cold, Hot, Rainy, if he was sick it didn't matter he put in the EFFORT!

My mom... well most of you know Cookie... is the most positive person you have ever met! And ALWAYS willing to help others. People love her for this. That big smile and her infectious attitude.

I'm fortunate enough to work with some great friends that also have

this GSD gene...

It is also a skill that IMO is a mindset!

This is why when I coach we always talk about EFFORT! As you've read over the years my friend, Chris Drescher, and I have coached together for about 8 years now. For our older boys, Gavin and Anthony and their teams in soccer and our younger boys – William and Alex in basketball. Chris is the head



coach and I'm the assistant in soccer and we reverse rolls in basketball.

But our theme since day 1 and coaching together is the **ONE THING YOU CAN CONTROL IS YOUR EFFORT!**

We would gladly take a player that had marginal skills and gave us 100% effort 100% of the time than a player with superior skills that would only give 100% effort 20% of the time.

Why?

Because you can't count on the player who doesn't give effort.

And if you are giving us max effort and trying your best then we can live with the consequences, the results. Sometimes teams are just better than you. Sometimes the shots don't fall. Sometimes you play a team that is on a heater. But if you don't give you max effort how are you ever going to be your best and play your best?!?!?

Last weekend during our fall basketball league we had 5 players attend. We have 13 on the roster but a bunch play football and a few guys were hurt so we were short on players. The team we were playing was slightly more skilled than us but not by a lot.

We came out strong and were leading 9-6 about midway through the first half. Then we started to turn the ball over and not get back on defense. An early lead turned into down 8 at halftime.

Then the 2nd half started and things weren't going our way and our boys just QUIT. Didn't get back on defense. Didn't try. Didn't hustle. And one player was even dancing down 25 points with 2 minutes left.

How do you think Chris and I did with this???

We were LIVID! The postgame speech was not for the faint of heart. We were disappointed and frustrated. Not because we lost but because they quit and gave no effort!

This week in practice we talked about effort. Not only in sports, but in life!!!

And yesterday, we had 6 players... and we played a team that was far superior than the team we played the week before.

But this time our team battled! They tried. They gave EFFORT.

Yes, we had too many turnovers. Yes, we missed shots. But our boys hustled the ENTIRE game. The other team had this 6'4 lanky left hander that scored 16 of their 18 points in the first half and is just on another skill level than our players.

We were down 31-13 with 3 minutes to go and I called a timeout.

I didn't want our players to get dejected because of the impending loss. I called them together and I told them, "I'm SO proud of you guys. You guys worked you're a\$\$es off today. You gave effort. You hustled the entire time. Yes that team is better than us, but I could not be MORE PROUD of you. Hey, we aren't going to win... But let's win these last 3 minutes. It's 0-0 now. Let's go out strong."

And those last 3 minutes we outscored them 9-0. Their big guy was on the bench when we went back out but when we got to 5-0 they brought him back in for the last 2 minutes and we STILL outscored them 9-0 to make it a respectable 31-22 final score.

In the postgame speech, I told the boys that as MAD as I was last week I was equally PROUD this week.

Why?

Because I wanted them to know that EFFORT MATTERS!!!

Whether you are playing a sport. Being a parent. At work. Being a friend. Making an Impact in the community. Picking up a co-worker. Helping clients buy/sell homes...

EFFORT MATTERS!

It's now 6:41am, and Anthony is about to get up and we are going to Ocean City today... and Salisbury University for an 'official visit' with the Cross Country/Track coach. Talk about effort, this kiddo has worked his BUTT off the last year and just got 1st team CMCs (see pix/post), I could not be more proud of his EFFORT.

SUCCESS is a RESULT of EFFORT!

Don't Forget to Have Fun!!!!

October Quiz Question

Q: How many MORE games did the Baltimore Orioles win in 2023 vs 2022?

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.

September Question & Answer

Q: What is the name of the World's largest Ocean?

A: Pacific

Congratulations: Tyler Adams

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Happy Birthday

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

| | | | | | |
|--------------------|----------------------|-------------------|----------------------|-------------------|----------------------|
| Molly Miss | Oct 3 rd | Kate Riling | Oct 14 th | Colleen Barnhouse | Oct 21 st |
| Amy Raymond | Oct 3 rd | Laura Via | Oct 14 th | Nicole Bell | Oct 21 st |
| Melanie Tapley | Oct 3 rd | Jodi Burrier | Oct 15 th | Avery Sipe | Oct 22 nd |
| MaryRose Fegley | Oct 4 th | Erin Marsalis | Oct 16 th | Alex Petrov | Oct 23 rd |
| Tim Hauer | Oct 5 th | Nicholas Orsini | Oct 16 th | Alivia Smith | Oct 23 rd |
| Brian Wells | Oct 5 th | LeeAnna Arrowchis | Oct 17 th | Pam Wheeler | Oct 23 rd |
| Marco Reyes Garica | Oct 7 th | Cooper Bobbitt | Oct 17 th | Anna Carroll | Oct 24 th |
| Jessica Call | Oct 8 th | Dan Luippold | Oct 17 th | Ray Baker | Oct 25 th |
| Kensey Love | Oct 8 th | Maria Menocal | Oct 17 th | Nancy Dietz | Oct 25 th |
| Kampbell Quill | Oct 8 th | Jennifer Purgason | Oct 17 th | Amanda Miss | Oct 26 th |
| Ashleigh Short | Oct 8 th | Lauren Mills | Oct 19 th | Taylor Tolbard | Oct 27 th |
| Paul Gorman | Oct 9 th | Joe Call | Oct 20 th | Laura Palmer | Oct 30 th |
| Jason Underwood | Oct 9 th | Vincent Dabney | Oct 20 th | Emma Ranneberger | Oct 30 th |
| Alexis Fogelson | Oct 11 th | Gary Rice Jr | Oct 20 th | Rebecca Shoemaker | Oct 30 th |
| Jimmy Kopf | Oct 12 th | David Sacchetti | Oct 20 th | | |
| Peter Fleck | Oct 14 th | Sam Schroeder | Oct 20 th | | |
| Jocelyn Hauer | Oct 14 th | Jackie Smith | Oct 20 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.

"They" Said It Couldn't Be Done... But WE Did It!

Every once in a while we as realtors are presented with a super unique property to sell. One that has a very specific probable purchaser. One that may be considered an "outlier" in our market. One with specific features or an uncommon set of circumstances.

At Impact Maryland Real Estate, we never shy away from a challenge. In fact, we embrace it!

This month's Story From the Street starts with a challenge...

"No one has done this before."

This was in response to our inquiry with the builder about selling the model home for our sellers who were currently still leasing it back to the builder.

Let me explain...

Often, when builders start a new community, they FIRST sell off the model home to an investor, and then lease it back. This investor may decide to keep the home as a rental even after the builder vacates, or they may choose to move in. Rarely do they ever decide to sell it while the builder is still leasing it back.

For LJ and Beth, however, their circumstances were different.

Dedicated owners with an unparalleled passion for the gym they own in Rockville, they were concerned about being too far away from their "home away from home." Consequently, they decided to settle down and retire in another community much closer to where they spend the better part of their days training athletes of all kinds... from veterans and wounded warriors to elite high school athletes... and everything in between.



Their question was, "How do we sell our Albright model in The Woodlands... and when??"

It's no secret that The Woodlands is one of the most sought-after 55+ communities in the Urbana area... the pressing question was: How do we maximize

LJ and Beth's profits while navigating the many variables (and obstacles!) of selling their model home investment property... while it was still the model?!

"They" said it couldn't be done." Because it never had been. But WE DID IT!!

So. What, exactly, were these obstacles?

I'm glad you asked! When we think of a traditional resale listing, we think of a sign in front. A lockbox on the property. Wide windows of opportunity for showings. But, none of these were at play here.

Due to the builder still occupying the home, we were NOT allowed to have a sign in front, could NOT have a lock box on the property, and could ONLY allow the home to be shown during model hours.



And an additional challenge? The builders were there at every showing, simultaneously executing their task of trying to sell prospective buyers on building new.

Competition at every.single.showing.

So what happened?

We got creative. We knew that neighbors are the best sales people for their community, so we hosted a neighbors-only open house...including a happy hour with wine and charcuterie! We hosted additional open houses alongside of other listings in the community. Showings rolled in, and we worked *in tandem* the builder to make things happen.

LJ and Beth received a FULL PRICE OFFER (no price reduction needed!!) on their property. Fully supported by Impact Maryland Real Estate and the incredible industry partners with whom we collaborate, we helped them navigate many obstacles of the sale of their investment property.

We did what “they” said couldn’t be done... and we did it successfully!

In the words of our clients: “Our referral to Impact Realty came by chance. We had a unique situation,

but after the first call we received from Stacy we decided to meet, discuss and learn this process together. ow to sell our property. The entire Team at Impact Realty were very informative, supportive and served as strong advocates for us. We would use them again, and highly recommend their Team to anyone, buying or selling.the process seemed seamless, and we could not have asked for a better outcome!”

At Impact, we welcome a challenge. We welcome having to think outside the box. We welcome needing to come up with creative solutions to a unique set of circumstances. Particularly in this changing market, we welcome the chance to serve YOU with our client-centered, service-focused, and integrity-driven approach to real estate!



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
2d · Bonfire ·

You asked for it... FINALLY we deliver the new 'Swag' site for [IMPACTCLUB® Frederick!!!](#)
Shirts/Sweatshirts/Hoodies...
Multiple Colors. Multiple Sizes.
Buy now so you can wear your NEW Swag to Event #28 on Tuesday November 14th at [Attaboy Barrel House](#)



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ImpactClub Swag is the online store for ImpactClub Frederick where we are on a mission to...



Write a comment...



Eric Verdi is with Susan Verdi and 2 others.

October 10 at 4:25 PM ·

Happy Happy 53rd Anniversary to my amazing parents.... also known as: Gee and Papa V.... Uncle Ed and Aunt Cook.... Ed and Cookie.... also (Big Ed, Papa Via)

Join me in wishing them a Happy Anniversary and I'm sure they would love if you shared a favorite memory.



Stacy Rochfort Delisle, Heather Leanne Quill and 137 others

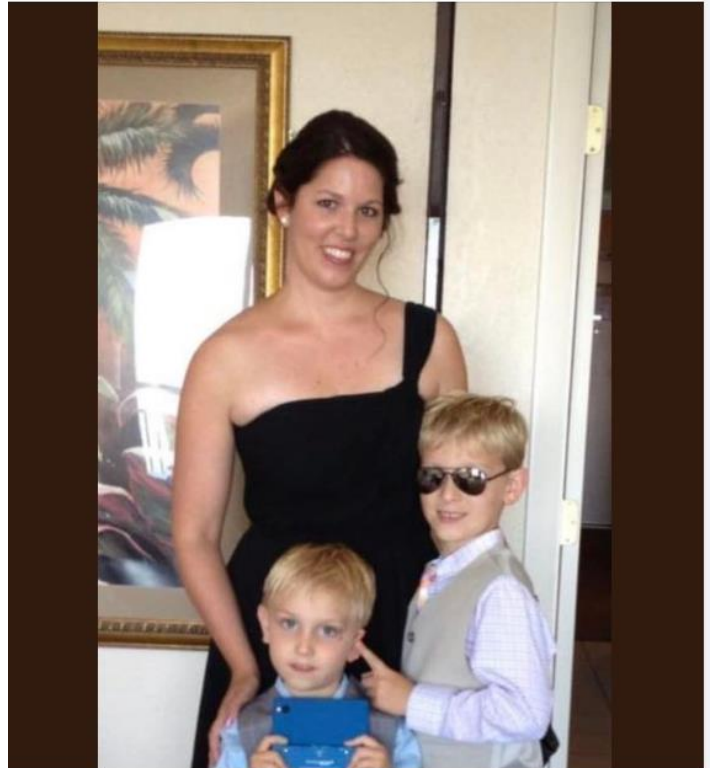
77 comments



Susan Verdi is with Eric Verdi.

September 28 at 7:13 PM ·

I hear it is National Son's Day. If so, this memory from [Mike](#) and [Felicia](#)'s wedding is perfect. #brothers



Annie Walters, Kelly Hall Sipe and 84 others

7 comments



Eric Verdi

October 8 at 1:19 PM ·

See you in 4 hours!



Heather Leanne Quill, Michelle Poole and 69 others

20 comments

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with Eric Verdi

3295 Prices Distillery Rd.
Ijamsville, 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

-Eric Verdi of Impact Maryland Real Estate was an invaluable asset in the sale of my Mother-in-Law's home estate after her passing. During this difficult time, Eric was a very calming influence to our family, and the sale was conducted in a most timely, professional and efficient manner. Eric and his very capable team provided our family a relatively seamless, trustworthy, turnkey process that provided us a very rewarding experience. He comes with my highest recommendation – Bill S.

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