

Protector. Innovator. Philanthropist.

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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JANUARY 2024



I CHOOSE...

2024... Can you believe it?

Another year has gone by and we are on the precipitous of another year. 4 seasons. 12 months. 52 weeks. 366 (yes, leap year), 8,784 hours, 527,040 minutes.

You... Yes YOU get to choose how this year plays out for you!

Will you take the initiative and make an impact this year? Will you do something to improve your life? Take a course? Read a book or 20? Start working out? Eat healthier? Stop drinking?

You know who makes that decision????

YOU... YOUR CHOICE!

Don't have money for a vacation or that home improvement project you have been putting off? You can **CHOOSE** to increase your skillset and make more money – OR – you can **CHOOSE** to cut your expenses and save money. Instead of eating out 5 nights a week. Eat out 2 nights a week and save \$200/week. Or about \$10,000 this year.

That would be a pretty good vacation or home improvement.

Or learn a new skill or side-hustle or learn how to invest. And make additional income. A few hundred dollars a week goes a LONG way.

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.

My son, Alex, this past summer researched and learned a skill – buying/selling shoes online. He found out the websites to buy and sell shoes. Researched prices of what he could sell the shoes. Figured out the cost of acquisition. The cost to sell.

His net profit and if it made sense, he purchased.

I'm not sure exactly how much he "made" this summer – I think around \$1,000 or so.

But that isn't what is important.



What I absolutely LOVED and is a trait that will make him successful in life is that he had a desire to make money and he researched and learned a skill.

He sought out some "experts" aka buddies that he knew were making \$1000 a week selling shoes and he asked them questions.

Then did more research. Asked more questions. And figured out a way to 'flip' shoes online for a profit.

We went to thrift stores looking for shoes. Alex got cleaning supplies for the shoes to refurbish them. He participated in 'drops' for shoes.

He CHOSE to become proficient in making money buying and selling shoes.

Extrapolate this out a few years and maybe he learns how to buy and sell houses. Maybe it is boats or cars. Or an online e-commerce store.

Or think about this...

He makes a course on 'how to flip shoes' and sells that course to others – scaling himself through that course.

As long as he has a desire to succeed and a willingness to learn and ask questions, he will be successful!

I don't think people think that they have a choice in life. Well, you chose to do something every minute. A conscious choice. Let's just pretend that you even make choices while you sleep – just appease me here – but each year you get to CHOOSE 527,040 times.

But sometimes you don't get to choose the action or circumstance or situation – things outside of your control also happen daily.

But you can control your mindset and reaction to those situations. You can CHOOSE to find a positive or learning experience from any and all situations.

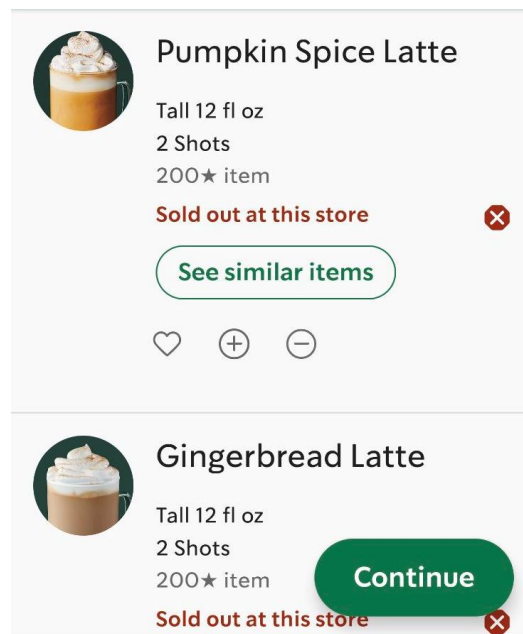
And if you try and find the positive in each situation and scenario then you can deal with potentially negative situations with a positive spin.

See that picture on this page????

The first 'work/normal' day of 2024 I go to make my morning Nespresso coffee. I go to take my first sip of coffee and there is a frickin Stink Bug floating in it.

Now I have a choice on my reaction and mindset.

I COULD think what a crappy way to start the year with a Stink Bug in my coffee.



But what I CHOOSE to think...

Isn't it great. A blessing that I noticed the stink bug before drinking the coffee and swallowing the stink bug 😊

So instead of my day/year starting off with negative thought, I

CHOSE to put a positive spin on a stink bug in my coffee.

Then the next day I go to order Starbucks and they are out of 2 of my favorite 'lattes' – Gingerbread and Pumpkin Spice.

I could either be pissed that they were out of 2 of my favorite drinks or I could look at the positive that I get to pass on sugar/sweetener today and can get a little healthier...

These are just 2 small examples of how I got to CHOSE my mindset and reaction to a situation that I didn't have control over. These aren't major life decisions or going to have major implications on my life but they are choices that affect my daily outlook.

Around the end of the year, I made a Choice that I was going to start getting a little healthier – yeah, I know, we all make that choice around the end of the year.

But I wanted to make a plan that I could implement and give myself some grace and space to make sure that I could achieve a goal and a few lapses wouldn't ruin my momentum. And I wanted to make it achievable. And I wanted to get in a few practice days before the end of the year to make sure that my body would hold up.

The goal/plan that I CHOSE for atleast the first 5 months (attainable) for the year is that I will run 20 days in a month. That gives me some grace for days that I can't run or want to sleep in a little bit. And the running goal is 1 mile 20 days in January. 2 miles for 20 days in February and so on to work up to 5 miles a day in May.

I figure by this time my body will hopefully be in better shape and at this time if I want to continue I will be running such a distance that I might taper back the days if I want to continue running. See, this is a CHOICE I made.

Life is about choices.... And your reaction to those circumstances around you.

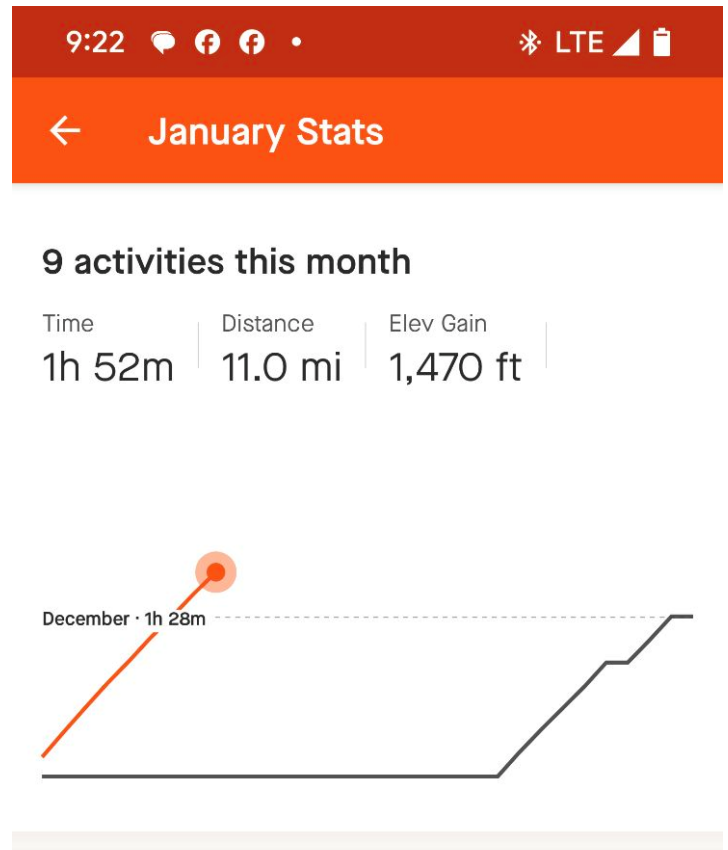
As you will read in the Story from the Street this month. Our clients had choices. They CHOSE us and when the circumstances changed they could have CHOSE to be upset and point fingers and throw blame,

but they CHOSE to have grace and understand that we were doing the best we could.

The next time you have a CHOICE... Try and find the positive in all situations.

Cheers,

Eric Verdi



Run

Time	Distance	Elev Gain	Activities
1h 52m	11.0 mi	1,470 ft	9

Don't Forget to Have Fun!!!!

December Quiz Question

Q: What geometric shape is a Stop Sign?

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.

November Question & Answer

Q: Michael Jackson teamed up with what notable guitar player for the 1982 song "Beat It?"

A: Eddie VanHalen

Congratulations: Stephanie Foster

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

Happy Birthday

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

Clancy Murphy	Jan 1 st	Kim Arthur	Jan 13 th	Jane McClellan	Jan 20 th
John Knowlton	Jan 2 nd	Mark Haraway	Jan 13 th	Natalia Menocal	Jan 20 th
Marianne Elliott	Jan 3 rd	Max Lopacienski	Jan 13 th	Jeff Purgason	Jan 20 th
Jeff Willem	Jan 3 rd	Alexa Vandepoll	Jan 13 th	Brian Whitsitt	Jan 21 st
Becky Cromwell	Jan 4 th	Frank Zielinski	Jan 13 th	Penelope Bybel	Jan 22 nd
Christine Michele	Jan 4 th	Jim Riffle	Jan 14 th	Sam Oord	Jan 23 rd
Patrick O'Brien	Jan 6 th	Joseph Durnal	Jan 15 th	Heather Throckmorton	Jan 23 rd
Dani Burkhead	Jan 7 th	Melanie Fletcher	Jan 15 th	Gina Keefer	Jan 24 th
Kyra Sprtel	Jan 7 th	Ryan Hines	Jan 16 th	Janiah Orchard	Jan 24 th
Matt Fogelson	Jan 8 th	Monica MacCracken	Jan 16 th	Conor Underwood	Jan 24 th
Cindy Shelton	Jan 9 th	Susan Martin	Jan 16 th	Gavin Via	Jan 24 th
Justin Anderson	Jan 10 th	Bella Migdal	Jan 16 th	Elke Wharton	Jan 25 th
Shane Ebersole	Jan 10 th	Katie Nicholson	Jan 16 th	Elchin Bagirov	Jan 26 th
Paul Ford	Jan 10 th	Elizabeth Wells	Jan 16 th	Chris Drescher	Jan 26 th
Amy Temporado	Jan 10 th	Kennetha Orsini	Jan 17 th	Emily Keefer	Jan 27 th
Matt Fox	Jan 11 th	Doug Cooper	Jan 18 th	Justin Tusing	Jan 27 th
Yuko Maura	Jan 11 th	Jennifer Long	Jan 18 th	Barb McCormick	Jan 29 th
Jackson Palmisano	Jan 11 th	Vicky Nichodmus	Jan 18 th	Mike Orsini	Jan 30 th
Helen Rodgers	Jan 11 th	Joel Nunemaker	Jan 18 th	Mandy Rawlett	Jan 30 th
Kylee Callahan	Jan 12 th	Michael Riling	Jan 18 th	Jason Brinkley	Jan 31 st
Rossana Rivera	Jan 12 th	Dillon Stone	Jan 19 th	Lizzie Gordan	Jan 31 st
David Rinonos	Jan 12 th	Brooks Campbell	Jan 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.

When Things Go Haywire – Relationships Matter!

In the dynamic world of real estate, the role of a real estate agent extends beyond mere property transactions. It encompasses building relationships, understanding client needs, and navigating the often complex waters of real estate transactions. This story delves into the nuanced differences between agents who foster relationships (Impact Agents) and those who rely primarily on traditional lead generation methods like door knocking, cold-calling, and lead generation services.

The Relationship Agent: Building Bonds Beyond Business

At the core of the relationship-driven approach is the principle of vested interest. These agents, often part of companies like Impact Maryland Real Estate, understand that real estate is as much about people as it is about properties. We invest time and effort in understanding our clients, forming bonds that transcend the usual buyer-seller dynamic.

At the heart of our business is OUR RELATIONSHIP with our clients. That takes precedent over their transaction. When a client becomes an 'Impact' client they are part of our lives and our circle. We reach out to our clients to check on them, their kids, their family and are there when they need something, anything – house related, but more often than not it is friend related. Our clients, we hope to see them numerous times a year through our events, at the grocery store, around the community, at school events.

We are there for their birthdays – sending cards and little tokens of appreciation. When they have an accomplishment or a heart-ache we are there. We celebrate their anniversary of when they purchased their home and are a part of their lives.

We are trusted advisors about home improvements, refinances, and investing/selling real estate.

For us, at Impact, we cherish our relationship and don't view our clients as 'transactions' but as lifelong friends. A few points of differentiation:

1. **Client Understanding:** Relationship agents often come recommended through referrals. This existing trust leverages the agent's ability to comprehend the client's unique needs, preferences, and concerns.
2. **Long-term Commitment:** These agents view their service not as a one-time transaction but as the beginning of a long-standing relationship. This perspective changes how they interact with clients, focusing on long-term satisfaction over short-term gains.
3. **Navigating Challenges Together:** In real estate, issues like inspection problems, price negotiations, and other transactional hiccups are common. Relationship agents, backed by the trust and bond they share with their clients, can navigate these challenges more effectively. Their clients are more inclined to understand and cooperate, knowing their agent has their best interest at heart.

The Sales/Lead Agent: A Transactional Approach

In contrast, agents who primarily focus on sales and lead generation methods like door knocking and cold-calling, operate on a different spectrum. Their approach is more transactional, often prioritizing the quantity of leads over the quality of relationships.

1. **Broad Outreach:** These agents reach out to a wide audience, hoping to convert a fraction into clients. This method can be effective in volume

but lacks the personal touch of a relationship-driven approach.

2. **Short-term Focus:** The nature of lead generation is inherently short-term. Agents are often looking to close deals quickly, which can sometimes lead to prioritizing their needs over the client's.
3. **Potential for Dissension:** When challenges arise in transactions, the lack of a deep-rooted relationship can lead to misunderstandings and dissension. Without a strong bond, clients may be less understanding and more confrontational, perceiving the agent as just another service provider rather than a trusted advisor.

Impact Maryland Real Estate: A Case Study in Relationship Building

At Impact Maryland Real Estate, the emphasis on forming and maintaining client relationships is paramount. Impact deals with various

challenges inherent to real estate transactions but does so with a trust-based approach. We recently had 2 transactions with major issues but because there was built in equity/trust because our clients knew they were loved and we cared for them as people not transactions.

The first example: We had a contract on a home recently and through the inspection process the purchaser, a first-time purchaser, asked for a large amount of repairs/credit where some of these were cosmetic and not structural in nature.

Our client and the buyer attempted to negotiate these items but ultimately there wasn't a meeting of the minds and the contract was terminated. After about 40 days on the market and finally getting a contract, and then 2 weeks later – the contract fell through. Our client could have been upset. They could have fired us. But because

we have built a relationship over getting their house ready, getting contractors/movers to help, getting staged, and having hundreds of conversations, they trusted us/Impact.

We were able to talk through the situation as friends and come up with a plan moving forward to sell their home.

Had we not have build rapport/trust/relationship this could have turned sour very quickly, but they TRUSTED us. So the transaction continues.

The 2nd clients had major structural issues on their home and after months of preparing the house and putting on

the market it was a hinderance that we weren't able to overcome. These were past clients who just purchased a lot through us and we helped them navigate that purchase and find a builder for their home. They knew how we worked and cared for our clients.

So, when the structural issue was verified by a Structural Engineer we put our collective heads together to come up with a

solution. We contacted companies to get quotes. The sellers contracted companies to get quotes. And instead of animosity and finger-pointing we circled the wagons and put our heads together to come up with a solution.

In another situation our clients recognize they are family!!! And we pull together to get through any situation.

The difference between a relationship agent and a sales/lead agent in real estate is stark.

While both approaches have their place in the industry, the relationship agent offers a more holistic, trust-based, and ultimately satisfying experience for clients. This approach, exemplified by firms like Impact Maryland Real Estate, shows that real estate is not just about properties; it's about people, relationships, and the trust that binds them together.

TESTIMONIAL

“Eric Verdi was incredible. The process of buying and selling my house could not have went any more smooth. He was able to get top dollar for my house and also got my offer accepted for buying a very competitive house. He assured you understood everything throughout the process and looked out for you. He really goes above and beyond his responsibilities to ensure you are always satisfied. I would recommend Eric to anyone that is in need of buying or selling their home in the area. If you have Eric as your agent you are in great hands.” - D. Thixton, Google Review, Dec. 2023

ERIC VERDI, BROKER **IMPACT MARYLAND REAL ESTATE**

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Social Media Stories



Eric Verdi

6d · 🌐

Hey Friends...

Before [Susan Verdi](#) and I open our places on Airbnb in Ocean City for the 2024 season we wanted to give you the first crack.

We have [Astoria408](#) the 3Bedroom/3Bath and our [Oasis by the Ocean](#) (direct ocean front place - also, link in first comment).

If interested, let Susan and I know preferred dates and we'll confirm availability. ... See more



AIRBNB.COM

Condo in Ocean City · ★4.91 · 3 bedrooms · 5 beds · 3 baths
3BR/3BA Ocean Side Condo- midtown location w/ pool



Eric Verdi is with Susan Verdi and 5 others.

December 23, 2023 at 8:05 PM · 🌐

GOOD night last night for the entire Urbana Indoor Squad. What a GREAT team... And UBER dedicated coaches.

Anthony wanted to break 10min in the 3200 (2 miles) and win his first 4x400 relay (as an anchor)... It was a VERY exciting evening with 2 wins!!!



Boys 3200m Jeff Spielman Winter Classic De...		
Results	Heat Sheets	Entries
Filter Results -		
1	Anthony Verdi Urbana • 10pts • H2 • Yr: 12	9:54.20
2	Korey Kauffin Urbana • 4pts • H2 • Yr: 10	10:20.16
3	Kayden Hovermale Winters MBL	10:29.92



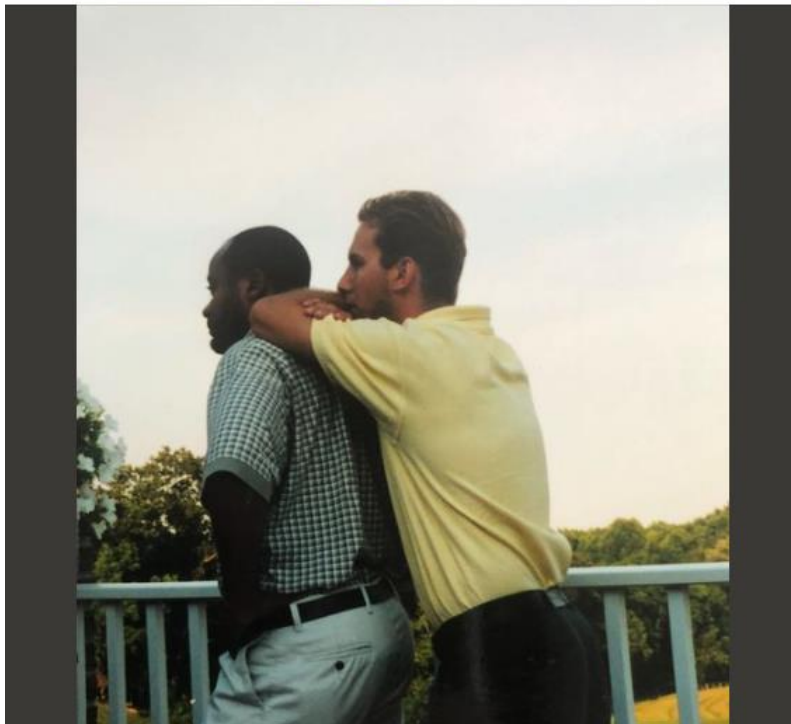
Boys 4x400 Jeff Spielman Winter Classic De...		
Results	Heats	Entries
Filter Results -		
1	Urbana • 10pts • H4 • S: Sanel, R. Levy, K. Kauffin, A. Verdi	3:38.17
2	Tuscarora • 5pts • H4 • J. Ames, H. Khadka, J. Banks, B. Lane	3:39.91
3	Linganore • 10pts • H4 • W. Valenzuela, J. Brown, H. Pulido, A. ...	3:45.00



Eric Verdi

December 15, 2023 at 9:50 PM · 🌐

Life comes at you fast ... Miss you [Reginald Diggs](#) . Thanks for sending pix, Perm!!!



Eric Verdi

Admin · January 6 at 6:20 PM · 🌐

Did you get the email/evite today???? If not, and you ARE a member let me know.

If you want to become a member, join us - as this year we will SURPASS \$1,000,000 (one Million) in committed donations since inception in 2017 - www.impactclubfrederick.com



IMPACT MARYLAND MONTHLY

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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

-We recently sold our home with Stacy DeLise and Eric Verdi and their amazing team at Impact, we could not have asked for a better team! We decided rather last minute to sell our house and build our dream house. Stacy and Eric suggested what I call their 'Concierge Service', what they call 'Project Management' which I did not know existed. It turned out to be one of the best decisions we made! All we had to do was pack up and move out, and their team took care of everything else, from small home repairs, touch up paint, detailed cleaning, gardening, installing new carpet, and staging our home to really make it shine. The listing pictures turned out beautifully! Both Stacy and Eric were always a phone call or text away if we had a question or concern, they were truly amazing! You can see how much effort their team puts in to their work and their clients. So many little touches, like dinner waiting for us at our new temporary home on the day we moved, donuts and coffee left on our doorstep one stressful morning, they truly go above and beyond. On top of all of that, they got us a fantastic offer 2 weeks after being on the market, and we settled 4 weeks later. Their team truly cares for their clients and does everything they can to make sure you understand every step of the process, I would highly recommend them to my family and friends. An overall fantastic experience! -Robin L

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