

IMPACT MARYLAND MONTHLY

with Eric Verdi

“HOW TO THRIVE IN EVERY KIND OF MARKET”

FEBRUARY 2024



Shared Experiences = Strong Bonds

Tell me about your circle of friends... Who they are? Have you know them for a while? Do you know things about them that others don't? Do they know you and your hopes and dreams and what got you to this point in your life?

I'd imagine the answer to the above is YES!!!

When you go out with your good friends and there is someone 'new' to the group do you tell the stories – 'Remember When...'

When you meet someone new you are just feeling them out. What type of person are they? Do they have shared values? Shared likes? Is this someone that I could become 'buddies' with?

There is always a feeling out process with new people.

As Anthony embarks on the next phase of his life – he just recently committed to going to UMass Lowell for his collegiate experience. We (Susan, Ant, and I) did a visit there and were invited by the track team to come check out the school, see the facilities, meet the coaches and team... and Anthony felt comfortable so a couple days after the trip he text the coach that we wanted to join the team/attend Lowell.

This is a D1 program. So not only will he have academics to concentrate on, he will have training (lots of it, meets, travel) and he will become ingrained in the 'team' of athletes, coaches, and support staff.

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.’

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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.

On our visit he got to do an overnight on Campus with the team. Hang out with the fellas and attend 2 classes.

If things work out well – he will make lifelong friends.

Why?

Because he will have a million shared experiences with them. He will be there when they go on plane trips to the west coast for meets. He will be there when they share meals. He will be there when they get on each others' nerves. He will be there when they make up. He will be there when they do something silly/stupid.

He will be there for life's experiences!!!

From these experiences there will be **BONDS!!!**

I can't wait to see how these next 4 years play out. Because if they are anything like Susan and my college experiences Ant will have lifelong bonds!!!

Although Susan and I didn't 'know' each other in college we knew 'of' each other and each of our circle of friends overlapped that I am great friends with lots of her 'Salisbury Girls' and she is close with 'my boys.'

To this day when there is a major life event her friends pull together to support and care for one another. Same with my boys. Although we might not see each other daily or talk to one another all the time when/if we EVER need one another we know we'd drop everything and be there for each other. And when we do get together it is like we were never apart because we have SOOOOOO many shared memories and experiences that we have a **BOND** that stands the test of time.



Snakey (center) induction into Frederick Co. Hall of Fame. Me, Jerry, Snake, Mac, Ho

To this day, I still remember feeling like a fish out of water at Salisbury.

I went down there with my



Liked by atlandwell and 297 others
anthony.verdi13 I am so excited to announce my commitment to UMass Lowell to continue my academic and athletic career at the Division 1 level. If you told me two years ago when i started running that I could make it to this point, I would not believe you. I'd like to thank Coach Karson and Coach Gary for this opportunity, my family, friends, coaches, and teammates for being there for me every day. Biggest of thanks to Coach Mango who has helped me through this process day in and day

best friend, Brian McClellan – aka Big Mac, and we had each other but I am shy and introverted and didn't feel comfortable making new friends. Mac and I had each other and he is the big strapping, good looking dude with a big personality so he made 'friends' a lot easier than I did. The first few weeks were tough.

We'd go out. We'd go to parties and I would literally be the dude in the corner. Too insecure to talk to new people.

Then we started hanging out with Bill Long – aka Ho – whom we knew from growing up together. We played midget (yes, not a PC term, but what it was called) together. Went to Frederick High and played baseball together and we 'knew' Ho, but weren't great friends in High School. But that switched in college.

Ho had already been at Salisbury for 2 years and had a great group of friends and he became my/our big brother of sorts.

Ho let us in his circle that included, Perm, Butch, Coop, Conn, Reg, Darryl. These guys did everything together. They lived in 2 different houses off campus and always hung out together. I knew Reg and Perm from growing up as well. The rest I didn't know.



Suz and I in front of hotel at Lowell visit.

Whenever we'd go out to a party or 'social event' EVERYONE knew Billy Long. And we would always introduce Mac and I... And eventually we just became one of the 'boys'.

We weren't a fraternity or anything, but we did EVERYTHING together. Go to dining hall together. Hang out and play wiffle ball. Play Madden. Play intramural sports. We went on Spring Break to Panama City together. Eight of us (Mac played baseball at Salisbury and couldn't go) piled in a Toyota Celica and a Volkswagen Fox and drove like 14 hours from Salisbury to Panama City, Florida.

These experiences formed lifelong BONDS!!!

Then there was Roger Street – our senior year – where Mac, Ho, Perm and I lived together. To say that was a good time would be an understatement. So much of a good time that I ended up having to come back for a ‘final’ semester the following fall 😊



Old School Guys night. Coop, Me, Perm, and Ho.

But Perm and I lived upstairs in this Cape Cod type home and my bedroom was the hangout room when friends would come to visit. I had the Playstation (or whatever it was) and a couple of couches. We’d spent hours in there hanging out and bonding.

From these experiences Perm is probably the person I talk (aka

text) the most. We talk everyday – most about sports but we definitely stay in touch OFTEN.

Same thing with Susan... When one of OUR best friends, Gaylen’s father Barry passed away suddenly, the Salisbury girls came from far and near to be there for Gaylen and one another.

They do girls trips. They are there for one another. It is cool to see such a tightknit group of women that all went to Salisbury.

They have a BOND because of THEIR memories and experiences.

We are just so excited that Anthony is on the cusp of graduating and ‘growing up’ and will have so many

memories and experiences to share with a new group of FRIENDS.

When you live together and when you ‘grow up and get independence’ together that is a special time.

And ultimately if YOU are reading this... WE have SHARED EXPERIENCES and WE have a BOND!!!

This newsletter doesn’t go out to thousands of people and I don’t write it for the public. I write it for a couple of reasons:

First for selfish reasons. Me sharing my ‘newsletter’ and writing is therapeutic to me.

Second is that it is a way for you to see into my life and communicate with my small community.

And, yes, it is for my real estate business. Without YOU, my friend, using me and referring me for real estate I wouldn’t have ANY success.

Whether you are one of the group above reading this, a past client, a future client, or just a friend it doesn’t matter. Know that if you are reading this I’m sending to YOU because I consider you a friend, a buddy, and that I cherish our SHARED experiences and hope that you feel the same way about me. Just know that – like all my friends – I Love you!!!

Thanks for being my friend!!!



About half of the Salisbury Girls who came to be there for Gaylen (G.Love) when her father – Barry – passed away.

Don't Forget to Have Fun!!!!

February Quiz Question

Q: What did the first webcam at the University of Cambridge stream in 1993?

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.

January Question & Answer

Q: What geometric shape is a Stop Sign?

A: Octagon

Congratulations: Bradley Pearce

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Happy Birthday

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

Stephanie Barnas	Feb 1 st	Chrissy Super	Feb 10 th	Lily VanSant	Feb 21 st
Tabitha Legambi	Feb 1 st	Cookie Verdi	Feb 10 th	Emily Hansroth	Feb 22 nd
Lauren Pearce	Feb 1 st	JD Feaster	Feb 11 th	Lukie Lamont	Feb 22 nd
Dominic Legambi	Feb 3 rd	Ester Maura	Feb 11 th	Maddie Nguyen	Feb 22 nd
Adam Willem	Feb 3 rd	Lisa Titus	Feb 11 th	John Pearce	Feb 22 nd
Doug Rodgers	Feb 3 rd	Lynn Reyes	Feb 12 th	Em Goldsmith	Feb 23 rd
Elaine Wilson	Feb 4 th	Carol Batcheller	Feb 13 th	John Marsalis	Feb 24 th
Stacey Sprtel	Feb 4 th	Jerry DeLauder	Feb 13 th	Noah Orndorff	Feb 24 th
Jonathan Short	Feb 4 th	Amber Vanwagenen	Feb 13 th	Ella Call	Feb 25 th
Robie McClellan	Feb 5 th	Nichole Willem	Feb 13 th	Jim Chandler	Feb 25 th
Megan Nicholson	Feb 5 th	Jodi Killar	Feb 14 th	Joe Parker	Feb 25 th
Becky Wells	Feb 5 th	Alexis Wingard	Feb 14 th	Alina Rodgers	Feb 26 th
Gary Delbrook	Feb 6 th	Sophie Donnellan	Feb 16 th	Bibi Dabney	Feb 26 th
Ashley Orsini	Feb 6 th	Peyton Hollis	Feb 16 th	Chris Lamont	Feb 26 th
Steve Silverman	Feb 7 th	Tanner Mills	Feb 16 th	Peter Marsalis	Feb 26 th
Jason Smith	Feb 7 th	Chris Rathmann	Feb 16 th	Rich Pardo	Feb 26 th
Avery Vanwagenen	Feb 7 th	Kenny Mayer	Feb 17 th	Garrett Pearce	Feb 26 th
Elkhan Bagirov	Feb 9 th	Val Wilson	Feb 19 th	Marla Migdal	Feb 27 th
Eliza Fogelson	Feb 9 th	Steve Batcheller	Feb 20 th	Janeen Beckstrom	Feb 28 th
Mary Burgess	Feb 10 th	Jesse Callahan	Feb 20 th	Cameron Chesnick	Feb 28 th
Dave Oord	Feb 10 th	Holly Young	Feb 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.

Unreasonable Hospitality: The IMPACT Maryland Real Estate Story

At Impact we are always pushing ourselves, our limits, our experiences so that we can differentiate ourselves from other companies. At the core is that we foster a growth mindset and our agents take that personally in our real estate business. This part of the reason that we have now expanded our operations to 3 different states – Maryland, Pennsylvania, and West Virginia – this laborious process to get licensed in other states helps us better serve PAST and POTENTIAL clients in those regions.

Our agents also take our job very seriously and our thirst for knowledge is omnipresent.

In addition to expanding our operations to 3 different states we are proud to have an Associate Broker (what this means is that the same level of education as the Broker, just a different title), a quick google search says that ONLY about 8% of agents become associate brokers. We are proud at Impact that we not only have our Broker – Eric Verdi, but Stacy Delisle received her Associate Brokers license in 2022 and Eryn Topper is on track to get her Associate Brokers license in 2024.

Having 3 people in our boutique broker who have taken the extra step in time, effort, and investment is INCREDIBLE. We are super proud of this accomplishment!

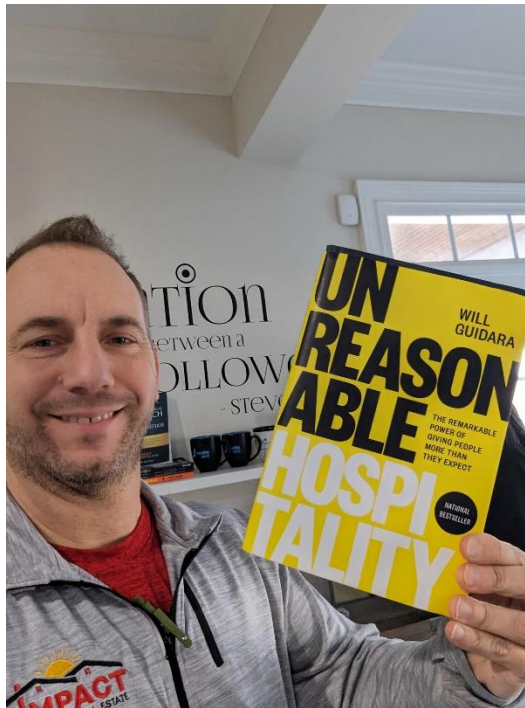
This goes to show you that we take our profession and WHO we serve with extreme care.

We take our service to our clients just as seriously as we do our education.

When YOU are finished your 'experience' at Impact we want you WOW'd at every turn. We want to assist and care for you and your family, we want you to feel LOVED about your experience that you can look back and say – 'Impact took a stressful situation (buying and selling) and made us feel special and comforted throughout our experience.'

We'd like to use the phrases 'Surprise and Delight'.... And 'Shock and Awe'

What this looks like on a daily basis is us getting to KNOW you and LISTEN to you and just provide little things – could be a reassuring phone call/text when something goes sideways. It could be picking up your favorite Starbucks before a showing. Could be occupying your kiddos outside a showing while you view the house. Or maybe a Charcuterie at settlement. An invite to our Client party. Or just a simple note of thanks!



We recently read the book, Unreasonable Hospitality by Will Guidara – which chronicles how restaurants – yes the serve GREAT food, but they also can have GREAT experiences for our guests! The smallest and simplest of details can have a profound impact on the overall experience and memory.

The old saying, *"People will remember how you made them feel"* is core at Impact!

So, what makes Impact different???? – Unreasonable Hospitality

In the heart of Maryland, a real estate company named IMPACT Maryland Real Estate is redefining the meaning of home buying and selling, not just through transactions, but by embedding deep, lasting impacts within our community. This narrative isn't just about selling homes; it's about creating a legacy of trust, innovation, and unwavering commitment to excellence—principles that set IMPACT apart from others in the industry.

At the core of IMPACT's philosophy is a belief in doing what's right for the client, a principle echoing the visionary spirit of innovators like Steve Jobs. But it's our unique application of "Unreasonable Hospitality," inspired by Will Guidara's groundbreaking concepts, that truly differentiates them.



Story-Selling: A Home with a Heart

Every home has a story, but IMPACT agents excel in story-selling, creating an emotional attachment between the property and potential buyers. Drawing from Guidara's approach, they focus on the minute details that transform a house viewing into an unforgettable experience. Whether it's highlighting the legacy of a family home or the potential of a new space to create memories, IMPACT agents are masters of evocation, making every interaction not just a

transaction but a step into the future of home ownership.

Innovation and Philanthropy: Beyond the Sale

True to our name, IMPACT extends our ethos beyond real estate, embodying Guidara's "Unreasonable Hospitality" by innovating not just for profit, but for the good of our community. They are not content with the status quo; like the finest restaurateurs, they seek to anticipate and exceed the desires of those they serve, offering customized solutions and personalized attention that leave a lasting impression.

Our commitment to community is evident in our philanthropic efforts, where they give back to the communities that have supported them. This aligns with Guidara's vision of hospitality that goes beyond the expected, creating a circle of giving that benefits all.

Listening and Learning: A Personal Touch

Unlike others who may rely on scripts or sales tactics, IMPACT agents practice active listening, truly understanding our clients' needs, dreams, and sometimes, our unspoken desires. This approach mirrors Guidara's ideal of creating deeply personal experiences, ensuring that every client feels heard, valued, and respected.

IMPACT Maryland Real Estate doesn't just sell homes; they build relationships and communities.

Inspired by the principles of "Unreasonable Hospitality," they've crafted a real estate experience that's not only innovative and personalized but deeply rooted in ethics and empathy. In a world where transactions often take precedence over connections, IMPACT stands as a beacon of what's possible when companies dare to think differently, act compassionately, and lead with heart.

Social Media Stories

Eric Verdi is with Susan Verdi and 2 others.

Happy Happy Birthday to the one and only Cookie/Gee!!!



Stacy Rochfort Delisle, Susan Verdi and 129 others

73 comments

Eric Verdi

February 6 at 4:31 PM

Going be an electric night at [Attaboy Barrel House](#) Thanks [The Dapper DJs](#) for the audio!!! See everyone on Feb 20th...

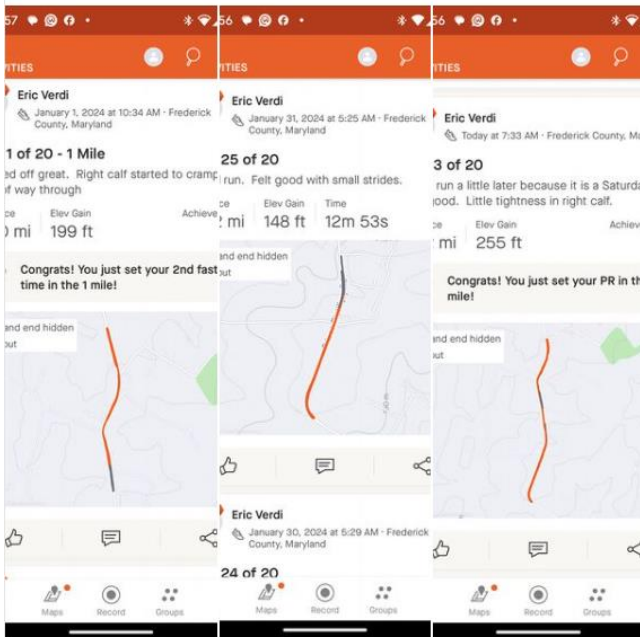
Eric Verdi

February 3 at 11:15 AM

Attainable Goals...(Inspiration in small places)

Last year I was OVERLY tired. Dragging. Trying to sneak in naps when I could.

So I decided to make a Change... Inspired by both my boys running, I decided to take a step and do SOMETHING.... See more



Stacy Rochfort Delisle, Eryn Topper and 127 others

57 comments

Eric Verdi is with Annie Walters and 7 others.

January 18 at 6:35 PM

HUGE Welcome to [Erin Holloway Shoemaker](#) to [Impact Maryland Real Estate](#)!!!

It is with great excitement that we welcome my dear, lifelong friend to Impact!!! I refer to Erin as one my oldest and dearest friends having known her since kindergarten, through middle and high school. Then at Salisbury (boy did we have fun 😊) and now as adults our kids have become great friends ever since they went to the same daycare (thank God that Erin found [Lucia Weiss](#) as [Susan Verdi](#) and I wil... See more



Stacy Rochfort Delisle, Susan Verdi and 185 others

62 comments 1 share

IMPACT MARYLAND MONTHLY

with Eric Verdi

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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

-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. – Dan T.

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