

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

“HOW TO THRIVE IN EVERY KIND OF MARKET”

MARCH 2024



## ‘Day 1 Mindset’ – NO Excuses!!

### *The Path to Sustained Success*

How do you make significant changes in your life????

***Have a Day 1 Mindset EVERYDAY!!!***

Do you start with the end goal (Lose 30lbs. Run a Marathon. Make a Million Dollars. Have a Happy Marriage. Go on a great vacation. Buy a house.) and then work yourself backwards into small into that goal?

Or do you start with a small step knowing that a small improvement or shift in mindset will lead to foundational and fundamental changes?

If you go back and read my January Newsletter and the Opening Monologue – “I Choose” I wrote about the ONLY thing you can control is your mindset and your reaction to situations.

This newsletter was probably my most commented one that I’ve received in a long time. Uncle Kenny texted me saying, “Good Morning, I really enjoyed your “I Choose” newsletter. Sometimes things hit differently. Have a great day!”

### **I received many messages like this...**

Calls, texts, and in-person conversations about how much they enjoyed reading and were inspired by the words that I put on paper in January.

*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.

However, it is more than just words, there need to be actions to have significant change in YOU to make the breakthrough.

Another client and friend, Marianne wrote me this text after reading the January newsletter:

*“Ciao Eric. Grazie mille for the birthday card. I celebrated my 70<sup>th</sup> with about 50 of my Montesi friends now family at a party. First birthday party I have had. Great fun. We just got back and I ready your Dec and Jan newsletters. Appreciate the inspiration!”*

I am honored that my newsletters have an impact on you! I do put a ton of time and thought into what I write monthly, and I give an honest assessment of my mindset and what we have going on in my life, in my business, with my boyz, with my coaching, with ImpactClub®.

**These little texts and calls mean the world to me!**

I do my best to be REAL, but I also try to INSPIRE YOU!!!

This led to a conversation one day with one of my partners and good friends at Impact, Stacy Delisle, we were talking about 2024 and how we were making changes this year to create more inspiration in our lives. How we wanted to make small changes in our business that would have a HUGE Impact on how we serve our clients.

It was in one of the books Stacy was reading that she mentioned – “Having a Day 1 Mindset”.

You know how when you start a new project. Or set out to achieve a new goal that you are SUPER STOKED and on Day 1 you jump out of bed ready to slay the day?!?!? And you CRUSH it. Then on day 2, you are still thrilled. Then day 3 you are kicking butt. Then on day 7 you don’t wanna do it and you make an excuse, and your mindset shifts from EXCITEMENT to RESENTMENT for having *to do the thing* to get the results?

## Well, why can’t you have a Day 1 Mindset EVERYDAY?

When stepped on the scale in December and saw a number that I had never seen before I decided to do something about it! But knowing human nature and knowing myself, I know that I needed to set a goal that allowed for ‘little slips’ I was actually more worried about PHYSICAL me, not MENTAL me!

**I made a goal that I wanted to run.**

I was actually inspired by my 2 boyz and their commitment to running. Anthony, you have seen his successes in Track and Cross Country. So much so that he went from getting cut from the soccer team in Fall of Junior Year to working his A\$\$ off the last year and a half to committing to UMass Lowell and a Division I track program! And then he got his brother to join Indoor Track this winter and Alex is just starting his running journey – but he is excited!!!

My goal in running was to give myself some ‘Grace and Space’ to have some setbacks but still have a GREAT mindset and not an ‘I FAILED’ if I missed a day or 2 there.

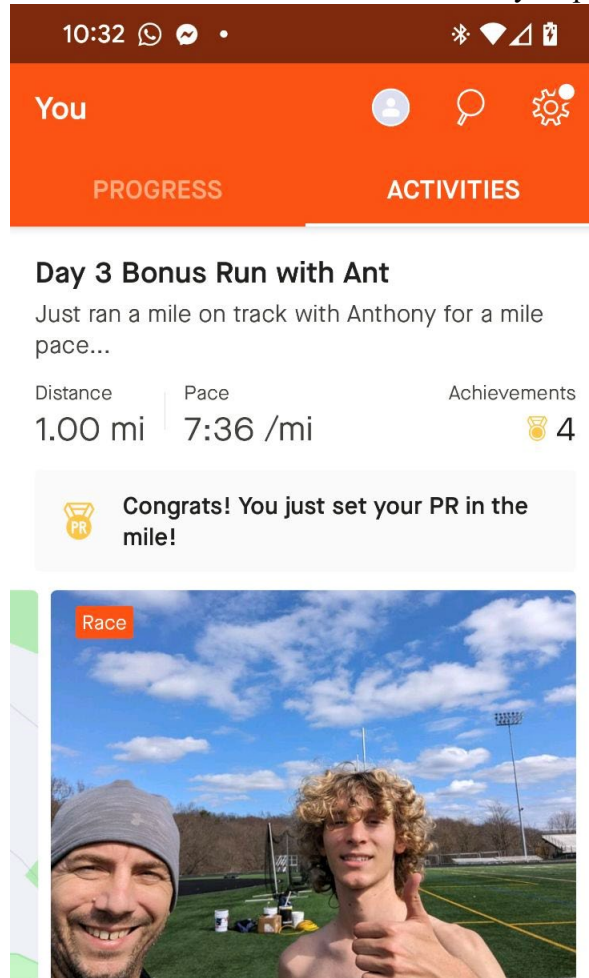
In January, my goal was to run 1mile 20 days. This would give me some freedom to have days off. AND BOY DID I NEED it! As my body was adjusting from not doing much to working out consistently my calves STRUGGLED big time. I would run 2 days and they would tighten significantly, then I would take a day off. And then try again.

**It was 100% physical adversity.**

But I could have easily made it mental as well and given up!

But that conversation with Stacy about having a ‘DAY 1 MINDSET’ made each Day like Day 1. Day 1. Day 1.

So I never got to the Day 8 blues. Or the Day 20<sup>th</sup> Give up!



I'm happy to report that I made my goal in January. And February was JUST as rough as I committed to 2 miles for 20 days.

**The calves were still super tight and as much as I wanted to give up, the Day 1 Mindset Prevailed.**

Now we are into March and the goal is 3 miles for 20 days. I'm proud to report that as I finish my newsletter on March 20<sup>th</sup> that I've completed 15 of the 20 days of 3 miles!

A slight change in perspective and mindset in that everyday I commit to having a Day 1 mindset that means, to me, that I if I don't do the activity THAT day that I fail! I can NEVER make it to Day 2 without achieving Day 1.

Having a 'Day 1' Mindset each and EVERY day is imperative to achieving long term success in ANYTHING in life.

This shift brought me back to a book I read a few years ago and would like to share the summary with you from my friend at ChatGPT – if you haven't tried it yet – I highly recommend to check it out – not as a crutch or to replace original content but it can be used as a complimentary piece of your business/life:

\*\*\*"One Small Step Can Change Your Life: The Kaizen Way" by Robert Maurer presents the concept of Kaizen, a Japanese philosophy that focuses on making small, continuous improvements in all areas of life. The core principle of Kaizen is that big changes start with very small steps. These small steps are manageable, do not require significant amounts of willpower or motivation, and can lead to significant improvements over time. Maurer, a clinical psychologist, explains how this approach can be applied to personal development, work, health, relationships, and overall well-being.

The book is structured around several key strategies that embody the Kaizen philosophy:

1. **Asking Small Questions:** Maurer suggests that we can begin to change our lives by asking small, non-threatening questions, which encourages our brain to think creatively and become open to new possibilities.
2. **Thinking Small Thoughts:** Visualizing change in manageable increments can help overcome the

fear and resistance that often accompany thoughts of making big changes.

3. **Taking Small Actions:** These actions are so small that they seem trivial, but they help in circumventing the brain's natural resistance to change.
4. **Solving Small Problems:** Addressing issues while they are small and manageable prevents them from becoming large and overwhelming.
5. **Bestowing Small Rewards:** Small rewards can motivate further steps, reinforcing the positive behavior change.
6. **Recognizing Small Moments:** Appreciating the small, seemingly insignificant moments can lead to a greater appreciation of life's journey and enhance one's overall well-being.

Maurer provides practical examples and exercises for each strategy, illustrating how anyone can apply the principles of Kaizen to make meaningful changes in their life. By focusing on small, incremental changes rather than attempting to make radical transformations overnight, individuals can reduce fear and procrastination, foster a positive outlook, and build the resilience needed to achieve long-term goals.

The overarching message of "One Small Step Can Change Your Life: The Kaizen Way" is that small changes in mindset and behavior can have a profound impact on your life. This approach is not only about achieving specific goals but also about cultivating a mindset that embraces continuous improvement. This mindset shift can lead to increased happiness, success, and fulfillment, as it empowers individuals to take control of their lives in manageable steps, ultimately making significant progress toward their dreams and aspirations.\*\*\*

If you are looking for change, significant change in your life THEN I suggest that you read this book and adapt the Day 1 Mindset. I suggest you take larger goals that you might have for yourself and make small daily steps to achieve that goal. And you if attack each and every day you will succeed!!!

Have a wonderful rest of March and I'll see you in April!

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

### March Quiz Question

**Q:** What mammal typically dies in the wild after it's teeth wear out?

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.

### February Question & Answer

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

**A:** Coffee Pot

Congratulations: Jeff Forsythe

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

## *Happy Birthday*

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

Matt Bybel	Mar 1 <sup>st</sup>	Andrew Raymond	Mar 15 <sup>th</sup>	Fisher Bobbitt	Mar 25 <sup>th</sup>
Linda Cascio	Mar 1 <sup>st</sup>	Heather Schroeder	Mar 15 <sup>th</sup>	Craig Dundee	Mar 25 <sup>th</sup>
Jackson Raymond	Mar 3 <sup>rd</sup>	Eddie Shelton	Mar 15 <sup>th</sup>	Brandy Baptiste	Mar 26 <sup>th</sup>
Addison Burrier	Mar 4 <sup>th</sup>	Matt Hollis	Mar 16 <sup>th</sup>	Chris Martin	Mar 26 <sup>th</sup>
Allison Kelly	Mar 4 <sup>th</sup>	Nathan Miss	Mar 16 <sup>th</sup>	Chris Painter	Mar 27 <sup>th</sup>
Tony Farias	Mar 6 <sup>th</sup>	Gretchen Fay	Mar 17 <sup>th</sup>	Linda Sacchetti	Mar 27 <sup>th</sup>
Gift Martin	Mar 6 <sup>th</sup>	Angelique Hoffman	Mar 17 <sup>th</sup>	Jim Antus	Mar 28 <sup>th</sup>
Dave Peters	Mar 6 <sup>th</sup>	Ana Miranda	Mar 17 <sup>th</sup>	Jeremy Feaster	Mar 28 <sup>th</sup>
Gaylen DiSanto	Mar 7 <sup>th</sup>	Kristi Sayles	Mar 17 <sup>th</sup>	Emma Bobbitt	Mar 29 <sup>th</sup>
Bill Elliott	Mar 7 <sup>th</sup>	Mike Franklin	Mar 18 <sup>th</sup>	Allyson Kinsey	Mar 29 <sup>th</sup>
Alex Ganson	Mar 7 <sup>th</sup>	Jeff Bostian	Mar 19 <sup>th</sup>	Michael Majalca	Mar 29 <sup>th</sup>
Tammy Boyd	Mar 9 <sup>th</sup>	Brian Everett	Mar 19 <sup>th</sup>	Scott Palmer	Mar 29 <sup>th</sup>
Caroline Grubb	Mar 9 <sup>th</sup>	Amani Dabney	Mar 21 <sup>st</sup>	Melissa Short	Mar 29 <sup>th</sup>
Amy Williams	Mar 9 <sup>th</sup>	Samuel Pearce	Mar 21 <sup>st</sup>	Mike Buckenmeyer	Mar 30 <sup>th</sup>
Ryan Martin	Mar 10 <sup>th</sup>	Dennis Weeks	Mar 21 <sup>st</sup>	Gabby Lincoln	Mar 30 <sup>th</sup>
Emily Miller	Mar 10 <sup>th</sup>	Rus Gambrell	Mar 22 <sup>nd</sup>	Bill Vance	Mar 30 <sup>th</sup>
Karen Yoho	Mar 10 <sup>th</sup>	Hayden Palmisano	Mar 22 <sup>nd</sup>	Tiffany Huffstetler	Mar 31 <sup>st</sup>
Gwen Weeks	Mar 11 <sup>th</sup>	Madge Parker	Mar 22 <sup>nd</sup>	Kim Kaufman	Mar 31 <sup>st</sup>
Allie Wilson	Mar 12 <sup>th</sup>	Aubrey Everett	Mar 23 <sup>rd</sup>	Shawn McNally	Mar 31 <sup>st</sup>
Katie Miller	Mar 13 <sup>th</sup>	Cindy Ranneberger	Mar 23 <sup>rd</sup>	Khloe Quill	Mar 31 <sup>st</sup>
Jackson Steele	Mar 13 <sup>th</sup>	Tatiana Stone	Mar 23 <sup>rd</sup>	Falon Williams	Mar 31 <sup>st</sup>
Rob Tuggle	Mar 14 <sup>th</sup>	Kyle Eccard	Mar 24 <sup>th</sup>	Charles Williams	Mar 31 <sup>st</sup>
Alyssa Vance	Mar 14 <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.

## Not EVERYONE is a Fit for IMPACT!!!

Real Estate is much like life...

Remember that kid in elementary school that you just didn't get along with? He/She might have like Legos and you liked Transformers. Or they thought horses and ponies were cool and you like skateboarding. Or you are into theater that other person is into sports.

As much as you tried to get a common interest with that other person it just didn't work out for one reason or another.



The Verdi Family at our 2023 Client Party... Stay tuned for 2024 Deets...

Not that the other person was right or wrong. Or you had a mutual dislike for one another, it just wasn't a good 'fit' with YOU and your personality.

Years later you might have met back up in life and then 'connected' with that person and you became good friends because 'life experiences' were had by both parties that brought you two together and now because of that shared experience you now that you have the same beliefs you are friends.

### Same thing happens in a Real Estate relationship.

Not all real estate agents view what they do the same. Not all have the same belief system. Not all view their relationship with clients the same way.

And Not ALL clients view real estate agents and what we do the same.

This stems from shared experiences and expectations.

### Gonna share a story with you...

In the bustling heart of the real estate, where dreams are bought and sold in the form of brick and mortar, the real estate company of Impact Maryland Real Estate and our agents stand as a beacon of *something different, something more*. The story of Jane and Alex, two potential clients, captures the essence of the unique path Impact Agents tread in the real estate world, a path not every client is ready to walk.

On this day

**8 years ago**



Dana Dudley added a new photo to the album: **Happy Clients**.

Jun 8, 2015 · 🌐

Determination pays off! Happy settlement day Sherri and Darren it was a pleasure working with you! Thank you Eric Verdi!!



The Beachleys... Still some of my best friends!!! Have even helped their daughter buy a home. Love our clients!!!

Jane, in search of a new home for her growing family, was drawn to Impact Agents by their reputation for deep, personal engagement. She was tired of agents who saw her family as just another transaction, a notch on their belt. In her first meeting with us, she felt an immediate difference. The conversation wasn't about square footage or the number of bedrooms; it was about her family's dreams, their daily lives, and how each space could nurture their growth and happiness.

**Our agent spoke of the firm's philosophy like it was a creed: Relationships over Transactions, always!!!**

However, not all potential clients resonated with this approach. Alex, looking to quickly flip a property, sought out Impact Agents on the recommendation of a friend. His experience was starkly different. From the first meeting, it was clear that his and Impact's visions for how a real estate 'relationship' should go did not align.

When discussing strategies, Alex wanted cold, hard statistics and rapid closures. But his agent, Mark, delved into the ethics of property investment and how it affects the community, highlighting the firm's commitment to honest, meaningful transactions. Alex was looking for a door opener, a paper pusher, but Mark spoke of Impact Agents' dedication to transforming each client's life through real estate, not just their portfolio.

This divergence of paths was not a matter of misunderstanding but of fundamentally different expectations. Impact Agents invested time, energy, and genuine emotion into understanding and nurturing the dreams of their clients.

We view our clients as family, engaging in hard conversations and providing honest feedback, even when it was not what the client wants to hear. This approach often means telling

prospective buyers like Jane that the dream home they envisioned was beyond their means or advising sellers like Alex that their asking price was unrealistic in the current market.

**For those strictly seeking a transactional relationship, the depth of involvement Impact Agents offered was overwhelming, even unnecessary.**

But for clients like Jane, who sought connection and understanding, it was everything. She knew that any home recommended by her agent was chosen with her family's best interests at heart, not just the potential for a quick sale.

The clients who travel the stressful journey of buying/selling with us part of the 'Impact Family' and they understand this difference immediately and intimately. They become advocates, referring friends and family not just for Impact's acumen but for the lasting relationships formed in the process.

Jane experiences lend to an ideal fit for our 'Relationship not Transaction' approach while Alex is not a good fit and there are others that could serve as 'door opener' needs much better than an Impact agent!!!

**Jane knows that in the world of Impact Agents, a house was not just a building but a canvas for life's most precious moments.**



We (Impact) are SOOOOO glad that you are part of our Family!!!

In the end, not every client was a fit for Impact, and that is okay. Impact's commitment to their values over volume mean that while they might not work with everyone, those they did work with experienced a service unparalleled in its depth and sincerity. In a world where the personal touch is often lost in the rush for profits, Impact Agents remain a testament to the power of relationships,

trust, and the deep emotional bonds that can transform business into something profoundly more meaningful.

# IMPACTCLUB® Frederick Update

## ImpactClub Frederick Poised to Surpass \$1 Million in Committed Donations by November 2024!!!

Frederick, MD – ImpactClub Frederick, a pioneering community of philanthropists dedicated to transforming the local non-profit landscape, is thrilled to announce an extraordinary milestone in its journey. In November 2024, during its 32nd event, ImpactClub Frederick will surpass \$1 million in committed donations, marking a significant achievement since its inception in 2017.

Founded with the vision of creating a substantial impact through collective philanthropy, ImpactClub Frederick began its mission with 182 founding members, each committed to donating \$100 per quarter. This initial effort culminated in a remarkable \$18,200 donation at its very first event. Today, the club has grown to over 400 members, demonstrating the community's unwavering commitment to making a difference. With this increase in membership, ImpactClub Frederick now donates over \$40,000 each quarter to local non-profit organizations, supporting a variety of causes and initiatives that benefit the Frederick community.

ImpactClub Frederick's approach to philanthropy is both unique and powerful. By pooling resources, members can achieve a greater collective impact than they might individually. This model not only amplifies the financial support provided to deserving non-profits but also fosters a sense of community and shared purpose among members.

As ImpactClub Frederick gears up to exceed \$1 million in committed donations, it extends an open invitation to individuals who share its vision of impactful giving. Joining ImpactClub Frederick offers a unique opportunity to be part of a movement that is making a real difference in the lives of those in need within the Frederick area.

For those interested in becoming part of this extraordinary journey, more information is available at [ImpactClub Frederick](#). This milestone is not just a celebration of what has been achieved but also a call to action for those who believe in the power of community and collective impact. Together, we can continue to change lives and shape the future of Frederick for the better.

**About ImpactClub Frederick** ImpactClub Frederick was founded in 2017 with a simple but powerful idea: to bring together community members who believe in making a difference through collective philanthropy. By committing to a quarterly donation, members pool their resources to support local non-profits, fostering a stronger, more resilient community. ImpactClub Frederick is more than just a donor network; it's a community of like-minded individuals dedicated to creating real, lasting change.





# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

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## **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)

-My husband and I have had the best experience looking for new houses and eventually finding our dream home! We worked with Eric the whole time. He found great matches for us and got us in right away to see all of the houses. He puts in so much effort and made house searching simple and fun for us! We found our absolute dream home and he worked with us and walked us through every single step so we understood everything going on. He gave us honest opinions about every house we saw and truly cared about us finding a perfect home. If we ever want to purchase another house we will always use Eric! We couldn't be more thankful for our experience! – Taylor C.