

IMPACT MARYLAND MONTHLY

with Eric Verdi

“HOW TO THRIVE IN EVERY KIND OF MARKET”

APRIL 2024



‘Assets’

Core Principles... and a letter from Ant

I’m writing to you the day after ‘Senior Night’ for Anthony and his Track team at Urbana High School. Just a month from graduation. Just a couple of months before he leaves for College and becoming a D1 athlete at UMass Lowell just outside of Boston.

Having been right by his side from his day of birth Seventeen and a half years ago to now at the cusp of him being on his own in a new city, with new friends, and new experiences Susan and I have to lean on the fact that we have given him a foundation for success.

The Days are long, but the Years are Short is SO TRUE!

Everyday we struggle with the mundane aspects of life and truly worry about things that don’t matter in the grand scheme of things!

Not saying that the small things don’t matter in the MOMENT. But when you take a 30,000 foot view does it matter if your kids bedtime was 8:30 or 9pm? Does it matter if they had cereal instead of pancakes for breakfast? Does it matter that you got Starbucks and were 3 minutes late for work?

NOPE...

What does matter is having a foundation of principles that you live by that forms who YOU are!

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.

Are you a good friend? Do you put others above yourself? Do you do the best you can for your family? Do you raise your children to be respectful and to form their own opinions or do you hammer your belief systems in them?

I think that Susan and I have done a good job with Anthony... and Alex for that matter to be strong willed individuals.

And although we don't stress a lot of things we live by some core principles:

- 1- **Be Kind.** Be the person that others want to be around! Be nice to your friends. See someone is having a hard day, listen. Give them a hug. Be their friend. We become so self-absorbed that we forget others have bad days too! Anthony has really become a leader on his track team. Someone that other kids look up to. Someone that encourages the other runners!

Track is a funny sport where you compete individually for your times, but you also have a team. And sometimes as an individual your biggest competitor is a teammate.

It has been fun to see Anthony grow into a leader and to BE KIND to everyone on his team and that he competes against.

He is also a great friend to others outside of sports and this is what is really cool to see as his parent! He is respectful to others!

- 2- **Hardwork Pays Off!**

This one I learned at a young age from my parents! Growing up on a farm I saw the sacrifices that my parents made! They worked every day!!! LITERALLY you can't take a day off on a farm. I was fortunate growing up that I never went hungry. I didn't have all the bells and whistles of some other kids and my Dad said something to me when I was 9-10 years old and trying out for a LOUYAA (I forget the former acronym) basketball team. The kids were making

fun of my shorts and telling me that they were girls shorts and did I not have enough money for real shorts??? I told my Dad that story after practice.

My Dad said something along the lines of – “F those people! How you look and what you wear doesn't make you rich! I could buy and sell their parents. You are a better player than them, work harder than those kids and go kick their a\$\$”

Now, some 40ish years later, I'm not sure that was that was the exact quote however that is what I took out of it! That material things DON'T matter... And that if people think they do, they are misguided and will be lazy and you can outwork them.

And I became the best player on that team. NO ONE... and I mean NO ONE would out hustle or OUT WORK me!!!

And I see the same things in Anthony, and it is REALLY cool!!!



Last fall after getting cut from the soccer team, Coach Mango took him under her wing and became not just an amazing coach, but a GREAT mentor, and a wonderful friend. She might have even told Anthony something similar, but in her much more gentle ‘Mango Way.’

By indoor/winter season Anthony was fully bought in and wanted to see how far HARD WORK could take him!!!!

He trained... and trained... and trained...

On vacation he would run. All summer he would run. Off days he would run.

And it paid off!!!! Anthony currently has 9 school records. Has a State Championship. And will be a Division I athlete.

ALL because of HARD WORK!

- 3- **Be Responsible**

This is one of my biggest pet peeves...

Take responsibility for you. Your actions. The results you get. **YOU AND ONLY YOU** are responsible for everything!

Don't have the victim mindset.

We all know those people who things 'don't go their way' – ALWAYS!!! And they tend to blame other for the RESULTS but don't take the responsibility of the ACTIONS that got them those results.

Ultimately everything in your life – well outside of something tragic or an illness – is because of a choice that you made!



If you start feeling bad for YOURSELF, then you need to change something because without *proactive action* things won't change!!!

Anthony does a great job at this!!!!

And Alex does an even better job 😊 Nothing fazes Alex! Something bad might happen or something unfortunate and he will sulk for a few minutes, then he will figure out a way to take action to change the outcome!

These are just a few the principles that we have tried to instill in our boys so that when the time comes they can go out on their own and have success in life.

I share with you Anthony's Senior Night Speech that he wrote!!!

I know that I'm his Dad and I'm biased but he inspires me and amazes me each day with how grounded and mature and insightful he is (even though he can't keep his room clean 😊)

What are your top 3 career highlights?

1. *Winning the state 4x8 and breaking 2 for the first time officially at indoor states.*
2. *Running the mile at nike indoor nationals and adidas nationals hitting my 1600 goal of 4:20 while earning an all american spot on the podium.*
3. *Winning cross country regionals by 1 point.*

Some of my best memories of this team go all the way back to sophomore year, whether it was walking an easy run with Aidan McGarrity hoping that Sean Rivard wouldn't find us and tell mango. Or running a 4x1 at a quad meet that hardly broke 2 with Will Landon, Jackson and Aidan. All the seniors that year especially Henry and Chris helped to teach me what was possible for our team and I'm happy to say that each year since then the team has exceeded anyone's expectations.

The best moments of this team have been spending time with everyone and meeting a lot of my best friends for

years to come.

Success is not linear, there will be times when you don't pr for months and things will be harder than they have been. Success is consistency, making sure that you're completing every day with purpose and fulfilling the intent of the workout that coach has given you. Anyone can put in the work during the hour and half we're at practice but it's the other 22 and half hours in the day that matters most.

Take your recovery days easy, stretch at home, and don't forget that the most important night of sleep is 2 nights before the meet.

I've been at about every level you could have been at on this team. I didn't start track doing anything crazy or breaking any underclassmen records. I started where the majority of the team is, on jv. I decided during indoor last year this was something i wanted to take seriously and it payed off. Getting made captain after that meant a lot to me and throughout senior year I learned what it was like to help lead a team.

This program has made me confident that i can fulfill this role again in the future.

Hope you enjoyed this newsletter and I'd love for you to text me (301-514-2403) a few of YOUR core principles...

Don't Forget to Have Fun!!!!

April Quiz Question

Q: What country is the largest in the world? (don't Google 😊)

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.

March Question & Answer

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

A: Elephant

Congratulations: Rebecca Delp

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	7					3
6		1				5
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Happy Birthday

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

Keri Bracewell	Apr 1 st	John Thorhauer	Apr 8 th	Blake Smith	Apr 22 nd
Betsy Cavazos	Apr 1 st	Laura Vansant	Apr 8 th	Lidija Walker	Apr 22 nd
Garrett Hamilton	Apr 1 st	Paul Goodwin	Apr 9 th	Nick Via	Apr 23 rd
Ashlun Kunka	Apr 1 st	Victoria Love	Apr 9 th	Hanna Wharton	Apr 23 rd
Quinn McClellan	Apr 1 st	Krista Martinko	Apr 9 th	Zakir Bagirov	Apr 24 th
Melissa Compton	Apr 2 nd	Diego Monzon	Apr 9 th	Scot Bracewell	Apr 24 th
Nicole Goodwin	Apr 2 nd	Bonnie Hines	Apr 10 th	ME ☺	Apr 24 th
Alissa Haynes	Apr 2 nd	Laney Kelly	Apr 10 th	Dane Sutherland	Apr 24 th
Josh Keeney	Apr 2 nd	Lauren Kelly	Apr 10 th	Mark Wharton	Apr 25 th
Jenny Orndorff	Apr 2 nd	Jeff Love	Apr 11 th	Rick Grubb	Apr 26 th
Emmaline Williams	Apr 2 nd	Paula Hood	Apr 12 th	Sherri Haraway	Apr 26 th
Luanne Barnas	Apr 3 rd	Sean Quill	Apr 14 th	Avery Nunemaker	Apr 26 th
Colin Bitler	Apr 3 rd	Dror Zaks	Apr 15 th	Gavin Drescher	Apr 27 th
Joshua Kaufman	Apr 3 rd	Roman Monzon	Apr 17 th	Ryker Keeney	Apr 27 th
Julie Tusing	Apr 3 rd	Tate Forsythe	Apr 18 th	Mark Temporado	Apr 27 th
Kim Lamont	Apr 4 th	Austin Pelicano	Apr 18 th	Sean Johnson	Apr 28 th
Nejat Bagirov	Apr 5 th	Farhad Bagirov	Apr 20 th	Chris Earp	Apr 29 th
Mike Long	Apr 5 th	Olivia Rogers	Apr 20 th	Steve Linger	Apr 29 th
Patrick McCauley	Apr 5 th	Marli Sayles	Apr 20 th	Andy Bello	Apr 30 th
Ella Nguyen	Apr 5 th	Christopher Martin	Apr 21 st	Wayne Craig	Apr 30 th
Cam Smith	Apr 6 th	Eric Maynard	Apr 21 st	Caleb Lincoln	Apr 30 th
Winnie Buckenmeyer	Apr 7 th	Kyle Pierce	Apr 21 st	Rosie McNally	
Jason Money	Apr 7 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.

SHOUT OUT to our 'Team'.... Putting Profits in YOUR Pockets!!!

In the fast-paced world of real estate, every detail matters. From the curb appeal to the finishing touches, every aspect of a home contributes to its appeal and value. That's why at Impact Maryland Real Estate, we understand the importance of having a reliable team of contractors who not only deliver exceptional work but also go the extra mile for our clients.

One such invaluable member of our team is Medardo Garcia Painting.

For the past seven years, Medardo and his crew have been our go-to for all things painting and finishing. From tackling drywall repairs to transforming outdated cabinets with a fresh coat of paint, they excel in every aspect of their craft. But what truly sets them apart is their unwavering dedication to our clients' needs.

Recently, we encountered a sticky situation when an appraiser noted peeling paint on the windows of a house we were selling. With the clock ticking, we reached out to Medardo, and true to form, he sprang into action. Within a day, his team was on-site, and within two days, the job was done to perfection. Thanks to Medardo's swift response and impeccable workmanship, the appraiser signed off on the job, ensuring a smooth transaction for our clients.

Another cornerstone of our team is Thompson Flooring, led by the dynamic duo of Roland and Robert.

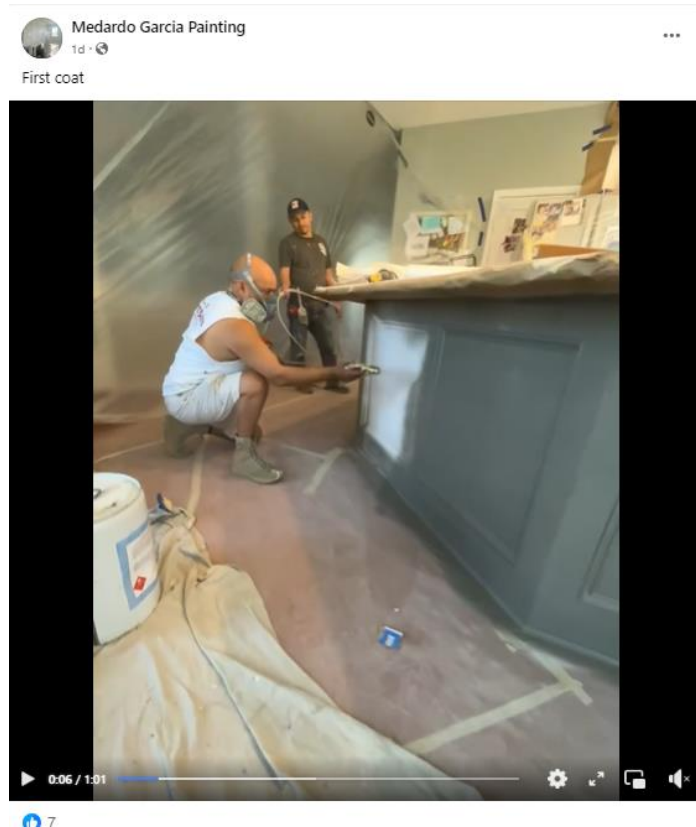
With an impressive 18 years of partnership under our belts, Roland's commitment to excellence shines through in every flooring project. Specializing in

carpet installation, Roland's meticulous attention to detail ensures flawless results every time. From seamless finishes to pristine carpets, his workmanship speaks for itself.

In the world of real estate, we often refer to painting as "Money in a Can" because of its transformative impact on a property's value. Similarly, the allure of new flooring, especially plush carpets expertly installed by Roland, is undeniable.

Medardo, Roland, and Robert are more than just contractors to us—they are trusted partners who consistently exceed our expectations.

Their dedication to excellence not only enhances our clients' homes but also elevates our reputation as a real estate agency. With their expertise by our side, we can confidently navigate any challenge and deliver exceptional results for our sellers.



At Impact Maryland Real Estate, we're proud to have such a well-oiled machine of contractors who share our commitment to excellence.

Presenting a house in the best possible light can make a world of difference for sellers, both in terms of attracting potential buyers and maximizing profits.

Just like how a Hollywood star captivates audiences with their glamour and allure, a well-presented property can draw in buyers and command top dollar. Here's how our team of contractors helps us achieve that Hollywood-worthy transformation:

1. Curb Appeal that Commands Attention:

Just like the red carpet sets the stage for a Hollywood premiere, the exterior of a home creates the first impression for potential buyers.

Medardo Garcia Painting specializes in enhancing curb appeal by refreshing exterior paint, repairing siding, and adding eye-catching accents. With their expertise, we ensure that every home we sell exudes curb appeal that stops buyers in their tracks.



2. Interior Elegance and Charm: Once inside, buyers should feel like they've stepped into a luxurious Hollywood mansion. Medardo's team excels at creating interiors that exude warmth and elegance. From fresh coats of paint to expertly executed finishes, every detail is meticulously crafted to showcase the home's best features and create an inviting atmosphere that buyers can't resist.

3. Flooring Fit for a Star: Just as a Hollywood star walks the red carpet in style, every room in a home should boast flooring that adds to its

allure. Thompson Flooring, led by Roland and Robert, specializes in transforming spaces with high-quality carpets and flooring. Their seamless installations and impeccable craftsmanship elevate the entire property, making it feel like a five-star retreat.

4. Staging for Success: Like a Hollywood set designer, staging plays a crucial role in highlighting a property's potential and helping buyers envision themselves living there. Our team collaborates with staging professionals to create captivating interiors that showcase each room's purpose and functionality. From cozy living rooms to elegant dining spaces, every

area is staged to perfection, creating a sense of luxury and desirability.

5. Photography and Marketing Magic:

Just as a Hollywood blockbuster relies on expert cinematography to captivate audiences,

our marketing strategy leverages professional photography and compelling storytelling to showcase each property's unique charm. Through high-quality images, virtual tours, and engaging descriptions, we ensure that every listing shines bright like a Hollywood star, attracting attention and generating excitement among potential buyers.

By combining the expertise of our contractors with strategic marketing tactics, we transform every property into a Hollywood-worthy masterpiece. From stunning curb appeal to luxurious interiors, our goal is to make each home shine like a star and command top dollar in the market. With Impact Maryland Real Estate, selling your home isn't just a transaction—*it's a blockbuster event that leaves a lasting impression.*

Social Media Stories

Eric Verdi is with Susan Verdi and 4 others. 6d · 🌐

Why we do what we do???

We always speak of our clients as FAMILY. Most come to us as a referral from a past client that had a great experience and they say..."You need to call [Impact Maryland Real Estate]" - Eric in this scenario. And those new clients become great friends as we share lots of emotions over the buying/selling process.

Sometimes, like on Buffalo Rd... We have DEAR DEAR DEAR friends that need a hand in selling their home.

This adds an extra layer of stress and expectations when someone that you have spent years with shared memories from pre-school car rides, to limo rides for bdays, to spending nearly all of COVID together in OC, to vacations...

When they come to you and say "We decided we want to move and can you sell our home?" The house that my buddy grew up in since he was 8 years old... THAT IS STRESS!!!!

But because we have surrounded ourselves with SUCH an AMAZING and well oiled team, I think [Kelly Hall Sipe](#) timed it from the time we got the keys to Properly Prepare their home to the date they got a contract of 22 days!!!

This included the amazing [Medardo Garcia painting LLC](#) doing his thing with paint and drywall. [Roland D Thompson](#) and Robert installing new carpet. Thomas Rowe cleaning the carpets. [Jonah Loveless](#) and [Joshua Loveless](#) cleaning up the outside. [Shana Crampton](#) for the deep clean. Geep ([George Sipe](#)) helping get his lifelong home ready. [Adrienne Stevens Edgell](#) and her team NAILING the staging. And [Stacy Rochfort Delisle](#) for helping with the strategy of pricing... positioning... and... support throughout the transaction. SueMart for managing the backend. And then the sensational [Annie Walters](#) knocking not only the PHOTOS but the MARKETING (we had over 20,000 photo views) OUT OF THE PARK.

We did it 'TEAM'!!!

Sold - check
Cash Offer - check
Above List Price - check
Tears at Settlement - check
Thrilled Clients - check
Friendship in tack - check

If we can do this for our friends... and still remain friends... imagine what we can do for you Emojis

Eric Verdi March 22 at 10:19 PM · 🌐

Gonna miss you "Aunt Betty". From riding 3 wheelers with me in the snow when I was 8/9 years old.

To middle of the night deliveries of Foals "baby horses" helping my Dad.

To the Haysales and horse races.


To coffee with my grandmother.

To XRaying my finger so we didn't have to go to the Hospital.

To always caring for our pets.

Your LOVE of animals and helping all animals has been inspirational to witness.

Although you weren't my 'blood' Aunt. I have called you Aunt Betty my entire life. RIP and enjoy all those 'yapping dogs' that you so loved!!!!



Green Valley Animal Hospital - Maryland

Eric Verdi March 30 at 2:53 PM · 🌐

Was honored to help my buyers purchase this INCREDIBLE home. Listing agent, [Kelly Losquadro](#) is a true professional and did a GREAT job for her clients!!!

Herbie Balboa Frederick Unplugged March 30 at 8:41 AM · 🌐

Built in 1940, the home at 3356 Point of Rocks Road, Jefferson, is last week's top house. Listing at \$987,000, it closed at \$1.015 million.



FREDERICKNEWSPOST.COM

1940s craftsman-style home closes at \$1.015 million

Built in 1940, the home at 3356 Point of Rocks Road, Jefferson, is last week's top house. Lis...

Taylor Myers is with Connor Myers in Boonsboro, MD. 1d · 🌐

honey, we're home!! 🍷🍷

A HUGE shoutout to our incredible agent [Eric Verdi](#) for working so hard up until settlement to get us this house and a few extra things included 🥰



👍👍 You, Stacy Allgood Smith, Audra Ceccorulli Jacob and 205 others 54 comments

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

-Hard to believe we started our home search with Eric 3 years ago and we just closed on our dream home. Eric stayed in touch through the years, never pressured us to make a decision and was there whenever we needed him.

When we finally found "the" home, Eric went above and beyond throughout the entire process. He truly advocated for us and exceeded any/all expectations. Thank you, Eric!! We couldn't have done this without you. – Connor and Taylor M.