

IMPACT MARYLAND MONTHLY

with Eric Verdi

“HOW TO THRIVE IN EVERY KIND OF MARKET”

JUNE 2024



Priorities vs Excuses: The Choices we Make Every Day!

In our daily lives, we are constantly juggling various responsibilities, meetings, kids, sports, work, working out, meals, any of a million things we deal with on a daily basis. Each day presents us with a series of choices: to prioritize our commitments or to find excuses to avoid them. The decisions we make in these moments can significantly impact our personal and professional growth, relationships, and overall sense of fulfillment.

Just last week I made an ‘excuse’ not to attend a coffee with someone whom I’ve yet to meet yet, but I know he wanted to pitch me his services.

I was lukewarm on going anyway, but then Anthony wasn’t feeling well and we made a doctor’s appointment.

I prioritized his appointment over the meeting and I made an ‘excuse’ on cancelling the meeting.

Now, had this been a scheduled meeting with a client or one of my agents, then I probably would have tried to make the doctor’s appointment at a different time.

Life is all about making these choices daily...

We CHOOOSE to make choices. We CHOOSE to make things a priority. And then we CHOOSE to make excuses for those things that we don’t deem a priority.

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.

I know that I've been on the other side of the 'excuse' pendulum LOTS. Have a meeting scheduled and get cancelled. A phone call is scheduled and the person just 'forgets.' Meeting with a potential client and then 'something pops up.'

It's because I'm not a priority... and that's ok.

Just know that now the other party's guard is up and subconsciously they know that you weren't a PRIORITY for that person on that day and time.

I CHOOSE to give the person the benefit of doubt until it happens a few times.

The Power of Prioritizing

Consider the importance of lunch meetings with business associates. These interactions are not merely about enjoying a meal together but are crucial opportunities for networking, building relationships, and exploring potential collaborations.

When we prioritize these meetings, we demonstrate our commitment to professional growth and the value we place on maintaining and nurturing our business connections.

I try to have monthly meetings with my agents. This is a priority for me! I want to hear about them. Their families. What I can help them with and so on!

These are important for OUR relationship, because I DO care for my agents!

I understand that not everyone has the same goals – and that is ok – I want to know what THEIR goals are! And we ALL have issues outside of work and I want to be a resource for them as well!

Similarly, attending your child's sporting events is more than just being present in the stands. It's about showing support, being an active part of their lives, and creating lasting memories.

I CHOOSE to do my absolute BEST to be at ALL THE THINGS for my kids. In my mind, there isn't

anything more important than being there for your kids and showing support for them! They are a PRIORITY to me... and Susan... Do we attend EVERY SINGLE event? No. But do we make them a priority? Absolutely and they know this, and they feel this.

Just this year for the sports seasons we have been to probably 50 events and some have been quite the journey as we have been to: Raleigh NC., Boston, New York City, Virginia Beach (3 times), Philadelphia (twice). Those are just the overnight events.

There are MANY more day trips all over the state to support Anthony and Alex.

And I'm sure next year as he starts running at UMass Lowell Susan and I will make the trek to Boston and up and down the east coast to watch him run.

By making these events a priority, we send a powerful message to our children about their importance in our lives and the value we place on family time.

The Excuse Dilemma

On the flip side, it's all too easy to fall into the trap of making excuses. When faced with a business meeting where we anticipate a sales pitch, like I did, we might justify avoiding it with reasons like "I'm too busy" or "I have more pressing matters to attend to."

While these excuses may seem valid, they often mask a deeper reluctance to step out of our comfort zones or confront potentially challenging situations.

Take the example of ImpactClub®, an initiative I hold dear. This is a PRIORITY to me. As founder of ImpactClub®Frederick it is important for me to be ever present. To be accountable. To steward the importance of what we are doing to our members and our

community.

EVERY event, all 30 so far, have been a TOP PRIORITY for me and my family.

For me, attending ImpactClub® events is a non-negotiable priority. These gatherings are about making a difference, connecting with like-minded individuals, and contributing to meaningful causes.



Alex on the LAST Day of Freshman Year.

However, others might find excuses not to participate, citing reasons like "I'm too tired after work" or "I have other plans." These excuses, while understandable, often stem from a lack of commitment to the cause or a reluctance to prioritize community involvement over personal convenience.

And that is ok. This isn't their baby, and things happen in life. But their continued commitment to donating \$100 EACH and EVERY Quarter is the reason we are going to surpass \$1,000,000 in committed donations in November 2024!

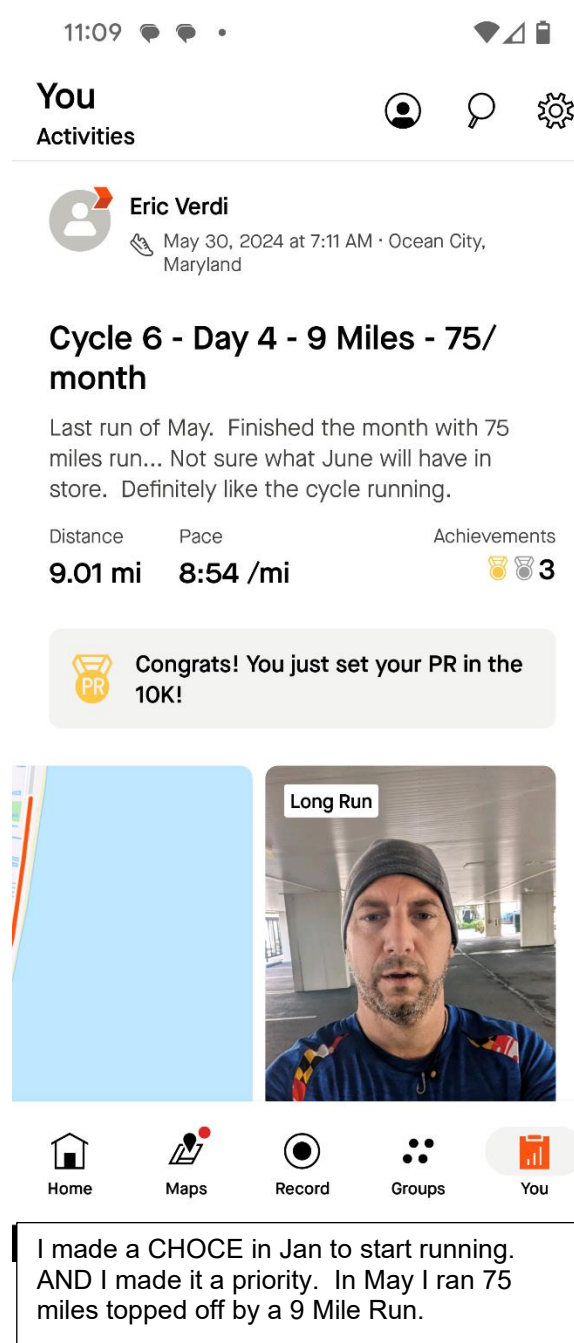
The Doctor's Appointment Paradox

Doctor's appointments are another prime example of how we navigate priorities and excuses. We know that regular check-ups are essential for maintaining our health, yet it's tempting to reschedule or cancel when other commitments arise. Those who prioritize their health will ensure they make it to their appointments, understanding that neglecting these visits can lead to more significant issues down the line. In contrast, those who find excuses might downplay the importance of their health, risking potential health problems for the sake of short-term convenience.

Making Conscious Choices With WHO we work with...

Ultimately, the distinction between priorities and excuses boils down to the conscious choices we make every day. When we choose to prioritize, we take proactive steps towards fulfilling our commitments and honoring our responsibilities. We recognize the long-term benefits of these actions and are willing to invest time and effort into what truly matters.

I was having a conversation with Stacy the other day about our time commitment and how much time we



spend with clients/potential clients making sacrifices for our family time.

In real estate we only make money if we help clients buy or sell.

And we only help them buy or sell through appointments (listing), showings for buyers, phone calls, etc.

When someone 'new' wants to see a house or absorb our time that is exciting. However, after 22 years, the amount of time I will pour into someone who won't commit to an 'exclusive buyer' relationship has dwindled.

And it doesn't matter if that buyer is looking for a \$200,000 home or a million dollar home, that doesn't change my mindset.

If you commit to ME/IMPACT I will work tirelessly for you. All hours of the day for you. However, if you won't commit to me... Then why would I spend precious time away from my family and my life.

If I am not a Priority in your real estate world, then you definitely won't be a PRIORITY in my life!

Life is all about CHOICES..

The choices we make daily, whether to prioritize or to make excuses, shape our lives in profound ways. By consciously deciding to prioritize our commitments—whether it's attending business meetings, supporting our children's activities, participating in community events like ImpactClub®, or keeping up with doctor's appointments—we pave the way for a more fulfilling, successful, and balanced life. So, the next time you face a decision, ask yourself: Am I making this a priority, or am I finding an excuse? The answer will reveal much about your true values and the direction you are heading.

'SOCIAL MEDIA STORIES' – Graduation Edition

Susan Verdi updated her cover photo.
May 24 at 7:30PM · 🌐



George Sipe, Josie Lavinia Medwick and 157 others · 19 comments

Susan Verdi is with Eric Verdi.
3 days ago · 🌐

First and last day of Freshman year! 🎉🎉🎉



Stacy Rochfort Delisle, George Sipe and 85 others · 10 comments

Susan Verdi updated her cover photo.
a day ago · 🌐



Annie Walters, George Sipe and 112 others · 10 comments

Erin Evenson Zmuda is with Susan Verdi and 2 others at Maryland SoccerPlex.
June 2 at 5:39PM · Boyds · 🌐

2024 Maryland Flames 🏆 Gettin' Hot Tournament Champions! 🎉🎉 So proud of these boys. Many thanks to our amazing Coach Eric Verdi for leading them to victory today 🙌



A4	W	L	PD	PA
	3	0	45	86 1st

Phenoms 9th	W	L	PD	PA
A3	3	0	40	119 2nd

Supreme Game Changers 2027	W	L	PD	PA
A1	1	2	-23	175 3rd

Future Stars Blazers	W	L	PD	PA
A5	0	2	-30	113 4th

VV Swish	W	L	PD	PA
A2				

Susan Verdi, Linda Sacchetti and 52 others · 20 comments

Don't Forget to Have Fun!!!!

June Quiz Question

Q: What basketball player has the nickname "The Greek Freak"?

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.

May Question & Answer

Q: Where were fortune cookies invented?

A: California

Congratulations: Laney Jones

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

Happy Birthday

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

Sabella Ally	June 2 nd	David Miss	June 10 th	Jarrett Houck	June 21 st
Darren Beachley	June 2 nd	Gabriel Riling	June 10 th	Jane McClellan	June 21 st
Danielle Coleman	June 2 nd	Kady Gamble	June 12 th	Harry Oord	June 21 st
Florence Fox	June 3 rd	Nate Orchard	June 12 th	Christy Steele	June 21 st
Sebastian Legambi	June 4 th	Ellie Short	June 12 th	Stacy Umberger	June 21 st
Lucia Monzon	June 4 th	Tonie Crosthwait	June 13 th	Eileen Antus	June 22 nd
Lynn Grubb	June 5 th	Chris Spangler	June 13 th	Noah Riling	June 22 nd
Inna Hedden	June 5 th	Ben Anstrom	June 14 th	Joe Ostrander	June 24 th
Brian Orndorff	June 5 th	Craig Hauser	June 14 th	Jon Steele	June 24 th
Kim Baker	June 6 th	Peyton Sipe	June 17 th	Barbara Zielinski	June 24 th
Courtney Miss	June 6 th	Erin Gamble	June 18 th	Courtney Kelly	June 25 th
Olivia Gorman	June 8 th	Karyn Houck	June 19 th	Katie Warfield	June 25 th
Noah Nunemaker	June 8 th	Phil Huffstetler	June 19 th	Aaron Ricker	June 27 th
Andrea Willem	June 8 th	Morgan Thorhauer	June 19 th	Tom Miss	June 28 th
Jackie Lamont	June 9 th	Sarah McNally	June 20 th	Emily Oord	June 29 th
Elara Sptel	June 9 th	Marin Baker	June 21 st	Brigitte Cooper	June 30 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.

Navigating the New Real Estate Landscape – Winning Daily for our Buyers: How Impact Maryland Real Estate Agents 'Excel in the Edges'

Imagine you're on a journey to find your dream home. You've scoured listings, attended countless open houses, and finally found "the one." But just as you're ready to make an offer, you're hit with a curveball: a new law that prohibits the publication of Buyer Agent commissions. Suddenly, the landscape shifts. How do you navigate this new terrain?

Enter the seasoned Buyer Agents from Impact Maryland Real Estate. With the recent changes in legislation, the role of Buyer Agents has never been more crucial. At Impact Maryland Real Estate, our agents are not just transaction facilitators; they are your guides, advocates, and protectors, employing ever-evolving tactics to ensure your journey ends in success.

We often think of ourselves as 'Real Estate Sherpas' – similar to the Sherpa who is a skilled guides that helps climbers and trekkers navigate the Himalayan terrain where one mis-step could lead to dead, these skilled individuals know how to avoid the potential disaster. Their knowledge to the Himalayas is based on years of experience and first-hand knowledge.

A real estate purchase may not end in life or death, but it absolutely determines where you LIVE!

We believe with this change in how buyer agent commissions is advertised that the Shift of Power will lie in the sellers hands and that sellers could take advantage of inexperienced buyers and their options when purchasing a home!

The Ever-Evolving Tactics of Impact Maryland Real Estate Agents

In a competitive market where multiple offers are the norm, standing out is essential. Impact Maryland Real Estate agents are masters at crafting compelling offers

that catch sellers' eyes. We know how to highlight the strengths of your offer and leverage their local market expertise to present you as the most desirable buyer.

We ask our buyers – On a Scale of 1-10, how would you rate THIS home?

And based on this answer we can then suggest strategies that would be commiserate with how you'd rate the home.

We tell our buyers that there is LITERALLY 100 different ways we can structure your offer and knowing what is important to the seller and your desirability level will help us determine HOW to structure the offer.

Like cooking an old family recipe that has 30 ingredients – your grandmother never went 'by the book' she went by taste. Adding a pinch of salt there. Some more garlic. A little more shortening.

She cooked by taste and experience. That's what we do when making offers. Having written THOUSANDS of offers we have that experience that buyers just don't have.

And THAT is one of the ways that we earn our commission!

By getting YOU the HOME you desire!

But what truly sets Impact agents apart is their innovative approach. In one recent instance, an Impact agent helped a family secure their dream home by suggesting an early inspection contingency. This

tactic not only showcased the buyer's serious intent but also provided peace of mind to the seller, knowing

that potential issues would be identified upfront. This is just one example of how our agents think outside the box to get your offer accepted.

Navigating Pitfalls: Inspections and Appraisals

The road to homeownership is fraught with potential pitfalls, from inspection surprises to appraisal discrepancies. Impact Maryland Real Estate agents are seasoned navigators of these treacherous waters. They are adept at negotiating through inspection and appraisal challenges that can derail even the most promising transactions.

Consider the case of a young couple who fell in love with a historic home. The inspection revealed several issues typical of older properties, including outdated wiring and a leaky roof. Rather than letting the deal fall apart, their Impact agent stepped in, negotiating with the seller to address critical repairs and offering to share the cost of less urgent fixes. This approach not only saved the deal but ensured the couple moved into a safe, sound home.

The Importance of Buyer Agents in the New Landscape

Despite the new law's impact on commission disclosure, the role of Buyer Agents remains as vital as ever. At Impact Maryland Real Estate, our agents bring more than just market knowledge; we bring strategic insight, negotiation prowess, and a steadfast commitment to protecting your interests.

Our agents' expertise extends beyond finding properties and making offers. We are your advocates throughout the entire buying process, from the initial search to closing day. Our deep understanding of the local market, combined with our ability to foresee and mitigate potential issues, ensures a smoother, more secure transaction for you.

Real Stories, Real Impact

One of our clients, Sarah, was a first-time homebuyer feeling overwhelmed by the competitive market. Her Impact agent not only helped her navigate the bidding wars but also stood by her during a challenging

appraisal process. When the appraisal came in lower than expected, her agent successfully renegotiated the price with the seller, ensuring Sarah didn't overpay for her new home. Sarah's story is just one of many where Impact agents turned potential roadblocks into stepping stones.

Making YOUR Dreams a Reality

The new law on Buyer Agent commission disclosure may have changed the landscape, but at Impact Maryland Real

Estate, our commitment to you remains unwavering. Our agents continue to evolve, employing innovative tactics and steadfast negotiation strategies to ensure your home-buying journey is successful and stress-free.

At Impact Maryland Real Estate, we believe that the true measure of our service is not in what we earn but in the dreams we help realize. Whether you're navigating a competitive market or dealing with transaction pitfalls, our agents are here to guide you every step of the way. Trust in our expertise, and let us help you find your way home.



Love helping first time homebuyers. They could not have been happier when we found THE ONE after losing out on a couple others. We adjusted the strategy and get them their OWN home!

IMPACT MARYLAND MONTHLY

with Eric Verdi

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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

-I was referred to Eric and Stacy by a friend/colleague at work, who knew my husband and I had our hearts set on finding a home in Urbana. She told me that they are known as the king and queen of Urbana and if anyone could help my family, it would be them. We met Eric and Stacy in Feb. laying out our wishlist and desired neighborhoods. We knew our requests were high, but we were willing to wait. In less than a month, Eric and Stacy found us our dream home in our preferred neighborhood. My husband and I then hired Eric and Stacy to sell our home. With both of us working full-time and having three young children, we knew the process would be stressful. However, Eric and Stacy made the unbearable, bearable. They took care of everything! They updated our home and staged it ready to sell. Anytime there was a concern or issue, they immediately responded or showed up to take care of it. Our house went live on a Thursday and by Monday, we had a contract fifteen thousand over ask! Eric and Stacy treated us like family from helping my son with a word search at closing to bringing my sick daughter soup. We could not have gotten through this process without them by our side. -Diana and Greg G.