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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JUNE 2019



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

- Commitment and Consistency 50 Years Later Pgs. 1 - 3
- June Birthdays. Pg. 4
- Don't Forget to Have Fun. Pg. 4
- Stories From the Street – Real Estate Roller Coaster Pgs. 5-6
- Social Media Stories Pg 7
- What Recent Members said about their experience with our Company. Pg. 8

## Commitment and Consistency

### 50 Years Later...

As you can tell from the Newsletter each month I'm going through, I wouldn't call it a mid-life crisis, more of a 'MID-LIFE AWAKING.' I am becoming more conscious of 'LIFE,' what it means and how to have the greatest impact and influence over people. The legacy that you leave and how your words, your actions, and your reactions are interpreted by others.

**We recently celebrated the 50<sup>th</sup> Anniversary of 2 INCREDIBLE people... and what an event it was. More on this in a minute.**

Sitting here at 43 years old I think the power of helping others and making others feel good is the most powerful trait you can have. To make others feel good when they are around you.

The famous Maya Angelou quote, *"I've learned that people that you will forget what you said, people will forget what you did, but they will never forget the way you make them feel."*

**Is truer than ever, in my opinion.**

We all have this 'social media stigma' of our friends, of our family, of the celebrities that we may follow who's lives are so perfect. We don't know those people, heck, we don't intimately know most of our 'friends' on facebook, they're more acquaintances than friends.

*Continued on the Inside...*

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](mailto: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.

The true interaction with people is still on a personal level, sit down and have a conversation, call and talk to someone.

It is these personal interactions when you can hear the inflection of someone's voice. Words on a phone/computer are one thing, when you can interact with someone, hear their voice, and see their expressions, then you can get a deeper insight into that person.

There are people who you know truly care about you.

When you talk to them they ask questions because they

CARE, not because they want to hear themselves talk. They show compassion, they know just the right words to say to make you feel better about yourself.

### **Barry and Phyllis Garnand are THOSE people.**

They are the epitome of the Maya Angelou quote, Barry and Phyllis are two of the nicest, most compassionate and caring people that you will EVER meet. Spend 15 minutes in their presence and you immediately know why everyone loves them. They make you feel better about yourself than you did 15 minutes ago.

Susan and I were so VERY fortunate to be invited to their 50<sup>th</sup> Anniversary celebration that their daughters Gaylen (G-Love) and Natalie put on for them the other weekend.

I had to leave Anthony's soccer game that I was coaching at halftime to make the event. We were a little late because of traffic, but that's another Story.

**But for people like Barry and Phyllis who have sacrificed so much for anyone and everyone they have ever met missing a half of a soccer game was nothing.**



Look at Barry and Phyllis after 50 years.

Susan has literally known the Garnands since Gaylen and Susan were in the same Kindergarten class, they grew up together. Susan and Gaylen are best friends to this day, G-Love was Maid-of-Honor in our wedding. We hang out with G and Pete (Gaylen's husband) often, and if I have ever met Gaylen, and it seems like EVERYONE has, then you immediately feel like you have a life-long friend because of how genuine and sweet she is.

I met G-Love in college and immediately knew that she was a special person and friend, I was actually friends with Gaylen before knowing Susan. Even though Susan and I knew of each other it was Gaylen who was one of my closest 'girl' friends at Salisbury. It was only after college that Susan and I started dating and the connection with G was tighter even then.

After college was when I really got to know Barry and Phyllis.

We'd get invited to the 'Garnand' functions and immediately Barry and Phyllis would welcome me with open arms, and we'd sit and talk for hours. Barry would greet you with one of the firmest handshakes that you would ever encounter. He is a big, strapping 'silver fox hair' guy and is intimidating at first until you get to know him and realize he is just a big teddy bear. Barry was ALWAYS concerned about how you were doing and checking in to make sure you are well. He always is intrigued by what I have going on and seems genuinely interested, Barry is an AVID reader of this newsletter and we always talk about the latest newsletter.

Phyllis is always being a 'mother' checking in to see if there is anything that she can do for you – just like Gaylen. Phyllis, I've watched her evolve from Gaylen's mom to Brynn, Jack, Charlie, and Juliana has been awesome. Phyllis helps out Gaylen and Natalie

whenever she can by watching the grandkids, having sleepovers, picking up from school, and babysitting. Phyllis is right up there in the 'Grandmother Hall of Fame.'

**I hope that you are fortunate enough to have a Barry and Phyllis in your life!**

Sitting there at their anniversary celebration the other week with about 80 of their closest friends



Susan and I with Big Barry on their special Day.

we were so very fortunate to hear all the stories about the Garnands, and just how much of an influence they have had on others.

We weren't the only ones that felt how special Barry and Phyllis are, apparently they have been making others feel special forever!

Having been married for 17 years this summer I know that there are ups and downs in a marriage, that there are crappy days and there are great days, that there are arguments and disagreements.

### **Marriage is an evolution of the ultimate relationship.**

I'm sure that Barry and Phyllis have had disagreements over the years. I'm sure there have been lows that they have had to endure together, but it is that commitment to each other and the consistency to show up each day that has led them to 50 years of marriage.

To this day Barry still refers to Phyllis as 'my bride,' it is a beautiful thing to behold.

The commitment they made to each other 50 years ago, they wouldn't have been able to make it HALF A CENTURY without the consistency of showing up each day for each other.

Marriage is micro commitments, it's the consistency of being there for each other everyday, and if you stack enough days together, then you can have an anniversary. Then show up and be consistent and committed EVERY day and you can have another anniversary. Then eventually the days now turn into as years and they roll by as they are now with Susan and I. I KNOW they are with Barry and Phyllis and you turn around and you've been married another decade.

Stack the Commitment and Consistency enough and you can be fortunate to be married for 50 – FIFTY - YEARS like the Garnands!

**I try to bring that same Consistency and Commitment to my real estate clients.**

If you think marriage has it's highs and lows, it doesn't hold a candle to being a real estate agent! I tell people all the time that I'm either giving GREAT news to a client or delivering HORRIBLE news. You have to be cognizant and compassionate in that you are dealing with someone's life, their most cherished investment, their home.

Where they have get togethers, where they raise their kids, where they grow up or grow old, where they have pets that are like family.

The consistency in doing what is right and helping people through this most challenging time of moving from one home to another is something that I don't take lightly. Each client, might only move once to twice, and they don't know or understand the intricacies and details that accompany each home sale/purchase. They don't know the thousand details, the hundreds of phone calls and emails, the behind the scenes to coordinate a smooth sale/purchase.

### **A real estate transaction with me/my company should be like a marriage, like Barry and Phyllis's 50 years.**

There are highs and lows, there are tears shed, there might even be some stern words said to one another, but in the end my clients know I love them and vice-versa. We get to the finish line and still love each other.

Marriage is not always bliss and neither is a real estate transaction, but when you know the other party truly cares for you and about you then you can get through the tough times. This is why over 90% of my real estate business is from friends/past clients, just like you who refer their loved ones to me, because if you have been 'married' to me in a real estate transaction you know that I will do what I can to make the process as seamless as possible. Like Maya Angelou said... I hope my clients, when they look back that I made them feel 'loved.'

Thanks to Barry and Phyllis Garnand for being a part of my and my family's life. We are so grateful to know you and your beautiful family, you should be SOOOO proud of your daughters, your son-in-laws, Pete and Nate, and your 4 beautiful grandkids.

Love you guys!

Cheers,

*Eric*

# Don't Forget to Have Fun!!!

## June Quiz Question

**Q:** In the cartoon world, who has a cousin called Slowpoke Rodriguez?

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 Carabba's, Outback, Bonefish.

## May Question & Answer

**Q** In the cartoon world, who has a cousin called Slowpoke Rodriguez?

**A:** Speedy Gonzalez

Congratulations: Anna Carroll!

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

## 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.

|                  |           |                  |           |                   |           |
|------------------|-----------|------------------|-----------|-------------------|-----------|
| Kegan Edwards    | June 1st  | Madelyn Brosnan  | June 13th | Todd Johnson      | June 20th |
| Darren Beachley  | June 2nd  | Tonie Crosthwait | June 13th | Christy Steele    | June 21st |
| Sabbella Ally    | June 2nd  | Chris Spangler   | June 13th | Jane McClellan    | June 21st |
| Florence Schmehl | June 3rd  | Jason Hornung    | June 14th | Stacey Umberger   | June 21st |
| Samantha Diener  | June 4th  | Shannon Wyman    | June 14th | Noah Riling       | June 22nd |
| Lucia Monzon     | June 4th  | Wayne Reaver     | June 14th | Eva Risbeck       | June 22nd |
| Regan Webb       | June 4th  | French Hubby     | June 15th | Barbara Zielinski | June 24th |
| Lynn Grubb       | June 5th  | Netasha Johnson  | June 15th | Jon Steele        | June 24th |
| Brian Orndorff   | June 5th  | Erin Gamble      | June 18th | Barb Huggins      | June 24th |
| Kim Baker        | June 6th  | Corey Zoellner   | June 18th | Anya Blumer       | June 25th |
| Andrea Willem    | June 8th  | Sean Bush        | June 19th | Bryan Cheesboro   | June 25th |
| Olivia Gorman    | June 8th  | Craig Doody      | June 19th | Courtney Kelly    | June 25th |
| John Reitz       | June 8th  | Phil Hufstetler  | June 19th | Colleen Bolean    | June 27th |
| David Miss       | June 10th | Morgan Thorhauer | June 19th | Emersyn Fandel    | June 29th |
| Gabriel Riling   | June 10th | Amy Surette      | June 19th | Tammy Reaver      | June 29th |
| Kady Gamble      | June 12th | Laura Whitting   | June 19th | Brigitte Cooper   | June 30th |
|                  |           |                  |           | Dana Defibaugh    | June 30th |

**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.

## Real Estate Roller Coaster

Remember the last time that you rode a roller coaster? That slow and painless trek to the top of the track. You hear that 'click, click, click' sound the higher up you go. The anticipation of getting to the top seems like it takes FOREVER to reach the peak before the ride starts.

Clutching and holding on for dear life. Taking in the views of the park that are normally only seen by birds. The pit in your stomach gets bigger and bigger.

### **Then the screaming starts with those in front and slowly works its way back to you.**

You are going a MILLION MILES an hour. Twisting, turning, jerking, the ups and downs, the loop 'de loops. Is it EVER GONNA END?

Then you slow down and pull back into the station.

Your nerves are on high. The emotions are running all different from excitement to sheer fear, and hopefully at some point you start to relax near the end of the ride.

### **Know what I'm talking about?**

This is the same exact thing that happens in each real estate transaction. It is an emotional, draining, exciting roller coaster.

I would relate the first part of a real estate transaction, while you are out looking for a house or trying to get a contract as the long slow climb up to the point of no return. Getting that contract can take a few days, or in some instances a few months to



find the right home for your family or to get a buyer to put in an offer on your home.

Not much you can do to accelerate this process.

When a buyer finds the right home, they know it. There is immediately an emotional connection and then it is time to act/take action.

Once you negotiate your contract, then you are at the top of that roller coaster and ready to hit the excitement and 'real estate roller coaster.'

The next 30-45 days are a complete whirlwind.

Immediately after you get a contract the 'fun/thrill/emotional toll' start. Within days of a contract you will have your inspections.

### **This is where a lot of transactions fall apart.**

You are on pins and needles to see how the house's condition is and if there are major issues that could be a 'deal-breaker' or cost the sellers thousands to tens of thousands of dollars.

If you dodge this first loop 'de loop unscaved then you move onto the next hurdle.

You have to finalize and firm up your financing with the lender. The regulations and guidelines have gotten so much tighter that it feels like the lender will ask for everything except a urine sample to give you the ok.

The appraisal takes place during this time and that could be a potential big hurdle to overcome.



If you make it past these hurdles, then you get your termite inspection, title work, insurance, finalize terms of your loan, arrange for movers, change utilities, coordinate final walkthrough, and actually move.

**All of this takes place over about a 2-week period near the end of the transaction and can cause MAJOR heart ache and sleepless nights.**

And there are somethings that are not in your control. You get halfway through the ride and come to find out the roller coaster car in front of you hit a snag and the ride stops for you even though you haven't done anything.

This is the most frustrating hiccup of all.

Last month we had this roller coaster and it was stressful for EVERYONE on our ride.

There were 4 transactions that backed up to one another. Four Dominos that had to align perfectly for all five parties to work together to make it happen.

My clients had the 2<sup>nd</sup> and 3<sup>rd</sup> transactions in the chain. They were selling their home and buying a new home. Their buyers had to sell their home before purchasing my client's home and this was the first domino to fall.

The first domino was a HUGE hurdle that was not a typical transaction as a business was being sold with the property so there were many moving parts out of my client's control.

**We had a settlement date that we had to move twice.**

This meant moving companies had to be re-arranged TWICE. This meant that financing on their loan had to be extended – at a cost. This meant that the storage unit they rented to make their house show like a model had to be extended and paid for, for another month.

Not to mention the heartache of not knowing if you would actually move.

Then, the last person in the transaction, the seller of the house my clients were buying was buying a new construction and they wouldn't do the settlement on the same day.

When we finally got a date locked in all that's when the roller coaster really started to roll.

All 3 agents over 5 transactions had to work together to coordinate the moves, settlements, and manage client expectations so we didn't derail the entire process.



There must have been 50 email/text messages... 75 phone calls... and a last minute curve ball to call in a favor to a local mover to re-adjust his schedule to accommodate the new date.

But we pulled back in safe and sound.

It was the KING of all Roller Coasters... One that once you experience you are still shaking and decide that you don't want to ride the KING again.

Next time, we might want to stay on the kiddie rides 😊

# Social Media Stories

I share quite a bit on Social Media platforms, especially on Facebook. I know some of you may not be on Social Media, so here are a few of my **Social Media Stories** that got some interest, likes, and comments.

 Eric Verdi

May 29 at 11:49 AM · 

-Leave home at 6:05a.  
-OC 9:14a  
-Change toilet and Scotch guard couch.  
-Lunch at MR Ducks at 11:40.  
-On the road and back by 4p.  
-Soccer practice and evaluations tonight...  
  
#fullday #thanksdad



Would you recommend this place?



Crissie Renner Traugott is with Susan Sacchetti Verdi and 4 others.

May 27 at 7:09 AM · 



 Lucia Weiss and Stephanie Broderick Fouché

 Like

 Comment

 Share



Write a comment...



 Eric Verdi

May 28 at 6:55 PM · 

Personal Accountability...

First of all, I hope that you had a great Memorial Day weekend and that MOST IMPORTANTLY you took a few minutes over the weekend to reflect on what it actually meant.

Those brave and selfless men and women that gave the ULTIMATE sacrifice, their lives, so that we could have our freedom. ...

Continue Reading



Michelle Munger Peirce is with Dana Dudley and 2 others.

May 17 at 4:41 PM · 

We did it!!



  Aleena Steele, Dana Dudley and 108 others

14 Comments

 Like

 Comment

 Share

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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](https://www.facebook.com/impactmarylandrealestate)

- Impact continues to impress with their attitude, knowledge, and understanding of my needs - both buying and selling. I would never consider utilizing the skills of a different broker. (Debbie V)
- Impact did amazing in negotiating on this property on our behalf. We have used Impact twice in the past 10 months to sell and buy and would highly recommend them. (Jeremy and Tammy F.)

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