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# IMPACT MARYLAND MONTHLY

## with *Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

APRIL 2020



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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### **The Day the World Shutdown...**

I've struggled with what I should write about in this month's Newsletter. Typically, I have some overarching message that I want to get across about life and then figure out a way to tie it into real estate and our philosophy on how we help clients and differentiate our service.

Maybe I talk about a milestone. A birthday. A client. Some lesson that I've learned by coaching that I can convey to you.

#### **ALWAYS I want to entertain and connect with you.**

Many of you are very close to me. Like family. I love you and hope that you are doing well through the Covid19 pandemic. That you are staying safe and practicing safety measures to ensure your safety and the safety of those close to you.

As I write today we are nearly a month – 24 days to be exact – into the 'Quarantine', the 'stay at home' directive if you are NOT an essential service.

**This month, like you, has been MUCH different than any other that I can ever remember.**

I've asked my parents if they have EVER seen anything like this? Asked older people with much more life experience than me if they can EVER remember the WORLD shutting down. Everyone that I've spoken to has said they have NEVER seen anything like this, and this is an unprecedented time in our history.

*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.

People have been asked and, in some instances, FORCED not to work. Not to contribute to society. Not to make a living.

**How are you holding up? I'd LOVE to know...  
What are you doing to stay sane?**

Let me give you two things that I'm doing to be productive during the isolation time. Two points that I struggled with at first, the first week, but now the last 2 weeks plus has become routine for me and thus I've been

much more productive than when we started.

First you need to stick to some sort of schedule AND get physical activity every day. Wake up at the same time. Preferably before 7am. I've been

setting my alarm for 5:11am. I might hit a snooze or 2, but get out of bed by 5:30am. I then workout with the GRIT program that I've written about on Facebook and in the Morning Musings. Next, I get coffee and do office work and write for the next 2 hours. Then, it is either kids school time or we have some sort of chore around the house. The afternoon we exercise again – usually Alex and I play basketball while Anthony plays soccer. Then relax and dinner.

There are some variations in some days, but the routine and schedule helps for production.

**Second and, more important, is to make a LIST.**



Alex and Lazer out for a walk...



Ant petting a horse while on a walk with Susan

A physical list. Ideally write it on a piece of paper. If you are really techy then make your list on your phone, but a physical list that you can view is IMPORTANT. It can be really simple like 'do dishes' or 'put away laundry'... or 'spend 60 minutes outside walking'... or reading for 30 minutes... or Zoom call at 3p.

Make a list of activities that you want to do TODAY. And on that same list make your WEEKLY accomplishments/lists.

The human brain is amazing. When you can visually see that you finish a task and you can check it off on a piece of paper it gives you a sense of accomplishment! And, most importantly, it gives you incentive to do MORE!

I've had 'Write Monologue' on my 'list' for a week now. It's been staring me in the face EVERYDAY. I've put it off everyday because I didn't know what to write this month but having that BIG BOLD 'Write Monologue' on my list along with about 20 other things also had another affect.

**It MADE me accomplish the other things on my list because that BIG to-do was staring at me.**

Other tasks got complete because I would go to the list and see – what's next – and then choose something else besides 'write monologue.'

Try it. I promise you that if stick to a schedule/routine AND write lists AND check off the tasks as you complete them then you will BE and FEEL more productive during this time.

Another thing that I've done is do the 'behind the scenes' work on my business and on our house that I've put off because other – more urgent – activities took priority.

***With that said... I'd like to ask you a FAVOR.***

- 1- Go to [www.UpdateImpactInfo.com](http://www.UpdateImpactInfo.com) and update your contact information. Address. Email. Birthday. Spouse/Kids Bdays. I do this so that I can keep in touch, but more

important, I will send you a PERSONAL Bday Card with a lil sumthing, sumthing

😊 It takes 3 minutes to do and it is **IMPERATIVE** that you do it for me. Thanks!

2- This is not a MUST. But, as I referenced, I do a daily journal/thoughts/message that I sent to people. People feel connected and they might learn a thing or two... Register at [www.MorningMusings.net](http://www.MorningMusings.net) – this is totally optional, but you will be entertained.

Thank you for entering your info!

### Technology ADVANCING!!!

My belief is that all types of benefits are going to come out of this Pandemic where business, business owners, Doctors, Gyms, Entrepreneurs, Real Estate, Attorneys, Education (especially College) will be FOREVER changed because of this 'stay at home, no gathering, social distancing order.'

The biggest change will arise from the biggest PROBLEM going into this Pandemic.

### STUDENT LOAN DEBT!

I have long said that college is a waste of time and \$\$\$\$\$ for most. There are hundreds, if not thousands of professions that a college education is not needed. And yet, students go into hundreds of thousands of dollars of debt to go to college. Granted there are professions where you need to go to college. Doctors, Dentists, Teachers, Engineers, Nurses, Health Care professionals but beyond that I can't think of a single profession that has to go sit in a classroom to get a 'degree.' Business, Finance, Marketing, Journalism, Economics, IT, Systems Analyst to name a few could either do online learning or learn by doing.

NOW... Colleges have been forced to adapt because students aren't able to complete their year

on campus. They have innovated and are having online courses.

**Think there won't be SIGNIFICANT ramifications?** There ABSOLUTELY will be.

Heck, this will trickle down to public education.

In a 2-week period there have been HUNDREDS of school systems that have been able to implement 'online/distant' learning.

2 weeks!!!!

They have completely innovated their model in a 2 week period

The education system basically hasn't changed for 100 years. Go to class. Sit there for 8 hours. Learn. Fill time with activities. And go home.

Now, the kids get online for 2-3 hours a day. Their activity is SUPER focused!!! And they accomplish in 3 hours what is typically 8 hours! AMAZING!!!

### Telehealth...

What? Really? No going to a Doctors office with 50 other sick people to wait an hour to be seen in 10min... Now you schedule a consult. Get online. Meet with provider. Get diagnosis and then get prescription. GAMECHANGER!!

### Real Estate...

We've done 3 Virtual Consults this week with our Design Team. I did a Zoom walkthrough with a client in Kansas on a new construction just today!

I could go on for 15 more examples... but inspiration and innovation is ALL Around us!!!

Guess I did find something to write about this month. I can NOW check 'Opening Monologue' off my list. I just want to end with... LOVE YOU!!! Be SAFE!!!

Cheers,

*Eric Verdi*

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

## April Quiz Question

**Q:** What famous writer celebrated his birthday on the 23rd of April?

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 is the first day of Spring called?

**A:** Vernal Equinox

Congratulations: Jamie Deaver!

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

## 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.

|                  |         |                    |          |                    |          |
|------------------|---------|--------------------|----------|--------------------|----------|
| Ashlun Kunka     | Apr 1st | Kelsey Simmons     | Apr 8th  | Darryl Brenzel     | Apr 20th |
| Betsy Cavazos    | Apr 1st | John Thorhauer     | Apr 8th  | Marli Sayles       | Apr 20th |
| Garrett Hamilton | Apr 1st | Austyn Tsikerdanos | Apr 8th  | Olivia Rogers      | Apr 20th |
| Keri Fackenthal  | Apr 1st | Stefanie Ulrey     | Apr 8th  | Christopher Martin | Apr 21st |
| Quinn McClellan  | Apr 1st | Laura VanSant      | Apr 8th  | Matt Doody         | Apr 23rd |
| Alissa Haynes    | Apr 2nd | Diego Monzon       | Apr 9th  | Wesley Tan         | Apr 23rd |
| Jenny Orndorff   | Apr 2nd | Paul Goodwin       | Apr 9th  | Hanna Wharton      | Apr 23rd |
| Josh Keeney      | Apr 2nd | Victoria Love      | Apr 9th  | Scot Bracewell     | Apr 24th |
| Julia Tusing     | Apr 2nd | Bonnie Hines       | Apr 10th | Ellen Santucci     | Apr 24th |
| Nicole Goodwin   | Apr 2nd | Laney Kelly        | Apr 10th | Dane Sutherland    | Apr 24th |
| Colin Bitler     | Apr 3rd | Lauren Kelly       | Apr 10th | Eric Verdi         | Apr 24th |
| Luanne Barnas    | Apr 3rd | Ryan Weinstein     | Apr 10th | Mark Wharton       | Apr 25th |
| Russell Austin   | Apr 4th | Jeff Love          | Apr 11th | Scott Glasco       | Apr 26th |
| Alice Sacchetti  | Apr 5th | Callie Brown       | Apr 12th | Rick Grubb         | Apr 26th |
| Mike Long        | Apr 5th | Paula Hood         | Apr 12th | Sherri Harawa      | Apr 26th |
| Patrick McCauley | Apr 5th | Monica Stuckey     | Apr 12th | Ryker Keeney       | Apr 27th |
| Jennie Ballenger | Apr 5th | Sean Quill         | Apr 14th | Mark Temporado     | Apr 27th |
| Justin Anders    | Apr 7th | Christina Balsor   | Apr 17th | Sean Johnson       | Apr 28th |
| Cheryl Skipper   | Apr 8th | Roman Monzon       | Apr 17th | Cheyenne Fandel    | Apr 29th |
|                  |         |                    |          | Steve Linger       | Apr 29th |

**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.

## The NEW Way – Day 21...

*From the Impact Family*

Sitting here 3 weeks into the Corona/Covid19 virus is a WEIRD time. First it started that you need to not gather in groups of 250. Then a day later is was 100. Then 50.

**And at that point you had to be 'socially distant' from people. And you could be in groups of no more than 10 people.**

Then 'non-essential' businesses were closed, and you were encouraged not to gather. Then after a week of that level of security, the Governor of Maryland order a 'stay at home' directive in Maryland through the end of April.

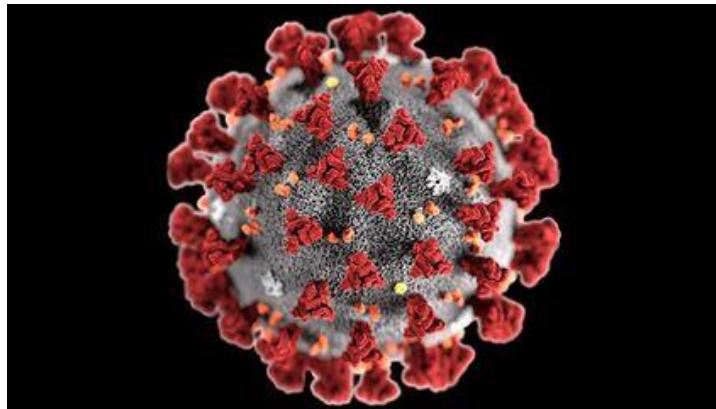
The 'essential' businesses were still allowed to operate, but now you could get in trouble/fined for just being out.

IMO this was done for the idiots that still gathered and the groups that blatantly ignored the 'no more than 10' criteria that was put in place that the 'authorities' now have Carte Blanche to fine and give these people a misdemeanor immediately.

**Kids are home and started 'distance learning.' Teachers have to upload technology and interact and have 'office hours' for their students.**

Restaurant workers... waiters and waitresses are closed. Hair and Nail Salons closed. Weddings and Wedding venues, along with the 100 ancillary services that go along with weddings have been shut down. Massage therapist. Chiropractors. Dentist. Most in health care. Have all been shut down.

Banks only allow drive through. Florists are shutdown.



Real Estate, even though all of the above businesses have been shut down, has been deemed an essential service! Which, to me, I can understand certain aspects. People that have contracts, that have movers set, that have gone down the 'sale' road should be able to continue.

We get asked all the time:

**How are we handling this? How is this affecting Real Estate? What are you guys doing different?**

Before we get into that let me give you our overarching view on how the Quarantine will transform business. I don't necessarily view this as a 'bad' thing for the innovation of business. Telehealth is now a thing. You can

get on with your Doctor and not have to wait an hour in a crowded waiting room.

Colleges. Don't get me started on colleges. This could radically transform the college education system where students spend \$20k, \$30k, \$50k a year to attend a University. But now, they can get the same education online for a fraction of the cost. How many parents and students will give pushback to the tens of thousands of dollars a year.

People working from home and being much more efficient and effective. Zoom meetings with co-workers, clients, customers, vendors.

**This could actually end up being VERY innovative for house businesses operate!**

How are we 'doing real estate' in this environment?

First, we are 'socially distancing' with clients. Home inspections are just inspectors right now. We get pictures, reports, and videos of issues and then we can do Zoom call to go over reports with clients. Septic inspections, we just have inspector attend.

New buyer meetings are now done on Zoom. Going over contracts are also done on Zoom.

We did 3 'Staging/Design' Consults this week and we were able to do them all remotely on Zoom. Although we will have to 'put our eyeballs' on the home to give specific enhancements and finishing touches we can start the process on a virtual consult.

Settlements, because of 'grouping' requirement and being too close to individuals at settlement is now just attended by the 'signers' and most are done with seller going first and then buyer coming after the seller signs so they are separated.

**The BIGGEST adjustment right now is that we aren't listing any new 'occupied' homes right now.**

Meaning, if you live in your home, we aren't going to list. The reasons are 2-fold: First,

we don't want to put you and your family at risk by having people come through your home.

Second, a lot of buyers are unwilling to go look at homes now, which could affect the value/price of



The usually bustling streets of downtown Frederick. EMPTY!!

your home.

If this lasts too long (June 1<sup>st</sup> is our mental cutoff), then I believe it will have MAJOR ramifications on the economy and send us into a depression. If we can defeat the virus in the next month or so and we are allowed to go to work and function as 'new normal', then I believe the economy will pop back.

However, innovation will continue to explode after this, and we will have many new ways to do business which will benefit EVERYONE!

Stay Strong. Stay Safe!

# 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.

 **Becky Willis** is with Jeremy Cromwell in Union Bridge, Maryland. •••  
April 4 at 3:00 PM · 

We are officially homeowners together! Our home out in the country with lots of land is our dream come true! This old house, which had some "interesting" prior owners, is a true diamond in the rough, but we are bringing good energy and a lot of love to it. Can't wait to have it all fixed up and bring our friends and family over for a cookout! Thanks again Eric Verdi for all of your help in getting us here. You are an awesome realtor!



 **Jeremy Cromwell, Medardo Garcia Painting and 186 others** 94 Comments

EVT-S2E3

Check out this latest episode of EVTV where **Brittany Seiter Reaver 'Hashie'** and I do a 'pre-drywall' inspection on a new construction in Urbana.

The importance of having a buyer agent represent you, even on a new construction, is VITAL! And there is NO fee to have **Impact Maryland Real Estate** represent you as your buyer agent.



 Watch together with friends or with a group

 Start

 **Eric Verdi** was live.  
March 28 at 6:19 PM · 

State of The Market... Q and A... And other things



 Watch together with friends or with a group

 Start

 **Annie Main, Angelique C. Hoffman and 17 others** 9 Comments 179 Views

 **Eric Verdi**  
March 20 at 4:27 PM · 

2 Happy Sellers. Don't they look thrilled? The new normal 'this could change tomorrow' is ONLY signers are allowed at Settlements.

Thanks Lawyers Signature Settlements and SMF for getting it DONE!

Adjust and Adapt.

Stay Safe Everyone.

#newnormal #covid\_19 #settlementinsidestuckoutside #atleasttheysettled



 **Heather Leanne Quill, Alex Nunemaker and 67 others**

14 Comments

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

- Impact is the best! They make you feel like you're their only client. They're always available and never made us feel like any of our questions were unimportant. – Bob & Christie

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