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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JUNE 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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## If You Read This, You Might Cry... (A Heartwarming Story)

May 14th was the MOST exciting and emotional day of the Quarantine so far.

If you aren't sitting down reading this. Grab a drink. Take a seat and let me tell you an incredible story.

I talk often about my partners – SueMart, Hashie (Brittany), SAS (Stacy) and Katie in a business sense. In a team dynamic sense. In a we got each other's back sense.

But I don't share the personal side often on this platform.

Well this Story is just so amazing that I have to share it with you today to give you some insight into why I absolutely ADORE our Impact Squad. Let me start by saying that we are all crazy in our own rights. We have our quirks. We argue. We yell sometimes. We laugh. We cry. But we love each other!

### **What does that sound like to you?**

Well, if you are like me, it probably sounds like your family.

*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.

And that is what we are more than anything. We came together because of 'work', but to call these people 'co-workers' is a slap in the face of how we feel about each other. And the reasons we feel about each other is because we know the PERSON. We know each other's integrity. We know each other's heart.



### **Let me tell you about Hashie/Brittany/Britt/Hashtag.**

Yesterday at 8:24am Hashie gave another family the ULTIMATE GIFT. In the most selfless act I have ever seen. Hashie completed another couple's family! Hashie gave birth to Franz Hoffman. See for the last 9 months, but really the last 2 years Hashie has done the most selfless thing I've ever witnessed as she was a Surrogate for an incredible couple from Germany.

Brittany gave life to another human for SOMEONE else. Another family that couldn't have their own child. Couldn't complete their family. After years of trying and heartache they turned to having someone else make their dreams come true.

And here comes Hashie...

**If you've ever met her she has the MOST AMAZING, POSITIVE, INFECTIOUS attitude that you've ever seen.**

Hashie is always there... always there for her girls (3 amazing little humans)... always there for David – her boyfriend – and his two kiddos... always there for her parents and family... always there for her friends. You are NEVER lonely or bored with Hashie.

Now she might be late. She might have her schedule written on her hand with Sharpie. And she might have 2 different shoes on when she gets there.

**But when she gets there she is ALL POSITIVE ENERGY. Because she CARES about YOU!**

So, for the last 2 years – and for about 3 years of 'thinking' about it before this – Hashie has wanted so deep in her heart to HELP. To give someone the Joy of Parenthood.

And yesterday at 8:24am, she did just that! She handed over the baby that grew inside of her for 9 months to someone else.

**How Selfless is this???**

Hashie LITERALLY did the ULTIMATE thing you can do... She gave life to another human. And immediately, willingly, lovingly, and with all the best intentions completed someone else's family!!!

**And this Story doesn't stop here.**

The couple (for privacy reasons I'm not sharing their names)... They are the coolest people ever. They have come and visited Hashie's family. Met her girls. Met David and her parents. Even met Hashie's Impact family. However they live in Germany.



And guess what happened 65 days ago?

Remember at 9pm when Trump said he was shutting down travel from Europe.... I was watching it and immediately texted Hashie asking about what was gonna happen with the couple. I

didn't hear anything. So I texted David and he was already working on getting 'the mom' a flight.

### **Less than 24 hours later – the 'mom' arrived in DC.**

David let her Quarantine in his house for 2 weeks as CDC guidelines.

Then for the last 45+ days the 'mom' basically was part of Hashie's family. Not only did Hashie sacrifice her body, her emotions... her girls, her parents, and David ALL made sacrifices because of Hashie's leadership.

### **This has been incredible to watch and be a VERY SMALL part, to play a minuscule role.**

I could not be prouder of Hashie and to call her 'family.'

Love you Hash... Proud of you!!!

One thing that I've learned through all of this craziness the last 90 plus days through this Quarantine/Pandemic/George Floyd Murder and Fallout is that life is short. Life is precious.

### **Perspective can change in just a second. Priorities Change Daily.**



Before all of this started, I had a blind spot in my life with all the hectic of the Day-to-Day grind. Running around all day. Getting the kids off the bus. Jam dinner down their throats and rush off to

the latest sport.

### **Run. Run. Run.**

Watching Brittany/Hashie be a surro mom was inspiring as she gave up 9 months, but really the last 2 years for someone else. Look at the joy in these parent's faces... Hashie did this!!!



The happy family



This last 90 plus days my perspective on

life/work/HUSTLE has been altered slightly.

First, little things you shouldn't take for granted. Personal FREEDOM. Safety in Society. Travel.

### **And FRIENDS!!!**

It's been different being isolated for 2+ months.

The 'old sayings' are really so true. Live everyday like it is your last. And TODAY is the ONLY day in your life that you can make a change. Yesterday is history and tomorrow is the future.

Focus on Today. Focus on Family. Focus on Being Good. Focus on Making Someone Else SMILE and HAPPY.

Do this and, I promise, you will make an impact!

Cheers,

Eric Verdi

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

## June Quiz Question

**Q:** Originally an acronym, what does "posh" stand for?

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** What kind of weapon is a falchion?

**A:** Sword

Congratulations: Sibylle Huffman!

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

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

**Be Sure to Wish these Friends a HAPPY BIRTHDAY if you see them.**

# IMPACTCLUB™

## Charity and fundraising go digital as nonprofits feel the sting from COVID-19

*Reprinted From Frederick News-Post, May 30, 2020, including photos and captions*

Tonya Hatosy-Stier sat back in her chair in front of her computer and placed her hand over her chest, choking back tears.



Tonya Hatosy-Stier, executive director of Woman to Woman Mentoring, (right) and Amy Savitt, program manager of Woman to Woman Mentoring.

Mentoring just received was going to help a lot of young women.

“How do you not cry when something like this happens? It’s going to impact so many lives. There’s so much need,” she said to 100 members of Frederick’s Impact Club upon finding out she was the beneficiary of the organization’s quarterly donation. “I can’t believe you guys do this, it is just so amazing.”

A typical celebration of this kind of donation from the Impact Club might call for hugs all around — especially from Hatosy-Stier. But, in an era where COVID-19 has prevented all large gatherings from taking place, Hatosy-Stier was left to offer her thanks to the group from behind a computer screen.

The Impact Club, a national organization with local clubs across the U.S. that ask its members to donate \$100 every three months, hosted its first virtual quarterly meeting May 19 using ZOOM, where 100

She knew the \$29,100 her nonprofit Woman to Woman

members heard presentations from three nonprofits — Woman to Woman Mentoring, the Animal Welfare League of Frederick County, and Community Living — and picked the winner.

It’s no secret the COVID-19 pandemic has decimated the economy. But it’s also taken a toll on nonprofit organizations, which typically operate on thin margins under normal conditions. And the lack of person-to-person interaction largely prevents them from fundraising the same way they typically would, which makes philanthropic organizations like the Impact Club, Ausherman Foundation and Delaplaine Foundation perhaps more crucial than ever.

“Impact Club is a remarkable example of people putting their beliefs into action, and coming together to build individual donations into major impact,” Hatosy-Stier said. “Frederick is certainly a community that gives. Even during tough times, like right now, it makes my heart happy to see the thoughtfulness and selflessness of our community.”

Eric Verdi, co-founder of Frederick’s Impact Club, said the thought of canceling the event never entered his mind — especially not in this environment.

“It was always how will we find a way to make this happen,” Verdi said. “Because it’s important. Especially during this time.

Nonprofits are hit hard. ... It’s important to show the nonprofit



Impact Club co-founder Eric Verdi holds a hat with names of three non-profits to randomly select which would present first for a chance to win \$29,100 at the Impact Club’s May meeting.

community Impact Club is here to stay. We will find a way to make an impact every quarter.”

Woman to Woman Mentoring creates connections and relationships with women, providing them mentors and services to help better their lives. They match about 100 women with mentors and provide them with life skills workshops — typically in-person but the organization has since moved them online to continue the services.

Along with an increased importance of local philanthropy, many nonprofits have gotten creative to raise money virtually — including Woman to Woman Mentoring. The group originally scheduled its largest fundraiser, a purse auction called “Clutch the Future,” for March 14 at Hood College. But the college closed its campus on March 11, meaning the group had 72 hours to turn their in-person event into a virtual one. They’ve had to put some other

fundraising events outright on hold, Hatosy-Stier said.

Heartly House, a nonprofit that supports victims of intimate partner violence, moved its largest fundraiser,

the annual “An Affair of the Heart,” online in May. The gala featured an interview with author/journalist Rachel Louise Snyder, who wrote “No Visible Bruises: What We Don’t Know About Domestic Violence Can Kill Us.” A survivor also shared her story. The gala, which typically raises \$70,000, included a donate button on the registration page for people who wanted to give to the organization.

The Frederick Literacy Council typically hosts an annual Scrabble Mania event as its only fundraiser event each year.

The pandemic required them to take that fundraiser online where they hosted a virtual auction, which they usually do in person as well. Many sponsors and donors of the in-person event transferred their

dollars into general donations anyway, said Rich Haney, president of the board of directors for the Literacy Council.

“Our sponsors and ticket holders have been so generous in converting their funds to a general donation,” Haney said. “In talking with other nonprofits in the community, I’m just so impressed with how this community has come out to support not only organizations like ours but our community’s small businesses as well.”

Frederick’s Impact Club is consistently among the highest, if not the highest, performing Impact Clubs in the country. At their next meeting, they’re likely to cross the \$400,000 threshold of donations to local nonprofits.

Continuing that spirit of giving and having the club’s 14th event, even if it had to be virtual, was important for Verdi. And while the event lacked the same camaraderie it typically has when held at local establishments like Idiom Brewing and the former Blue Side Tavern, the rest of the event pretty much remained the same.

Even the dollar figures. Verdi hasn’t been able to recruit and grow the club’s membership during the pandemic, but even as millions have lost jobs and moved to the unemployment line, the membership has stayed steady for the club.

The club has lost less than one percent of its more than 300 members during the pandemic. Verdi even allows member to skip their quarterly \$100 donation if needed, but said only 16 chose to do that this quarter.



Frederick’s Impact held its quarterly meeting virtually this month, and the organization donated \$29,100 to Woman to Woman Mentoring.

“That shows me the members here know how big of a role their \$100 plays in helping these charities,” Verdi said. “Their commitment to Impact Club was tremendous.”

Follow Allen Etzler on Twitter: @AllenWEtzler

# 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 June 13 at 1:09 PM · [...](#)

Those who know me know that the one thing that drives me crazy about our house... Our GROUT... Check out the before and after that Oxy Clean Carpet Care LLC just cleaned today.

Very professional company. Thanks for the referral Heather Schroeder



11-300-6165 [WWW.OXYCLEANCARPET.COM](http://WWW.OXYCLEANCARPET.COM) WE WILL MAKE YOUR CARPET SHINE

Stacy Allgood Smith, Alex Nunemaker and 84 others 30 Comments

Shirley Stroup June 1 at 9:14 AM · [...](#)

Great local nonprofit. Join us:  
<https://impactclub.com/clubs/frederick-md/>

From Eric Verdi



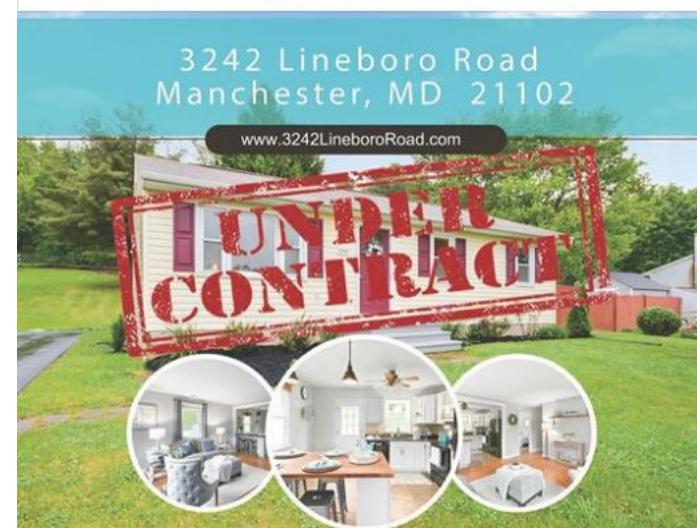
FREDERICKNEWSPOST.COM

Charity and fundraising go digital as nonprofits feel the sting from COVID-19

Eric Verdi May 26 at 7:48 AM · [...](#)

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3242 Lineboro Road  
Manchester, MD 21102  
[www.3242LineboroRoad.com](http://www.3242LineboroRoad.com)

Listed with Eric Verdi, Impact Maryland Real Estate  
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Sensible Solutions/A. Marie Imagery is with Annie Main and 2 others.  
June 4 at 11:19 AM · [...](#)

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*with Eric Verdi*

3295 Prices Distillery Rd.  
Ijamsville, Md. 21754  
240-815-0890



For Inquires AND Referrals contact:  
EricVerdi.Impact@gmail.com  
Or Call/Text to 301-514-2403

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- Very knowledgeable. Will do anything for you. Couldn't ask for a better agent. – Daniel Y.

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