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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JANUARY 2021



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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New Year? - Hopefully

How was your holidays?

Did it feel like a real holiday to you?

I know ours was ENTIRELY different. Sometimes different is better. When it comes to 2020 Holidays I gotta tell you that different was NOT better. It started with Thanksgiving and what is normally a gathering of 20+ family members at my parent's house quickly turned to just 7 of us. My parents, my aunt, and the 4 of us. We got the sides this year from Thatcher and Rye (Bryan Voltaggio's new restaurant in Frederick).

We still did our own Turkey. My mom made some family staples, and we did fried oysters, but it was definitely DIFFERENT!

Frankly it sucked not being able to spend time with extended family.

Throw the football around the front yard. Watch football in the afternoon. Have hot apple cider. Missing traditions.

Right after Thanksgiving we normally go and get a Christmas tree. We pile into a truck and go to a local farm to cut down a tree. But, this year with COVID, we laid low. I just went to the Urbana firehouse and picked out a tree for us to decorate the weekend after Thanksgiving.

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) 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.

Another 2020 change.

Then comes December. Normally a time for parties. Work parties. Friend parties. Multifamily parties on both Susan and my side of the family.

Well with COVID, there were no parties this year.

And I think that played the biggest part in it just NOT feeling like 'Christmas-time'. You normally get to see people outside of normal functions. Christmas music.

Stories throughout the year being told. Lots of holiday food, drinks, and cheer. There is just a warm feeling during the holidays that it makes everything just feel right and good. No matter what is going on in your world, being around friends and family has a way of bringing a calmness to me.

A few days before Christmas when I ran to Target to do last minute shopping (ok, it was my only shopping 😊) it started to feel a LITTLE like Christmas because Christmas is about GIVING and it was nice to get presents/stocking stuff for the boyz, Susan, and I.

It was at that time, driving home from Target at 10pm, that I got a sense of sadness and realized what was missing.

It was seeing friends and getting together!

That month sprint from Thanksgiving until Christmas is normally FILLED with hustle and bustle of friends and family. This year – there was a void.

Depending on when Christmas is we either do Christmas day here with my parents and then

head to Myrtle Beach to spend a week with Susan's family or we will go to Myrtle right before Christmas and spend a week down there.

A WHOLE 'nuther round of family events.

This year... NONE of that 😞

We did Christmas morning here with my parents, which was GREAT!!! And Christmas dinner with my parents, but none of all the other activities.

And the worst part, for me, was that I didn't get to see my 94-year-old Nama. It is always special to see her. And extra special during the holiday season. But this year she didn't want to take the risk and come up because of COVID. I can't blame Nama, but I sure did miss her.

It just wasn't the same this year.

This is not to mention the kids not going to school, that is a whole other subject that absolutely stinks and is not good on any kids mental well-being. Kids are meant to be together. With structure and learning. And friends. And recess. And getting embarrassed by friends. And swapping

snacks at lunch. And sitting in front of a teacher and learning.

This year has been a total \$hitshow and the holidays capped it off for me.

As we turn the page on 2020 and look forward to 2021, I hope and pray for a sense of normalcy in our lives. I want sports and concerts back. I want gatherings with friends back. I want bar and breweries open. I want to go see a baseball or football game. I want to have a normal



At a recent Septic Inspection... It was chilly, but this one passed, thank GOD!

ImpactClub® where 300 of us can come together to donate over \$30,000 locally.

I just want some normalcy.

As we flip the page on 2020 and look forward to 2021, in the real estate world and our business at Impact has been **VERY, VERY** busy!



Lazer enjoying his favorite toy in his bed 😊

The real estate market is nothing like I have seen in 18 years in real estate!

It started off like gang busters in January and February with really low (3.5%) interest rates and low inventory (between 600-700 properties for sale

in Frederick Count). Things were moving. Sellers getting offers. Buyers competing against multiple buyers on offers.

Then March happened and we, along with the rest of the world, was shut down.

March, April, and part of May things went **REALLY** quiet while we were all in our stay-at-home order. Sellers weren't allowing buyers in their homes. It was like a ghost town in the world and in real estate.

Then something happened...

When we went to Phase 1.2 where things started to open back up right around Memorial Day and all hell broke loose!!!

The market just POPPED! The only thing I can compare it to was the market in '04 and '05, but that was a false market (which I will get to in a second). But the market POPPED! The inventory crept down through the summer to a low of about 320 homes for sale. And interest rates also crept down to the mid 2% range.

This was the perfect storm.

NO Inventory. Extremely LOW rates! And buyers anxious and looking. Great time to sell because you are getting multiple offers with very low contingencies and **GREAT** prices. And on the flip side you gotta get creative to get your offer accepted as a buyer.

Our best story of the summer was a home in Silver Spring for a buyer. We – our buyer – beat out 17 offers to get their offer accepted! You have to get creative in this market. You need an agent that knows what they are doing. How to structure an offer. What pain points the seller has that you need to hit. This happened again and again this year... and I ended up helping 26 families purchase a home this year.

Back to this market vs '04/'05.

In that market there were buyers getting approved for loans that should NOT have been approved. No money down. Low standards for loans. It was a perfect storm for a bubble.

This market, in 2020, if you aren't putting money down and doing a **STRONG** loan, then the offer just gets thrown out! So, the buyers whose offer is accepted **NOW**, is well qualified!

If you have talked to me since Memorial Day on I'm sure that I've told you...

"If you are considering selling in the next 5 years, you need to DO IT NOW!!!! Do NOT pass go, do NOT collect \$200. Sell NOW... And we will figure out what to do with the purchase. But with prices and terms so favorable for sellers. NOW is the time to sell!!!"

Same is true so far in 2021 😊

I hope and pray that 2021 is a return to normalcy for us... Kids back in school. Sports open. Family gatherings. Holidays together.

Let's get back to **NORMAL**!

Cheers,

Eric Verdi

Don't Forget to Have Fun!!!

January Quiz Question

Q: What is someone who shoes horses called?

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.

December Question & Answer

Q Which animal symbolizes good luck in Europe?

A: Ladybug

Other possible answers: pigs, crickets, rabbits, frogs

Congratulations: Susan Pardo!

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

Happy Birthday

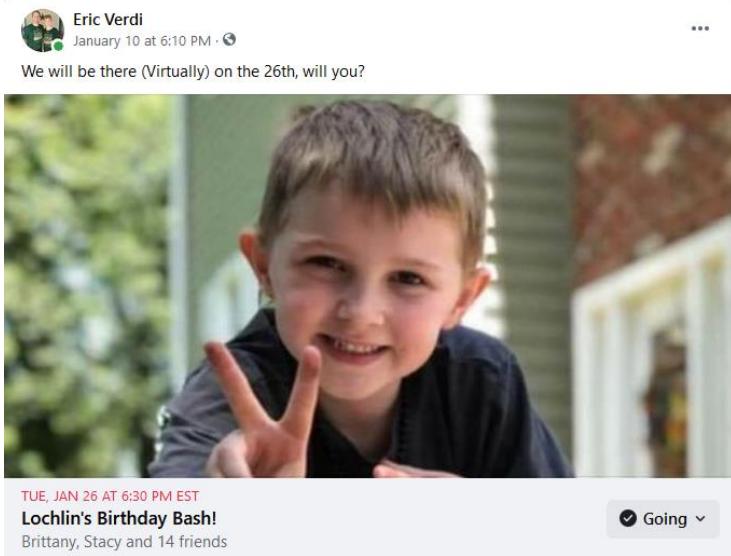
Here are January Birthdays from our friends of **Impact Maryland Monthly**. If you have a birthday in January and don't see your name on this list, please email or call us so that we will include your birthday.

Clancy Murphy	Jan 1st	Max Lopacienski	Jan 13th	Michael Riling	Jan 18th
John Knowlton	Jan 2nd	Phil Ranneberger	Jan 13th	Brooks Campbell	Jan 20th
Jeff Willem	Jan 3rd	Mike Roderick	Jan 13th	Joe Main	Jan 20th
Becky Cromwell	Jan 4th	Franek Zielinski	Jan 13th	Jane McClellan	Jan 20th
Patrick Roderick	Jan 5th	Jim Riffle	Jan 14th	Natiala Menocal	Jan 20th
Patrick O'Brien	Jan 6th	Joseph Durnal	Jan 15th	Jeff Purgason	Jan 20th
Matt Fogelson	Jan 8th	Brandon Kaas	Jan 15th	Penelope Bybel	Jan 22nd
Cindy Shelton	Jan 9th	Ryan Hines	Jan 16th	Heather Throckmorton	Jan 23rd
Justin Anderson	Jan 10th	Monica MacCracken	Jan 16th	Gina Keefer	Jan 24th
Paul Ford	Jan 10th	Susan Martin	Jan 16th	Janiah Orchard	Jan 24th
Amy Temporado	Jan 10th	Bella Migdal	Jan 16th	Gavin Via	Jan 24th
Jackson Palmisano	Jan 11th	Katie Nicholson	Jan 16th	Elke Wharton	Jan 25th
Yuko Maura	Jan 11th	Elizabeth Wells	Jan 16th	Emily Keefer	Jan 27th
Kylee Callahan	Jan 12th	Kennetha Orsini	Jan 17th	Barb McCormick	Jan 29th
Kristen Bonadies	Jan 13th	Doug Cooper	Jan 18th	Mike Orsini	Jan 30th
Mark Haraway	Jan 13th	Jennifer Long	Jan 18th	Mandy Rawlett	Jan 30th
		Vicky Nichodmus	Jan 18th	Lizzie Goodwin	Jan 31st

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

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.



'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.

Whatcha Don't Know

Pulling into the garage I could see something was not normal. It was not as bright as usual. I get out and look at the headlights and notice that the passenger headlight was out. It worked when the high beams were on, but not the normal headlight.

Letting this go for a week and 'hoping' that it would just magically fix itself and I wouldn't have to deal with it.

Well, you know what they say, "Hope is NOT a Plan!"

With EVERYTHING in life, I go into a risk/reward and Plan B and C. This is what happens in real estate EVERY day. There is chess, not checkers being played, and you need to know what happens when Plan A fails. When an inspection goes sideways. Or when a lender messes up.

Back to the headlight. The easy fix would cost about \$250 to send to a mechanic to change the light bulb. OR try and fix it myself.

Going to YouTube University and typing in, "Change headlight in Nissan [xxxxxx]" provides a quick 3-minute video. NOTHING like I expected. I thought you'd pop the hood and fiddle around to change the bulb in there. NOPE you go in through the wheel well and work up from the bottom.

Thinking to myself, "Self, ok what is the worst thing that can happen. I can't figure it out and I spend 30 minutes trying to change the headlight and then I have to go to the mechanic if things go sideways and gotta spend \$250. Or I do it myself and it cost me about \$17 for a new headlight... It's not like I'm trying to change a carburetor. Even if I mess up, I can't mess up my car that bad."

I have a Plan A and Plan B in place, just in case I can't fix it myself.

So, I figure – easy enough – and off to AutoZone to get a headlight. But knowing what I think I know, I will get there, and their will be 97 choices for headlights, I decide to get the lightbulb out first to take with me as I need to make sure to get the right one.

Head to AutoZone get the bulb and head back to finish the job. An hour after I started the job, I was able to pop the new bulb back in and put the wheel well back together.

DONE!!! A lil Youtube University, some elbow grease, and \$17 it was fixed. Life is about weighing the risk/rewards. Best case I fix it for \$17. Worst case – I

won't mess up the car any worse than it is – is that I don't fix it and it ends up costing \$250.

We play chess EVERY day. EVERY transaction.

Recently we had a buyer that had their own lender. All was good. All was smooth. Appraisal good. Everything ready to go to settlement. A day before we are supposed to go to settlement the lender calls me panicking. The underwriter found something he didn't like, and they had been working the last 2 days to get a resolution and were calling me to fill me in. We were going to give it one more try before pulling the plug.

Immediately call the listing agent to inform him of the possible issue and what we are doing to resolve.

The transaction on life-support – LITERALLY.

The buyer, our client, desperately wanting this house. Furniture scheduled for delivery. Movers lined up. Cleaners ready to come in. Ready to paint and we get a snag at the 11th hour. I call one of our go to lenders, Mike, and give him the scenario – putting plan D into action. Plan B and C were work arounds with current lender.

He says, "Slam Dunk. We just have to do X, Y, Z and change this... and we'll get in done in 3 weeks."

The next day, the current lender calls and the underwriter won't bend.

We immediately let the listing agent know the scenario and he let the seller decide to give us another couple weeks to get to settlement after the listing agent talked to Mike.

And within 17 days (less than 2 weeks later) we end up going to settlement. Our TEAM saved the day!!! Every decision out of the 1,000 that go into a real estate transaction has to have a risk/reward factor and also must have multiple plans if any of those 1,000 moving parts goes sideways.

When you know how to problem solve and take care of clients in their most stressful times, they form a loyalty to you! They will be repeat customers! But what they will really do, is that they will be advocates for you and will refer business to YOU!!!

That is how you build a successful business – by being a Problem Solver!

IMPACTCLUB™

The Show Goes On

There is SO much craziness going on in the world right now. UTTER CRAZINESS with COVID-19 still going raging. A vaccine that is starting to get distributed. School shutdown extended (atleast in Frederick County). Restaurants and Bars/Breweries at minimal capacity. Election. Inauguration. People working from home. No fans at sports. Wearing Masks everywhere

Every other day I hear of a new friend that is getting Quarantined because they have been in contact with a positive case.

What is going on?

Like, really, what the heck is going on?

That being said, we at ImpactClub® try to provide some normalcy once a quarter to our Frederick community.

We haven't missed a meeting since our initial meeting in February 2017. Every Quarter, like clockwork, we get together to donate \$20k, \$22k, \$27k... and the last few meetings we have right around \$30,000 that we are INVESTING in a local charity.

ImpactClub® is basically a Venture Capitalist organization that invests \$30,000 a Quarter and nearly a \$125,000 annually locally!

Imagine being part of a movement, of a society of awesome citizens where you could commit to \$100 each quarter but could be a part of a BIGGER impact of \$125,000 a YEAR!



That's what we, ImpactClub® Frederick DOES! We take individual donations and we end up having a MASSIVE IMPACT!

ImpactClub helps those less fortunate. ImpactClub feeds the hungry. ImpactClub puts meals in front of children. ImpactClub helps families build facilities/playgrounds for our community. ImpactClub helps recovering addicts overcome the grips of addition. ImpactClub helps woman and men of domestic violence. ImpactClub helps kids whose parents have been incarcerated. ImpactClub helps Vets return to civilian life.

ImpactClub® HELPS!!!!

That is the common thread. There are so many organizations, 15 total (we had 1 repeat winner) so far.

The community and the non-profits count on ImpactClub® Frederick each Quarter. And Each Quarter WE DELIVER!!! Through a Pandemic we are still going strong.

Has it been tough to continue? Absolutely. Has it been a Major Pain to not have over 300 people in a room? YES!

But, IMPACTCLUB® Frederick WILL continue to be that platform to give back to OUR community! I can't wait for the day when we return in FULL FORCE, but for now, we have to go with a modified model to achieve the \$30,000 results!

Our next event is Tues, Feb 16th (not sure of the specific details yet), but we will be in full force!!! Become a member at www.impactclubfrederick.com

Can I count on you to play your part?

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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

-Eric encompasses what a real estate agent should be. He listens to what we wanted, gave us options and was very transparent throughout the whole process. If you want an agent that will anticipate your needs and successfully sell your home Eric is the agent who will exceed your expectations. He is the best agent we have ever worked with hands down!!! – Peter & Erin M.

-Eric is super knowledgeable and pays close attention to detail! We are so thankful to him for his assistance with the buying and selling process. – Jarrett & Karyn H.

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