

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MARCH 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.'

## **HEADLINES**

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## **A Sense of Normalcy...**

**(What a Difference a Year Makes)**

Last week Anthony and Alex had their first 'in-person' school days in nearly a year. First day of High School at Urbana for Anthony and first day of Middle School at Urbana Middle School for Alex and it was met with some uncertainty and excitement.

But it was also met with packing lunches the night before. Waking up early and showering and getting ready. And some moans and groans.

**As a kid if I could have taken a year off of school, I would have LOVED it!**

Log on the computer for a few hours a day, do some work in the comfort of my home. Knock out a couple of assignments. Eat during class. Maybe text or facetime a few friends. Spend an hour or so doing work then pop on and play video games in the afternoon while talking to friends the entire time on a headset or phone. Some days get together with friends in the afternoon to walk around Urbana or to hang out and play.

**I can't believe we are going on a year of this.**

What about you?

What about the adults and your job, how much has it changed for you?

*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.

I was out the other night after coaching soccer with some of the parents having a quick bite and the conversation turned to teleworking.

One guy said that it was fun at first, but he missed the camaraderie of co-workers and going into work and seeing co-workers. Hanging with them and having those work relationships. Another lady said that she didn't miss that aspect of all.

**However, the one common thread among the table...**

Their work and their productivity at work and their companies as a whole have not suffered by people teleworking. They admitted to getting more done while teleworking than they would have in a normal work environment.

This got me thinking.

**That people in general are task masters.**

Give us a task (job/schoolwork) and give them an incentive (paycheck/grades) and they are motivated to get it done. Some can get done 40 hours' worth of work in a week in 15 hours. While others take the entire 40 hours and still aren't done. Kids are the same way. Anthony, he has his assignments, and he can self-monitor his work (for the most part) and still get good grades. Alex, he is on the other end of the spectrum... He needs direction. He needs deadlines. He needs reminders of when to get on class.

**People are also social creatures.**

We crave human interaction. We crave our social groups, be it classmates or be it co-workers. We need some interaction outside of our homes. Anthony and Alex, and all the other kids... I do not know how they would have survived without technology and interaction. I know a lot of kids

spent WAY too much time on technology during the Pandemic, but atleast they were able to communicate with each other and keep up those relationships and interactions.

**That is actually the cool thing about real estate and our company.**

First, we interact with clients EVERY day.

Phone calls. Text messages. Answering questions – LOTS of questions. Putting out fires. While simultaneously talking to lenders, title companies, inspectors, and the whole gamut of professionals that we talk to during the transaction.

Then there is the intracompany chatting about pricing, how to deal with issues. Best practices and ways to write offers to get accepted for buyers. So, although we might not meet every day, there is definitely chatting and bonding.

In real estate in general and in #ImpactFamily office there is interaction.



Gee with her grandkids before going back to the first day of school.

**Then, let's talk about structure.**

As a company grows there are 2 parts that determine the success of the company. Number #1 and, IMO, the most important part is the culture. What is the path and the direction of the company? What are the core values? Do the people in the company believe in those core values and adhere to the same set of values that the company does?

At Impact our priority is putting the clients #1. That, in and of itself, seems like a no-brainer statement, but as we grow, and I talk to others in ancillary businesses it seems that MORE and MORE agents put themselves first.

I was at an appointment with a Stager the other day and get this...

The Stager told me that this 'one agent' that when she refers business to this Stager that she asks the

stager for a monetary kickback. So when the Stager goes and charges the client, lets say \$3,000 for a job, the agent expects a \$500 kickback.

### How does this benefit the client???

It doesn't. It actually hurts the client because I'm confident that this Stager has to build in the 'bribe' so she doesn't lose money on the job.

Shame on them.

And Number #2 at Impact is the trust and cooperation amongst the 'agents' who we refer to as #ImpactFamily.

We ALL have our own personalities and business, but there is a collaboration and



Lazer taking a nap at Gee and Papa V's house.

willingness to help that is pretty awesome and something not seen in the big companies.

When you have a smaller group you tend to work together easily. Just this past week SAS showed houses for Josie and Stacy. Barry and Tori helped Stacy and I on a client. Stacy and SueMart helped Barry finalize an offer. SueMart and I went to help Barry with pricing on a listing. Stacy helped Josie write an offer. Hashie measured houses for Stacy and I. I got a painter to Hashie's house. SueMart found Hashie a storage unit as she is getting ready to move. I helped SAS write an offer and meet with her clients. SueMart showed clients of mine and clients of Stacy's this past weekend. Barry talked to Josie about a land deal/build. Hashie and I went to view a failed septic for Stacy.



Alex shooting a free-throw. We won the Championship this past weekend in COVID Winter League.

### There was a LOT of collaboration and help.

That is a beautiful thing.

The 2<sup>nd</sup> part of the growth is the infrastructure and systems. This part is still a work in progress. Going from 50ish transactions a year to 150-200 transactions a year as we grow and bring on producing partners is stressful on the backend.

SueMart is the absolute BEST at what she does, but the volume is something that with growth is triple the work. The sheer volume of paperwork and files makes it so that we have to finetune the process in which we review the files and paperwork to stay in compliance.

The STRUCTURE, like going to school and getting on a strict schedule, is something that is needed to secure the growth of Impact!

Like the Structure of having a NEW office, located in Central Frederick county. A beautiful 1200 sf office with an office for SueMart. A stunning conference room. 2 work offices. And a beautiful reception area.

Structure is necessary and humans, in general, need structure within their day.

Thank goodness the kids are getting some normalcy and structure again, otherwise they might end up being professional videogame players 😊

Cheers,

*Eric*

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

### March Quiz Question

**Q:** What is the nickname of Viking King Harald Gormsson who was known for uniting Denmark and Norway in 958AD?

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.

### February Question & Answer

**Q** What is a group of giraffes called?

**A:** A Tower

Congratulations: Christi Tuccil!

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## Happy Birthday

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

Matt Bybel	Mar 1st	Jackson Steele	Mar 13th	Fisher Bobbitt	Mar 25th
Linda Cascio	Mar 1st	Alyssa Vance	Mar 14th	Brandy Baptiste	Mar 26th
Jackson Raymond	Mar 3rd	Andrew Raymond	Mar 15th	Chris Martin	Mar 26th
Addison Burrier	Mar 4th	Eddie Shelton	Mar 15th	Richard Lamont	Mar 27th
Allison Kelly	Mar 4th	Nicholas Fouts	Mar 17th	Linda Sacchetti	Mar 27th
Ameer Abbas	Mar 5th	Angelique Hoffman	Mar 17th	Jeremy Feaster	Mar 28th
Felicia Martin	Mar 6th	Ana Miranda	Mar 17th	Emma Bobbitt	Mar 29th
Ehsan Abbas	Mar 7th	Kristi Sayles	Mar 17th	Allyson Kinsey	Mar 29th
Gaylen DiSanto	Mar 7th	Doug Sillex	Mar 17th	Michael Majalca	Mar 29th
Alex Ganson	Mar 7th	Pat Warrenfeltz	Mar 17th	Bill Vance	Mar 30th
Caroline Grubb	Mar 9th	Mike Franklin	Mar 18th	Tiffany Huffstetler	Mar 31st
Amy Williams	Mar 9th	Jeff Bostian	Mar 19th	Kim Kaufman	Mar 31st
Ryan Martin	Mar 10th	Amani Dabney	Mar 21st	Khloe Quill	Mar 31st
Karen Yoho	Mar 10th	Hayden Palmisano	Mar 22nd	Fallon Williams	Mar 31st
Allie Wilson	Mar 12th	Madge Parker	Mar 22nd	Charles Williams	Mar 31st
Katie Miller	Mar 13th	Cindy Ranneberger	Mar 23rd		

**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.

## What's Up with the "Market?"

We, at Impact Maryland Real Estate, get this question ALL THE TIME. Family gatherings. Running into Friends at Target. Whatever/Wherever we are viewed as experts with all the answers needed for real estate.

Truth be told we are experts.

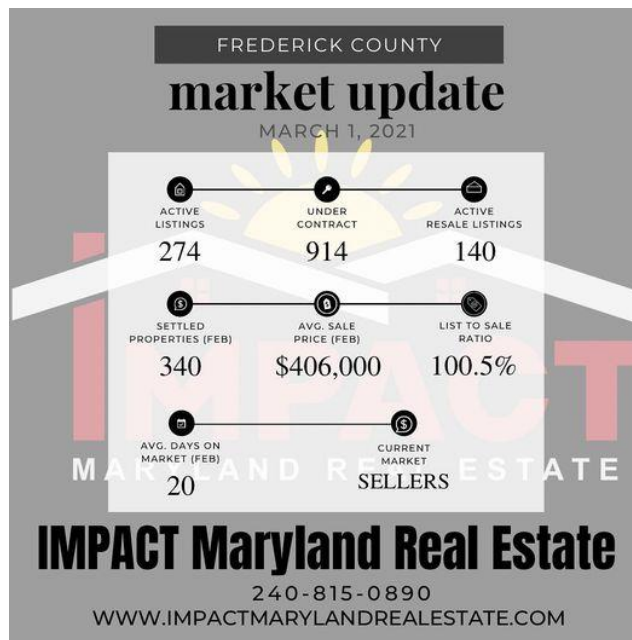
We do real estate EVERYDAY! We talk to others in the industry not only locally, but all over the country. We talk to others in ancillary businesses like mortgage, inspectors, title companies and other supporting industries. We have a very microscopic view of the market.

**It is clear to us that what is going on in the market is VERY SIMPLY – Economics 101 – Supply and Demand.**

There are MANY, MANY, MANY factors that go into the state of the market but looking specifically into why this is SUCH A SELLERS MARKET is simply a function of the demand of buyers to purchase homes now far outweighs the supply of homes for sale.

Just this past weekend we had a buyer looking at a \$900,000 house in Frederick County. Now, typically, when you get into that price range there are limited buyers, and the house might sit on the market for some time until the 'right' buyer comes along. But this house, after talking with the listing agent, ended up with 7 OFFERS!!!

**This is unlike anything we have seen before!**



Have you ever been at one of those lakes with all the fish swimming around and a little kid drops a morsel of food into the water and what seems like an endless amount of fish all fight for that piece of food?

**Yeah, that's what the market is now!!!**

But instead of fish, there are buyers... and instead of a morsel of food, there are houses 😊

The supply is EXTREMELY low with 140 active 'resales' (excluding new construction) and there are currently 914 properties UNDER CONTRACT!

*What this tells us is that for every house that is listed there are about 7 buyers willing/looking to purchase and thus this is having an effect on the market that leads to an increase prices and has escalated the overall market.*

Buyers have to be very creative in getting their offers accepted as we are routinely seeing 6, 7, 12 offers on properties. And you have to have someone that is an expert in structuring offers to get your offer accepted in today's market.

Conversely, if you are looking to sell, NOW is the time while the inventory is low and buyers are in a feeding frenzy.

If you want to know the multitude of factors that go into where this market is now, feel free to reach out to us.

# IMPACT CLUB™

## Our Last One???

A couple of weeks ago on Tuesday February 16<sup>th</sup> ImpactClub® Frederick did it again. We brought together 3 local charities; SOAR, SHIP of Frederick County, and Hayden's Heros to share their story with our members...

Fifteen minutes later we voted, and Hayden's Hero walked away with a committed donation of \$31,300!!!

This is as much money, in one night, in a 5-minute speech that Hayden's Heros raised in 2020! Imagine that?!?!?

### I hope this is the last ImpactClub® Event...

No. No. No. ImpactClub® is not closing our doors. How could we close our doors with over \$440,000 donated to charities locally since 2017. I hope this is the last time that we aren't TOGETHER for an ImpactClub® Event.

This last year has been tough on EVERYONE. Every single person in the world has been affected one way or another by COVID! Lots of people have lost jobs. Families are struggling. Charities are having more of an impact now, more than EVER! Charities are changing their models to help immediately with local needs of food and necessities!

To that end, I thank the 317



ImpactClub® members who have continued to support ImpactClub® Frederick and through their commitment to ImpactClub® have supported Frederick and the local charities.

**ImpactClub® has the waterfall effect. We are the conduit between doing good and giving back and the people who these**

**charities help daily.**

There are SOOOOO many fundraisers out there, so many people doing good and it is SO hard to raise money, TRUST ME, we talk to charities almost everyday. Isn't it nice to know that you can do good and give back and all you have to do is logon, listen to 3 amazing stories, and vote?!?!?! We take care of the rest!!!

The other component, and we are BLOWN AWAY that we continue to grow each quarter is the actual LIVE EVENT!

**If you have never been... You have to come next time!!!**

The atmosphere is INCREDIBLE!!! The camaraderie is something to behold! Beautiful people with beautiful souls giving back locally. Hugging. Chatting. Catching up. And then listening to the charities and voting on the one they want to walk away with a huge donation!

My commitment is to have a LIVE EVENT for our 18<sup>th</sup> Event in May!!!

Somehow Someway we will get together in May.

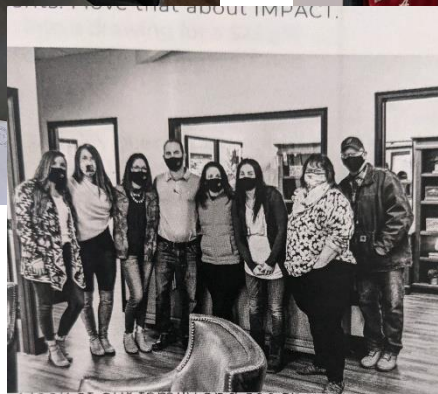


Melissa Golden of Hayden's Heros giving her \$31k speech.



# 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  
February 24 at 5:10 PM

Lake Living at its Finest!!!

Resort style home, right here in Frederick - Lake Linganore. Check out the Kitchen, the Master behind the glass wall, the floor to ceiling fireplace, the exposed beams.

This one won't last!!!

What a project this one was, but Felix and Jodi Sprinkle Killar pulled it OFF!!!

WONDERFUL job Scientifically Staging by Anne Souder! Incredible Photos by Annie Main  
[Sendsible Solutions/A.Marie Imagery](#)



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Lake Living at its FINEST!!!  
6691 Glen Lane



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

- So... I'm sorry this is coming so late, but I just got home from shift 10, 10 in a row and finally ate some dinner and sat down to think about exactly what happened today. Eric, you're truly amazing. I know we're not there yet... but you've been so amazing, Ellie has been amazing, the photographer Annie has been amazing.

I'm just in awe of it all. And I'm feeling overwhelming amount of gratitude. I'm sure you probably don't hear this enough, but you're truly exceptional at what you do and we're SO eternally grateful for you. I can't even put it into words right now. - Jason & Sarah L.