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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JULY 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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## 'Life Lessons in Wood-Fired Pizza' Patience and Practice

The dough was sticky. Couldn't even get it in the oven in one piece. The cooking time was off and the texture and taste was borderline inedible.

I had watched videos.

I did research.

**I read the correct way to way to bake a homemade woodfired pizza in my new Ooni oven, but putting the research into action was a DISASTER!**

It looked so easy on the videos. From the molding of the dough into a perfect round pie, to the sauce, to the toppings, to the cooking. Super easy and everyone smiling and laughing as they enjoy their smoking hot wood fired pizza.

We bought an Ooni Pizza oven (they have about 8 different models, I bought the wood fired one) and was so stoked to try it out.

Our good friends the Sipe's came over to try it out the first time. We used to make homemade pizza with the Sipes at their house, in their oven, but this was a whole new level so I needed to have my buddy Geep – the pizza expert – there to help roll out the new 'toy.'

**We tried to make it look like the videos but we were HORRIBLE.**

*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 dough was sticky and we couldn't get it from the Pizza Peel to the Ooni. It wouldn't slide off the peel and thus we basically were cooking a big blob of dough for our first pizza.

The next one we tried we got a little better sliding it off the peel, but it still didn't look like a pizza and then although we had the top cooked the bottom was not cooked all the way and it was 'doughy.'

That first night, not having figured out the tips and tricks of the experienced Pizza Maker, we made what was basically inedible blobs of cooked dough with sauce and cheese.

Then I went back and did more research and watched more videos – thank god for Youtube – to actually look at the specific details that made the Pizza look as delicious as the it did in the videos.

### **And it was in this research that I found the details...**

The process didn't change, but the specifics that made up each step had to be broken down into micro details to ensure that the process of making a homemade pizza was smooth. The first thing that I noticed was that they used a wooden pizza peel to transfer the peel

into the oven instead of a metal peel.

This allowed the smoother transition to the



pizza oven. Instead of a big blob of dough that would get bundled up as we tried to transfer it became bunched up. We were able to get the pizza from the counter to the peel to the oven in a more seamless process and although it wasn't a perfectly round pizza cause it was still sticking some, it was better.

But I was still having issues with the cooking process.

The top of the pizza was good, but the bottom was not getting cooked enough.

### **Back to the drawing board. I did more research...**

I found that the stone that is inside the Ooni oven where the pizza actually cooks wasn't getting hot enough. The oven would get up to 600-700 degrees, but I wasn't giving the stone enough time to get hot. The stone should be 550 degrees minimum and ideally the hotter the better.



You have to keep the fire stoked and rolling for a good 15-20 minutes at 600-700 to give the stone the proper time to reach the ideal temperature.

Now we have figured out how to BETTER get the pizza to the oven by using a wooden peel and we have figured out how to get the stone to the ideal temperature so that the bottom gets cooked and isn't doughy.

However, it wasn't a smooth process, and we were still having issues making the dough into an actual shaped pizza and the peel to oven was still sticky, better but not great.

Back to do more research and watch more videos.

The Dough thing... This ended up being a fairly simple fix in that you couldn't work with 'cold' dough. You need to let the dough sit for an hour or 2 to properly reach room temperature. Once the dough reaches room temperature it becomes MUCH more pliable, and you can mold/shape the dough much easier. You can look like a real pizza maker with the dough.

The last trick that I found to improve on the Pizza Making Process was finding a better way to transition the Pizza from the peel to the oven. It was still sticky and not sliding off great, which would leave part of the pizza bundled up to stretched too thin and it would break.

### **I found another resource that solved this problem.**

Putting wax paper down after the pizza is made and ready you throw a little flour or corn meal on the wax paper and put the pizza on top of the wax paper. You then put the entire pizza and paper on your peel. The transfer to the oven has been smooth ever since. I'm sure there is a better way to do this or a technique that

the professionals use to get the pizza to the oven, but the wax paper hack has made a huge difference.

This had taken me about 3 months with doing pizza twice a week to become 'decent' at making homemade pizza.

I wouldn't consider myself an expert or really good yet, but the Pizza is super yummy and a lot of fun to make!

### Life lessons in Pizza Making.

Alex recently wanted to make a commitment to get better in football. He really enjoys football and wants to increase his skill set to have a better chance to competing and getting more playing time on his team this fall. His desire and his heart is there, but he isn't the strongest or most explosive player.

So he decided that he wanted to commit to improvement but doing workouts on his own only takes him so far. He asked if he could start working out with 'Coach Plez' at MAD Fitness in Frederick? He had some buddies that go there for various other sports and he decided he wanted to give it a try.

We went in to meet Coach Plez one day before signing up and you could tell his passion for getting the kids better in their various sports. He had one kid doing a move that worked on core strength but the athlete didn't use the proper form. Plez broke down every movement and the purpose behind the movement so that the result wasn't flawed. Small breakdowns in the process/movement can lead to massive inaccuracies of results.

This was eye opening for Alex and on the ride home we discussed the reasons behind the 'Process.'

I told Alex that if he was going to commit to Coach Plez, to actually go and follow his workouts and instructions that I would invest the time and money into helping him get better. All he has to do is invest in himself and thus Coach Plez invests his time and expertise in Alex.

**Alex said he was all in.**



It has been about 5-6 weeks now and Alex is still going strong 2 days a week. Never a complaint and always a smile on his face. He has committed to those few hours, and you can see some improvement in his agility and explosion, not massive improvement, but that is because Plez is still laying out the foundation and base for Alex to improve.

Like making a pizza it takes precision in the small details that end up turning out a delish Pizza. Plez is still in the molding phase with Alex. He is still just figuring out the dough part of Alex and he has many more layers to add before Alex is that finished pizza.

### Same thing in Real Estate, and we see this everyday...

The worst, and we see this EVERYDAY, is the sellers that try to do a FSBO (for sale by Owner) or the inexperienced or inept agent.

They don't know the process. They don't know the recipe. They don't know the tips and tricks that only come from experience and trial and error. They don't know the current state of the market and the pricing strategies. Push vs Pull. They don't have a documented approach.

They go to the store and pull the frozen dough and slap it on the counter and think they can make a pizza. They haven't done the research; they haven't had the trial and error.

Like having the pizza stick to the peel and come out in a big blob from the oven is just like having an inexperienced agent working for you.

### It might be edible, but it won't taste great.

It might sell, but it won't sell for the maximum profit if the proper steps aren't taken. Real Estate is a funny business. You can still get a result WITHOUT the proper steps, but you can't get the MAXIMUM results – whether that is most money, smooth sale, rent back, one move instead of 2 – without knowing all of the ingredients to get the desired result.

Like I did with the pizza, you can take the trial-and-error approach, HOWEVER instead of sloppy pizza you could lose out on TENS of thousands of dollars in your 'research' phase.

Cheers,

*Eric Verdi*

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

## July Quiz Question

**Q:** What is Andy Dufresne's prisoner number?

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.

## June Question & Answer

**Q:** How long is New Zealand's Ninety Mile Beach?

**A:** 55 miles

Congratulations: Jonathon Appel!

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

## Happy Birthday

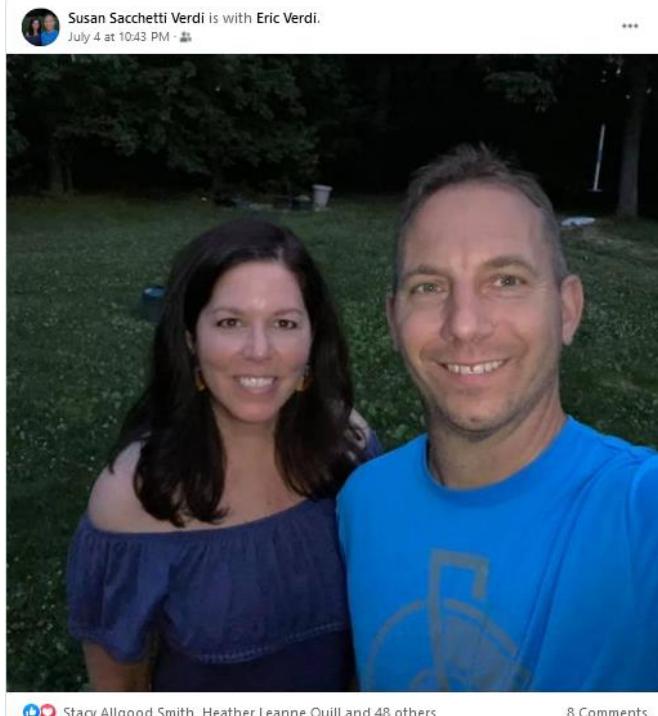
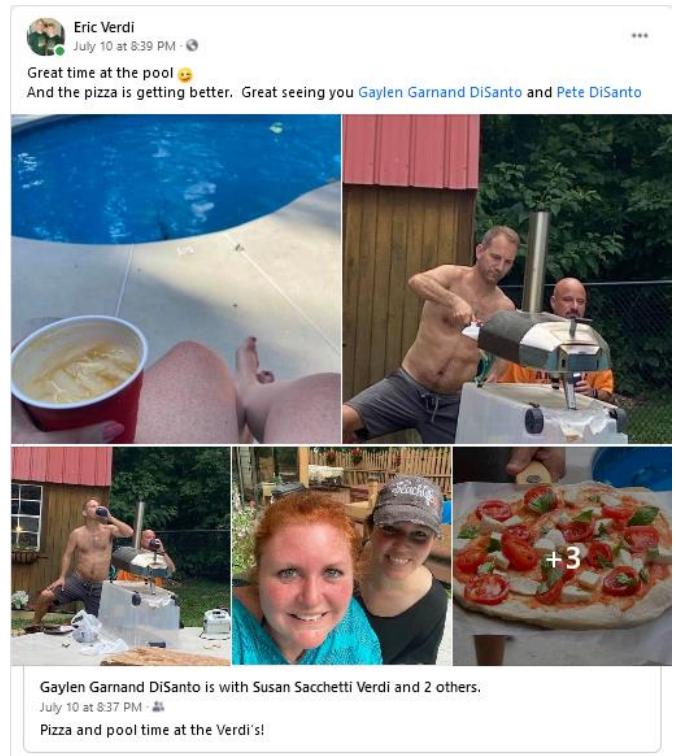
Here are July Birthdays from our friends of **Impact Maryland Monthly**. If you have a birthday in July and don't see your name on this list, please email or call us so that we will include your birthday.

Phaedran Linger	July 1st	Heather Quill	July 13th	Caitlin Hamilton	July 21st
Katie Sillex	July 1st	Shannan Thorhauer	July 14th	Derrick Pledger	July 21st
Gary Hertzberg	July 2nd	Aiden Wingard	July 14th	Mike Wingard	July 21st
Tracy Boyd	July 3rd	Janet Conrad	July 15th	Owen Cooper	July 22nd
Tod Williams	July 5th	Linda Ranneberger	July 15th	Tiphanie Downs	July 22nd
Jim McClellan	July 7th	Shari Mostofi	July 16th	Elle Gorman	July 23rd
Emma Klinko	July 8th	Naiya Sayles	July 16th	Soraya Ally	July 24th
Shelley Smith	July 8th	John Sulmonte	July 16th	Ryan Bell	July 24th
Taylor Rawlette	July 9th	Marisa Yearta	July 17th	Steph DeLauder	July 26th
Terry Hood	July 11th	Avery Peirce	July 19th	Michelle Bitler	July 29th
Susan Snyder	July 11th	Caroline Ranneberger	July 19th	Jacki Grubb	July 29th
Ashley Coutant	July 13th	Bill Crosthwait	July 20th	Britt Steele	July 30th
Lalania Knowlton	July 13th	Chad Vansant	July 20th	Emily Lyles	July 31st
		Jessie Donnellan	July 21st		

**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.

## Why IMPACT?

Having been formed in January 2017 Impact Maryland Real Estate is a smaller boutique brokerage that puts our customers FIRST. Looking at the 'Core Principles' on our website you notice that Impact puts the customer first and then the rest takes care of itself.

The beauty of a Boutique Brokerage is that we can adapt to market changes without having to run everything by 'corporate' to get clearance on every little thing that happens.

Our Partners follow an overarching rule that *'if it is in the best interest of the client you have free reign to make that decision.'*

If you have to pay for additional staging... DO IT.

If you have to hire a drone for additional marketing... DO IT.

If you have to hire a painter to help sell a house... DO IT.

If you have to buy a warranty to pay for a contractor to help our clients get to settlement... DO IT.

Our partners know that there are lines that can't be crossed and rules that can't be broken, but barring the obvious, DO RIGHT by the client and they will do RIGHT by YOU.

### What does that look like?

Our clients are our #1 SOURCE of new business. Repeat and Referral business is the foundation of IMPACT! To do such an extraordinary job for our clients that they refer us business.



Since the growth in the last 8 months from 5 partners to 14 partners the culture has been the hardest part with the growth. When there are 5 of you, you talk EVERY day. And know EVERYTHING going on.

With 14 there is a shared mindset and vision that is company wide, but the dynamics of the office are different. There isn't as much daily interaction between everyone but there is more collaboration on bigger projects and more experience to draw from the other partners. We each have our own strengths and bring that to the table to help one another to serve the client.

Recently we asked our Partners to put together what they 'felt' about Impact. All of the partners have had stints at our brokerages. Some large international brokerages, some smaller brokerages and we asked them what made Impact, Impact...

### Here is what they said:

If you ask any number of the partners at IMPACT Maryland Real Estate what has drawn and kept them here, the answers are overwhelmingly simple: ***Client-centeredness. Collaboration. Culture. Camaraderie. Class.***

And yet, these things can be so difficult to find at a brokerage when our industry is often focused on Competition. More. Better. And cutting edge. These attributes, rather than pulling people together, become divisive.

So we asked, and they answered! Below are three questions that were posed to #IMPACTfamily (because we, truly, are family!) and the thoughts that were shared by agents at IMPACT

## **1. What drew you to IMPACT as a brokerage?**

“I was drawn to IMPACT for being a very small brokerage. Eric and I had only worked one transaction together, but I immediately knew his passion for his job and his clients. He is so genuine and truly cares for the agents in his office!”

“My personal relationship with Eric is what drew me to IMPACT. I also wanted a boutique firm... nothing large.”

“Eric and his passion for real estate was the catalyst for getting me into real estate. I wanted to work with him.”



“Prior to coming to IMPACT, I had worked opposite Eric on two transactions and had gotten to know him a bit through real estate and Impact Club. His level of integrity, work ethic, and ability to develop forward-thinking approaches to his work have always stood out to me! From the outside looking in, I knew that the culture at IMPACT was second to none, and I wanted to be part of all of that.”

“The brokerage values really resonated with me. Having integrity and doing things ethically has always been important to me, and I saw that it was important to Eric and the brokerage immediately.”

## **2. What are the benefits of being here vs another brokerage?**

“We are small. We all truly know each other and care for each other. We are a team without actually being a team. There is zero sense of competition or jealousy.”

“The level of collaboration and helpfulness is great. We support each other!”

“We all work well together and really look out for each other. I love that it really is like family!”

“There are tons of opportunities to learn from one another, and there is a lot of support for everyone.”

“I absolutely adore the size of IMPACT and the benefits which come from that: a close-knit group with an unmatched company culture in this industry! Eric has done (and continues to do) an incredible job of developing this through so many different capacities.”

## **3. Tell us anything else you love about IMPACT!**

“I love that we are #IMPACTfamily. It’s not just about work for us. We care for and look out for one another. I love our nicknames! Everyone has their own expertise, and no one is afraid to share or help others out.”

“The office support is tremendous!”

“I love how real and authentic everyone is. The culture of the brokerage is incredibly positive!”

“I love everything about being here. I love the level of collaboration, how we support one another, and how we genuinely enjoy being around each other! I love the level of authenticity, the honest approach with which everyone goes about their work, and the like-mindedness of how we are always looking for new ways to love on our clients and serve them well!”

This is one of the best ‘Brokerage’ pieces we can put together. As we forge forward the next year, 2 years, 10 years it is important to grow with the right Partners. We may not all talk on a daily basis, we may have disagreements on how to do certain things. But as long as we have a respect for one another and know that the client comes first we will continue to innovate the real estate process for our clients.

And the collective of Impact will be stronger because we have successful and caring partners.

If you are interested in a boutique brokerage that is greater than the sum of the parts, then Impact might just be a place for you.

# 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)

- Eric Verdi and his staff are simply the best. I have had the pleasure of having Eric and his team sell 2 homes in the past year for me. One during the middle of the pandemic and one just last week. Both of these experiences were highly successful due to Eric and his staff. Eric has a way of just making "everything better". He is compassionate, caring, determined and will calm the nerves and worries associated with the selling of any home. The IMPACT Team is extremely professional and they leave no stone unturned. Their expertise and reliability is unending. I highly recommend Eric and his IMPACT Team!! Eric surrounds himself and his business with an incredible village of professionals who always keep the best interest of the client in all dealings. Eric Verdi and his team definitely made an IMPACT on myself and my family. – Susan P.

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