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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

AUGUST 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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The 2 Rules!!!

Follow me here...

The boys and I did a day trip to Hershey Park this past week as an 'end of summer' day before school starts.

Seriously, what happened to the summer? The kids are going back the 18th of August. What happened to Governor Hogan's law that schools couldn't open prior to Labor Day? The kiddos are LITERALLY getting cheated out of 3 weeks of summer.

3 weeks that could have led to more trips. More adventures. More memories. More experiences. But that being said, we are just happy that the kiddos will get some semblance of normal with 'in-person' instruction this year.

Even though they have to wear masks they get to return to a normal schedule.

Ant and Al each got to take a friend with them to Hershey Park, which was fun. We left at 8am to arrive early so that we were able to get in a day of fun before we had to leave at 3p to get back in time for Alex to make football practice on Tuesday night. It is just a short jaunt up route 15 about 1:45 away, so not bad at all!!!

Good thing we took their friends as both Colin and Nathan have been to Hershey Park because once the gates opened at 10:30 (officially the park opens at 11a, but think they advertise that so the early arrivers can get a head start).

Once we got in the park Colin and Nathan knew where the good rides were located, and we made our way to them quickly.

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.

By 12:30 we had hit 5/6 of the top rides in the park, on a normal day, and without the boys knowledge we would have struggled to get in 2/3 rides in that time frame.

Then we grabbed a quick bite and made our way to the water park on this 95-degree day.



The water park was PACKED and we were only able to do a couple activities in there before our day was over and we were on our way back 😊

I feel bad as this summer we were only able to do a couple of activities, we went to see Susan's family for 5-6 days right as school got out and then got a couple of days in Ocean City but Susan and I worked a lot this summer. The boys did have a good summer and had many days playing with friends, going swimming, building computers, and going on dates...

Yes, you heard me right, Dates (yikes).

I have to come to grips that Anthony, starting his sophomore year at Urbana High School, is no longer a 'kid.' He is 15 next month and he is becoming a young man. He is so smart. He is so in-tune with life. He has such a level head. And he is WAYYYY more mature than me. Not me at that age, me today 😊 (but that isn't hard).

His interests are changing and he is quickly becoming his own man, which makes me SUPER proud of him!

And Alex, man that kid just LOVES life!!!

Alex is still a kiddo and still just loves having fun. You can drop Alex in the middle of no where and he will makes friends in NO TIME! He just loves adventures and learning new things. He is in the

final steps of building a CPU – Gaming Computer. He taught himself what he needed and how to build it by watching YouTube and TikTok videos.

Alex and his buddy Nate (the same Nathan from Hershey trip) are now making TikTok videos for Impact Maryland Real Estate and are getting paid for likes and views.

It is really, REALLY fun watching the boyz become their own persons.

Having their own interests. Watching them enhance their strengths and then trying to help them improve on their weaknesses.

But just watching them be 'good people.'

I try to give them life lessons everyday. They are with me, a lot, in the car a lot and they are learning 2 very important life lessons by watching and listening to me in my daily interactions with clients, partners, associates, people in the community.

Lesson #1 is that if you are nice to people, good to people and help people that when you need something people are willing to help you.
#BeNiceDoGood

Lesson #2 is that it isn't what you know, it is WHO you know...

The other weekend, on a Sunday, I was out working and got a frantic text – he is my lover of all things animals –



“We need to take Lazer to the Vet”

So, I immediately called Alex and he said that Lazer and a Raccoon got into a fight and Lazer killed the raccoon but in the process the flabby part of his gum went

through his eye tooth and he couldn't get it out. LITERALLY he bit through his gum.

On a Sunday afternoon.

So, I rushed home after my appointment and saw was Alex was correct. I immediately called LP – Laura Page. A local Vet who I’ve known for years. Who my dad has helped do 1000 things on the farm. I called her on her cell phone and told her that Lazer killed a Racoon and needed her to see him.

On a Sunday... When she was closed...

She told me I needed to bad the Racoon and take to the health department on Monday (because of potential rabbies) and that she was leaving Costco and would meet me at her hospital in an hour.

Then I asked Alex to walk me down to where the Racoon was and he showed it to me.

It was a GROUNDHOG... Poor Alex, so we got a lesson on Racoons vs Groundhogs and I called LP back and she wasn’t worried about rabbies with a groundhog.

Two hours later, we had met LP and she had taken care of Lazer and got his gum removed from his mouth.

I pulled both boys aside and said, “Guys... you realize this isn’t normal right? For a Vet just to come in on a Sunday to ‘HELP.’... You know why she did that? Because Papa V has helped her so many times over the years, when we needed help, she didn’t hesitate to jump in. It’s because she’s good people and you want to associate with good people.”

I think they got it...

And then we had 2 more examples of how ‘knowing and being kind’ comes around.

The 2nd example was with Alex and building his CPU...

He got it 95% done and then was hitting a snag on the final steps. I know NOTHING about computers or putting them together. Truth be told, I don’t know much about anything.

But “I know a Guy” – that should be my nickname, “I Know a Guy, Verdi” because I try and surround myself with people that know so much more than I do.

We’ll, my computer guy, I texted him and asked if he could help Alex. Rick is just a GREAT dude. A good friend. A past client. And does IT work for Impact when we need it. So, I texted him to see if he could help.

And then I had Alex call him. They had a 20-minute conversation about what was wrong and the next day we dropped off Alex’s CPU to Rick to help finish and get working.

The life lesson here... is to find experts... and to be nice to those experts so that you when you need help, they will assist you.

Same thing we do in Real Estate. I had a property recently that Mold was found during an inspection. I know NOTHING about Mold, except that it’s not

good.

Sellers worried about fixing it. I can’t sell a house with mold, so what do we do???

I call Chris, who I went to middle and high school with, who has a mold remediation company and within a week a FULL remediation had been complete on the house and clean mold tests were provided.

Watching my boyz grow I hope that I’ve provided a good example and blueprint for them for their lives. I am FAR from perfect and don’t pretend to be, but I try everyday to something good for someone. Some days are easy. Some days are tough.

But when you have amazing friends that are willing to help, and vice-versa INCREDIBLE things can happen.

Love You,

Eric



Don't Forget to Have Fun!!!!

August Quiz Question

Q: In what year were the first Air Jordan sneakers released?

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.

July Question & Answer

Q: What is Andy Dufresne's prisoner number?

A: 37927

Congratulations: Samuel Prussman

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Happy Birthday

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

Beth Monzon	Aug 2nd	Emily Purgason	Aug 12th	Emily Feaster	Aug 20th
Dan Coleman	Aug 3rd	Sibylle Huffman	Aug 13th	Brian McClellan	Aug 20th
Matt Bobbitt	Aug 5th	Andy Kapust	Aug 13th	Belynda Sulmonte	Aug 20th
Alina Sillex	Aug 5th	Josh Burrier	Aug 14th	Madison Umberger	Aug 20th
Emme Haraway	Aug 6th	Erica Bush	Aug 14th	Aubree Vanwagenen	Aug 20th
Kathleen Hertzberg	Aug 6th	Lindsay DeLauder	Aug 14th	Joe Yoho	Aug 20th
Brianna Kaas	Aug 6th	Chris Nicholson	Aug 14th	Fiona Bybel	Aug 21st
Mark Kaufman	Aug 7th	Ronan Spangler	Aug 14th	Lauren Galla	Aug 21st
Tammy Feaster	Aug 8th	Rhett Super	Aug 14th	Mateusz Zielinsk	Aug 21st
Laura Reese	Aug 8th	Sean Donnellan	Aug 15th	Macy Bell	Aug 24th
Alex Super	Aug 8th	Erica Fouts	Aug 16th	David Martinko	Aug 24th
Brendan Wharton	Aug 9th	James Palmer	Aug 16th	Phil Lyles	Aug 26th
Brian McArdle	Aug 10th	Cooper Ranneberger	Aug 16th	Laura Wallace	Aug 26th
Aaron Miller	Aug 10th	Ryan Diener	Aug 17th	Keith Fouts	Aug 27th
Jack Wilson	Aug 10th	Willie Monzon	Aug 17th	Amy Goldsmith	Aug 27th
Shayla Martinez	Aug 11th	Tom Hamilton	Aug 18th	Maverick Eccard	Aug 29th
Anthony Orsini	Aug 11th	Landon Via	Aug 18th	Frank Lawrence	Aug 29th
Lou Sacchetti	Aug 11th	Keely Hollyfield	Aug 19th	Emma Palmer	Aug 29th
Cindy Warfield	Aug 11th	Ashley Wingard	Aug 19th	Aunt Maggie	Aug 30th
				David Migdal	Aug 30th

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

IMPACT CLUB™

ImpactClub Frederick Update

(Persistence and Dedication leads to \$31,600)

ImpactClub® Frederick is coming up on our 19th event on Tuesday August 24th where we have invested over \$500,000 locally here in Frederick! That equates to OVER 5,000 individual donations at \$100 each! The Impact is a ripple effect that has helped Tens of THOUSANDS of lives here in and around Frederick! Literally ImpactClub® has saved lives!

ImpactClub® has helped people overcome addiction. ImpactClub® has helped save the lives of veterans. ImpactClub® has fed at risk youth. ImpactClub® has helped people find jobs. ImpactClub® has helped build a playground.

ImpactClub® Frederick members has played their part in leaving a legacy and an impact locally. We believe that EVERYONE can do good and can help those less fortunate.

We might not be the founders of the charities. But we SUPPORT those founders.

We might not be on the front lines handing out food. But we SUPPORT those that are.

ImpactClub® does its part which is a VERY VERY large donation every quarter to a local non-profit/charity that IS doing the hard work, IS doing the heavy lifting. They are on the front lines of those in need. But they wouldn't be able to help those in need without fundraising and donations.

Having spoken to nearly every local charity, there has been a common theme of...

"if we only..."

If we only didn't have to chase donations, we could do more...

If we only had more revenue, we could help X more people...

If we only had more money, we could buy a van that could transport youth...

If we only had more funds, we could feed 200 more kids a year...

ImpactClub® Frederick helps solve the "if we only..." when it comes to the funds issue. We can't solve every problem, but we can invest each quarter and help the charity with one of their biggest problems.



The 2nd role that ImpactClub® is to help charities tell and define their STORY.

Like the TedTalk of non-profits ImpactClub® is that platform for charities to come and tell their story, to gain an emotional connection with the audience, to find their purpose in voice, in story. Everyone can have a mission statement written on a piece of paper.

You can have board members help provide the vision of the non-profit and there is a place for all of that.

However, standing in front of a group of investors telling them why and how you impact those that you help is a learned and practice skill!

Having the ability to put others in your shoes, to visualize your purpose, to become emotional and laugh or cry because of the words you choose and use is POWERFUL.

ImpactClub® Frederick winners are GREAT story tellers.

Our 18th winner, Aaron Vetter, at City Youth Matrix was a presenter at our 6th event. And frankly, his presentation was lacking in emotion. It was facts and scripted. It was fine for a board meeting to explain about City Youth Matrix, but for an ImpactClub® event when you only have 5 minutes to connect with the members it wasn't great.

But Aaron didn't give up and when City Youth Matrix was selected a 2nd time to present in May, at our 18th Event, Aaron was an ENTIRELY different storyteller.

He was emotional. He connected with the audience. He tied his story together. He persevered and because of that... City Youth Matrix walked away with \$31,600!!!

ImpactClub® has a role, and it might be a small role, but it is an important role in Frederick. We are thankful and grateful for EACH and EVERY member!!! And we are always looking to grow and get more members!!! If you are a member, we'll see you on Aug 24th at Idiom

If you want to become a member, sign up at

www.ImpactClubFrederick.com

Have an AMAZING month!

'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.

Reasons why we LOVE you!!!

I had an epiphany the other day when talking to a fellow agent with another company. Through our conversation I realized that the agent didn't understand the contract that his client was signing. He failed to know the intricacies of the legally binding contract of one of the most important investments of his client's lives. And he was already talking about all his other deals and how much he paid in marketing for 'leads' every month.

It made me realize that there are 3 types of agents.

First there are agents like the one I was talking too that is a REALLY REALLY good 'Salesperson.' They are great at closing deals and getting leads. Their entire being is being a salesperson. They came from a different sales industry and all they know is sales. If they fail in real estate, it doesn't matter, they will go find something else to sell.

They are in real estate because they are good at selling.

However, they are not so good at the details of real estate and don't know how to best serve their clients.

Then there are agents that know EVERYTHING about real estate. Know about deeds. Know about contracts. Know title. Know land. Know surveying. You talk to them on the phone, and they can tell you and teach you ANYTHING that you need to know in real estate, BUT they don't know how to get clients and/or build a business.

These types of agents, they do the 'lunch and learn' events. They do all the mastermind meetings. They know everything inside and out except HOW to actually get clients and sell homes. They do their handful of transactions a year, but they know EVERYTHING, just ask them.

Then there is a 3rd group... Very RARE. Like Unicorns...

These agents actually know a LOT about real estate and actually do a nice little business BUT they do it without all the sales tactics of the first group. The billboard ads. The 'Guarantee' programs (the ones with the fine print). The cold calling of expired listings and the pestering of everyone they might know. These are the tactics of the 1st group and admittedly, these sales tactics work to get sales. However, they don't work to build relationships and foster long-term sustainable businesses.

Agents at Impact, we look for Unicorns!

We Consistently Communicate with the people we love, YOU, through various activities and medium, but most consistently through the monthly newsletter you are holding in your hands 😊

Our newsletter has become the #1 source for our business. And it is **BECAUSE OF YOU** that we don't have to use those pestering sales tactics that others use. See, because of YOU we don't have to go chase business. You, our #ImpactClientFamily, you continue to do business with us AND you refer those that you care about to Impact.

We LOVE having you on our side and we are forever grateful and thankful that your loyalty continues as I grow my business!

With that being said, we want to take a day to recognize YOU... We are having our Impact Client Appreciation Party on Saturday Sept 18th from 5p to 8p at Holly Hills and would be honored and thrilled if you could join us. It is going to be a blast and there will be things to do if you are 5 or 95 😊 Please let us know if you can make it, we even made a quick little Event page at: www.ImpactClientParty.com.

You're Invited!



IMPACT MARYLAND REAL ESTATE

CLIENT APPRECIATION PARTY!

Saturday, September 18, 2021

5-8pm

Holly Hills Country Club

RSVP at

www.ImpactClientParty.com

*Join us for food, drinks, fun...
and a few surprises!*

*We can't wait to celebrate
with YOU!*



IMPACT MARYLAND MONTHLY

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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 was so professional and extraordinarily helpful moving us along to get ready to sell. Without him, we would still be trying figure out what and when to get our house on the market. – Paul R.

- 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 and Karyn H.

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