

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JANUARY 2022



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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"It's Hard Being a Parent"

"It's Hard Being a Kid"

'He's not yelling. He's passionate.'

– Stacy says to Josie as they are driving to an appointment and I'm on speaker phone talking to both of 'em. Stacy and Josie have been at Impact for just over a year so we are still getting to know one another.

Those who know me know that I'm an emotional guy. I am passionate. I internalize things and then they bring me great emotion good, bad, tears, raised voice, shutdown. I'm one of those guys that has a hard time not saying what is on my mind and not wearing my emotions on my sleeve.

I also like to observe human nature and psychology.

It fascinates me to find out what drives people. What motivates people. What gets their blood flowing. What makes them happy. What makes them frustrated.

In our business we deal with people on a daily basis. Be it my partners at Impact. Our business partners. Our clients. I am constantly trying to figure out people!

See, each of us has a story. Each of us has a back story. Each of us have experiences that mold us into the person we are today.

And today's experience will mold who we are tomorrow.

There is no right or wrong. There is no one way to feel. There is no reaction that is the correct way to react to a stressful situation. But there is a right way to ACT. Treat others fairly and with respect. Doesn't matter if is the CEO of a fortune 100 company or the homeless person at the stop light asking for change.

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.

You know what I've found is the great equalizer with people? It breaks down all barriers. Color, Religion, Societal Standing.

A Simple Smile!

As much as each of us go through each day we don't know what someone else is dealing with. What they are struggling with. What is going on behind the scenes of their life that make them who they are. What they are trying to accomplish and how they anticipate reaching their goals.

For a child, it might be the apprehension of going to school on the first day and trying to find a friend. For an adult it could be the choice between taking a new job or staying in your current job and although you are miserable, it is 'familiar.' Or it could be the choice to start working out and setting that alarm clock an hour earlier.

The headline "It's Hard Being a Parent, It's Hard Being a Kid" – it was a quote from the show 'This is Us'. I HATE watching the show because – invariably every show hits me in some way that brings tears to my eye. The premise is that it shows flashes of the characters lives when they are younger vs where they are in their 30s and 40s and the events of their childhood and how they mold who they are today. Yes, it is hard being a parent and a kid. Each of us have times in our lives that are 'hard.' A kids problems might be making new friends at school and that is HARD. An Adults problems might be having to navigate their family through the COVID world and that is HARD. The moral is that 'life is hard' and your perspective on how you handle HARD and the actions you take determine your outcome.

The action might not be much but the choice is everything.

Once you choose to do something, like wake up earlier (as I write this at 5:30am) then your mindset changes and your actions change to match your mindset. I have been struggling recently with taking care of #allthethings during the days. I'm sure you can relate... Feeling like there are not enough hours in the day to accomplish what you set out each day. For me, my day is broken down into segments and responsibilities.

There is the family aspect – getting the kids ready for school. Coaching their sports. Making sure they are picked up and dropped off for after school activities, sports, and Anthony now being a sophomore – the hanging out with friends.

Then I have the client aspect and helping clients. Every day is different, and I love it! LOVE the spontaneous activity that arises during the days in real estate with clients. And I'm super grateful to have clients to work with that entrust me and value my opinion. This takes up a large majority of my day and I never know what and who will need me that day. Invariably somewhere between 8:30 and 9:30 every day I will get a text or a call – and usually MANY texts and calls from clients or other agents that will need me.

Be it they are just starting the process and need advice and want to meet. Or there is an issue in their transaction they need help with. Or they might just have a few questions.

This part of my day is never structured or set – and I have to adapt daily to the needs of clients.

Then there is the brokerage part of my day.

Having Partner/Agents that have questions. That might need advice. They might want to go on an appointment with them. Or their client has a pressing matter that they need help solving. Or they want a 2nd set of eyes on a home to put a value on it. Or they have a question on how to structure an offer or addendum.

Just the other day I called one of my agents, Josie – aka Agent 9 – first thing in the morning to check on her and make sure she was ready for her septic inspection that day and I could tell in her voice that she wasn't feeling 100% confident and I asked if she'd like me to be there? And when I offered that I could sense a relief come over her.

I adjusted the next 2 hours of my day so that I could be there to provide a 2nd set of eyes on the septic inspection and really just be on-site to support her.

Everything ended up being great at the inspection, but I was there to offer guidance and insight in case things didn't.

And then there is the client/audience portion of my day.

Everyday there is part of the day that is spent strengthening the connection with clients. Be it with a text. A handwritten birthday card. A client appreciation event. A Purchase Anniversary gift. Writing this newsletter (which is very therapeutic in itself).

The last 6 months between the kids going back to school and Anthony being fully involved in sports and social

aspect of High School the running around has become more – which is GREAT and is going to go by in the blink of an eye – but is also time consuming.

That on top of helping clients and helping my partners leaves little time during the day to work on other items. And the last 6 months have been a whirlwind when I just haven't been able to feel like I've caught up.

This week I made a decision to get back in the routine of getting up early and taking care of the 'B' list early morning.

That 'B' list is probably much like your 'B – todo' list. Things that you WANT to get done today, but that aren't super PRESSING.

If you are only working on your PRESSING list then it just feels like you aren't getting ahead but just getting by. You are only working on the NOW/TODAY list and keep pushing the things that you know you need to do but aren't urgent that B list keeps piling up.

This week I made the Choice to get up 2 hours earlier because my 'B' list was wearing on me. And that choice, that flip of a slight mindset after just a few days had me feeling much better about the days and the accomplishments of the day.

So, I implore you, if you want CHANGE you first have to CHOOSE to make change and after that the actions of CHANGE are easy.

Back to that FRIENDLY Smile...

I was in elementary school in the early 80s at Urbana Elementary school and I can't remember if it was 2nd or 3rd grade but I was young.

There was this HUGE kid, Clifford, that showed up one day. I mean this boy looked like Andre the Giant to us kids. He was a little on the chubby side, but was a foot taller than everyone else in the class. The kind of kid that you think is shaving by 4th grade and driving to school by 6th grade. Heck he might have even come to school with a pack of Marlboro's rolled up in his sleeve (kidding) 😊

He just kinda showed up in our class. I believe he got held back a grade and when he showed up in our classroom you could just tell that he was awkward and was a little out of sorts. He was extremely shy.

You'd think this GIANT would be confident because he towered over every kid in our class.

His huge stature however didn't reflect his personality at all. He was super shy and come to find out really lacked confidence. He was a giant to the rest of us so we were intimidated by his physical stature, thus the kids felt like couldn't approach him and poor Clifford was an outsider.

We went on a field trip one day and my mom – like she ALWAYS did – was a chaperone on the trip. And the teacher put Clifford in our group for my mom to watch over as we went on the field trip.

That day I got to talk to Clifford, got to include Clifford, and got to know Clifford a little.

That giant wasn't a giant at all. He was just a shy kid. He lacked confidence on the inside because his huge stature made other kids intimidated by him and he didn't have many friends.

But that day I got to know Clifford and my mom got to see what a good kid he was and my mom made sure to include Clifford and with my mom's *great smile* and welcoming personality made Clifford feel welcomed.

Clifford and I ended up become 'buddies' that year. Not best friends, but buddies and then the other kids warmed up to Clifford when they saw that I did as well.

Near the end of that year, Clifford – the big massive giant in 2nd or 3rd grade – wrote me a handwritten letter that thanked me for being nice to him.

To me it wasn't a big deal because I had a Giant as a friend. But to him my friendship and welcoming him into the class – with the example of my mom – meant the WORLD to him.

He felt included. He made friends. And to Clifford that was special.

That letter, I'm sure my mom still has it, but that letter from the Giant Clifford in Elementary school my mom used as an example to be nice to everyone because just because they might look one way that doesn't mean that is who they are on the inside.

I'll leave you with this... Be Kind and SMILE!!!

You never know the impact you may have on someone by a simple SMILE 😊

Cheers,

Eric

Don't Forget to Have Fun!!!!

January Quiz Question

Q: What is the imaginary line called that connects the north and south pole?

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: Twice in the film "Die Hard," Sergeant Al Powell (Reginald VelJohnson) sings a Christmas-related song to himself. What's the song?

A: "Let it Snow"

Congratulations: Rachel Norris!

9	3	1							
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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	Kim Arthur	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	Alexa Vandepoll	Jan 13th	Jane McClellan	Jan 20th
Patrick Roderick	Jan 5th	Franek Zielinski	Jan 13th	Natalia Menocal	Jan 20th
Patrick O'Brien	Jan 6th	Jim Riffle	Jan 14th	Jeff Purgason	Jan 20th
Matt Fogelson	Jan 8th	Joseph Durnal	Jan 15th	Penelope Bybel	Jan 22nd
Cindy Shelton	Jan 9th	Brandon Kaas	Jan 15th	Heather Throckmorton	Jan 23rd
Justin Anderson	Jan 10th	Ryan Hines	Jan 16th	Gina Keefer	Jan 24th
Paul Ford	Jan 10th	Monica MacCracken	Jan 16th	Janiah Orchard	Jan 24th
Amy Temporado	Jan 10th	Susan Martin	Jan 16th	Gavin Via	Jan 24th
Yuko Maura	Jan 11th	Bella Migdal	Jan 16th	Elke Wharton	Jan 25th
Jackson Palmisano	Jan 11th	Katie Nicholson	Jan 16th	Emily Keefer	Jan 27th
Kylee Callahan	Jan 12th	Elizabeth Wells	Jan 16th	Barb McCormick	Jan 29th
Kristen Bonadies	Jan 13th	Kennetha Orsini	Jan 17th	Mike Orsini	Jan 30th
Mark Haraway	Jan 13th	Doug Cooper	Jan 18th	Mandy Rawlett	Jan 30th
Max Lopacienski	Jan 13th	Jennifer Long	Jan 18th	Jason Brinkley	Jan 31st
		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.

Eric Verdi is with Susan Sacchetti Verdi.
January 2 at 11:42 AM · 🌐

They might be an embarrassment. But they are our embarrassment 🤔🤔🤔
Final Skins game with the biggest fan I know.
Thanks [Aje Hill](#) for the tickets and all you do at IBM for the kiddos and our Frederick Community!!!
*... See more



Susan Sacchetti Verdi is with Ed Verdi and 3 others.
December 15, 2021 · 🌐

First high school winter concert! A small but mighty musical show choir! 🎵💙🎵 Beautiful voices!



Eric Verdi is with Stacy Rochfort Delisle and 11 others.
December 22, 2021 at 9:47 AM · 🌐

Let's give a HUGE Welcome to [Eryn Topper](#)

As 2021 comes to an end I am THRILLED to announce that my LONG time friend Eryn Topper has decided to grow her already successful real estate business at [Impact Maryland Real Estate](#).

Having known Eryn since middle school at West Frederick Middle School and knowing the type of person she is; knowing her heart, her smarts, and her desire to do the right thing Eryn is a natural fit for [ImpactFamily](#). ... See more



👍🏻 Stacy Rochfort Delisle, Annie Walters and 100 others 37 Comments

👍 Like

💬 Comment

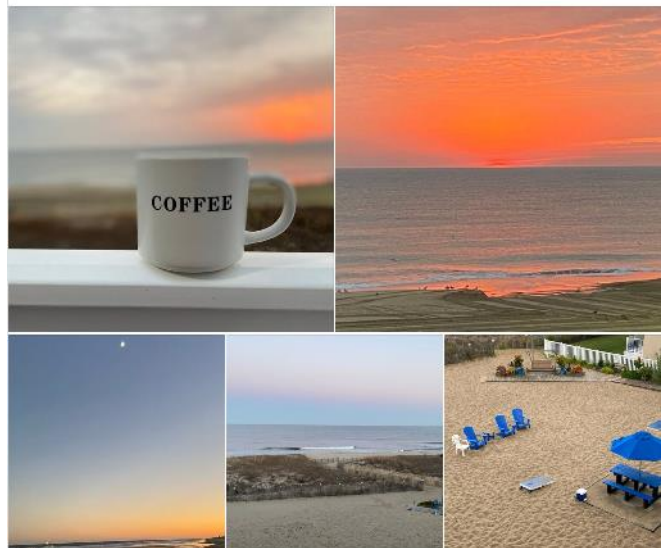
➦ Share

Eric Verdi
January 1 at 2:19 PM · 🌐

Plans this Summer???

Hey Friends. Before [Susan Sacchetti Verdi](#) and I open up the [Oasis by the Ocean](#) and [Astoria408](#) for the 2022 'summer season' we wanted to give our friends an opportunity before opening up rentals to the public on Airbnb.

Both of our places are on 45th St. The Astoria is a 3BR/3BA that is in an elevator unit and located on the 4th floor. Our place is just steps away from the pool on the rooftop. Is a couple hundred yards from the ocean and is right nex... See more



👍🏻 Stacy Rochfort Delisle, Annie Walters and 50 others

21 Comments

'Stories From The Street'

*"Oh Cr*p!!"*

When Septic Systems Go Wrong

One of the inspections we recommend when purchasing a home, in addition to the regular general home inspection, is a septic inspection. Even as listing agents, we appreciate knowing that when we are selling a house for our clients, that the new owners will have functioning systems.

A septic system is one of those property systems that is necessary to work properly and can cost a lot of money if it doesn't. As the new homeowner, you don't want to get stuck with cleaning up a mess and paying for it, too, if it can be caught before you go to closing.

Early last summer, we had a property listed on the market that went under contract quickly, with the home inspections for informational purposes only. The general home inspection went fine but the septic inspection failed.

Badly.

Well, crap. Quite literally.

After finding out that it failed, the buyer initially wanted to terminate the contract, but they were on a time constraint to get moved in to their new home, as they had already sold their previous home. We negotiated with the buyers and ultimately agreed that our sellers would provide an escrow to pay for a functioning septic system.

An escrow is an agreement for a third party (in this case, the title company) to keep custody of the funds until requirements were fulfilled and all parties agree to the disbursement.

We were full steam ahead to closing.

However, before we could set up the escrow account, we had to figure out how much to set aside for it.

We had to get the county health department out to perform a perc test to determine what type of drainage fields the new septic would have.

If you have never had the privilege of being present for a perc test, you have missed a whole lot! The 'Septic Guy' starts digging holes at various depths anywhere from about 12 feet to 18 inches below ground level, then they put a certain amount of water in said holes. You basically are watching water drain out of a hole in the ground, to see how long it takes.

Much like watching paint dry, it is a rather unentertaining process. ☹️



Watching water drain

During this particular perc test, it had been raining that morning, and during part of the test, our septic contractor put a canopy over the hole, to keep the test site from getting "contaminated" with additional rain water.

Once again, the perc test failed. We realized that in order to have a functioning septic system, the drain field would have to be one of the worst case and expensive scenarios: a sand mound.

With it being a sand mound system, at least we had an idea of how much to set aside. And add 10% on top of that, just to be on the safe side. Especially since there had started to be major issues with the supply chain.

At the beginning of July, we went to settlement on the property.

In the meantime, the county health department began working on the required specs the new system would need. The contractor could begin designing a whole new system once all the specs were sent to them.

The county had also thrown into the specs that they would need to replace the traditional septic tank with a more modern and environmentally friendly BAT system, which is basically like a mini-waste treatment plant.

Once the contractor started the design, it took about three weeks for them to finish the initial part of it. Then it went to the county health department who had to approve the design. Eventually, even the Maryland State Department of Environment got involved in the design approval process.

In the first two weeks of moving in, the new owners of the home had the septic backup into the basement. The septic tank was full and the ejector pit pump had also failed. After replacing the ejector pit pump, there were still issues with the tank and some backups into the house.

None of this had happened to the sellers before! They had no idea the septic system was failing, and to what extent it was failing.

We quickly realized that with the drain fields failing, the septic tank would have to be pumped about every 10 days until the new system got installed.

Because our contractor had to coordinate and get approvals from two different government entities, you can imagine the red tape and how slow and grueling the process was.

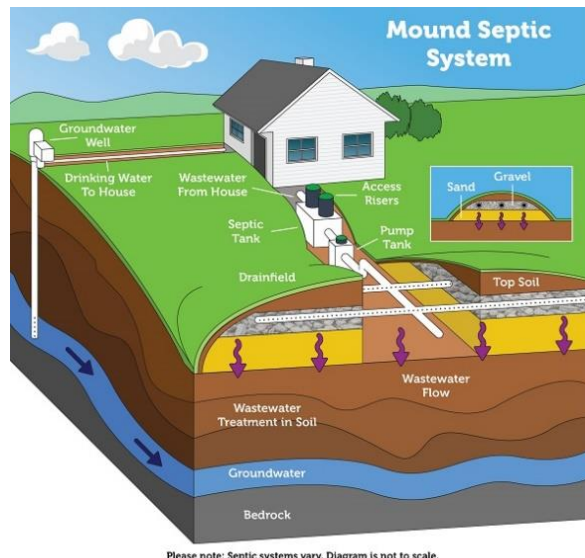
Once the design was approved, then the contractor would be able to begin the work, which would take about a week, at the most.

Finally, the week before Thanksgiving, four months after settling on their home, the new owners had a functional septic system.

Even after settlement, we walked through and became a conduit of communication through this whole thing with the sellers and buyers' agents to make sure that they all had what they needed to get through this arduous process.

There is so much that goes into being a real estate agent that our clients depend on us for guidance, knowledge, insight, and those relationships – like the ones with the county and the 'septic guy' to give our clients the options needed to make educational decisions.

In the meantime, we learned way more about septic tanks and systems than we ever wanted to know! And next time a septic system fails, we will be ready with the knowledge to get through it and be able to guide our clients.



IMPACT MARYLAND MONTHLY

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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

- Are you looking for a home or trying to sell your home? Look no further...Eric Verdi and the Impact Maryland Real Estate Team was simply the best! Eric is a wealth of knowledge and provided outstanding advice. The process was seamless, start to finish. We couldn't of sold our home, before it even hit the market, without the help of Eric and his Team. The effort put in by his team from staging, pictures and drone footage was high quality. Eric, thank you so much and you know we look forward to working with you in the future!- Courtney M.

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