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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

FEBRUARY 2022



## *It's Showtime*

*Theater, Sports and Real Estate...*

The High School all-county musical festival was last weekend at Frederick High School. The evening was a great event with all the high schools in Frederick County represented over Chorus, Band, and Orchestra. Not knowing the intricacies of pitch, tone, tempo, crescendos I could just sit there and appreciate the overall performance without critiquing the details.

Anthony was asked to be on the all-county chorus even though he didn't try out. He was looking forward to a slower winter after soccer season in the fall, but that plan quickly went by the wayside when he joined Indoor Track and after his first 'JV' meet got asked to move up to the varsity level. Then he was asked to join the all-county chorus because he had performed at that level for years, and they needed more Baratone's.

**A few of his friends from Urbana made chorus so he decided to perform.**

I always find how they pull together the concert and the practices leading up to concert very interesting.

They take bit size/micro practices over a period of time and then near the end of the time period put all the pieces together to make perfect harmony.

*Continued on the Inside...*

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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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 practices start at their individual schools about 2 months before. They learn the chords, they practice the tempo, they learn the songs one small piece at a time.



This goes on for a month before they even start to integrate with the other schools. They have their own instructors/teachers at their school who are teaching them their parts.

Then about a month before the concert the performers get together weekly for a few hours and

they start coordinating their individual talents into the entire group.

**This goes on for 3-4 sessions and they learn how each of their individual pieces fits in the overall performance/product.**

Anthony said at these combined practices that each instructor from each high school is still involved in the training sessions. So there are multiple instructors trying to pull everything together.

**Then that final week, the performance week, the dynamics change.**

For the last 3 practices they fly in a conductor to put the finishing touches on the project. The conductors are sometimes college level professors or have even conducted professional level performers. They know their craft. They are excellent at what they do.

They take the pieces and make everything work together beautifully!

This is what professionals do, they can take a bunch of great individual pieces and put them together where the sum of the parts is an outstanding cohesive performance.

As we sat there last Saturday evening watching the 3 performances of the chorus, band and orchestra I was in awe of just how well the musical arrangements seemed to come off without a hitch. Taking a group of individuals with extraordinary talent and making everyone fit into a group dynamic that was nothing short of magical. They performed like groups that had been together for YEARS, not just a few weeks.

**The kids had an awesome performance, and it was something to behold.**

Earlier that day Alex had basketball where our team ended up winning our game to start the season 4-0.

I've coached Alex's basketball team for the last 4-5 years – along with being the assistant coach on Anthony's soccer team for the past 7-8 years. In basketball, I'm the head coach and my buddy, Chris Drescher assists me. In soccer, we reverse rolls and he is the head coach. Having grown up playing sports my entire life, I have strategies and fundamentals that are a baseline and can be taught to players no matter what sport and what age.

It always starts with hustle and desire. Then funnels to the mental aspect of the game you are playing. Where to be on certain plays. How to react if the ball comes to you, knowing what the next play is before you even engage in the current play.

**Then you can teach drills, tactics, and strategies.**

I didn't play soccer growing up, so Coach Chris runs that 2<sup>nd</sup> part while I work on the first part with our team.



In basketball, however, it is an entirely different story.

I played basketball on teams since I was 5 and all the way through high school. And I would have played in college, except I chose to 'have fun' and sometimes too much fun, but I had the skill set that I could have played at Salisbury.

So, basketball is my game. I know the drills. I know the fundamentals. I know the techniques and strategies. I know how to coach and manage a game. I know what I'm doing and am very comfortable running a team.

Our basketball team is a 'rec' team. Which doesn't quell my desire to win, but it doesn't afford me the luxury of having multiple practices a week. Coach Chris and I get our team for 1.5 hours a week.

When developing practice strategies and schedules I worked ENTIRELY the first 3 weeks on drills. Defensive sliding. Switching. How to box out. How to work the pick and roll on offense. How movement was key on offense. How spacing is critical.

On defense to stay in front of your man. How to contest shots. How to box out. Then we worked on the concepts of running a fast break and the positioning on the break. And then how that if the break didn't work, it would translate into the core concepts of our offense.

To get to the point of running a competent offense and defense I had to develop drills that would allow the players to work on certain drills that would directly correlate into the overall concept of how we would play.

**It was fun and rewarding to watch the players when we would play in a game.**

It was VERY similar to what happened with Anthony and the other all-county musical talents. The small details and the micro practice translated to a cohesive group for the concert. The small drills that we would practice in basketball was translated into game situations.

Very rewarding and fun to watch the players execute in game situation.

Our first 4 games went so well that we got moved up to the top (there are 5 divisions in our age group) because we were 4-0. Then our last game we ran into a buzzsaw. The team we played was, frankly, physically superior to us. We are a bunch of 7<sup>th</sup> graders that are 5'5" to 5'9" and the team that we played had 3 players that were 6'3" plus.

The boys, they tried their best and gave EFFORT (my #1 Rule) and they never gave up in the game, but the other team was just physically dominate and we encountered our first loss of the year.

**And, although Coach Chris and I HATE to lose, we got beat.**

But from that game we have made some tweaks, because we started with a foundation and strategies of success that we are able to install concepts on the fly. The next time we come up against a physically superior team we have a strategy to combat their height.

Will it work? Not sure, but I know it is a strategy that is sound if the boys execute.

**Micro practice leads to Macro Success.**

Exactly what we do in Real Estate... If everyone plays a roll and has a job then the macro success – for the client – is orchestrated one day, one task at a time

My biggest ever listing sold at the end of last month, the big \$1.3M home in Hagerstown. We flew in top-notch designer Angelique from Colorado. She partnered with

Virginia at Chartruese and Co locally to help source items. We had our team of SueMart – whose sister and husband also helped. My partners Stacy and Tori. We had movers. We had handimen. We hired Michael, the Drone/Video dude. Annie to visually storytell/photograph. We had Jonah powerwash. We hired CDJ cleaners. Shelton our plumber had to address an issue. We had Brooke – the go charcuterie lady. Medardo, the painter.

**We literally orchestrated an amazing team to present our client's home in the best light... and it was AMAZING!!!**

The results, they blew our client away! The market spoke and the feedback was incredible. In real estate, like an all-county performance... like a basketball team...

You have Macro Success because of the Micro practice/wins/strategies that you put in place! Without the Micro work and details, the WINS don't happen.

I know that I'm biased, but I believe Impact has surrounded ourselves with THE BEST crew of people to achieve success for our clients!

Cheers,

*Eric*



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

### February Quiz Question

**Q:** Who took one day from February and added it to July?

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.

### January Question & Answer

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

**A:** Prime Meridian

Congratulations: Jonathon Banks

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

## Happy Birthday

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

Stephanie Barnas	Feb 1st	Esther Maura	Feb 11th	Lily VanSant	Feb 21st
Willem Adam	Feb 3rd	Lisa Titus	Feb 11th	Emily Hansroth	Feb 22nd
Robie McClellan	Feb 5th	Walter Bonadies	Feb 12th	Lukie Lamont	Feb 22nd
Megan Nicholson	Feb 5th	Jerry DeLauder	Feb 13th	Em Goldsmith	Feb 23rd
Becky Wells	Feb 5th	Amber Vanwagenen	Feb 13th	John Marsalis	Feb 24th
Gary Delbrook	Feb 6th	Nichole Willem	Feb 13th	Noah Orndorff	Feb 24th
Ashley Orsini	Feb 6th	Alexis Wingard	Feb 14th	Jim Chandler	Feb 25th
Avery Vanwagenen	Feb 7th	Michelle Hornung	Feb 15th	Joe Parker	Feb 25th
Eliza Folgelson	Feb 9th	Sophie Donnellan	Feb 16th	Bibi Dabney	Feb 26th
Chrissy Super	Feb 10th	Tanner Mills	Feb 16th	Chris Lamont	Feb 26th
Cookie Verdi	Feb 10th	Kenny Mayer	Feb 17th	Peter Marsalis	Feb 26th
Ryan Wheeler	Feb 10th	Valerie Wilson	Feb 19th	Susan Pardo	Feb 26th
Mason Diener	Feb 11th	Jesse Callahan	Feb 20th	Marla Migdal	Feb 27th
JD Feaster	Feb 11th	Holly Young	Feb 20th	Bob McCracken	Feb 28th
Owen Hornung	Feb 11th			Fenny Tan	Feb 28th

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

# IMPACT CLUB™

**6 Years to \$600,000**

2.22.22

*Where were you in February 2017???*

Man, that seems like a LIFETIME ago! A quick Google search gave me the following: Trump was just sworn in as President, which would begin a cycle of craziness over the next 4 years. There was James Comey. Mass Shootings. The Russian Investigation. Harvey Weinstein.



February 28, 2017 there were 182 founding members that came together and not only donated \$18,200 to Heartly House, but started a movement that after our event on Feb 22<sup>nd</sup> will have donated over \$600,000 locally!

We have heard some amazing stories throughout these 5 years.

*Lots of bad seemed to occur in 2017.*

Locally, there were many good things that happened in 2017, and specifically ImpactClub® Frederick was formed and we held our 1<sup>st</sup> ever Event at The Blue Side.

That cold February night 182 wonderful people came together as Founding Members of ImpactClub® Frederick – and with just a vision of the founder Ryan Fletcher and myself – Eric – as the local co-founder those 182 people put their trust into something SPECIAL and MEANINGFUL!

They had seen the initial video. They had heard how if everyone pulled together for the greater good and contributed a relatively small amount (\$100) each quarter, that their individual donation, by itself wouldn't make an Impact, but when combined with 100, 200, 300 other ImpactClub® members that their donation would now have a \$10,000, \$20,000, \$30,000 Impact!

**And that's just what happened!**

Charities start their foundations with a vision and a purpose to help individuals in need. They fill a gap where there is a void. They pour their heart, soul, resources, and COUNTLESS hours to help others.

ImpactClub® Frederick gives the support to these non-profits in the form of MASSIVELY IMPACTFUL quarterly donations.

**Our investment into the community has not gone unnoticed!**

Each event we bring back the prior winner and hear their incredible stories of how YOUR \$100 donation has helped keep foundations afloat, helped someone with addiction, helped build a playground, fed students meals, and so much more.

We would love for you to join the movement of ImpactClub® Frederick... and if you are currently a member, share the story of ImpactClub® and send to a friend/invite them to our event on Feb 22<sup>nd</sup> at Idiom Brewery!

To join, pop over to [www.impactclubfrederick.com](http://www.impactclubfrederick.com)

# 'Stories From The Street'

## *State of the 'MARKET'*

Have you ever had a scratchy throat? A bump on the back of your hand? Pain in your shoulder when you turn to the left? And then you immediately go to Google or WebMD to give yourself a self-diagnosis.

That is the beauty of technology, is that information is at our fingertips. And this is GREAT to an extent!

*You can do research on just about any subject and gain more knowledge, but it is what you do with this knowledge and the depth to which this knowledge can be used is limited to your expertise in that specific area.*

If you learn that the bump on your hand could need to be removed immediately what would be your next step? You probably wouldn't self diagnosis and do surgery on yourself, would you?!?!



Nope, you would THEN research hand specialist in your area or schedule an appointment with your general practitioner and THEN he/she would refer you to a surgeon/specialist. The surgeon has all the tools, the scalpel, the medical grade gauze, the wash to clean the incision, the proper skills to stitch/secure the wound, and most importantly has the TRAINING and PRACTICE that you would trust them to operate on you.

**Let's roll this forward to real estate.**

I love the reports on CNN, NBC and all the news about the 'real estate market' – they give the macro view of the market. They talk about statistics in the housing market, they talk about interest rates, and the overall economy/inflation and how this affects what is going on in the housing market.

Then you can go and do a quick Google search on real estate in your area and get some generic information. You can then go and put your address in google and 50+ website will pop up offering to tell you what your house is 'worth.' Just know that this is a fancy algorithm based on area sales and square footage – that is pretty much the only criteria that they use to give you a sense of value?

**Sound like WebMd to you?**

It does to me. It might be able to provide you with a broad stroke of knowledge, and maybe

even some trends in real estate but doesn't speak specifically to YOUR situation and YOUR specific diagnosis.

For that you would need an expert, like a hand surgeon, to specifically look at your situation to give you the best advice

for you!

An expert will look at many key data points, but then – more importantly – listen to you and what it is that you want from YOUR outcome – whether that be purchasing or selling – and then and only then can you have a clear course of action to get you from where you currently are to your desired result.

**Even the data I'm about to share with you is 'Macro' in a sense but then we will add our analysis of the information.**

Because Impact agents are 'boots on the ground' in real estate we can let you know what is going on in the trenches and the daily interactions, daily conversations with experts in other (ancillary) fields, and most importantly – the consumers whom YOU will be interacting with in a transaction.

*Don't you think it would be helpful if you are looking to purchase that you know what SELLERS are getting and looking for when selling their home?*

### **ABSOLUTELY!**

*Wouldn't it be great if you were considering selling now that you could have some insight into how buyers are viewing the market now? What trends, designs, color palates, flooring are important to buyers in this market?*

### **WITHOUT A DOUBT!**

It is almost like knowing the questions to an exam before you start studying 😊

Our practical knowledge of consumer behavior helps us guide our 'expert' advice on the market.

So... onto the current market...

The market is EXTREMELY tight right now. Let me explain that and I can give you a sense of what the headspace of buyers and sellers is at this moment in time – February 2022. The supply – the number of active homes on the market – is at an all time LOW! And the number of people looking for homes is 'on average' – average for what we have historically felt. There isn't a rush of first-time homebuyers. There isn't a glut of move up buyers. There don't seem to be an abnormally high number of buyers moving into the area.

**The buying market – in our opinion – hasn't seen a spike in the actual number of buyers.**

But what has happened is that the INVENTORY has dwindled over the past 2 years from a slight sellers market to an EXTREME sellers market.

I'm going to use Frederick County as an example. A normal/steady market has about 1200 to 1500 homes for sale at any one time. With this there is enough supply to meet the demand for homes.

Today, as of this writing, there are 105 homes for sale.

In early 2020 right before COVID, there were about 600-700 homes actively for sale, which was a 'sellers' market, but not an EXTREME imbalance in sellers vs buyers. These last 2 years the number of homes for sale has continued to decline on a steady basis. Great interest rates. Anxious buyers. Low rental inventory – with extremely high prices. Has all led to purchasers making aggressive offers!

So those same number of buyers that are out there

looking for homes now have only about 8% of what they usually have to look for and to buy. The same buyer pool. Those 1500 active buyers – at any one time – used to have 1200 to 1500 homes to choose from. Now those 1500 buyers have 106 homes to choose from.

This creates a cycle in which prices have escalated and continue to do so on a daily basis.

### **When will this STOP?**

A question we get here at Impact daily. The answer is when the supply of homes starts to increase. When we get back up to 300-400 homes for sale, we will see things not be so insanely crazy. When it creeps up to 700-800 then we will start to trend to a more level playing field.

If you are considering a move, I'm sure you are asking, where does this leave me? What should I do???

Well, you can do a Google search and get a broad overview. Or you can reach out to us at Impact who live this on a daily basis and can offer you the 'surgeon's' advice after we meet with you and correctly diagnose your situation and ask you those questions to best serve you.

If you just want to chat about the market and have no intention of moving, we'd LOVE to do that as well 😊



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*with Eric Verdi*

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

- Eric and Susan were great to work with! They were so patient and answered all of our questions. They made the home buying experience a breeze. Thank you both so much!! – Joe and Jessica C.

- From browsing to buying, the team is there to answer ALL your questions with a no nonsense honest approach that prioritizes your interests. Once you have all the relevant information and you decide what you want, they work tirelessly to get you what you want. I can't thank them enough for how stress free I felt even when issues arose because they had my back. I didn't have to worry about anything. Thank you Eric and Tori!!! – Dillon S.

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