

Protector. Innovator. Philanthropist.

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IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MAY 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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Time, Finances, or Voice?!?!?

The little line came up red within seconds on the at home COVID test. I was feeling pretty bad – for me – on Monday and Tuesday. Just overall tired. And a cough.

I feel that EVERYONE is going to get covid eventually and it is just a matter of time. I also think that each strain is mutating, and our bodies will eventually need to fight the symptoms of covid. Most people can fight off the symptoms in a few days, or a few weeks, but then will return to normal – just like the thousands of other times we get sick in our lives.

I also recognize that there are certain people that have compromised immune systems or some other underlying issues that covid can be VERY bad for and can end with horrendous results, even death.

When that line came up red, I wasn't worried about me... I was worried about spreading it to others and the affect that it could have on them.

I texted Susan, immediately at work.

That evening I was supposed to go to an event for the Frederick County Association of Realtors and I was to 'receive an award'. Having no idea what the award was, but I was aware that I was going to be recognized for something. I also knew that there were going to be 200-250 people at the event and that it would be inconsiderate and inappropriate for me to attend knowing that I had tested positive.

Susan texted back... 'You should just go to the beach to quarantine.'

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.

I put the plan in motion to head to our condo that afternoon/evening. Moved client work around. Got coverage. And tried to figure out who all from my crew was still going to go to the event and who would go accept the award. Was it SueMart – who has been my right-hand man for 7 PLUS years? But she doesn't like attention and I didn't want to add any stress to her.

SueMart would have done it had I REALLY needed her, but I didn't want to add stress to her.

Ultimately it was decided that – whatever the award was – Susan would accept it.

When Alex got home from school that afternoon – he hadn't been feeling great – and I just tested positive... I tested him TWICE to see if he was positive, he was going to head to the condo with me.

Alex was negative.

He really was hoping he was positive so that he could go quarantine with his dad at the beach. The NFL draft started on Thursday and we were planning on going out to watch it with my friends. Alex is a draft guru. A Mini Mel Kiper. He has big boards. He knows most of the players and he was looking forward to watching the draft.

Literally counting down the days for months.

When I tested positive and decided to head to the beach all our friends were still going to go out. My Dad, my cousin Sean, Perm, David, Pete, Ho, and Geep... They were still trying to make it out to watch the draft together.

After Alex tested negative – I left for the beach by myself on Wednesday night.

Off to the awards ceremony went some of the most important people in my life... Susan, my Mom, SueMart, Stacy (MommaT), Tori, and Annie. This was a typical awards ceremony. A cocktail hour where you mingle and small talk people that you see a couple of times a year. And then Tony 'C' the current

FCAR (Frederick County Association of Realtors) President started the awards ceremony.

My dear friend and our INCREDIBLE photographer, Annie patched me in on a Zoom to watch the ceremony as Tony kicked it off. He started naming all the things that I do and who we help, and I knew it

was going to be me. When Tony announced '**Community Service Award**' winner Eric Verdi – I was able to watch my beautiful wife go up and accept the award on my behalf as I was on my way to quarantine.

I don't do what I do and donate where we donate for any type of recognition. We do it because we are very fortunate to be able to support the community. Having

lived in Frederick my entire life, I feel an obligation to do right by the community that has done right by me.

This award was very nice to receive as others recognize that WE do give back – Impact gives back! This wasn't about me, but about all the people that help support the vision of giving to the community in our various ways.

It was a wonderful evening...

I get to the beach and get unpacked. Relax. And go to bed.

The next morning at about 6:50, I get a call from Susan telling me that Alex has NOW tested positive for COVID...

I can't leave my little buddy hanging, and now he can't go out to watch the draft... At about 8:30 I get on the road to come get him to bring him to Ocean City with me to quarantine and watch a draft.



So, I didn't have to drive the entire way back, Stacy picked up Alex and met me about 1/2 an hour down the road. We turn around, get back to the beach by about 1:30 or 2pm. Now, at the beach, we are going to quarantine together for the next two days watch the NFL draft and just hang out.

That evening where you got crabs from belly Busters and watch a draft intently throughout the first round. our team the Redskins, now the commanders, ended up trading back in the first round- which we loved- because they got extra picks. But then they also got a receiver which we liked.

The next few days were actually the most enjoyable and relaxing that I've had in quite some time as we really couldn't do anything. We will go out on the beach and throw some football. We would carry out. We would play wiffle ball on the beach. We even went across the street to go putt putting when nobody was there.

The draft continued for the next few days on Friday and Saturday and we just made an enjoyable weekend around watching the draft.

During that time I was either listening to a podcast or watching Netflix I can't remember...

There was a show where episode that was talking about charities, non-profits, and how people can help others in need. They were talking about HOW people can give back, and there is one of three ways... or all three ways.

Your Time... your Finances... Or your Voice!

This was profound and made me think. the charities, the founders, the volunteers all have this vision of who they help and how they help. They dedicate hundreds and hundreds of hours of their helping those in need. Hours behind the scenes that nobody sees. Hours planning events. Hours helping and meeting with people. And only those very close to the situation know exactly the impact that these people have when those lives that they were affecting.

Then there is your **voice**. The nonprofits and the founders have a duty to those if they help to share their story. The talk about whom they help and how

they help. And, unfortunately, the part that keeps all these non-profits going is fund raising. They have to use their voice to tell their story so they can raise funds to help others.

The third way that people can help nonprofits and thus help those that they help, it's through their **finances**. Individuals and corporations small and big help support and invest and these nonprofits. It is with small individual donations and huge corporate donations at these nonprofits and have an impact on their community.

This was profound to me...

It really doesn't matter which category you choose to fit in... But if you are fortunate enough to have extra time. Become a spokesperson. Or you have some additional funds big or small. You should help others that need help.



That is a beauty about ImpactClub®. We have grown through people's voices. Members, once they come to an event, and see what ImpactClub® is all about they share ImpactClub's story. About how each quarter we meet, and we bring in three local charities those charities have 5 minutes to tell their story and at the end of that five minutes members vote. And each quarter a local nonprofit walks away with \$25,000, \$30,000, \$35,000. All because ImpactClub® members commit their finances of \$100 a quarter. All for an hour commitment each Quarter.

This got me thinking about how lucky I am to live in a community that supports nonprofits!!! EVERY community has GREAT individuals and great causes, but our area is special. The community as well as the nonprofits ALLLL help each other, and it is a beautiful thing.

A few days of quarantine provided a unique perspective not only about life but how to help others... I'd love to hear your quarantine story now that EVERYBODY seems to have COVID.

Cheers,

Eric

Don't Forget to Have Fun!!!!

May Quiz Question

Q: In which year's May 1, The Empire State Building is dedicated in New York City?

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.

April Question & Answer

Q: A Medusa is a marine creature better known by what other name?

A: Jellyfish

Congratulations: Sherri Beachley!

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

Happy Birthday

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

Joshua Orchard	May 1st	Dan Wilson	May 12th	Camryn Rawlett	May 22nd
Jacob Martin	May 3rd	KennyBarnas	May 13th	Colin Haraway	May 23rd
Caleb Orchard	May 3rd	Claire Purgason	May 13th	Derek McCauley	May 23rd
Karen Kapust	May 4th	MikeHaggerty	May 14th	Jeremy Cromwell	May 24th
Leila Martinez	May 4th	Noah Wheeler	May 14th	Bobby MacCracken	May 24th
Grant Huffstetler	May 7th	MK Sumner	May 14th	Megan Sutherland	May 24th
William Huffstetler	May 7th	Susan Pardo	May 14th	Andres Menocal	May 25th
Leon Kaas	May 8th	Caedence Huffman	May 15th	Jennifer Bobbitt	May 27th
Tammy Feaster	May 8th	Jamie Everett	May 15th	Avery Coleman	May 28th
Steve Duncan	May 9th	Jim Steele	May 17th	Michelle Schaffer	May 28th
Julia Williams	May 9th	Aalia Haas	May 19th	Sherri Beachley	May 29th
Sarah Lincoln	May 10th	Brad Ranneberger	May 20th	Thixton Dan	May 29th
Catherine Gilbert	May 11th	Garrett Goodwin	May 21st	Uchenna Itanyi	May 30th
Abe Lopacienski	May 11th	Raymond Wilson	May 21st	Jeremy Bitler	May 31st
Anna Elisa Scott	May 11th	Heather Fogelson	May 22nd		

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.

 Impact Maryland Real Estate is with Eric Verdi at Holly Hills Country Club.
April 25 at 11:17 AM · Ijamsville · 

A birthday so important we couldn't bear to post it on a Sunday (deemed the least likely day for social media exposure 😊)! 🎉

To our fearless leader, our go-to, problem solving, meeting-making, butt-dialing, accidental audio texting, group messaging, domain name buying, hair-dryer-white-noise-drowning-out-of-the-office-women, reliable, loyal, dedicated, volunteering, philanthropist-er, hardworking real estate broker and family guy!

HAPPY BIRTHDAY, [Eric Verdi](#)!!



10 · Brittany Seiter Reaver, Stacy Rochfort Delisle and 29 others · 2 Comments

 Eric Verdi
May 7 at 8:33 AM · 

FHS crew... If you were an early 90s alum, you remember that guy that was ALWAYS smiling and willing to be a friend -Dwight 'Tink' Leeks.

[Jason Smith](#) and I met him in Midget Football at McCurdy and then on the basketball courts at West Frederick. Just a great teammate and a REALLY GOOD PERSON.

If you can help out, I am sure every little bit will help his kids.



GOFUNDME.COM
Help Dwights children make it through a hard time., organized by Isabella Kennedy

10 · Stacy Rochfort Delisle, Amy Williams and 17 others · 2 Comments 5 Shares

 Aje Hill
17h · 

Words can never describe the amount of gratitude we have for the [ImpactClub® Frederick](#). [Eric Verdi](#) your ability to galvanize local leaders to pour support into local non profits is admirable and we thank you all from the bottom of our hearts for your generosity for our Frederick community.

[Kristopher Fair](#) & [Tiana R. Massaquoi](#) one winner was awarded tonight but the work we provide declares us all winners daily. [Congratulations](#) to you both for your vision, passion and impact ... See more

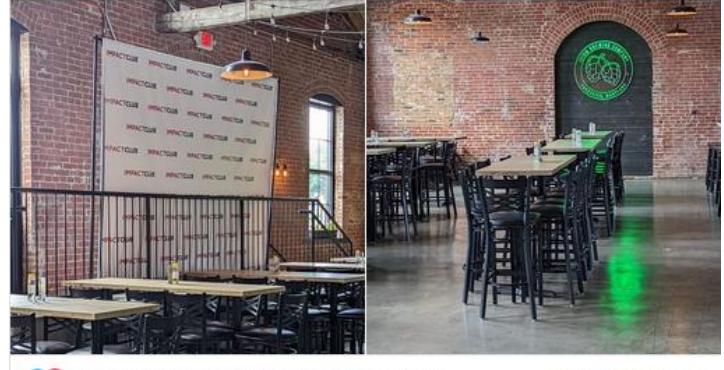


10 · Stacy Rochfort Delisle, Linda Sacchetti and 51 others · 2 Comments 6 Shares

 Eric Verdi
Yesterday at 12:53 PM · 

The calm before the "Impact"... Tonight at [Idiom Brewing Co.](#) ImpactClub® Frederick will invest \$35,000 PLUS to ONE deserving charity...

Will you be there?



10 · Stacy Rochfort Delisle, Linda Sacchetti and 51 others · 2 Comments 6 Shares

 Like  Comment  Share

View 1 more comment

 Michael Planz
Outstanding organization. Thanks for all you do Eric.

Love Reply 1d  2

'Stories From The Street'

State of the Market

(How's the Real Estate Market?)

Every once in a while, you can see shifts and changes in the real estate market. Like any business and industry there are ebbs and flows to the market. There are economist forecasting the next year, 5 years, and 10 years.

They focus on the Macro.

The news and the reports that you read are typically done by economist that are looking at raw data and making assumptions and predictions based on that data. To be fair, this is how projections, and 'health of the market' are made in most industries and the economy – in general. Based off data points.

However, when you are living in an industry day-to-day and you are talking to other professionals within that industry and you talking to consumers within that industry, then you have a deeper and different perspective than just the 'numbers/data.'

Being in real estate we are often asked 'How's the Market?'

At the grocery store. At events. With family and friends. Everyone knows I am in real estate and since everyone that I know lives in a home (thank goodness 😊) either renting or owning they want to know about the 'real estate market' or 'how's business?'

I typically have some boiler plate answer, but NOT these last 2 years – since May 2020 when the governor lifted the restrictions and allowed Maryland to go to Phase 1A of the reopening.



Once that happened the flood gates opened in real estate.

Everyone wanted to move. Overnight the real estate market became INSANE! Buyers came out of the woodwork. Interest rates were LOW. Low

4's and 3's and dropping. Inventory was LOW and buyers were like Piranhas going after a piece of meat.

All trying to bite at the same thing – the same houses.

Simple economics 101.

The DEMAND far outweighed the supply of homes. Meaning there were more buyers actively looking for properties than there were homes for sale.

The switch flipped in May 2020 and has continued.

If you spoke to us since then and you were thinking of selling our philosophy and mindset was...

"If you are planning on selling in the next 5 years then DO IT TODAY..."

Knowing that buyers would jump on your home – if it was in good shape you could basically name your price!

Buyers on the other side, we had to get super innovative in how we structured offers to get accepted.

Appraisal kickers. Incentive to accept offer quickly. Inspections As-Is or 'pre-inspections'. The BUYER paying the seller closing cost.

The market was SUPER slanted towards the sellers.

But something has happened...

Since the first of the year to this week interest rates have DOUBLED. Rates around the first of the year were high 2% range. And NOW they are hovering around 5%. Now, historically a 5% rate is PHENOMIAL, but when you have been used to rates being in the 3% range for the last 2 years jumping up that amount has given buyers sticker shock.

For instance, buyers looking at a \$500,000 house when rates are at 2.75% and having a monthly payment of say \$2500. Now with rates increasing to 5%, that same \$2500 a month only gives purchasers \$400,000 buying power.

Buyers are getting nervous where this market is going and their Purchasing Power has diminished.

A month ago there were 196 active houses for sale in Frederick County. A CRAZY low number. The last month more houses have been coming on the market than going 'off the market' and the number of homes – as of this writing – are 316 homes.

About a 33% increase in inventory in a month.

Now for the 'boots on the ground' analysis. Two weeks ago we listed a townhouse in the Villages of Urbana. It was in great shape. Great location. Garage Townhouse. And we priced it to get good activity through.

We have been telling our sellers that we want them gone the first weekend on the market because they are going to have 30-40 showings and by Sunday they would typically expect 8-12 offers.

This weekend, we had 8-10 showings and ended up with ONLY one offer!!!

We were floored. We were shocked.

Doing this on a daily basis, I can tell you that something is happening to the market. I feel it. Other agents feel it. Lenders feel it.

The rates going up has slowed the market and scared away a certain segment of the buyer market as they have become more conservative in their approach to buying.



Now, I'm not certain if this is a 'blip' in the overall real estate market or if this is a trend to something bigger and the market will start to 'decrease' with a housing recession/bubble coming next.

My thought process is we won't see the

correction that we saw in 2008 to 2010... The reason is leading up to that time, there were buyers buying that were NOT qualified financially and were buying with LITERALLY no money down. So, when the market shifted, people became Negative Equity position and they just walked away.

This last 2 year period, these buyers they are well qualified with large down payments and although we might be in for a correction, I don't feel like we are in for a BUBBLE.

If you have been sitting on the sidelines for buying, I can tell you that the competition has thinned some the last few weeks and you might want to think about purchasing in this lull.

Hopefully this gives you some perspective and if you wanna chat further, feel free to reach out to your Impact Agent 😊

IMPACT MARYLAND MONTHLY

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

- When we decided to put our house on the market, we interviewed a couple of agents. After meeting with Eric Verdi, who came recommended by friends, we knew he was the one we wanted to sell our home. Selling a home can be a very emotional and stressful time and Eric and Tori were there every step of the way. Any questions we might have had were answered, any reassurances we needed he was there. My wife and I are forever grateful to Eric, Tori and Impact Realty. Because of them, we are able to begin the next chapter of our lives in NC and we can't thank them enough. In short, if you are looking to sell a home or buy a home, look to Eric Verdi and Impact Realty, you won't be sorry! – George and Malinda G.

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