

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

SEPTEMBER 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.'

## **HEADLINES**

- Thank YOU! Thank YOU! Pgs. 1 - 3
- September Birthdays. Pg. 4
- Don't Forget to Have Fun Pg. 4
- Social Media Stories Pg 5
- Stories From the Street – Season's Change Pgs 6-7
- What Recent Members said about their experience with our Company. Pg. 8

## THANK YOU! THANK YOU!

(What a GREAT EVENING)

Last month about 175 of our friends/clients gathered at Holly Hills for Impact's Client Appreciation Celebration! We were thrilled to enjoy an evening with some of our VERY favorite people in the world.

If you missed the event, we REALLY hope that you make next year's event. If you were able to attend we want to thank you from the bottom of our hearts for coming and celebrating with us!

Our clients and friends are our LIFE blood and we really appreciate all that you do for us. Your TRUST is paramount! And for one evening we get to set aside ALL the stresses that go into moving/buying/selling and just have a relaxing evening with YOU!

Having been in real estate since 2002, the relationships and the friendships are what I cherish the MOST. Getting to know you. Watching you have babies and celebrating milestones at the home that I was fortunate enough to be a part of you owning.

THANK YOU!

I think what I enjoyed most about the evening was ALL THE SMILES!!!

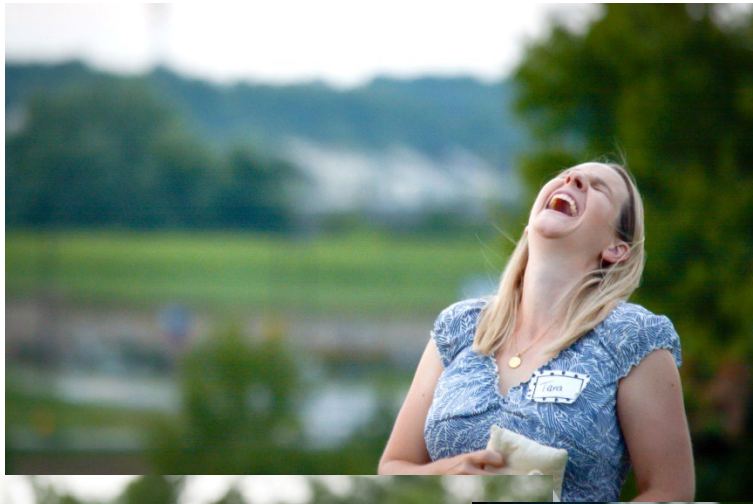
Everyone had a blast and it was nice to just relax and smile with you. Share a smile. Share a laugh. And just catch-up for a few minutes.

I wish I could share EVERY picture of the event (there are MANY more at Impact Maryland Real Estate) Facebook page and I shared a bunch on my personal site, but here are a few good one's from the evening. LOVE YOU!!!

*Pictures on 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.











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

### September Quiz Question

**Q:** Which English city is known as the Steel 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.

### August Question & Answer

**Q:** The Adventures of Tom Bombadil' was written by which British philologist and author of classic high fantasy works?

**A:** J.R.R Tolkein

Congratulations: Martha Crenshaw!

			8					4
6	8			5				
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## Happy Birthday

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

Landon Huffman	Sept 1 <sup>st</sup>	Sarah Federico	Sept 10 <sup>th</sup>	Owen Migdal	Sept 20 <sup>th</sup>
Wyatt Migdal	Sept 1 <sup>st</sup>	Pete DiSanto	Sept 11 <sup>th</sup>	Calvin Shoemaker	Sept 20 <sup>th</sup>
Rylie Peirce	Sept 1 <sup>st</sup>	Stacy Allgood-Smith	Sept 12 <sup>th</sup>	Marta Droddy	Sept 21 <sup>st</sup>
Lisa Tan	Sept 1 <sup>st</sup>	Patty McArdle	Sept 12 <sup>th</sup>	Carl Goldsmith	Sept 21 <sup>st</sup>
Roshontia Haas	Sept 3 <sup>rd</sup>	Christine Majalca	Sept 13 <sup>th</sup>	Ryan Hornung	Sept 22 <sup>nd</sup>
Yvonne Linger	Sept 5 <sup>th</sup>	Raelynn Eccard	Sept 14 <sup>th</sup>	Jameson Tusing	Sept 22 <sup>nd</sup>
Reid Sutherland	Sept 5 <sup>th</sup>	Hashie	Sept 14 <sup>th</sup>	Samantha Koontz	Sept 23 <sup>rd</sup>
Skylar Everett	Sept 5 <sup>th</sup>	Shane Gorman	Sept 15 <sup>th</sup>	Arlo Bybel	Sept 23 <sup>rd</sup>
Erica Sacchetti	Sept 6 <sup>th</sup>	Kelvin Bey	Sept 16 <sup>th</sup>	Madison Reaver	Sept 24 <sup>th</sup>
Lauren Campbell	Sept 7 <sup>th</sup>	Michael Goldsmith	Sept 16 <sup>th</sup>	Susan Verdi	Sept 25 <sup>th</sup>
Karlie Hertzberg	Sept 8 <sup>th</sup>	Bill Long	Sept 16 <sup>th</sup>	Silas Cavazos	Sept 26 <sup>th</sup>
Paul Gauthier	Sept 9 <sup>th</sup>	Ron Martin	Sept 16 <sup>th</sup>	Ryan Mantua	Sept 26 <sup>th</sup>
Katie Martin	Sept 9 <sup>th</sup>	Ari Woods	Sept 18 <sup>th</sup>	Quincy Cavazos	Sept 27 <sup>th</sup>
Ric Saylor	Sept 9 <sup>th</sup>	CJ Cofone	Sept 19 <sup>th</sup>	Ed Verdi	Sept 27 <sup>th</sup>
Mike Steele	Sept 9 <sup>th</sup>	Brady Kunka	Sept 19 <sup>th</sup>	Bret Buck	Sept 28 <sup>th</sup>
Anthony (my son)Verdi	Sept 9 <sup>th</sup>			Loralei Coleman	Sept 28 <sup>th</sup>

**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

September 15 at 7:52 AM · 🌐

Active today .. DO NOT miss out on this one ...

Open House Sat and Sun this weekend from noon to 2p each day, hosted by [Tori Wright-Elliott](#) and [Sean Mcgrady](#) ....



Susan S Verdi is with [Mike Sacchetti](#) and 7 others.

September 18 at 9:39 PM · 🌐

Celebrating [Taylor Haugh Bates & Robert Bates](#)! Such a beautiful wedding & time spent with family! **Congratulations!** ❤️



👍❤️ Stacy Rochfort Delisle, Heather Leanne Quill and 129 others

19 Comments



Susan S Verdi is with [Mike Sacchetti](#) and 3 others.

September 18 at 9:54 PM · 🌐

Cousin time at Angelo's! ❤️



Susan S Verdi is with [Ed Verdi](#) and 2 others.

September 9 at 10:10 PM · 🌐

Wishing [Anthony](#) the happiest of birthdays! 16 years has come and gone so quickly. Grateful for all of the friends and family who have celebrated this milestone birthday! 🎉🎂🎁



👍❤️ Stacy Rochfort Delisle, Heather Leanne Quill and 158 others

91 Comments



# 'Stories From The Street'

## Season's Changing – 'PIVOT'

Maybe you've heard of Pete Seeger. Or, maybe you haven't. You might be more familiar with the lyrics he penned: "To everything (turn, turn turn) there is a season (turn, turn turn)... first recorded by The Byrds in 1959.

***And much like the changing of seasons this month as we welcome fall, the real estate market is no doubt experiencing a change in season, too.***

For about 24 months, the market has been crazy. Homes going off the market in days... hours... or before even going on the market. With multiple offers. No contingencies. Escalating tens, and sometimes hundreds, of thousands of dollars above list price.

Historically low interest rates, inventory being next to none, the "itch to move" brought on by the pandemic and all of its ripple effects. No doubt that late spring of 2020 through spring of 2022 brought an incredibly fast-paced, cut-throat, and often frustrating market for homebuyers.

And while the best practices of real estate have remained just that... BEST... the strong sellers' market made the process somewhat easy. Multiple offers were a given... how MANY offers was the question.

***But as the winds of change come, the season changes... what now?***

The most frequent question we are asked is, "How is the market?" Well, it's changing.

Evening. Normalizing. And while that may feel a little jarring in what has been a historically (adjective) market for the past couple of years, recalibrating and evening out isn't necessarily a bad thing.

For our sellers, though, it is more imperative than ever that we adhere to the three P's: proper *preparation, positioning, and pricing.*

It goes without saying that in any market, the best practices of real estate are just that: best practices.

Take Buffalo Road for example. This cozy Mt. Airy rancher *could* have had very little done to it to prepare it for the market. It would have sold. BUT...



By paying careful attention to properly preparing for the market with

thoughtful updates completed by Anne Souder and her team, Annie coming in to photograph it beautifully so they would be best positioned



against any competition, and by pricing it strategically, the sellers were able to yield a higher return.

But in this changing market... the one with still limited inventory but yet rising rates... how do you position well? And what do you do if or when a home sits on the market for weeks. Or even a month?

### ***We pivot.***

Just like Ross, Rachel, and Chandler.

That elusive fourth P that sometimes becomes most imperative. So what does that look like in a changing market... when “Plan A” isn’t going as hoped and we move on to “Plan B?”

Let me tell you a little story. A Tale of Two Properties...

“Property A” (not an IMPACT listing) is a single family home located in Frederick County. As of

this writing, it has been on the market for 58 days, without any sort of change... not in pricing. Or presentation (even as simple as changing up photos). There has been NO pivot.

“Property B” is also a single family home located in Frederick County. It had been listed with a different brokerage. These sellers were provided very little direction in terms of preparing their home for the market, and started off with pricing that was too high. Consequently, they spent 61 days on the market. There were changes made... switching up photos and “stair step” drops in pricing. But again, no significant pivot.

### ***Until now.***

The sellers of “Property B” decided to change course, and IMPACT is fortunate to come in and help! We brought in one of our incredible designers, Ellie, to help them prepare to re-list.



These sellers are a DREAM and are following Ellie’s suggestions to a T!! No doubt their home will look spectacular in Annie’s photos. And perhaps the largest pivot was in our discussion of pricing. Stair stepping down in price hadn’t worked; so, we are taking a different approach.

***Because at IMPACT, that’s what we do. We innovate.***

### ***Problem solve. We pivot.***

And just like those lyrics written by Pete Seger, we turn... turn... turn.

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

-If you need a realtor, there is only one call you need to make, and that is to Eric Verdi at IMPACT. We did the research, we read the reviews, and we chose Eric from several recommendations given to us. From the first meeting talking through our goals and timing constraints (weeks of out of country travel), through every step of getting our home ready, to the final closing, Eric was there—by phone, by txt, by email. Despite the challenges of selling a 'unicorn' of a home and property, Eric and his team worked with us juggling the details quickly and effectively. Eric is straightforward, a great communicator, and kept our best interests foremost. He is your best asset and we highly recommend him. – Bill and Marianne E.

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