

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

FEBRUARY 2023



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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## Consistency and Improvement – 'One Day at a Time'

Anthony took off like he was shot out of a cannon. As the 4<sup>th</sup> leg in the 4x800 and a chance to go to States as a relay team it was up to Anthony to make sure his team finished in the top 4 – as the first 4 in the region go onto states.

His other 3 teammates did a GREAT job putting him in position as he got the baton in 2<sup>nd</sup> place, but it was up to him to make sure they succeeded.

Anthony started this journey in the winter of his sophomore year – after soccer – at the urging of the soccer coaching staff for the players to run.

Immediately he looked natural running and in his first meet (granted it was the JV meet and he was running in sneakers without the laces all the way tied) he crushed it.

**Anthony has practiced with the team and improved.**

His Coaches, Coach Mango and Coach Grimm have supported, trained, and pushed the team.

Last year he was feeling his way out on the track team and had a decent winter and spring season, but this year something CLICKED.

Anthony – now a junior – tried out for the Varsity Soccer team and unfortunately, at the time, was one of the last 3 players cut from the team. I think Coach Mango was secretly doing a happy dance because he could now fall back on running full-time.

Anthony ran cross-country in the fall and had a REALLY good fall season.

*Continued 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.

He even ended the fall season with the best time for Urbana runners at a 5K that he did in New York.

### **That CONSISTENT running... and training... and pushing... has continued.**

Fast forward to regionals this past week. Anthony earned the anchor in the 4x800 and with 4 laps remaining for the team to go to states he

**SPRINTED**  
his first lap (200M) at a 27 second pace – Coach

Mango gave him a hard time after the race because it was TOO fast. But he ended up

running a 2:06 800M securing 2<sup>nd</sup> place for Urbana.



This 2:06 was the 2<sup>nd</sup> fastest time at the regionals – including all relays and individual performances!!!

Ant's PR going into the race was 2:11.9. His time was nearly 6 seconds better than he had ever run before.

### **The RESULT was impressive, but it was not attained OVERNIGHT.**

Everyone gets to see the result, but no one sees the consistent effort and training that goes into achievements. This is the same whether you are talking sports, life, business... you don't just wake up one day and become a success. You practice. You train. You work on your craft increasing your skill set – little by little and EVENTUALLY you MIGHT get amazing results.

No one sees the you when the alarm goes off at 6:15am on a Saturday morning because Mango has a 7am practice scheduled.

### **It is in when NO ONE is watching that you hone your craft.**

For the last 18 months Anthony has trained with some of the best and MORE IMPORTANT caring coaches I've seen led by Coach Mango and both Coach Grimms. They push their athletes daily. They have training plans. They have tiered trainings to increase their ability to perform

under pressure. So that, when it is 'GAME DAY' it is easier than the trainings.

This is how you get athletes to perform.

This is how you succeed in business.

You practice SO HARD that when it is GO time it is just muscle memory. When you hone your craft – work wise – when it is GO time it is just mental memory. You have run that scenario through 10,000 times. You have practiced 10,000 hours and you perform when the lights are on.

**Congrats to Coach Mango and the rest of the Urbana Boys Indoor Track team on their REGIONAL championship!!!**

As you may know I coach Alex's basketball team. Alex is in 8<sup>th</sup> grade and getting ready for High School next year. He played football this fall and his team went undefeated and totally DOMINATED on their way to a Championship season.

If you know Alex, he is built on the slender side and hasn't hit his growth spurt. He was one of the smaller players on the team. And on a team that was STACKED with about 16 REALLY REALLY good players and 44 players total he didn't get much playing time at all. But he was a GREAT teammate, consistently showing up and working to get better and just being a great teammate.

As a Father, it was tough to watch your son get VERY little playing time.

**As a Coach, I totally understood what the coaches were doing.**

About halfway through football season Alex wanted to start getting ready for Basketball and he asked for a trainer. I reached out to a couple people and was able to get the head coach of Frederick High School (to be fair, I've known Tay since middle school and he was the Point



Guard who took over for me after I graduated), but Alex LOVED having Tay train him!

We did this 2 days a week in the mornings before school.

Then the High School Basketball season started and time became tight.

One night, I decided that I would take over the workouts. First of all, it is a GREAT way to spend time with Alex. Second, I started working out with him, which is GREAT and what I needed to do to start getting in shape. Third, I KNOW basketball, I know how to coach basketball. I know how to train. And Finally, it would help Alex get better.

Because in Basketball, unlike football, although you want physically gifted players, even if you aren't the most physically gifted player if you increase your skill level, you can COMPETE!

**Twice a week, the alarm goes off at 5:30... Then I spend the next 20 minutes trying to get Alex out of Bed**



Then we start working out around 6a. 6am to 7am twice a week. Once our winter Basketball season started I've opened up the workouts/trainings to my entire team. A few kids show up consistently, and I LOVE IT!

Little by Little. Day by Day. Practice by Practice we are stacking these training sessions and although the kiddos might not see their improvement from one session to the next as their coach I see IMMENSE improvement!!!

Now, I might not be coaching future NBA players, heck, they might not even make the High School team, but in the grand scheme of life that DOESN'T matter!!!

**I am teaching them that consistently showing up and working on skills they get BETTER at those skills.**

One of the kids – Jeremy - who worked out with us. When he started, his dribbling wasn't good and during our free throw session he missed 8 in a ROW!

We continued to work every session.



And 2 months into working out his dribbling is MUCH MUCH better and he during our last training he went 7 for 10 on his free throws.

It is this consistency in self-improvement that leads to EXTRAORDINARY results!

I am not a fortune teller, but I bet you that in one of our games this year it will come down Jeremy at the free throw line for us to get a win. And his muscle memory will take over because he will have practiced HUNDREDS if not THOUSANDS of times and he will come through!

**When you think about it, sports and real estate are VERY similar!**

I practice/think about/train/research DAILY so when clients need me, I'm there for them. It is mental muscle memory.

Not going to go into all the details of this transaction in full. But the first contract fell through. The 2<sup>nd</sup> one was in peril.

I never stressed or let the client know the potential severity of the issues, because I have done this 1,000 times and know how to perform under pressure.

Thus, they leave your reviews like this one: *We can't thank Eric and his entire Impact team for their amazing, expedient, highly responsive, courteous, patient, warm, personal, and professional services in the sale of our home. At a time in our lives that was highly stressful, they listened to our needs, calmed and addressed our concerns, and swiftly implemented their full services to help us prep, stage, list, show and SELL our home. They collaborated and continually communicated with us and all other professionals needed to close our sale in an expedient and professional manner. They also went above and beyond to assist us with the personal details and needs related to our listing and closing. We would strongly recommend this team again and again! 🌟🌟 The Biggus Family*

The clients, they see the results. Like Anthony running a 2:06 – 800M at regionals – the results/the review they get the headline. But where the win occurs is in the thousands of hours of practice! Congrats to Ant, to Coach Mango and to the entire UHS Indoor Track team on your Regional Championship... and thank you to the Biggus Family for your trust.

Cheers,

*Eric Verdi*

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

## February Quiz Question

**Q:** Where would you be if you were standing on the Spanish Steps?

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 Country has the MOST Islands?

**A:** Sweden

Congratulations: Blake Smith!

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

## 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 1 <sup>st</sup>	JD Feaster	Feb 11 <sup>th</sup>	Holly Young	Feb 20 <sup>th</sup>
Tabitha Legambi	Feb 1 <sup>st</sup>	Esther Maura	Feb 11 <sup>th</sup>	Lily VanSaint	Feb 21 <sup>st</sup>
Lauren Pearce	Feb 1 <sup>st</sup>	Lisa Titus	Feb 11 <sup>th</sup>	Emily Hansroth	Feb 22 <sup>nd</sup>
Dom Legambi	Feb 3 <sup>rd</sup>	Lynn Reyes	Feb 12 <sup>th</sup>	Lukie Lamont	Feb 22 <sup>nd</sup>
Elaine Wilson	Feb 4 <sup>th</sup>	Carol Batcheller	Feb 13 <sup>th</sup>	Maddie Nguyen	Feb 22 <sup>nd</sup>
Stacey Sprtel	Feb 4 <sup>th</sup>	Jerry DeLauder	Feb 13 <sup>th</sup>	John Pearce	Feb 22 <sup>nd</sup>
Jonathan Short	Feb 4 <sup>th</sup>	Amber Vanwagenen	Feb 13 <sup>th</sup>	Em Goldsmith	Feb 23 <sup>rd</sup>
Robie McClellan	Feb 5 <sup>th</sup>	Nichole Willem	Feb 13 <sup>th</sup>	John Marsalis	Feb 24 <sup>th</sup>
Megan Nicholson	Feb 5 <sup>th</sup>	Adam Willem	Feb 13 <sup>th</sup>	Noah Orndorff	Feb 24 <sup>th</sup>
Becky Wells	Feb 5 <sup>th</sup>	Jodi Killar	Feb 14 <sup>th</sup>	Ella Call	Feb 25 <sup>th</sup>
Gary Delbrook	Feb 6 <sup>th</sup>	Alexis Wingard	Feb 14 <sup>th</sup>	Jim Chandler	Feb 25 <sup>th</sup>
Ashley Orsini	Feb 6 <sup>th</sup>	Sophie Donnellan	Feb 16 <sup>th</sup>	Joe Parker	Feb 25 <sup>th</sup>
Steve Silverman	Feb 7 <sup>th</sup>	Peyton Hollis	Feb 16 <sup>th</sup>	Bibi Dabney	Feb 26 <sup>th</sup>
Jason Smith	Feb 7 <sup>th</sup>	Tanner Mills	Feb 16 <sup>th</sup>	Chris Lamont	Feb 26 <sup>th</sup>
Avery Vanwagenen	Feb 7 <sup>th</sup>	Chris Rathmann	Feb 16 <sup>th</sup>	Peter Marsalis	Feb 26 <sup>th</sup>
Elkhan Bagirov	Feb 9 <sup>th</sup>	Kenny Mayer	Feb 17 <sup>th</sup>	Rich Pardo	Feb 26 <sup>th</sup>
Eliza Fogelson	Feb 9 <sup>th</sup>	Barry Garnand	Feb 19 <sup>th</sup>	Garrett Pearce	Feb 26 <sup>th</sup>
Mary Burgess	Feb 10 <sup>th</sup>	Val Wilson	Feb 19 <sup>th</sup>	Marla Migdal	Feb 27 <sup>th</sup>
Dave Oord	Feb 10 <sup>th</sup>	Steve Batcheller	Feb 20 <sup>th</sup>	Janeen Beckstrom	Feb 28 <sup>th</sup>
Chrissy Super	Feb 10 <sup>th</sup>	Jesse Callahan	Feb 20 <sup>th</sup>	Cameron Chesnik	Feb 28 <sup>th</sup>
Cookie Verdi	Feb 10 <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 is with Susan Verdi and 10 others.  
January 21 at 2:09 PM • 9

Man... Cleaning out some drawers.  
Time sure does FLY!!!  
Seems like just yesterday (sophomore year, a hole in one at state golf tournament).  
Family 'Ryder Cup' at Deep Creek - Justin always LOVED organizing and talking trash  
And my very first home/renovation project circa 2000 - always loved transforming homes.



Susan Verdi is with Erin Holloway Shoemaker and 3 others.  
January 29 at 7:04 PM • 5

We celebrated the 18th birthday of a very special young lady today! She also happens to be the first and only girl for many years at the famous Lucia's daycare. We don't know how she (and Lucia) survived those early years with all the boys, but these kids turned out alright and are still the best of friends! Happy birthday, Emma! 🎉🎉



Eric Verdi is with Susan Verdi and 9 others.  
2h • 5

To say I'm floored and humbled is an understatement when I got this text this morning. I had no idea that [Impact Maryland Real Estate](#) got 3 place in BOF!!! We didn't even know we were up for this award. We didn't ask for a vote. We didn't do a social media campaign. We are honored to help our clients and to those unknown people that VOTED!!! Congrats [#ImpactFamily](#) for putting our clients first. Congrats to the Jim Bass Team and the Marsh Family. - [Aaron James Marsh](#), [Suzanne Sell Marsh](#), [Jennifer Anderson Marsh](#), and the entire [Marsh Realty](#).

10:18

• LTE

fredmag.com

## BUSINESS SUPPORT: WOODSBORO BANK

2nd Place: Copy Doc Business Solutions

3rd Place: Business Management Company

## REAL ESTATE/REALTOR: JIM BASS/JIM BASS GROUP OF REAL ESTATE TEAMS

2nd Place: Marsh Realty

3rd Place: Impact Maryland Real

Eric Verdi is with Susan Verdi.  
January 25 at 7:19 AM • 5

The Time is NOW... [#Amplify!!!](#)

Today is Wednesday January 25th ... and we are officially 27 Days – yes just under 4 weeks (thanks Eric – master of the obvious 😊) until February 21st and OUR next ImpactClub® Frederick event!!!

ImpactClub Members you have until Sunday Jan. 29th to AMPLIFY.... See more



# 'Stories From The Street'

## *Competence vs Confidence*

### Learning Real Estate from a 16-Year-Old...

10 and 2... 10 and 2... That's what you are taught in driving school, to put your hands at 10 and 2!

On a recent drive with Anthony, my son, a 16-year-old, who has his learners permit and is just starting his navigational journey on the roads I was quickly reminded how **EXPERIENCE** matters.

Every decision is a new decision.

Every experience is a new experience.

Sitting beside a new driver is stressful because although they might be **COMPETENT** enough and do a 'good enough' job at navigating the roadways, they lack the **CONFIDENCE** that comes through years of practice.

**I had an 'aha' moment sitting in the passenger's seat watching and teaching.**

Anthony isn't doing anything wrong BUT his driving doesn't leave me relaxed.

And I was like –  
HMMMMMM – he has the technical competence to drive but doesn't exude the confidence needed to make those around him feel secure.

**As I'm always thinking about work and real estate, I quickly came to an analogy.**

There are thousands of agents out there. And although they may be competent, do they have the experience and confidence to navigate the perils of a transaction and get superior results for their clients?

Competence and confidence are two important qualities that play a vital role in personal and professional growth, especially when it comes to high-stakes situations like driving or real estate. A 16-year-old driver and a seasoned vs. a new real estate agent are two examples that highlight the significance of these qualities and how they can impact outcomes.

Starting with the 16-year-old driver, competence refers to the driver's ability to operate a vehicle safely and efficiently. This includes having a solid understanding of the rules of the road, safe driving techniques, and the ability to react quickly in emergency situations. On the other hand, confidence refers to the driver's belief in their abilities and their willingness to take on challenges.

**A competent and confident driver is more likely to make safe decisions, take calculated risks, and respond appropriately in emergency situations.**

Similarly, in the real estate industry, competence and confidence play a crucial role in determining success. A

seasoned real estate agent, for example, has years of experience and knowledge about the industry, the market, and the buying/selling process. This knowledge, combined with their confidence, allows them to effectively navigate challenges and successfully close deals. On the other hand, a new real estate agent may lack the same level of experience and knowledge, but if they possess confidence in their abilities and a willingness to



learn and grow, they have the potential to become successful in the future.

While competence provides the necessary foundation for success, confidence provides the motivation and drive to take on challenges and achieve success.

### **A balance of both qualities is key to personal and professional growth and success.**

In the real estate industry, the difference between a competent agent and a confident one can make all the difference in the sale of a property. An agent who is just competent may simply put-up a for sale sign and wait for an offer, while a confident agent works to increase the value of the property for their client.

For example, a competent agent may take a straightforward approach to listing a property, providing basic information about the property, taking photos, and advertising the listing online.

**They may not have the confidence or creativity to suggest improvements that could increase the value of the property, such as staging, decluttering, or minor renovations.**

On the other hand, a confident (*an Impact Agent*) agent is proactive in their approach and works to add value to the property. They take the time to get to know their clients and understand their goals, and they use their knowledge and experience to make suggestions that will increase the value of the property. For example, they may suggest staging the property to make it more appealing to potential buyers, or they may recommend a minor renovation to increase the value and appeal of the property.

**Competence is essential in the real estate industry, but confidence can help agents go above and beyond to deliver the best results for their clients.**

An agent who is both competent and confident will be able to increase the value of a property, effectively market it, and negotiate deals to their client's advantage.

We had a recent property that we knew needed Proper Preparation and Pricing along with timing on the market.

Impact made a list of the improvements that

included a FRESH new paint, new appliances, new faucet, a good deep cleaning, carpets professionally cleaned and Scientific Staging.

We STRATEGICALLY came up with a plan and presented to our sellers' and they immediately said –

***“We Trust You – Whatever you think!”***

The trust was built from our EXPERIENCE and our Confidence that our documented approach WORKS! Do you think just a competent agent could get the sellers' buy-in? Nope.

You have to have experience. You have to have examples of the process. You have to have intimate LOCAL knowledge.

And, most importantly, you have to have a team of experts to pull it off!

The result???

Well, we are under contract for \$20,000 more (7%) more than the most recent comp!

Watching Anthony drive, I know that he will gain experience and gain confidence in the driving process.

And at Impact, whether you have been in the business 6-months or 25 years we have a team of support at IMPACT to make sure we get the best results for the clients!!



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

- I highly recommend IMPACT! They always worked with our schedule, kept great communication and was always there to answer any questions through the whole process. They want you to find the house that's right for you and are very honest and straight forward about it! It honestly felt like they were treating me more like family instead of just another client. – Aaron & Crystal

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