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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

SEPTEMBER 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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## 'ALL About Memories

Two days before school started we piled into the car at 8am to make a trek up to Hershey Park to get in some last minute memories of the summer. Anthony, Alex, 3 friends and myself spent the day riding rides, getting food, and doing the water park.

A few weeks before that, Susan has to work during the summer since she is an Assistant Principle, our beach house at the Astoria had a couple days that were not rented so each of our boyz got to invite a friend and 5 of us spent time at Ocean City.

**We had great weather, and the waves were amazing.**

There was literally a 2-hour period from 3p to 5p that the 5 of were in the Ocean catching wave after wave after wave. Just body surfing for hours. It was a MEMORY that none of us will ever forget. The undertow wasn't bad. The water was warm. The waves weren't too rough. It was one of the Top 3 body surfing days I've ever had.

Then we had the July 4<sup>th</sup> party that is always memorable with great friends, food, and laughs – and a couple explosions 😊

Before that our European Cruise/Trip – which I'll get to in a moment.

*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](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.

## These memories and experiences will be changing soon.

Anthony just started his SENIOR year of High School. They say the “days go by slow, but the years go by fast.”



Hershey Day Trip with the Boys

freedom. Less rides in the car to catch up. School. Work (at Tropical Smoothie). Cross Country. Friend time.

We are going to blink and he is going to be in college and we won't see him nearly as often.

### I'll be honest with you; I struggle with this.

Every few weeks I have a little breakdown. In a few months I will have probably seen Anthony 95% of the time that I will see him in his entire life. He'll move away and go to college. Hopefully have an amazing experience and do great things. Then odds are he won't move back near Susan and I and we'll only see him a few times a year. (crying as I write this)...

Anthony has always been a different cat. By 12 months old he was saying over 100 words – the pediatrician was blown away. He taught himself to read by the age of 3. He's been self-sufficient as a student. Never

really had the same interests in sports that I have so we didn't really share that bond.

He and I are just different. He is private – like Susan. And he keeps to himself. I'm his father and I love him to



Boys Body Surfing in OC

death but there have been few things that we share a common interest. And in a few months we won't share the same residence, which is hard.

### One thing that we do share is our love of making memories.

Susan has done a great job making sure that we make time to do family vacations. And she has been purposeful in making sure that in ALL THE CRAZINESS of life that we do MEMORABLE things as a family.

Ever since the boys were little, as a Christmas Present, Susan would make '*The 12 Trips of Christmas*' as a present.



Crabs at Belly Busters after body surfing

It could be going to a play together. A movie. A memorable dinner. Hershey Park. A destination (an island or vacation).

Last year Susan asked Anthony if there was anything he wanted to see before he graduated and he said that he'd like to go to Paris.

We are thankful that our kids like to travel and are very good travelers. And we are also thankful that our kids have learned that they don't need the latest sneakers, most fancy clothes, or an overabundance of electronics, that as a family we try to limit our spending on THINGS so that we can afford EXPERIENCES.

### Susan and I work our behinds off so that we can afford the experiences/travel.

Susan is also the planner of our marriage. I'm the one that doesn't know what I'm doing tomorrow, but also the one that gets stuff done. Susan started planning and looking at ways to get to Paris and include a stop in Paris in a larger overall trip.

And this led to the 'Trip of a Lifetime' in June of this past summer.

We were able to do a Mediterranean Cruise out of Rome that hit the Greek Islands as the pillar portion of

the trip. There were 4 families that met in Rome to do the cruise together and it was AMAZING!!!

Two of the families did Europe vacation/sights before the cruise. One family did the cruise first then spent a week traveling. And one family spent about a week before and a week after.

Our itinerary was we started in Paris for 3 days and did ALL THE SIGHTS and got to make Memories with our good friends the Sipes who were also in Paris at that time.

Anthony LOVED this part and we would wake up so he could go running to stay in shape for Cross Country. We loved the pastries. The crepes. The food. The sights, including going to the top of the Eiffel Tower. And all thing Paris.

### **From there we did a day train ride to Florence, Italy.**

Susan found us the most amazing Airbnb in the heart of the city that overlooked one of the ancient squares and just a few blocks from the Ponte Vecchio. The food, AGAIN, AH-MAZING! The sights were beautiful. And the Shoemakers were in Florence at the same time,

so we hung with them for a day.

Then we took another train to Rome where we all met. The

Hanging with the Sipes in Paris.



Delisles, Sipes, Shoemakers and us for a day before the cruise. This day just so happened to be Peyton Sipe's bday. He got to celebrate his 14<sup>th</sup> Birthday in Rome – not too shabby.

From there we started our journey of 7 days at Sea with 3 amazing families. 8 adults and 9 kiddos.

We had dinner together. We drank together. We hung by the pool together. We did excursions together. The kids did kid things on the ship together. They swam. They played in the arcade. They played in the sports/kids area.

It was an incredible experience with TONS of memories for EVERYONE!!!

Anthony got to not only see Paris but got to make memories with some of his great friends that he has known his entire life.

**It's ALL  
ABOUT  
Experiences...**



Dinner on the Cruise..

See this is what we do at Impact in Real Estate. We try to make the experience our TOP priority. Anyone can put a sign in the yard and say they are in real estate. But when you focus on your client's experience and how it makes them FEEL, then you can create MEMORIES for them that exceed their expectations.

We do this by taking care of the details so that they can focus on the big picture. Clients don't want to know the 1,000,000 little details. Frankly, if they did, it would RUIN their experience. This is how we can receive emails like this one:

Eric,

The house settlement went exceedingly well- professional, efficient and cordial. That is very much like the whole process of preparing the house for sale.

We can't thank you enough personally for your guidance and direction during this period while we were dealing with so many other issues. You made the selling process of the house seemingly effortless with minimal stress or concerns on our part.

Major kudos to everyone on your team as well- they all did a great job in helping us realize the maximum return from the sale.

As for my family members who worked tirelessly to clean out the house and ready it for Eric's crew, I can't tell how gratifying it was to see "our" collective pull together to achieve this goal so quickly. I acknowledge how it wasn't without a lot of long days and sacrifice.

I choose to Make Memories... In my life... and in my career! Thank YOU for being part of the journey

# Don't Forget to Have Fun!!!

## September Quiz Question

**Q:** What is the name of the World's largest Ocean?

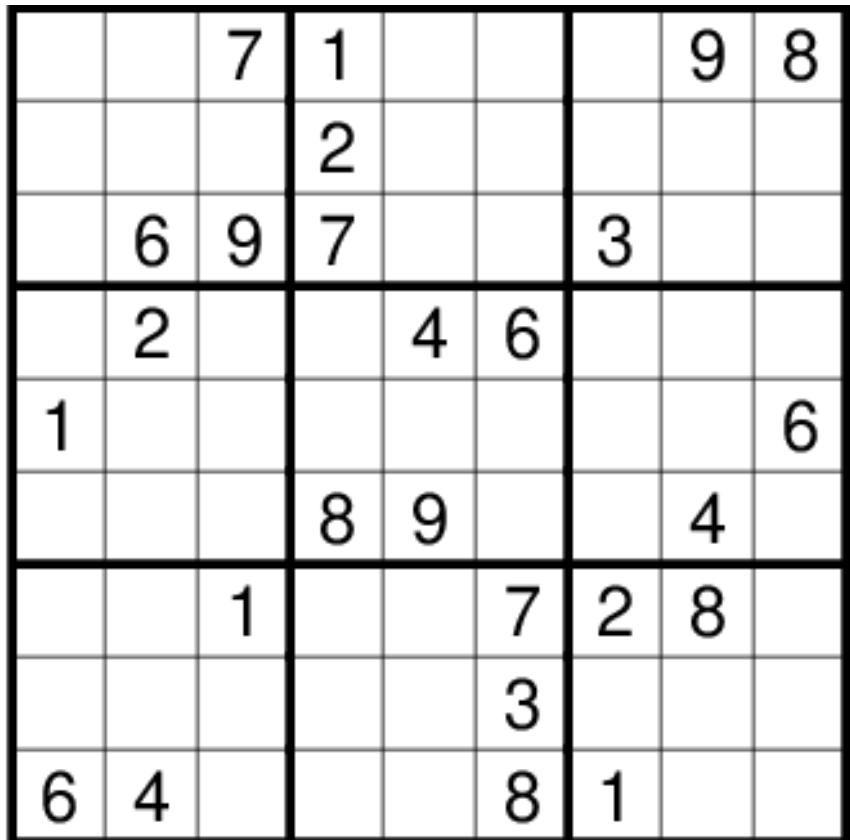
Everyone who texts, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$25 gift certificate to Amazon.

## August Question & Answer

**Q:** What's the diameter (in inches) of a basketball hoop?

**A:** 18 Inches

Congratulations: Mary Burgess



## 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>	Katie Martin	Sept 9 <sup>th</sup>	Owen Migdal	Sept 20 <sup>th</sup>
Wyatt Migdal	Sept 1 <sup>st</sup>	Ric Sayler	Sept 9 <sup>th</sup>	Calvin Shoemaker	Sept 20 <sup>th</sup>
Rylie Pierce	Sept 1 <sup>st</sup>	Mike Steele	Sept 9 <sup>th</sup>	Marta Droddy	Sept 21 <sup>st</sup>
Jeanne Rhodes	Sept 1 <sup>st</sup>	Sarah Federico	Sept 10 <sup>th</sup>	Carl Goldsmith	Sept 21 <sup>st</sup>
Lisa Tan	Sept 1 <sup>st</sup>	Khai Nguyen	Sept 10 <sup>th</sup>	Jameson Tusing	Sept 22 <sup>nd</sup>
Roshontia Haas	Sept 3 <sup>rd</sup>	Shari Scher	Sept 10 <sup>th</sup>	Arlo Bybel	Sept 23 <sup>rd</sup>
Bob Munger	Sept 3 <sup>rd</sup>	Pete DiSanto	Sept 11 <sup>th</sup>	Samantha Koontz	Sept 23 <sup>rd</sup>
Rob Webb	Sept 3 <sup>rd</sup>	Stacy Allgood-Smith	Sept 12 <sup>th</sup>	Nick Fegley	Sept 24 <sup>th</sup>
Lois Bowman	Sept 4 <sup>th</sup>	Jen Drescher	Sept 12 <sup>th</sup>	Owen Sacchetti	Sept 24 <sup>th</sup>
JJ Legambi	Sept 4 <sup>th</sup>	Dan Hoffman	Sept 12 <sup>th</sup>	Susan Sacchetti	Sept 25 <sup>th</sup>
Skylar Everett	Sept 5 <sup>th</sup>	Patty McArdle	Sept 12 <sup>th</sup>	Silas Cavazos	Sept 26 <sup>th</sup>
Yvonne Linger	Sept 5 <sup>th</sup>	Christine Majalca	Sept 13 <sup>th</sup>	Ryan Mantua	Sept 26 <sup>th</sup>
Reid Sutherland	Sept 5 <sup>th</sup>	Raelynn Eccard	Sept 14 <sup>th</sup>	Jill Pelicano	Sept 26 <sup>th</sup>
Tyler Hollis	Sept 6 <sup>th</sup>	Shane Gorman	Sept 15 <sup>th</sup>	Nicole Rathman	Sept 26 <sup>th</sup>
Erica Sacchetti	Sept 6 <sup>th</sup>	Michael Goldsmith	Sept 16 <sup>th</sup>	Quincy Cavazos	Sept 27 <sup>th</sup>
Danny Snight	Sept 6 <sup>th</sup>	Bill Long	Sept 16 <sup>th</sup>	Ed Verdi	Sept 27 <sup>th</sup>
Lauren Campbell	Sept 7 <sup>th</sup>	Ron Martin	Sept 18 <sup>th</sup>	Bret Buck	Sept 28 <sup>th</sup>
Parker Miss	Sept 7 <sup>th</sup>	CJ Cofone	Sept 19 <sup>th</sup>	Loralei Coleman	Sept 28 <sup>th</sup>
Karlie Hertzberg	Sept 8 <sup>th</sup>	Brady Kunka	Sept 19 <sup>th</sup>	Ann Berger	Sept 29 <sup>th</sup>
Cindy Palmer	Sept 8 <sup>th</sup>	Phyllis Garnand	Sept 20 <sup>th</sup>	Julio Menocal	Sept 30 <sup>th</sup>
Anthony Verdi IV	Sept 9 <sup>th</sup>	Christian Horton	Sept 20 <sup>th</sup>	Kelly Sipe	Sept 30 <sup>th</sup>
Paul Gauthier	Sept 9 <sup>th</sup>				

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

# 'Stories From The Street'

**Stories from the Street** is a series monthly articles using real life examples, told in 'story' format to give you knowledge of what actually happens behind the scenes of a Real Estate Transaction.

## "Threading the Needle!"

### *Two Families, Two WONKY Journeys – Two Amazing Endings!*

When people think of buying a home, they often envision it as a linear journey. However, for two families who recently hired Impact Maryland Real Estate, their home-buying experience was anything but straightforward. Instead, their journeys were a convoluted, high-stakes chess match, requiring strategic genius akin to grandmasters like Garry Kasparov or Magnus Carlsen.

#### **Family One: The Vintage Gem**

Let me introduce you to the 'Smith' Family. They are good friends of Impact and have been looking for over 2 years off and on. First time buyers, they knew that what they were looking for... something 'unique with charm' that fits their budget was kinda like finding a needle in a haystack.

**When the 'Smith' family found a home built in 1947, on over a acre with charm and character they were immediately enamored.**

But what seemed like love at first sight quickly turned into a battleground, facing off against three other serious offers. Winning this round required a strategic gambit: carrying out a full pre-contract inspection to show commitment and leverage. It was a risky but calculated move that paid off, even beating a cash offer.

However, this was merely the opening play. The middle game felt like a 12 round battle with Muhammad Ali. We would get punched in the face again and again with issues that would have KO'd most anyone. But the Smith's directive of 'We WANT THIS HOUSE!' let us know choice but to fight til the bitter end.

**An unusual appraisal cited 'conditions' that didn't typically belong in a conventional loan scenario.**

This demanded delicate negotiation, extensive paperwork, and a reevaluation to keep the loan process moving.



on the appraisal.

Every move was made because the 'Smith's' didn't want to lose THEIR home.

#### **Family Two: From Builder to FSBO**

For the 'Johnson' family, the hurdles were no less challenging. The new construction they originally pursued began falling apart almost immediately. From poor communication from the builder to a water leak

that raised serious questions about construction quality, things started tumbling downhill... and FAST! The discovery of mold during inspection became the proverbial straw that broke the camel's back, and they ended up terminating their purchase agreement.



**Then, like a knight emerging in the middle of a chessboard to change the game's entire landscape, Impact got wind of a house in Urbana.**

The previous owners' changed life circumstances meant that they not only needed to sell, but also that the home could not go on the traditional market. With Impact having listed the home when it sold just a few months prior, we were already intimately aware of the many moving parts. Here, the FSBO (For Sale By Owner) approach transformed from a burden into a blessing... for everyone involved! It was a back-and-forth endgame with both sides: reassuring the previous owner while simultaneously coordinating with the new buyer's finance team... scheduling inspections, appraisals, and contractors.

The FSBO nature of the deal doubled Impact's workload and communications. With each challenge—be it inspection surprises or financing hiccups—Impact meticulously assessed each move's implications, always thinking ahead, and navigating through what felt like a maze of 147 potential deal-breakers. In the end, the 'Johnson' family was over the moon and said: "...you went above and beyond to find us our forever home. Your knowledge and sense of detail helped the process go seamlessly." Threading

the needle, navigating the maze... and doing so with attentiveness, compassion, and skill.

### The Closing Maneuvers

Every decision made by Impact Maryland Real Estate was weighed with the gravity one would accord a championship chess match. A single wrong move could jeopardize the entire deal, crushing the families' dreams. They had to think four, five moves ahead. Whether it was preparing for contingencies, negotiating with multiple stakeholders, or swiftly changing strategies when new information emerged, the level of strategic planning was nothing short of masterful.

In the end, two families stepped into their dream homes. It wasn't just due to luck, or even skill, but a symphony of perfectly executed strategic moves that only an expert could orchestrate. If there was ever a doubt that real estate is a game of complex maneuvers, this saga irrevocably shattered it. Like grandmasters who anticipate every play and counterplay, Impact Maryland Real Estate threaded the needle with such precision that they didn't just find houses for their clients; they found homes.





## CLIENT APPRECIATION PARTY

# IMPACT Maryland Real Estate

August 2023



# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

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## 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 don't really know how to put into words how you thank someone for finding you your home because thank you doesn't feel like enough. I've been searching for roots and where I belong my whole life, and now me and my family have a place to grow and love and live. I just keep crying happy tears of joy and I don't know if this is weird to say, but I feel safer in the world too because I have a place to return to that belongs to me. I cannot explain how both cathartic and healing this whole process has been and to watch Eric and his team of incredible humans fight for and win this home for us--it's honestly restored my faith in humanity. To Eric, Sue, Stacey and Amy, thank you from our hearts for EVERYTHING you did for us; you will always be family to me, thank you for giving me a part of my life back and for giving my child the gift of knowing home. To any one wondering whether or not to work with these superheroes, please let me assure you that they won't stop until you find the perfect place for you and they will carry you and fight for you like family to win your home. There is no one else I'd recommend more than Impact and Eric. Thank you, thank you, thank you! – Sarah M.