

**Protector. Innovator. Philanthropist.**

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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JULY 2024



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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## **Your Life is a Masterpiece ... And an Invite ☺**

Welcome to the dog days of summer. Kiddos out of school. Plus 100-degree days for weeks! Vacations... Relaxing and Recalibrating... 4<sup>th</sup> of July... Cookouts... Crabs... Pool time...

All the summer activities can definitely give you pause to reset and relax, but also a time to reflect on change.

Before I get too far into the newsletter/monologue I want to extend an invitation to our famous Impact Client Appreciation Party at Holly Hills on Saturday August 24<sup>th</sup> from 5-9pm.

### **We have a BLAST EVERY YEAR!!!**

It is kid friendly. As we have had a face painter the last few years. We have yard games for the kiddos. We have great food, including our world famous Deviled Egg Bar. We have prizes.

Our Event is about YOU!!!

And we thank you for being wonderful clients and friends.

Please RSVP by Aug 10<sup>th</sup> at [www.impactclientparty.com](http://www.impactclientparty.com)

*And before I go any further I want you to flip the page and check out these 2 photos...*

We were at Ocean City last week and I walked past this mural on a hotel near our place and initially thought how freaking awesome and beautiful the mural was. I noticed it for a couple of days and kept noticing more details each day.

*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.

Then one day I had to go use the foot washing station right in front of the mural/hotel and when you are a foot away you don't get to see the beauty of the overall mural.

**You see every small detail, every stroke, every imperfection...**

This got me thinking that our lives are like this Masterpiece.

That when you stand back and look at the 'total picture' that it is BEAUTIFUL! Your life is yours to live and every day, every moment we are painting our masterpiece.

There are imperfections daily in our lives, but without those imperfections you can't paint a Masterpiece.

**Small Moments = Lasting Impact**

This got me thinking.

Imagine that ☺

How does the artist know what the finished product is going to be when he/she can only do 1 stroke at a time? Did he/she have a blueprint? Was the artist a savant and could they mentally have a picture in their head and then execute one stroke at a time knowing how the finished product was going to turn out?

*Then this got me thinking about our lives...*

Does God (or whatever you believe in) know how your Masterpiece of a life is going to look when it is over? Is there happenstance daily that changes how the finished product is going to look or is it pre-ordained?

Then I started thinking about these little moments and how each one has a huge Impact in your STORY!

**In June we did an Alaskan cruise that you might have seen on Facebook.**

We are so fortunate that we try to do adventures and create memories for our boys. We have taught them to EXPLORE the world. To NOT be afraid to try new things! To 'Eat the Cake' as they say. And our boys have seen the most beautiful aspects of the world. Rome. The Amalfi Coast. Greek Islands. Caribbean. And NOW Alaska.

**Alaska is a DIFFERENT WORLD!**

Literally it is like going to a different world.

We went the 3<sup>rd</sup> week of June and flew into Anchorage in what was the longest days of the year! It NEVER got dark. And I know this because I was up a few times during the night and at midnight it wasn't dark. 1am not dark. 3am not dark. 5am not dark.

The darkest it was could only be described as 'dusk'. Which was TOTALLY unique to anything I have ever seen.

I can only imagine how it is in the winter when the opposite is true. That is barely any daylight. I can't imagine dealing with darkness ALL the time!

Then there is the landscape and the scenery.

SOMETHING other worldly.

The VASTNESS and the SIZE of EVERYTHING!!!! The mountains are HUGE. The Rivers are MASSIVE. The wildlife is

Incredible. And there are Bald Eagles everywhere!

We did excursions... We saw Glaciers... We had beautiful meals... We drove around small towns... We saw Salmon... We saw Black Bears... No Moose (which we really wanted to see).





**All GREAT memories, but the most special memory on the trip was a walk I had with Anthony!!!**

We finished our cruise/vacation in Vancouver (Canada) and had about 24 hours there before catching our flight home. Anthony took the week off of running but wanted to start back up in Vancouver and there



Anthony and Alex walking to Gee and Papa V's 12 years ago.

was a 'park' nearby that he wanted to run there. Being in a different city. Not knowing anything, Susan told me to go with him, to walk there with him (which was a wise move because it wasn't where we thought it was and had to walk much further).

But on this 30 min walk I got to spend some great 1 on 1 time with my boy. We talked. He talked and I listened. I talked and he listened.

We talked about life. We talked about him going on his own to college in August. And ALLLLL that comes with that. I told him fatherly things. I told him brotherly things. And I told him buddy things...

**Out of ALL the memories on the trip, that was the most special.**

Anthony is about to embark on the NEXT phase of his life. And although he has been independent his entire life Susan and I (and his entire family) have been right there – physically – to help him paint his Masterpiece. We are there for all the small moments... the small strokes of that painting...

**Although we will ALWAYS be there to support him and be his biggest cheerleaders, he will be the one making decisions that will Impact the rest of his life.**

What classes to take... Who to be friends with... How hard to work in school... How hard to practice and

train... To take that drink at a party or not... To sleep in and skip class or get up and be on time... To ask that girl out...

As I'm writing this, in Starbucks waiting for Alex to get done running/training so I can pick him up a Father walked in with his 3 year old son trailing right behind him.

Literally started to break down and tear up as it was JUST yesterday that was Anthony/Alex and I... They were the little boys in that picture...

Now, like the other picture where I dropped Anthony off at the airport to go to his orientation at UMASS Lowell it is time for him to become his OWN artist!

Like that painting on that Ocean City hotel, don't stress about those small imperfections... Your life is YOUR Masterpiece...

**ENJOY THE RIDE!!!**

Love you and hope to see you on Aug 24<sup>th</sup> 🤔



Dropped Anthony off at the airport for his orientation at UMASS Lowell.

# YOU'RE INVITED – PLEASE RSVP

## You're Invited

### IMPACT MARYLAND REAL ESTATE CLIENT APPRECIATION PARTY!!!!

Saturday, August 24, 2024  
5-9pm  
Holly Hills Country Club

RSVP at [www.ImpactClientParty.com](http://www.ImpactClientParty.com)  
by August 10

*Join us for food, drinks, fun...  
and a few surprises! We can't  
wait to celebrate with YOU!*





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

### July Quiz Question

**Q:** Which Ancient People Invented the Toothbrush?

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.

### June Question & Answer

**Q:** What basketball player has the nickname 'The Greek Freak'?

**A:** Giannis Antetokounmpo

Congratulations: Rebecca Adams

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8		4	5			7		

## Happy Birthday

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

Phaedran Linger	July 1 <sup>st</sup>	Naiya Sayles	July 16 <sup>th</sup>	Ellie Gorman	July 23 <sup>rd</sup>
Rick Marin	July 1 <sup>st</sup>	Kelly Whiteman	July 17 <sup>th</sup>	Liz Jevitts	July 23 <sup>rd</sup>
Tracy Boyd	July 3 <sup>rd</sup>	Marisa Yearta	July 17 <sup>th</sup>	Connor Short	July 23 <sup>rd</sup>
Bev Lloyd	July 3 <sup>rd</sup>	Madison Jezioro	July 18 <sup>th</sup>	Soraya Ally	July 24 <sup>th</sup>
Tod Williams	July 5 <sup>th</sup>	Alex Nunemaker	July 18 <sup>th</sup>	Ryan Bell	July 24 <sup>th</sup>
Jim McClellan	July 7 <sup>th</sup>	Anthony Wilson	July 18 <sup>th</sup>	Thomas Drescher	July 24 <sup>th</sup>
Shelley Smith	July 8 <sup>th</sup>	Avery Pierce	July 19 <sup>th</sup>	Lane Miss	July 25 <sup>th</sup>
Candace Nunemaker	July 9 <sup>th</sup>	Caroline Ranneberger	July 19 <sup>th</sup>	Sue Munger	July 25 <sup>th</sup>
Taylor Rawlett	July 9 <sup>th</sup>	Ryan Sloper	July 20 <sup>th</sup>	Avery Sacchetti	July 25 <sup>th</sup>
Marcela Monzon	July 10 <sup>th</sup>	Chad Vansant	July 20 <sup>th</sup>	Jennifer Weeks	July 25 <sup>th</sup>
Delilah Schroeder	July 10 <sup>th</sup>	Jessie Donnellan	July 21 <sup>st</sup>	Eden Weeks	July 25 <sup>th</sup>
Terry Hood	July 11 <sup>th</sup>	Caitlin Hamilton	July 21 <sup>st</sup>	Alex Sincevich	July 25 <sup>th</sup>
Liam Miller	July 11 <sup>th</sup>	Madeline Lincoln	July 21 <sup>st</sup>	Steph DeLauder	July 26 <sup>th</sup>
Susan Snyder	July 11 <sup>th</sup>	Larry Mantua	July 21 <sup>st</sup>	Lily Wilson	July 26 <sup>th</sup>
Ashley Coutant	July 13 <sup>th</sup>	Derrick Pledger	July 21 <sup>st</sup>	Michelle Bitler	July 29 <sup>th</sup>
Lalania Knowlton	July 13 <sup>th</sup>	Mike Wingard	July 21 <sup>st</sup>	Kristen Forsythe	July 29 <sup>th</sup>
Heather Quill	July 13 <sup>th</sup>	Owen Cooper	July 22 <sup>nd</sup>	Jacki Grubb	July 29 <sup>th</sup>
Shannan Thorhauer	July 14 <sup>th</sup>	Tiphany Downs	July 22 <sup>nd</sup>	Kathy Miss	July 30 <sup>th</sup>
Aiden Wingard	July 14 <sup>th</sup>	Paool Majalca	July 22 <sup>nd</sup>	Britt Steele	July 30 <sup>th</sup>
Janet Conrad	July 15 <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.

## 31 Reasons to use an IMPACT Agent when Buying a Home!

As the real estate landscape evolves, having a dedicated buyer's agent is becoming more crucial than ever. With changes in market dynamics and increased complexities in transactions, an Impact Maryland Real Estate buyer's agent is your trusted guide through every step of the home-buying process. Here are 31 reasons why partnering with an Impact buyer's agent is your best move in today's market:

1. **Personalized Consultation:** We begin by understanding your unique needs, preferences, and financial situation to tailor our approach. We know that each buyer, each client, each family has specific needs and desires, and we listen, and GUIDE based on YOUR specific needs.
2. **Market Savvy:** Our agents stay updated on market trends, providing you with the latest insights to make informed decisions. Impact agents are your 'boots on the ground' and have a pulse of the local market, because REAL ESTATE is what we do, EVERYDAY!
3. **Pre-Approval Assistance:** We can help you get pre-approved for a mortgage, giving you a competitive edge in a fast-paced market. We have a pool of GREAT lenders, and we can give recommendations on ones that fit your situation, if you so desire. Or you can come with your own lender, but we have local and trusted lenders that will bend over backwards for YOU!.
4. **Targeted Property Searches:** Leveraging advanced search tools, we find properties that perfectly match your criteria, saving you time and effort.
5. **Neighborhood Knowledge:** Our deep understanding of local neighborhoods ensures you find a community that fits your lifestyle and needs. We live and breath real estate so we have intimate local knowledge.
6. **Convenient Showings:** We schedule and accompany you to property viewings, ensuring maximum flexibility to fit your schedule.
7. **Virtual Solutions:** Offering virtual tours and digital meetings, we cater to your needs, especially if you're relocating or have a busy lifestyle. We often do Zoom meetings to fit your busy schedule and can-do Zoom/Facetime tours if you aren't local.
8. **Preview Homes:** We can pre-visit homes on your behalf, providing detailed feedback and professional assessments.
9. **Competitive Analysis:** Our comparative market analysis ensures your offer is both competitive and fair, preventing overpayment.
10. **Expert Negotiation:** Skilled in negotiation, our agents work diligently to secure the best possible terms and price for your new home. This actually should be **NUMBER 1!** Our agents are skilled negotiators that know the pain points of sellers and there are literally 100 ways we can help you structure an offer based on how much you LOVE the house. We don't win EVERY house for our buyers, but our expert strategies will give you a leg up in negotiations.
11. **Offer Crafting:** We meticulously prepare your offer, emphasizing your strengths as a buyer to stand out in a competitive market. And to make sure the offer is in compliance with state and local laws.
12. **Inspection Oversight:** If you desire we can coordinate home inspections, then we review results with you and can help talk through any necessary action items.

13. **Repair Negotiations:** If inspections reveal issues, we negotiate repairs or concessions to safeguard your investment.
14. **Contract Expertise:** Our agents scrutinize contracts to protect your interests, ensuring you understand all terms and conditions.
15. **Smooth Settlement Process:** Guiding you through settlement, we ensure all deadlines are met and requirements fulfilled.
16. **Title Assurance:** Your Title company will run a comprehensive title search to confirm there are no legal complications with your purchase.
17. **Appraisal Coordination:** Teamed with your lender we help guide and manage the appraisal process to ensure you are aware of market value and your offer aligns with your expectations and finances.
18. **Closing Facilitation:** Working closely with all parties, we strive for a seamless and timely closing.
19. **Final Walkthrough:** Accompanying you on a final walkthrough, we ensure the property is in the agreed-upon condition before closing.
20. **Document Management:** Handling all necessary paperwork, our agents ensure everything is in order for a flawless transaction.
21. **Post-Purchase Support:** Our commitment extends beyond closing. We really excel in being there to help and provide resources and referrals for ANY aspect of your home from plumbing, HVAC, Insurance, landscaping, home improvements.
22. **Trusted Vendor Connections:** We connect you with reputable vendors for any repairs or renovations you may need. We literally have vendors/companies that we have worked with for over 20 years as they provide EXCELLENT services and work. Our vendors are vetted by us and MANY of our clients.
23. **Moving Coordination:** Providing moving tips and recommending reliable moving companies, we help you transition smoothly.
24. **Community Integration:** Helping you settle into your new neighborhood, we offer information on local events, amenities, and activities.
25. **Investment Guidance:** For those interested in investment properties, we can help with Comps, Repair Estimates, ARV so that you know you are making a sound financial move.
26. **Tax Consultation:** We do NOT offer tax advice, but we have resources and accountants at your disposal who can guide you through the tax implications and advantages of your transaction.
27. **Home Warranty Options:** Assisting in securing home warranties. If you desire a home warranty, you can pick the level/company that you desire and we can set up your warranty.
28. **On Going Communication:** We periodically check in to ensure your satisfaction with your new home and address any ongoing needs.
29. **Homeownership Education:** Providing resources and tips, we help you maintain and enhance your property's value.
30. **Refinancing Assistance:** Partnered with your lender, we have a pulse on the local market, property values, and mortgage interest rates so when it MIGHT be an advantageous time to refinance, we will let you know.
31. **Lifelong Partnership:** At Impact Maryland Real Estate, we don't see you as a Transaction, we view you as FAMILY and we want to maintain a life-long partnership in your real estate needs.

With the ever-changing real estate landscape, having an Impact Maryland Real Estate buyer's agent by your side is more important than ever. We are committed to providing exceptional service, ensuring your home-buying experience is seamless, informed, and successful. Trust us to guide you through every step of the process, making your dream home a reality.

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

-When we started looking for a real estate agent, we looked to a friend that had experience with many real estate agents as part of their practice. Our friend recommended Eric Verdi of IMPACT Realty. They said that Eric was a straight shooter and no nonsense. That was exactly the type of agent we wanted to work with (no bull and telling us the truth).

Initially, we thought that we would have to interview many agents to find the one we would want to use. We were wrong. Eric was the first and last agent we interviewed. We knew that Eric had the network to showcase our unique property and find the right buyer. Almost immediately, Eric presented us with a qualified buyer. Eric's experience was invaluable in negotiating the sale.

When I say invaluable, we really mean it. There was significant investment in the property not by just us but the previous owner. With a historic home there are often factors that are subjective and out of the ordinary. If you want a cookie cutter frame home this is not it! All I will say is that many appraisers are not experienced with such homes and this caused issues. It took a team effort with Eric's experience to objectively substantiate the value and overcome deal breaking scenarios. There were several twists and turns that required navigation to provide a fair and equitable resolution for both parties otherwise the transaction would have failed. Whether you have a "unicorn" or not, Eric showed he and the IMPACT team has what it takes to make it a reality. The bottom line is we both worked hard but more importantly trusted Eric. You have to trust your agent and we did.

We would highly recommend anyone considering selling their home to consider Impact Realty. – Joe T.