

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

OCTOBER 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.'

HEADLINES

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

'The GUY'

A Testament to Comradery, Trust, and Transformation

Sitting on the back porch this past month watching The Washington Commanders (whom I will refer to as the Redskins for this monologue as they will ALWAYS be the Redskins to me) with my Dad, Alex, Perm, and other friends popping by something has become evident to us.

Having watched the Redskins my entire life and having endured the last 25 years of just utter pathetic seasons while watching other fan bases have success has been painful.

EVERY year we go through the same thing.

We get hyped up in the offseason that 'This is going to be our YEAR' and then the season starts in September, and we might have a few highs and lows but by mid to end of October the reality has set in that we just aren't very good!

And by the first of November Alex and I are already looking ahead to the draft. We are scouting college players and we are making mock drafts and NOW we are pulling for the Redskins to lose so that we get a higher draft pick.

EVERY freaking year of this kids' life has been the same.

Me, I remember the GLORY DAYS of the Redskins in the 80's and VERY early 90's. This was my prime years of fandom. I remember watching the Redskins go to 4 Super Bowls and winning 3 of them when I was young.

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've so wanted them to be GOOD again so that Alex can experience what I experienced growing up.

Every team, whether in sports, business, or any other endeavor, reaches a point where the usual efforts, the standard practices, and the routine players don't suffice. They need 'The Guy'—that singular figure whose presence redefines success and whose influence transcends their immediate role. In Washington D.C., a city known for its leaders and changemakers, the Redskins, found themselves embroiled in such a quest.

The drought has spanned over 3 decades since the Redskins were a consistent winner. Their last Super Bowl was in 1991 and although there have been blips of decent seasons we have come no where near being consistently good.

It, honestly, started and ended with our owner, Dan Snyder... He is such a horrible human being that he destroyed the franchise and undermined ANYONE good who worked for him under his ownership... He would meddle. He would interfere... He would backstab... He would undermine the leadership that he hired.

I find it ironic in less than 2 years (since he sold the Redskins) that the team is NOW on the rise.

The structure wasn't in place for Consistent Success

For decades, the Commanders struggled with inconsistency and underperformance. Season after season, the potential was there, but the ignition was not. The franchise was like a puzzle with one piece perpetually missing: a quarterback who could not only execute plays but elevate the entire team. This quarterback needed to be more than just a skilled player; he needed to be a unifier, a strategist, and a visionary—someone who could spot the gaps, fill them, and in doing so, enhance the strength of others.

The Arrival of 'The Guy'

This past April when the NFL draft happened and the Redskins had the #2 pick Alex spent MONTHS looking at highlights, tape, stats and coming up with scenarios.

We thought this guy Jayden Daniels from LSU had a LOT of potential to be a good pick. A guy that we could HOPE would turn our franchise around.

But boy, we didn't know EXACTLY how good he would be and how much Impact he would have on EVERYTHING.

When 'The Guy' finally joined the Redskins, it wasn't just his arm strength or his field vision that stood out; it was his palpable impact on every player's performance

and morale. This quarterback brought a new energy to the team. His confidence was infectious, his dedication, unwavering. Where previous quarterbacks faltered, exposing the team's vulnerabilities, he thrived. He turned weaknesses into strengths and doubts into certainties.

Under his leadership, the Commanders transformed. Receivers made miraculous catches, linemen held their blocks longer and with more force, and the defense played

with renewed vigor, knowing that every effort they made was part of a greater, winning strategy. The team started clinching victories that had previously slipped through their fingers, and the entire franchise's fortunes began to rise.

The game is just different with THE GUY!

Every Sunday we have a chance. He just makes plays. He elevates others. He performs under pressure. We went to the Ravens/Redskins game this past Sunday. The Ravens are where the Redskins were in the 80's, they are perennial Super Bowl contenders. They have a GREAT QB in Lamar Jackson. An all-time Running Back, and a head coach that has been there for 20+ years.

And we lost, but we went toe to toe with the Big Boys.

In just Daniels 6th game he went punch for punch with the 2-time NFL MVP.

We may NOT win the Super Bowl this year. Heck, we might NEVER win a Super Bowl, but I can tell you after 30 years of darkness that we have OUR GUY... We will be competitive every game and every year because of Jayden Daniels!!!

This Brings me to finding the 'GUY' for my Ring issue.

In a seemingly unrelated scenario, my own experiences mirrored the struggles of the Redskins. My home's security system, centered around a Ring camera, malfunctioned, disconnecting. Since April I have tried to fix our Ring connection.

Susan has asked 100 times for me to fix it.

I called Ring support 3 times. I called Telegia (our internet) support twice. I bought a new Ring camera. I bought an Amazon Blink camera in hopes of solving the issue... But NOTHING WORKED—the solution eluded us all. It was a cycle of frustration, akin to the Redskins' long-standing quarterback woes.

The breakthrough came when I was connected with 'The Guy' at Telegia, the top engineer. With a keen understanding and a swift action, he diagnosed a frequency compatibility issue—a simple yet elusive fix that immediately restored my system. In fifteen minutes, what hadn't been solved in six months was fixed, illustrating the profound impact of having the right expertise at the right moment.

The importance of having or finding 'The Guy aka The Fixer' is imperative. Whether the struggle is 30 years like the Redskins or 6 months like my Ring connection once you have the right person in place RESULTS happen.

I do my best to be 'The Guy' in Real Estate

These narratives converge in their illustration of a universal truth: the right person in the right place can catalyze change and foster success that is both deep and wide-reaching. As a leader in real estate, I have

embraced this principle wholeheartedly. At Impact Maryland Real Estate, I am committed to being 'The Guy' for every client we serve.

A recent example solidifies this commitment. Stacy and I got a call one day from a seller who said, "I loved what you did on Buffalo Rd., I watched the results and think you are THE GUY to sell my parents' home. We've been trying to sell for months with another agent and haven't gotten the results."

Come to find out after doing some research that Stacy and I thought the house could have used some updates and repositioning 'The Impact Way' to get it sold.

We met with the seller and decided we needed to bring in Medardo to spruce up/paint a few areas. A landscaper to reposition the outside. Adrienne in to Scientifically Stage. And then Annie to photograph and market the home.

We turned around this home in 2 weeks. And guess what?

Just 3 days on the market and we got an EXCELLENT contract... The seller was thrilled after MONTHS of frustration because of our process, our team... She just needed 'The Guy' to help her sell her parents' home.

And we couldn't be more thrilled to fill this role!

Conclusion: The Significance of 'The Guy'

'The Guy' is not just a person but a role that embodies trust, influence, and the ability to transform situations from stagnant to successful. Whether leading a team down the field, troubleshooting a tech issue, or navigating the complexities of the real estate market, 'The Guy' is pivotal. This role is about more than filling a position; it's about embodying the qualities that inspire confidence and drive results.

In every field, in every challenge, the search for 'The Guy' continues. For those fortunate enough to find him, the path forward changes from uncertain to unstoppable. In real estate, I strive to be that transformative figure for every client, ensuring that when they choose to work with me, they're not just making a transaction—they're making a winning decision. Let me be YOUR GUY!!!

Don't Forget to Have Fun!!!

October Quiz Question

Q: What year did ImpactClub® Frederick Start? (don't Google 😊)

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.

September Question & Answer

Q: What is the highest grossing Broadway Show of All-Time?

A: The Lion King

Congratulations: Rebecca Delp

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

Happy Birthday

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

Molly Miss	Oct 3 rd	Kate Riling	Oct 14 th	Jackie Smith	Oct 20 th
Amy Raymond	Oct 3 rd	Laura Via	Oct 14 th	Ian McRae	Oct 20 th
MaryRose Fegley	Oct 4 th	Jodi Burrier	Oct 15 th	Colleen Barnhouse	Oct 21 st
Tim Hauer	Oct 5 th	Erin Marsalis	Oct 16 th	Nicole Bell	Oct 21 st
Brian Wells	Oct 5 th	Nicholas Orsini	Oct 16 th	Avery Sipe	Oct 22 nd
Marco Reyes Garcia	Oct 7 th	LeeAnna Arrowchis	Oct 17 th	Alex Petrov	Oct 23 rd
Jessica Call	Oct 8 th	Cooper Bobbitt	Oct 17 th	Pam Wheeler	Oct 23 rd
Kensey Love	Oct 8 th	Dan Luippold	Oct 17 th	Ray Baker	Oct 25 th
Kampbell Quill	Oct 8 th	Maria Menocal	Oct 17 th	Nancy Dietz	Oct 25 th
Ashleigh Short	Oct 8 th	Jennifer Purgason	Oct 17 th	Amanda Miss	Oct 26 th
Paul Gorman	Oct 9 th	Lauren Mills	Oct 19 th	Kit Newman	Oct 26 th
Mike Rawlett	Oct 9 th	Joe Call	Oct 20 th	Taylor Tolbard	Oct 27 th
Jason Underwood	Oct 9 th	Vincent Dabney	Oct 20 th	Laura Palmer	Oct 30 th
Alexis Fogelson	Oct 11 th	Gary Rice Jr	Oct 20 th	Emma Ranneberger	Oct 30 th
James Kopf	Oct 12 th	David Sacchetti	Oct 20 th	Rebecca Shoemaker	Oct 30th
Peter Fleck	Oct 14 th	Sam Schroeder	Oct 20 th		
Jocelyn Hauer	Oct 14 th				

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.

"THE CHANGE"

Eric, what is going on with this new real estate thing I'm seeing on the news/web?"

I'm getting this question a lot.

As some of you might or might not have heard there was a big lawsuit from a couple of sellers whose agent didn't disclose how agents were getting paid and they sued a few real estate brokerages and NOW the entire industry has put safe guards (or so they think) in place to 'protect' consumers.

Fundamentally NOTHING has changed in real estate.

Commissions have **ALWAYS** been negotiable. When you sell a house you and your listing brokerage agree on a commission... and you agree on 'splitting' some of that commission with a buyer agent as an incentive for them to bring a buyer to **YOU!**

Buyer brokers have an agreement with their buyers for their time, expertise and effort. Lots of times that commission is covered by the seller. However, if not, then the buyer is responsible to pay their buyer brokerage.

NONE of that has changed.

IMO there was some unscrupulous agents that were maybe hiding or deceiving in some way.

At Impact, we have **ALWAYS** been transparent in our fees and who pays **WHAT...** We **EVEN** take in one step further. Although legal to charge an 'administration or transaction fee' – I have seen as

much as \$900 – IMPACT Maryland Real Estate NEVER EVER EVER adds on **THIS** fee!

It has always been our belief that if we can't survive off our commissions without nickel and diming our clients, then that is **OUR** fault, **NOT** yours.

However, we do work hard and are due our commission on both our buyer and seller side. And we will have honest and sometimes difficult conversations about this. And if you [our client] decides that it isn't worth it to you, then we can agree to disagree, and we don't have to work together – and that is ok as well.

Now I'll tell you a 'Story' that the names have been changed to protect the innocent 😊

The specifics are from multiple articles – as always – reach out to Impact to discuss how this affects **YOU** and **OUR** working relationship.

In a bustling café in downtown Frederick, Maryland, Jane and Tom, a young couple eager to buy their first home, meet with Alex, an experienced real estate agent from Impact Maryland Real Estate. Over steaming cups of coffee, Alex explains how the landscape of buying a home has changed in Maryland due to recent legislative updates and the NAR settlement.

Alex starts by describing the revised brokerage agreements, "As of August 2024, every detail about how I get paid and how much must be clearly stated in our agreement. This means you'll see exactly what percentage of the purchase price my commission will be, ensuring there are no surprises for you later."

Tom, detail-oriented and cautious, asks about how these changes help them as buyers. Alex explains, "For one, if I were to receive any part of my commission from other parties involved in the transaction, it has to be disclosed upfront. This transparency helps you understand the complete financial layout and ensures that my services are aligned with your best interests, not swayed by undisclosed compensations."



BUYERS

THE STORY OF BUYING YOUR DREAM

Jane, who had been quiet, chimed in, "What about conflicts? How do we ensure that everything is fair for us?"

Alex nods, "Great question. With the new laws, there's an added layer of protection. For example, if a conflict arises, the agreement allows for termination by mutual consent, not just unilaterally. This gives you more control over the relationship and ensures that we are both on the same page throughout the transaction."

Sensing the couple's concern about the complexities of real estate transactions, Alex shares a recent story

of another buyer he assisted. "Last month, I worked with a single mother looking to buy a condo in Rockville. She was overwhelmed by the financial commitments. Our revised agreement clearly outlined her obligations and what she was paying for, including my commission. When she saw that I could only be paid from her side if explicitly agreed and that she had rights outlined about terminating the agreement if she felt necessary, she felt much more secure."

Our client was on the fence about making an offer and once they understood the complexities of the purchasing process decided that OUR relationship and our advice was well worth the commission that SHE was going to have to pay. And although she didn't ultimately get THAT home she appreciated our UPFRONT and HONEST approach to a difficult conversation.

This story resonates with Tom and Jane, highlighting how these changes foster a trustful and transparent agent-client relationship.

"We also have to adapt quickly to these changes," Alex continues, "At Impact Maryland Real Estate, we've been proactive. We've updated all our templates and trained our agents extensively. So, whether you're looking to buy here in Maryland or even West Virginia or Pennsylvania (yes we are licensed in 3 states), we're equipped to guide you through this new landscape confidently."

Jane and Tom feel reassured, knowing they're dealing with an agency that values transparency and client empowerment. They finish their coffee, now much more prepared to step into the housing market, aware of their rights and the straightforwardness that the new laws bring into their home buying journey. This meeting wasn't just informative; it was empowering, turning the daunting task of buying a home into an exciting, transparent, and fair process.

This is a brief overview of "THE CHANGE". Please reach out to your Impact agent if you have any questions... As always we feel that OUR role is to inform and educate as much as anything else that we do.

Social Media Stories



Eric Verdi

September 23 at 10:51 PM ·

When you realize The 'Redskins' have THEIR GUY!!!
#JD5



16 comments



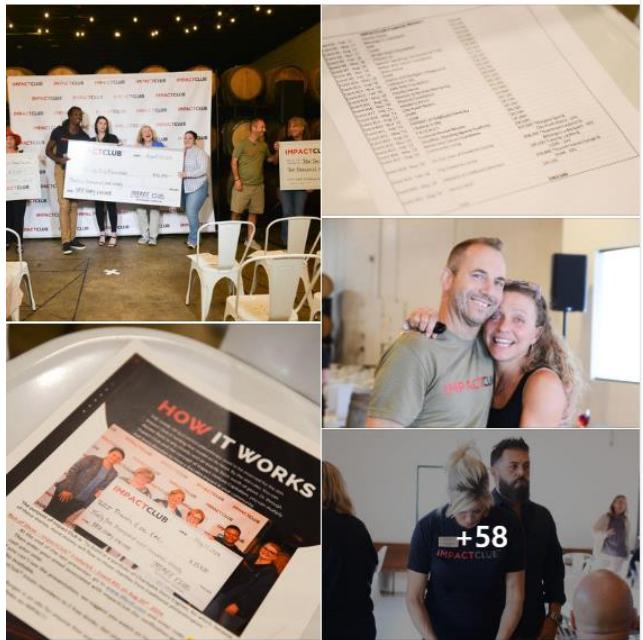
Eric Verdi

September 23 at 11:05 AM ·

WHAT A NIGHT!! (Event #31 Pix Below)

Last Month over 400 ImpactClub® Frederick pulled their \$100/qtr donation together to have OVER \$40,000 in committed donations!!!

Did you Know?... See more



16 comments 3 shares



Susan Verdi is with Eric Verdi.

October 5 at 2:36 PM ·

Hawks and River Hawks ran well this weekend! ❤️❤️❤️



Eric Verdi is with Susan Verdi and 2 others.

September 7 ·

Super Proud of Alex for trying something new.

Great first Cross Country meet. Sub 18min (5:45 pace) was impressive. And best of all he had a GOOD time!!!

Top 5 of 202 in the 'Open/JV' race.

1	OSHER, Luke	FR	519	Urbana High	1	17:39.0	—	5:40.5
2	TAMMANA, Abhiram	SO	531	Urbana High	2	17:42.1	3.1	5:41.5
3	MUNDO VARLEY, Elian	SR	517	Urbana High	3	17:45.8	6.8	5:42.7
4	EDWARDS, Koen	FR	500	Urbana High	4	17:47.8	8.8	5:43.3
5	VERDI, Alex	SO	534	Urbana High	5	17:54.4	15.4	5:45.5
6	REILLY, Donovan	JR	581	Virginia Academy (VAAC)		18:02.6	23.6	5:48.1
7	PEDERSON, Erik	SR	522	Urbana High	7	18:04.8	25.8	5:48.8
8	RODRIGUES, Matthew	FR	523	Urbana High	8	18:06.2	27.2	5:49.3
9	CHAKRavarthy, Aahil	SO	41	Centennial High School	9	18:14.8	35.8	5:52.0
10	SINGH-PRASAD, Manil	SO	311	Montgomery Blair High	10	18:19.1	40.1	5:53.4



16 comments

10 comments

IMPACT MARYLAND MONTHLY

with Eric Verdi

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For Inquires AND Referrals contact:

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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

-Highly Recommend! We had an incredible experience working with Stacy Delisle at Impact Reality. She and her broker Eric truly went the extra mile to ensure everything went smoothly. When we encountered a complicated hiccup during the process, They worked diligently to find solutions for us so we could get out of corporate housing. Even when Stacy was on vacation, She made sure there was someone available to assist us. Her dedication and professionalism made the entire experience easier. We couldn't be happier with the service we received! – Michelle E