

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

NOVEMBER 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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Buses. Trains. and Fried Chicken

The 1980s were just different!

Every generation says, "In my day..."

Followed by stories about how life was different when they grew up as compared to 'today' and how much life has changed. Every generation evolves. Every generation changes. Every generation has challenges. Every generation has breakthroughs.

My parents have a different perspective of life when they grew up than my grandparents had. Times influence people and how they act and interact with others.

The 1950's and 1960's were a much different time. Society was divided by race. Society was divided by distance and communication. The phone was just becoming utilized. More and more people had automobiles. Families had dinner together around a table and gathered on Sundays.

I completely recognize that my boyz lives and experiences are different than mine were. They communicate and interact with their friends differently than I did. Their communication styles are different. How they travel is different. How they order food is different. In my day it was a big deal to go to McDonalds or a restaurant – it was planned.

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) 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.

Now, they go on an app. And 30 minutes later food from basically any restaurant they want arrives at their front door while they slither out of their dark room from playing video games with buddies to have a meal.

We had pong and Atari and Tecmo Football.

These kids nowadays have VR and are basically living in the games they play.

What hasn't changed... and will NEVER change... is HAVING A PLAN!

From Early ages when hunting for food or planning and planting vegetables. To planning cross Atlantic voyages to new lands there was a certain level of planning that had to occur just to survive.

To meal planning and canning vegetables (remember this) in the summer for the winter.

In life you have to have plans and backup plans and backup to backup plans if you want to be successful.

You have heard the old saying:

Failure to Plan is Planning to Fail!

Growing up in the 1980's was amazing. I remember going to Redskins game as a kid. This was the hay-day when they went to the playoffs every year. And won 3 Super Bowls and appeared in 4 Super Bowls in a 10-year period starting in 1982 when I was 6 years old and ending in 1991.

There was this 'bus' it wasn't a school bus. It wasn't a charter bus. But it was a bus that had about 20 guys on it. There was always food on this bus (fried chicken and sides) and the guys would have drinks and there

was a lot of trash talking about whoever we were playing that week.

The bus would meet at the old bowling alley across from Frederick High (Terrace Lanes). The fried chicken was from Watsons (a Frederick Staple).

And it was ALWAYS lively!

I'm not sure how we got on the bus. I think there was the same group every week and my Dad must have gotten invited from one of his buddies.

I only remember doing the bus trip a couple of times, but it was SO MEMORABLE!

Then there were other times we would go to the game and drive ourselves.

It seems like a lifetime ago, but I remember specific Redskins game from my childhood, another experience that has stayed with me all these years and the reason I'm writing about preparation in this month's newsletter.

I was about 9 or 10, and it was just my dad - aka Papa V - and I went to the old RFK Stadium.

We had our routine down pat—parking at the Shady Grove Metro and

taking the train to the game.

We even had a plan for if we ever got separated: meet back at the car. Simple, but vital.

Well, as fate would have it, we did get separated at the end of the game with the 55,000 people exiting the stadium at the same time. It was literally a mob scene with THOUSANDS of people making their way from RFK Stadium to the Metro.

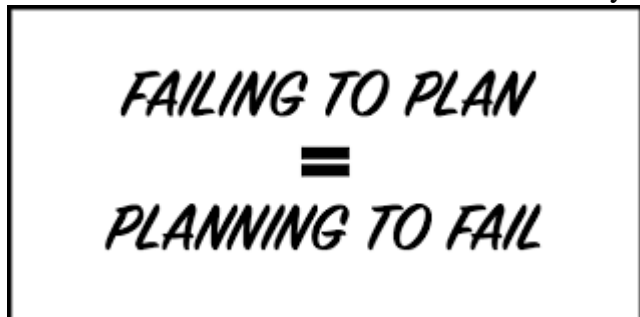
Instead of panicking, I remembered our plan.



My Dad, Perm, and I watching The Redskins in our basement. Papa V shared the 'Lost Eric' story with the fellas.

I headed back to the Metro, rode to Shady Grove, and waited by the car. When my dad finally arrived, I jokingly asked, "What took you so long?"

I had followed the plan, but for my dad, it was a nerve-wracking ordeal. He was scared, thinking about how he'd explain to Cookie that he'd lost their son. That 45-minute metro ride must have felt like an eternity to



him. But there I was, safe and sound, exactly where I was supposed to be.

Just recently, I shared this story with some buddies during a night out and then just last weekend as we gathered around the TV watching the Redskins my dad, unscripted, told the SAME story to our buddies.

He recounted those moments filled with fear, yet he also expressed immense pride in how I handled the situation.

We had a plan, and I executed it perfectly.

Planning is key in ALL aspects of your life and is PARAMOUNT in running a company and helping our clients.

Proper planning is exactly how we operate in the world of real estate at Impact Maryland Real Estate. We PREPARE. We set up Plans A, B, C, and even D. For instance, consider a home inspection that uncovers more issues than anticipated.

Most would see it as a setback, but for us, it's just a pivot point—we adjust and move to Plan C, ensuring every angle is covered.

Let me give you a real example. We once had a buyer excited about a beautiful home. Everything seemed perfect until the inspection revealed significant issues with the roof and the HVAC system.

Most people would have panicked or walked away, but not us.

We immediately enacted Plan B—we brought in a roofing contractor and an HVAC specialist for a second opinion. They confirmed the issues, but we didn't stop there. We used this information to negotiate a seller credit from the seller to cover part of the repair costs, which allowed our buyer to move forward confidently.

On another occasion, we had an inspection that revealed mold in the basement.

MOLD is the 4 Letter Word in Real Estate that you NEVER want to hear.

That's enough to send shivers down any buyer's spine. But we had a plan. We pivoted to Plan C—brought in Smallwood, a buddy of mine since Middle School – a mold remediation expert - to evaluate the extent of the problem and give us an estimate for remediation. Armed with this information, we worked with the seller to have the mold remediated prior to settlement. Our buyer was happy and the seller was happy that their home sold.

By staying prepared and calm, we turned a potential deal-breaker into a manageable situation.

Life, much like real estate, demands that we PLAN and PREPARE. Without preparation, we set ourselves up for failure. But at Impact, we don't plan to fail. We PLAN for success, always equipped with a backup, and then another backup for the backup.

Remember; whether it's at a football game or navigating the complexities of real estate, the strength of your plans will define your resilience and success. Let's embrace preparedness and turn every challenge into an opportunity.

Thanks for reading... and I'd love to hear your favorite childhood stories. Hit me up and we can grab a coffee or a Miller Lite.

Happy Holidays!!!! Love you!

Don't Forget to Have Fun!!!!

November Quiz Question

Q: How many states does the Appalachian trail cross?

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.

October Question & Answer

Q: What year did ImpactClub® Frederick Start?

A: Feb. 2017

Congratulations: SAS – Stacy AllGood Smith

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Happy Birthday

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

James Knowlton	Nov 1 st	Maisy Davis	Nov 12 th	Mattie Darby	Nov 21 st
Mark Williams	Nov 2 nd	Clyde Berger	Nov 13 th	Brandon Fandel	Nov 21 st
Stephanie Murphy	Nov 3 rd	Steve Cohen	Nov 13 th	Emberleigh Keeney	Nov 21 st
Carlos Sayles	Nov 3 rd	Jennifer Cofone	Nov 14 th	Stephanie Tuggle	Nov 21 st
Annie Walters	Nov 3 rd	Ben Fegley	Nov 14 th	Beryl Long	Nov 22 nd
Sydney Sutherland	Nov 4 th	Trishia Lopacienski	Nov 14 th	Isabella Tan	Nov 22 nd
Logan Vanwagenen	Nov 5 th	Joan Orchard	Nov 14 th	Michelle Pierce	Nov 24 th
Debbie Gambrill	Nov 6 th	Brynn DiSanto	Nov 15 th	Debbie Vandepoll	Nov 24 th
Rick Grubb	Nov 6 th	Jessi Hollis	Nov 15 th	William Drescher	Nov 25 th
Stefania Stone	Nov 7 th	Jos Long	Nov 15 th	Beth Eccard	Nov 25 th
Cara Buckenmeyer	Nov 8 th	Geep Sipe	Nov 15 th	Bill Keefer	Nov 25 th
Dana Dudley	Nov 8 th	Connor Myers	Nov 15 th	Tres Kelly	Nov 25 th
Grant Kelly	Nov 8 th	Reagan Call	Nov 16 th	Leslie Reen	Nov 25 th
Amber McCauley	Nov 9 th	Trevor DeLauder	Nov 16 th	Marsha Arneson	Nov 26 th
Steve Yohler	Nov 9 th	Binh Ha	Nov 17 th	Cindy Herring	Nov 26 th
MJ Rawlett	Nov 10 th	John Throckmorton	Nov 17 th	Josh Grubb	Nov 27 th
Aleena Steele	Nov 10 th	Jeremy Eccard	Nov 18 th	Crystal Pledger	Nov 27 th
Bill Dietz	Nov 11 th	Eric Rhodes	Nov 18 th	Bre Bybel	Nov 28 th
Russell Huffman	Nov 11 th	Rob Shoemaker	Nov 18 th	Payton Hanna	Nov 29 th
Daniel Barnas	Nov 12 th	Margie Underwood	Nov 18 th	Brian Lorrato	Nov 29 th
Adam Drosdak	Nov 12 th	John Pelicano	Nov 19 th	Dario Cavazos	Nov 30 th
Pat Harne	Nov 12 th	Nolan Pierce	Nov 19 th	Steve Compton	Nov 30 th
Barrett Shoemaker	Nov 12 th	Lee Anne Little	Nov 20 th	Julie Martinez	Nov 30 th
Kallie Myers	Nov 12 th	Carmen Monzon	Nov 20 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 PIVOT”

If you know me you know that my capacity to remember details and names is lacking (to put it lightly). Part of the reason that I give everyone nicknames 😊 Perm, Mac, Ho, Coop, Johnny Boy, Snake, Geep (all friends of mine).

Same thing in business.

Clients are described by nicknames or fun ways to remember them. “The Teacher Couple.” “The Dog People.” “The Purple Door House.” and so on.

My life is basically a Seinfeld show where everything has a reference of sort or a theme for the name or the scenario.

We recently had a scenario with clients that turned into ‘The Pivot’ home.

Why ‘The Pivot Home?’

Well because when these sellers came to us they were in despair. Their home had been on the market for a few months and had very few showings and our clients were desperate to get their home sold and move to California for a job relocation.

And when we talk with Sellers we educate them of the 4 P’s (Price, Preparation, Position, and PIVOT). The things that we can control is the Price... How their home is Prepared to go on the market – with our team of designers and contractors... Positioning – how their home is positioned on the market in position to the competition...

And THEN if we do all of the above correctly their MIGHT be a PIVOT (for inspection, market, pricing, appraisal or the any of 1000 things that can go haywire in a transaction).

This home, unfortunately, missed the mark on initial pricing.

The original agent priced it as a ‘traditional home’ NOT a ‘neo home’ and this price discrepancy was \$75,000 to \$100,000 off. Needless to say once we explained this to the seller they were flabbergasted. But with proper data

and details they understood. In addition, the house wasn’t ‘prepared’ correctly and looked like a family of 6 lived in it. And although the living arrangement, placement of furniture, room layout worked for them, it showed poorly.

When the sellers decided they wanted FRESH branding and marketing, they decided to go with Impact.

We brought in our team: Adrienne (designer) who recommended paint, layout, finishes. Medardo (to execute paint and help spruce up). Shana (to do a deep clean). And our fabulous Annie to photograph and market.

The Sellers were on board with ‘The Pivot’ from the beginning. Seeing where the value of bringing in a team of LOCAL experts was advantageous to get their home SOLD.

Even so...

Once we did all of our work and Priced their home correctly. 2 other neighboring homes came on the market priced UNDER ours. Showings were sparse and we needed a 2nd PIVOT!!! This time on pricing to get ahead of the market.

The RESULT...

Multiple offers in just days. Above list price. Although the sellers ultimately got less money than they originally hoped and planned they understood the battle they were against and trusted Impact! Their ultimate goal was to get their family, their kids, their extended family to California and Impact and OUR TEAM helped.

Ultimately, we are problem solvers and will have Plans A, B, C, and D ready to execute depending on EVERY scenario.

When choosing a Brokerage and an Agent, choose wisely!

IMPACTCLUB Frederick – Press Release

ImpactClub Frederick Surpasses \$1 Million in Donations to Local Charities

Frederick, MD – November 19, 2024 –

ImpactClub® Frederick, a community of philanthropic individuals committed to transforming the local charitable landscape, proudly announces that it has exceeded over \$1 million in total donations since its inception in February 2017. This milestone underscores the significant influence of collective community effort in supporting local non-profits and charitable organizations.

Founded by Eric Verdi, a third-generation Frederick resident seeking to create a lasting legacy in the community after the tragic loss of two cousins in 2011 and 2014, ImpactClub® Frederick has grown to over 400 members. Each member pledges \$100 every quarter, culminating in a substantial collective donation exceeding \$40,000 each quarter to local charities.

“The power of community giving is immense. By uniting small individual contributions, we achieve a profound collective impact,” said Eric Verdi. “Surpassing the \$1 million mark in donations is not just a milestone for ImpactClub® Frederick but a testament to the generosity and commitment of our members.”

The club's unique approach involves inviting three local charities to present their stories each quarter. These charities are chosen randomly, ensuring

every local organization gets an equal chance to participate. Presenters have just five minutes and a microphone to convey the essence of their work and impact. At the end of the presentations, members cast their votes, and the charity with the most votes receives the quarter's substantial donation. The two other participants each receive 5% of the total collected funds, ensuring that every charity benefits from the event.

To date, ImpactClub® Frederick has supported 29 different charities, with 31 winners emerging from this innovative community initiative. “Our goal is not just to donate, but to forge a connection between our members and the heartbeat of Frederick's charitable community,” added Verdi.

As ImpactClub® Frederick continues to grow and bolster the community, they invite more individuals to join their cause. To become a member of this transformative community initiative, interested individuals are encouraged to scan the accompanying QR code and join the movement of making a lasting impact in Frederick.

About ImpactClub Frederick

ImpactClub® Frederick turns the collective power of individual contributions into massive funding events for local charities and non-profits. Founded in 2017 by local resident Eric Verdi, the club emphasizes simplicity in giving and massive impact in results, fostering a strong community of caring individuals dedicated to making a significant difference in Frederick, Maryland.



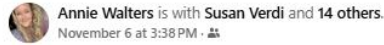
Social Media Stories



We are so Thankful for those that serve and protect our freedom...



Today we take a moment to honor the brave men and women who have served our country. Your service helps to assure our freedoms and we are forever grateful. Th... See more



It isn't easy to summarize 50 years worth of thanks into a couple paragraphs. The amount of gratitude I feel would make up novels if I could actually find the words. The level of fortune I have in family and friends makes me rich beyond measure, and I was showered in your love this weekend. From Friday evening and a special dinner to a Maryland Double Deckers, Gatsby Themed 1920's Birthday Party with clients, coworkers, friends and family on Saturday to a beautiful celebratio... See more



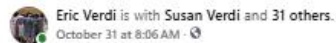
Gaylen Garnand DiSanto, Brittany Seiter Reaver and 86 others

24 comments

1 Week to 1 Million Dollars...

Next week at [Attaboy Barrel House IMPACTCLUB® Frederick](#) will hold our Quarterly LIVE Event... Each Event is SPECIAL, but this one is MOMENTOUS as we will surpass \$1,000,000 in Committed Donations!!!

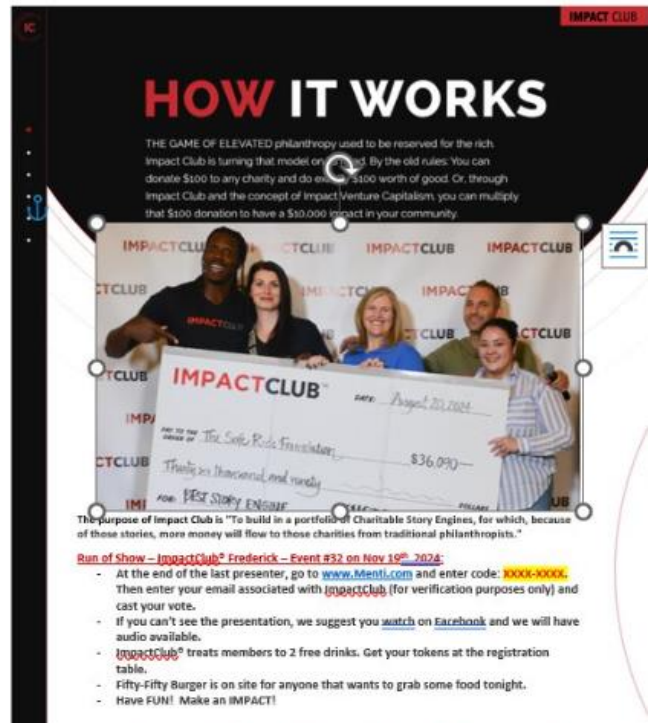
We have invited some special guests... and when I reached out to [Rick Weldon](#) ... to ask him to be a PART of this special evening and special 'club' he jumped at the opportunity and not only accepted my invitation, Rick immediately JOINED ImpactClu... See more



T-Minus 20 Days to [IMPACTCLUB EVENT #32 - Nov 19th - Attaboy Barrel House!!!](#)

We ([IMPACTCLUB® Frederick](#)) will present over \$40,000 to 3 LOCAL and deserving non-profits!!!

The 3 charities: [Aarch Frederick](#), [Boys & Girls Club of Frederick County](#), and [Heritage Frederick](#) will EACH get 5 minutes and a microphone to share their story..... See more



IMPACT MARYLAND MONTHLY

with Eric Verdi

3295 Prices Distillery Rd.
ljamsville, Md. 21754
240-815-0890



For Inquires AND Referrals contact:

EricVerdi.Impact@gmail.com

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

-Working with Eric and Stacy was a great experience! They both bring so much knowledge, expertise and true care to the home purchasing process. We came to the table with fairly big asks- lots of land, great area/school district and either a resale that met our (mainly my haha) big wish list or raw land to build...all within our budget!

We ended up finding the perfect property in an area we never expected to get into and a house larger than we thought we could afford with great character and features. We couldn't be more excited to move our family to our new "farm."

In addition to helping us find this dream estate, Eric & Stacy lined us up with the most amazing lender & other local, small businesses who did a fantastic job from inspection to appraisal to settlement. The house even appraised for more than our purchase price! Eric and Stacy are expert negotiators- trust the process and them!

We'll be selling our current home in the near future and will be entrusting Eric & Stacy with this endeavor as well. We know they'll get us top dollar and make the sale as quick and hassle-free as possible. We highly recommend Eric & Stacy for the sale or purchase of your next home!! – Stacey L.