

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

DECEMBER 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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Discipline + Goals = Incredible Success

"The Best is YET to Come!"

We woke up early that June morning in Paris. Having mapped found a park suitable to run just a few blocks from our hotel Anthony and I walked to the park that hot summer day ready to ANOTHER day of training.

This is when I knew that he was serious!

This is when I knew that he was dedicated!

We talked about the upcoming Senior year and to live each moment to the fullest – (and BOY did he do that ☺).

Flashback to June 2023 and we were fortunate enough to do an incredible family vacation to Europe. Susan and I prioritize trips and experiences with our family and our boys so this one was well planned out! A week in Europe. Paris, Italy, Rome, Amalfi Coast before a week cruise in the Mediterranean.

This was a big summer for Anthony as he was heading into his senior year of HS and coming off a moderately successful winter indoor track and outdoor track season he set big goals for his senior year.

He and Coach Mango sat down to look at qualifying times that he would need for college and they set forth a plan of summer training that was INTENSE and would require extreme dedication to come close to those goals.

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.

Anthony had his heart set on being a D1 runner.

Having just seriously started running his junior year he knew that he was behind the 8-ball. His times in his junior year were good, but not college worthy and not D1 worthy.

But that summer he busted his A\$\$!

The training that Anthony committed to with the guidance of Coach Mango was nothing short of amazing.

And, by now, you have read his story MANY MANY times.

OUTSTANDING Senior Year. State Champion in 4 x 800. Outstanding times.

And NOW Anthony just finished his first semester as a D1 Athlete at UMASS Lowell outside of Boston.

You know what I'm proud of?????

Not that he is a D1 athlete – although a quick google search tells me that only 2% of High School athletes end up being D1 athletes...

No, it is the fact that Anthony set a goal and he worked his A\$\$ off to achieve that goal. Through tough times.

Through adversity.

Through rain.

Through 100 degree days. His consistency in the small daily HARD WORK was and is impressive.

That trait – the trait of working HARD and SHOWING UP is HUGE in life!

It doesn't matter what is in life. Things are handed to you. Yes, you might get lucky every once in a while, but in the long run it is those who consistently show up and DO THE WORK that are successful.

And you know what?

When you work hard others notice and they either rise to your level or they fall behind. This is what makes successful teams and companies. When the leaders are the hardest workers then amazing achievements can happen.

We were at a recent Cross Country National event and one of the athlete's mom was talking about her son's goals for High School and she referenced that her son wanted to 'train' like Anthony Verdi!!!

Susan and I took immense pride in that Mom's statement – that Anthony was looked up to for his training regime and hard work!

I would like to think that he (and Alex) have seen the amount of work that Susan and I put into our goals!

Anthony's hard work and dedication also led me to start running this year. I started running in January and consistently ran through Mid-November this year.

Strava – a running app – tracked that I ran over 700 miles this year. And the high points were in September I ran a half a marathon one Sunday on the Canal. Just for the heck of it.

And on the Turkey Trot 5K in downtown Frederick I came in 33rd out of 300 participants in the 40-49 age group!

His discipline was an inspiration to so many.

I try to do the same in real estate and at Impact.

You see I don't do advertising or buy leads for real estate, so my business is all organic! Writing this newsletter every month for the last 10 plus years takes discipline. Writing over 800 birthday cards every year takes discipline (on Monday mornings I sit and write the cards). Handwriting over 350 New Years cards takes discipline.

I was talking to one of my agents this past week in a year-end wrap up and she was telling me how she was introverted and didn't like reaching out to people and calling people/leads.

I told her that having to pick up the phone and call someone literally gives me anxiety.

That is why I have structured my business as I have – through written content.

I choose not to do a ton of self-promotion either. I'm not one of those agents that has to post EVERYTHING on Facebook. Every house I show. Every appointment I have. Every Settlement I have.

If you looked on my Facebook page you wouldn't realize that I'm in the top 150 producing agents (out of over 30,000) in the DMV area.

Because when you are disciplined to do the non-glamorous activities you don't have to use your sales and accolades to get new business.

My goals in real estate have NEVER been about certain numbers or volume!

My overarching business philosophy is to **“Take Care of Your Clients and They will Take Care of You!”**

This is why I focus 100% of my efforts taking care of my clients. Going to the inspections. Helping solve problems. Helping make sure their needs are taken care of. Doing my best to eliminate the stress of a real estate transaction.

And...

Keeping in touch with YOU to let you know how

special and important you are to me. Through Consistent, Compelling, Communication!

When you are disciplined, amazing success will follow you!

Whether it is waking up and running in Paris on vacation because your training schedule called for it... or writing a newsletter monthly and spending 20-30 hours a month handwriting cards, it is that discipline that ultimately leads to **SUCCESS**.



Although Anthony achieved his goal of being a D1 athlete, that isn't what I'm most proud of... It is his discipline and commitment to **GET BETTER** and to **PUT IN THE WORK!**

It is **ALWAYS** those moments that no one sees that end up being the most important moments – because without them there isn't success.

“The Best is Yet to Come!” is a quote from Coach Mango. It is a constant theme that she has with her team. And it recently just hit me – that this is not an end result but a journey and as LONG as you continue to **DO THE WORK** that the best is yet to come... and you will **ALWAYS** be striving for more if you actually put in the hard work.

As we close out 2024 and embark on 2025 – what are **YOU** going to do this year to achieve a goal?

I would **LOVE** to hear about your goals and hold you accountable to doing the **WORK** to get there!

Don't Forget to Have Fun!!!

December Quiz Question

Q: What was the year of the most recent World Series win for Baltimore Orioles?

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.

November Question & Answer

Q: How Many States does the Appalachian trail cross?

A: 14

Congratulations: Jimmy Tyler

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

Happy Birthday

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

Shannon Gorman	Dec 1 st	Laura Haraway	Dec 14 th	Angie Keeney	Dec 22nd
Cole Hamilton	Dec 2 nd	Ryan Fletcher	Dec 15 th	Christy Steele	Dec 23 rd
Abby Cooper	Dec 4 th	Jacob Kaufman	Dec 15 th	Paula Smith	Dec 24 th
Steven Barnas	Dec 5 th	Veronica Lawrence	Dec 15 th	Jarrett Coleman	Dec 25 th
Jason Lincoln	Dec 5 th	Kathy Ricker	Dec 15 th	Mike Vanwagenen	Dec 25 th
Kari Whiteman	Dec 5 th	Jack Wharton	Dec 15 th	April Miller	Dec 26 th
Sean Tusing	Dec 6 th	Katrina Hallein	Dec 16 th	Paul Scott	Dec 27 th
Lisa DeShazo	Dec 7 th	Ellie Baker	Dec 17 th	Rebecca Delp	Dec 27 th
Carson Call	Dec 8 th	Debbie Birnby	Dec 17 th	Linda Hogentogler	Dec 28 th
Ethan Houck	Dec 9 th	Nathan Hollis	Dec 17 th	Ed Sanbower	Dec 28 th
Hayden Nguyen	Dec 11 th	John Hanna	Dec 18 th	Erin Gamble	Dec 29 th
Dustin Williams	Dec 11 th	Steele Buckenmeyer	Dec 19 th	Cindy Delbrook	Dec 30 th
Dan Yohn	Dec 12 th	Claire Murphy	Dec 19 th	Evelyn Zeitz	Dec 30 th
Teresa Kuhn	Dec 13 th	Amana Sherwood	Dec 21 st	Carolyn Dogum	Dec 31 st
Bryan Beachley	Dec 14 th	Ashley Carney	Dec 21 st		

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.

'Reputation is EVERYTHING!'

For the past 22 years, I've dedicated myself to building a sterling reputation within the competitive real estate market. With over a thousand satisfied clients to my name, my phone—often referred to as the "Million Dollar Phone"—is a treasure trove of invaluable contacts. Each one is meticulously vetted to ensure they mirror my commitment to exceptional service and quality. This relentless dedication has fueled my success, with more than 90% of my business driven by referrals. Each heartfelt thank-you message and each glowing testimonial from a client reinforces the trust and respect I've cultivated over the decades.

However, the path to maintaining such a pristine reputation is fraught with challenges. Recently, I faced a situation that tested my principles deeply. A client sent me a

disheartening message about a contractor I had recommended. They detailed a troubling experience that fell drastically short of the high standards I promise under my

name. The message concluded with a courteous, "I don't blame you, but I wanted you to know." Even though they absolved me of blame, I took the criticism personally. My referrals are a reflection of ME, and any lapse in service I

FEEL PRESSURE and personally responsible!!!

Inspired by Warren Buffett's stern maxim—"Lose money, I will be understanding. Lose a shred of reputation, and I will be RUTHLESS"—I knew that swift, decisive action was essential. The integrity of my business and the trust of my clients were at stake. I couldn't allow the shortcomings of one contractor to tarnish the trust I've painstakingly built.

Warren Buffett himself has often emphasized the importance of reputation over wealth. As Charlie Munger,

"Lose money for the firm, and I will be understanding. Lose a shred of reputation for the firm, and I will be ruthless." — Warren Buffet

his long-time business partner, once remarked, "Warren talks about these qualities that enable you to be trusted as more important than anything else. If people trust you, you're halfway home." This philosophy resonated with me deeply as I met with the contractor to convey the gravity of the situation. Despite our history of successful collaborations, it became evident that I had to protect my clients' interests above all else. I have made the difficult decision to sever ties with the contractor and NOT refer anymore! This action was not taken lightly but was crucial to maintain the impeccable standard my clients have come to expect.

Following this, I reached out to the affected client personally to offer my sincere apologies and to come up with a GOOD solution.

This poignant episode served as a stark reminder of the vigilance required to safeguard a reputation I have nurtured for over two decades. Every accolade and referral is a testament to my dedication, while every complaint presents an opportunity to reaffirm my commitment to ethical practices. My career is anchored in integrity and trust, and I recognize the critical importance of defending this with every decision I make.

I aspire to be regarded as the 'Warren Buffett of Real Estate'—not just for the success I've achieved but for the unwavering integrity and trust I uphold. Just as Buffett's reputation for prudence and principled decision-making precedes him, I strive for my name to evoke a similar sense of reliability and ethical rigor in real estate.

My journey illustrates the relentless commitment needed to maintain excellence and uphold ethical conduct in a dynamic industry. It highlights that the true value of a reputation is measured not only by visible achievements but by the resolute protection of one's principles in the face of adversity.

IMPACTCLUB Frederick – Press Release

A Night of Milestones and Heartfelt Celebrations at ImpactClub Frederick's Event #32

Frederick, MD – On the evening of November 19, the Attaboy Barrel House was filled with the spirit of community and generosity as ImpactClub Frederick celebrated a significant milestone at its 32nd event. The gathering not only marked the surpassing of \$1 million in committed donations since the club's inception but also turned into a night of overwhelming recognition and heartfelt stories from the community.

Founded in 2017 by local real estate figure Eric Verdi and his wife, Susan, ImpactClub Frederick has grown from a group of 182 members donating \$18,200 at its first event, to a powerful force of over 400 members each contributing to a significant quarterly impact. The 32nd event was a pinnacle, showcasing the club's evolution and its substantial influence on local charities.

The event was a vibrant celebration, attended by more than 250 people, including many who had been with ImpactClub from the very beginning, as well as many new faces, eager to contribute to the community. The evening was also marked by special recognition for Eric Verdi, who was awarded multiple citations from local and state authorities, acknowledging his and the club's efforts in fostering a legacy of community support.

Despite the personal accolades, Eric Verdi emphasized, "Susan and I never sought recognition through ImpactClub. Our aim was always to give back to Frederick, to ensure every member could have a profound impact on our local charities."



The night featured presentations from three impactful local charities: AArch Frederick, Boys & Girls Club of Frederick County, and Heritage Frederick, each sharing compelling narratives about their work and impact in the community. After heartfelt presentations, the Boys & Girls Club of Frederick County was voted to receive the lion's share of over \$36,000, furthering their mission to provide essential services to the youth of Frederick. AARCH and Heritage Frederick were also winners, each receiving over \$2,000, supporting their ongoing contributions to the cultural and historical fabric of the community.

Past winners were present, too, providing vivid testimonials and visual representations of how ImpactClub's support had propelled their initiatives forward. These stories not only highlighted the tangible benefits provided by the funds but also the emotional and communal uplift that comes from such concentrated local support.

As the night concluded, the air was filled with a sense of achievement and aspiration. ImpactClub Frederick has not only met its financial goals but has also created a community bound by the desire to effect real change. The success of this event, and the milestones reached, are a testament to what can be achieved when a community comes together in shared commitment.

For those inspired by the stories of this night and wishing to make their impact, ImpactClub Frederick continues to welcome new members. Each new member brings the club closer to its next milestone, ensuring that the community's most vital charities have the support they need to thrive.

Social Media Stories



Eric Verdi

December 8 at 3:00 PM ·

Lil Sunday homemade Pizza in the Ooni. Pix credit to Perm



Brad Ranneberger is with Ed Verdi and Eric Verdi.

December 8 at 1:51 PM ·



Eric Verdi

Admin · November 19 ·

Selfie #2 with the Fabulous Gaylen Garnand DiSanto



Eric Verdi is with Susan Verdi and 6 others.

November 28 at 4:57 PM ·

Loving those here. Missing those no longer with us. Hope you had a wonderful Thanksgiving. Started the Day with a 5K. Ended with great food and Family.

#ZJSK



DO Stacy Rochfort Delisle, Heather Leanne Quill and 132 others

16 comments 1 share



Brad W. Young

November 19 ·

Congratulations [Eric Verdi](#) on your [IMPACTCLUB® Frederick](#) surpassing \$1,000,000 in grants to local non-profits in Frederick County. Almost 400 members donate \$100 per quarter to benefit charities. Tonight [Boys & Girls Club of Frederick County](#) was the big winner with a grant of \$36,000!



DO Ed Verdi, V. Lee Whisner and 30 others

4 comments

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

- Highly Recommend!

We had an incredible experience working with Stacy Delisle at Impact Maryland Real Estate. 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.