

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

FEBRUARY 2025



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

- Experience Counts Pgs. 1-3
- Feb Birthdays Pg. 4
- Don't Forget to Have Fun Pg. 4
- Stories From the Street – Styles May Vary, Results Do Not. Pg. 5
- Social Media Stories Pg. 7
- What Recent Members said about their experience with our Company. Pg. 8

Experience Counts

'The Game Slows Down...'

Experienced athletes often remark, "The Game Slowed Down and I was able to see the play before it happened and knew exactly what was coming."

This phenomenon doesn't emerge overnight.

It is the culmination of years of practice, learning, adjusting, and enduring the heat of competition.

It reflects not just the routine of playing but also the resilience built through years of overcoming failures.

While experience doesn't guarantee success, it equips you with a profound bank of knowledge and insights that significantly enhances your capability to master your craft.

The Story of 4268 Main St. Consider the case of 4268 Main St., where traditional methods failed, and a fresh approach was necessary.

Despite having the property under contract twice, both fell through.

It was then that I decided to implement a strategy rarely used in real estate: having potential buyers complete their inspections before going under contract.

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 (EricVerdi.Impact@gmail.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'll reference Main St throughout the Opening Monologue as this was one of 'The Most Unique' transactions in 22 years.

In real estate, as in sports, the depth of experience can be a game-changer.

It allows professionals to handle pressure, make precise judgments, and achieve superior results.

At Impact Maryland Real Estate, our seasoned understanding ensures that we not only meet but exceed our client's expectations, proving time and again that when it comes to high-stakes environments, experience doesn't just count—it's everything.

The Cognitive Experience in Sports

In sports, the expression "the game slows down" reflects a state where experienced athletes perceive their environments differently. This cognitive shift is well-documented across various sports, from baseball to basketball to football.

For instance, NFL coach Sean McDermott noted how quarterback Josh Allen began to see the game more clearly, which significantly improved his performance. McDermott highlighted that this was a sign of Allen's development and growing understanding of the complexities of professional football, stating, "He's getting to a point where the game is slowing down."

Baseball players, too, describe similar experiences. A veteran pitcher might say he can see the batter's minute adjustments, predicting whether he'll swing at a pitch. This ability stems not just from physical practice but from years of analyzing batters and situations, which sharpens their predictive faculties.

Scientific Insights Into 'Slowing Down'

Neurologically, this phenomenon is attributed to changes in how the brain processes vast amounts of information.

As athletes train and gain experience, their brains become more efficient at filtering out unnecessary information, allowing them to focus on critical elements of the game. This neurological efficiency is what makes it seem as though the game is unfolding more slowly.

Dr. Jim Taylor, a sports psychologist, explains, *"The signals going from their eyeballs to the visual part of their brain [are] much more efficient, which means they can be processed faster and responded to quicker."* This efficiency allows athletes to respond almost instinctively.

Deliberate Practice and Expertise

The 10,000-hour rule, while not the sole determinant of success, highlights the importance of deliberate

practice in achieving such cognitive mastery.

Athletes who have invested thousands of hours in their craft develop a nuanced understanding of their sport that newcomers simply cannot match. This extensive practice enables them to recognize patterns and anticipate outcomes with astonishing accuracy.

Sports psychologist Dr. Ericka Carlson

notes, *"That's absolutely pattern recognition. Their brain has literally mapped it so they can instantly recognize what's coming at them,"* illustrating the profound impact of experience on performance.

Real Estate: Applying Athletic Insight In real estate, similar principles apply.

The ability to 'slow down' the game allows seasoned professionals to anticipate market shifts, understand

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<https://impactmdrealestate.com/4268mainstreet>

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- ✓ \$299,997

client needs more deeply, and navigate complex transactions with foresight and calm. This skill is particularly useful in high-stakes negotiations or when managing challenging properties.

For example, the innovative strategy employed at 4268 Main St., where pre-contract inspections were introduced, reflects a deep understanding of the sales process, client concerns, and market conditions, akin to an athlete adjusting their play based on the game's flow.

This blend of deliberate practice, cognitive adaptation, and experience leads to superior performance in any field.

In real estate, as in sports, the seasoned professionals who can perceive and react to nuances are the ones who lead their clients to success.

Their ability to see the 'play' before it happens—to anticipate challenges and craft effective strategies—is what sets them apart. By understanding how the game slows down for athletes, we gain insights into how experience shapes perception and performance in real estate, providing clients with unparalleled service and results.

This narrative not only underscores the importance of experience but also enriches our understanding of professional excellence in any competitive arena.

Such mastery is evident not only in sports but extends into all high-performance fields, including real estate. Just as athletes develop a heightened sensory awareness that allows them to perceive the game in slow motion, experienced real estate professionals acquire an intuitive grasp of market dynamics and client interactions that seem to give them an edge in foreseeing outcomes before they unfold.

Understanding the Cognitive Shifts in Experienced Athletes Sports psychologists attribute the sensation of "the game slowing down" to the brain's enhanced ability to process incoming information more efficiently. Dr. Jim Taylor, a notable sports psychologist, explains that with extensive practice, *"the signals going from their eyeballs to the visual part of their brain [are] much more efficient, which means they can be processed faster and responded to quicker."*

This is not a literal slowing of the game but an improved speed of cognitive processing that allows athletes to react seemingly instinctually

Deliberate Practice and the 10,000-Hour Rule The well-known 10,000-hour rule, although debated, underscores the importance of deliberate practice in achieving expertise. Deliberate practice involves specific, structured activities aimed at improving performance in a focused area. It's not just about repetitive practice but about challenging oneself continuously to improve and adapt. This method of practice not only enhances performance but fundamentally changes how professionals perceive and react to their environment

In real estate, this translates to an agent's ability to foresee complications, identify opportunities, and navigate complex negotiations with a foresight developed from years of experience.

Consider the scenario of a challenging property sale, such as the one at 4268 Main St. Initially unsellable, it required a unique strategy that only a seasoned professional could execute effectively. By introducing preemptive inspections before formalizing contracts, a strategy born from deep industry knowledge and an innovative approach, the property moved towards a successful closure despite multiple setbacks.

This approach mirrors the adaptive strategies in sports where athletes adjust their play based on the opponent's actions and game conditions.

It highlights how seasoned professionals utilize their experience to innovate and adapt strategies in real-time, ensuring the best outcomes for their clients.

Whether in the fast-paced world of sports or the intricate dealings of real estate, experience plays a pivotal role in shaping how professionals perceive and engage with their environment.

The ability to slow down the game—a metaphor for advanced situational awareness and rapid cognitive processing—is what distinguishes seasoned professionals from novices. It underscores the importance of experience in achieving excellence and delivering superior results, reaffirming the adage that in high-stakes environments, "Experience Counts."

Don't Forget to Have Fun!!!!

February Quiz Question

Q: What are the colors in a Rainbow?

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.

January Question & Answer

Q: William the Conqueror came from where?

A: France (Normandy)

Congratulations: Lillian Pastoria

5					3	2		
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Happy Birthday

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

Stephanie Barnas	Feb 1 st	Cookie Verdi	Feb 10 th	Holly Young	Feb 20 th
Tabitha Legambi	Feb 1 st	JD Feaster	Feb 11 th	Lily VanSant	Feb 21 st
Lauren Pearce	Feb 1 st	Ester Maura	Feb 11 th	Emily Hansroth	Feb 22 nd
Dominic Legambi	Feb 3 rd	Lisa Titus	Feb 11 th	Lukie Lamont	Feb 22 nd
Connor Myers	Feb 3 rd	Lynn Reyes	Feb 12 th	Maddie Nguyen	Feb 22 nd
Elaine Wilson	Feb 4 th	Carol Batcheller	Feb 13 th	John Pearce	Feb 22 nd
Stacey Sprtel	Feb 4 th	Jerry DeLauder	Feb 13 th	Em Goldsmith	Feb 23 rd
Jonathan Short	Feb 4 th	Amber Vanwagenen	Feb 13 th	John Marsalis	Feb 24 th
Robie McClellan	Feb 5 th	Nichole Willem	Feb 13 th	Noah Orndorff	Feb 24 th
Megan Nicholson	Feb 5 th	Adam Willem	Feb 13 th	Ella Call	Feb 25 th
Becky Wells	Feb 5 th	Jodi Killar	Feb 14 th	Jim Chandler	Feb 25 th
Alex McRae	Feb 5 th	Alexis Wingard	Feb 14 th	Joe Parker	Feb 25 th
Gary Delbrook	Feb 6 th	Jacob Yohler	Feb 14 th	Bibi Dabney	Feb 26 th
Ashley Orsini	Feb 6 th	Sophie Donnellan	Feb 16 th	Chris Lamont	Feb 26 th
Steve Silverman	Feb 7 th	Peyton Hollis	Feb 16 th	Peter Marsalis	Feb 26 th
Avery Vanwagenen	Feb 7 th	Tanner Mills	Feb 16 th	Rich Pardo	Feb 26 th
Elkhan Bagirov	Feb 9 th	Chris Rathmann	Feb 16 th	Garrett Pearce	Feb 26 th
Eliza Fogelson	Feb 9 th	Kenny Mayer	Feb 17 th	Marla Migdal	Feb 27 th
Mary Burgess	Feb 10 th	Val Wilson	Feb 19 th	Janeen Beckstrom	Feb 28 th
Dave Oord	Feb 10 th	Steve Batcheller	Feb 20 th	Cameron Chesnik	Feb 28 th
Chrissy Super	Feb 10 th	Jesse Callahan	Feb 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.

'Styles May Vary, Results Do Not!'

As we ordered from the Server:

Burger with Fries.
Wings and Salad.
Salad with Grilled Chicken.
Pork Taco Special, no Guac.

The waitress wrote down the order. Then, at the end, she went back to each of us and re-read our order to verify that she had everything correct.

It hit me...

I don't care if she had to write it down, had to bring the chef out personally to talk to us, or had the ability like some servers do and remember EVERY detail of a table's order by heart. Just get it right.

There are MANY, MANY different ways to get an order right. There are also MANY times that we receive our orders and it wasn't what was ordered.

Thus, RESULTS matter!!!! Not every server takes orders the same way, and honestly, how he/she takes the order I could care less as long as it is RIGHT!

In the intricate dance of real estate, much like the server at a restaurant, the method might vary but the desired outcome remains consistent—satisfaction delivered impeccably and precisely as ordered.

Whether through a keen memory, meticulous note-taking, or the latest digital tool, the goal is always to meet the client's exact needs. Today, let's savor a blend of techniques from our previous Stories From the Streets, showcasing how different approaches in

real estate lead to uniformly excellent results.

At Impact Maryland Real Estate, we pride ourselves on delivering not just a service, but an experience that resonates deeply with our clients' desires and expectations. As noted in one of our Google Reviews,

"Eric and his team go above and beyond to ensure the selling process is easy and stress-free. The attention to detail and the personalized service made all the difference." This echoes our commitment to tailoring our approach to each unique client situation, ensuring we not only meet but exceed their expectations.

Tailored Approaches, Consistent Excellence

Our approach to real estate is like a chef's approach to his signature dish—it's crafted with care, customized



to taste, and always aiming to delight. Here are a few ways we achieve this:

- **Visual Storytelling:**

We believe that you only get ‘One Chance to Make a First Impression.’ And we believe that by partnering with the best Visual Storyteller/Photographer – Annie - that we do this on a consistent basis.

You have been to restaurants where everything is plated and presented perfect! You know the chef CARED... And you have been to other restaurants where the dish is a muddled mess where the beans have spilled over and are on top of the fish dish. Although both might fill you up.

The consistent appeal shows higher regard for that chef.

We do the same thing... Although all listings have photos, some are a jumbled mess.... NOT at IMPACT!

We employ top-notch photographers who capture the essence of every home, making sure it stands out in the crowded marketplace. As one reviewer mentioned, "The photos and virtual tour were stunning and definitely made a huge impact."

- **Scientific Staging:** We understand that staging is more than just arranging furniture. It's about creating a space that buyers can envision as their own. This strategic positioning is akin to a restaurant preparing a table that invites diners to sit and enjoy.

Our team has coined Scientific Staging as the way that we present our homes, scientifically and strategically to enhance the visual appearance of our listings. We have also partnered with, what we think, are the best designers in the area and let them do their MAGIC under our guidelines.

- **Emotional Connection:** Our marketing strategies are designed to build an emotional

connection between the property and potential buyers. By crafting compelling narratives around each listing, we engage buyers' emotions, making each viewing an experience rather than just a showing.

This is something we, at Impact, are SUPER proud of. A few years ago we partnered with a marketing person to make sure that the back-end was on point. We could do everything right in preparing homes but if our presentation didn't get seen, then what good was it?

Our presence on Social Media including Google (HUGE improvement), Facebook, IG has been incredible. This helps lead to more eyeballs which equals superior results for Impact's sellers.

Results That Speak Louder Than Words

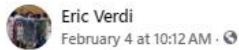
Our results speak volumes: homes sell faster and for higher prices. "Eric's strategy for selling our home was perfectly executed, resulting in multiple offers over the asking price within days of listing," shares another satisfied client. This is the power of a tailored, client-focused approach in real estate.

It's All About the Results

Just as a perfectly prepared meal brings joy to diners, a successfully executed home sale or purchase brings immense satisfaction to our clients. At Impact Maryland Real Estate, while our styles may vary, our results do not. We remain committed to delivering top-notch results that not only meet but exceed our clients' expectations, ensuring that every transaction is as flawless and satisfying as the best meal you've ever had.

This blend of personalized service and consistent results ensures that our clients' real estate experiences are nothing short of exceptional, proving that when it comes to real estate, the method may vary, but the results do not.

Social Media Stories



Eric Verdi

February 4 at 10:12 AM · 🌐

Beyond Excited for [IMPACTCLUB EVENT #33 - Feb 18th - Attaboy Barrel House - Attaboy Barrel House !!!](#)

Today's presenter spotlight is [Carrie Silver](#) from [The Frederick Children's Chorus !!!](#)

On Tuesday Feb 18th over 400 [IMPACTCLUB® Frederick](#) will come together to donate over \$40,000 to 3 local charities!!!!... See more



👍👍👍 Annie Walters, MaryLou Papara Fisher and 22 others

4 comments 4 shares



Eric Verdi is with Susan Verdi and 24 others.

February 11 at 3:25 PM · 🌐

What an INCREDIBLE evening in November when [IMPACTCLUB® Frederick](#) surpassed \$1,000,000 in total donations!!!!

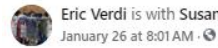
Great job by [Wayne Dorsey](#) at [SOS Safe Ride of Frederick](#) in kicking off our event!!!

Presenters [Barbara Thompson](#) of [Aarch Frederick](#) [Timika Jones Thrasher](#) of [Boys & Girls Club of Frederick County](#) ... and [Jody Brumage](#) of [Heritage Frederick](#) for 3 Spectacular Stories..... See more



👍👍👍 Brad Ranneberger, Susan Verdi and 21 others

2 comments 1 share



Eric Verdi is with Susan Verdi and 9 others.

January 26 at 8:01 AM · 🌐

GOOOOOO SKINS!!!!

So much fun looking back at the pix through the years!!!!

The BEST part is making memories of small moments that last a lifetime.... With WONDERFUL friends and family.



👍👍👍 Stacy Rochfort Delisle, Heather Leanne Quill and 106 others

17 comments



Eric Verdi is with Chrissi Lillard.

February 5 at 1:00 PM · 🌐

Thirteen Days (13 Days) Until [IMPACTCLUB EVENT #33 - Feb 18th - Attaboy Barrel House](#) special thanks to [Attaboy Barrel House](#) hosting us ... Feb 18th...

Today's presenter spotlight is [Jack Lillard](#) of [Sophie and Madigan's Playground](#) !!!

On Tuesday Feb 18th over 400 [IMPACTCLUB® Frederick](#) will come together to donate over \$40,000 to 3 local charities!!!!... See more



👍👍👍 Brad Ranneberger, Susan Verdi and 29 others

5 comments 3 shares

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

- Eric and his team at Impact Maryland make selling and buying a house seem easy! We are beyond blessed we were referred to him by a close friend. When our dream home came on the market, Eric jumped on the opportunity and helped us make an offer that couldn't be overlooked. He then orchestrated getting our old home ready for market seamlessly. We were under contract within a week during a tough market! Even with a few bumps in the road, Eric handled all stressful situations without it reaching us. If you are looking for a real estate team you can trust and have their clients best interest in mind, look no farther! Eric is the man for the job!

Sincerely,

A family who is living the life they always dreamed of ♥ - Erinne N.

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