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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MARCH 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**

- #Better Today Pgs. 1-3
- March Birthdays Pg. 4
- Don't Forget to Have Fun Pg. 4
- Stories From the Street – Jack of ALL Trades, Master of None Pg. 5-7
- What Recent Members said about their experience with our Company. Pg. 8

## **#BetterToday – Just START**

Gonna be vulnerable in this Opening Monologue/Newsletter this month.

The start of 2025 has SUCKED...

We all face trials and tribulations. We all face loss. We all have bad days and face despair. And I recognize that I'm not unique in that and I'm doing what I know how, I'm pushing forward and working harder.

You can either have a pity party for yourself or you can DO SOMETHING about it.

I've written before that I break my year into different sections and have many new beginnings throughout the year.

There is January (the official start of the year)... Then comes Spring/my birthday in April which is the kickoff of the nice weather season... Then comes the end of school and the beginning of summer. Then football season and the start of school.

**This past year has hit particularly hard since summer!!!**

Anthony going off to college has more of an effect on me than I think I ever anticipated. There is a distinct cut-off in life where a stage of life has stopped. No longer is our son at HOME. He is now 18 and an adult paving his own journey. Our first-born away from home means we are one-step closer to being empty nesters.

*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](mailto: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.

This also means we are getting older and are NOT 'young parents' anymore.

Susan and I have successfully raised one of our boyz to adulthood and in about 2 more years Alex will be 18 as well...

**This smacks you in the face like a whipped cream pie at a carnival 😊**

And in January we lost Nama – my grandmother...

She was 98 years old and lived a full life! She loved adventures. She loved her family. She loved her grandkids (me, Libby and Scott) and great grandkids more than anything. And although it was definitely her time it still hurts. Nama was ALWAYS there for me. My grandfather passed away when I was 7 years old and Nama would go on vacation with us. She would do fun things with me as a child and LOVED me unconditionally and I loved her back.

**I have a TON of memories and will share a few with you...**

One vacation I made fun of her 'blue' hair – yes we had that type of relationship and my mom and her tried to color it to a lighter/blonder color but something went wrong and she ended up with green hair – that was hilarious.

Another time – I was probably 9/10 years old and I was at her house for a weekend trip and we were playing baseball in the back yard. We were doing batting practice – she would pitch to me, this 70-year-old lady – and I would hit. It all went well for a while and then BOOM I hit a ball on the screws and it nailed her in her shoulder. I thought I killed Nama. But that tough old bird got right back up. I know she had a bruise, but she never made me feel bad.

And there were countless times throughout my late teens, into my 20's and 30's that we would talk finances. She did accounting for an electric company in Broadway Virginia for over 40 years and Nama was always very astute about money.

**Nama was frugal but also a GREAT planner.**

I would take her advice on finances. She even helped me with my down payment for my first house (I think she loaned me \$8,000) when I purchased at the age of 22 years old. When I sold it a few year later she wouldn't let me pay her back. I think she was proud that I made a solid financial decision, and I know she was proud as

Susan and I built our current home and bought a few beach/investment properties along the way.

**Nama was also a GREAT cook!!!**

Whether it be Fried Chicken. Baked Apples. Fried Oysters. A simple sandwich. Food was just BETTER when Nama cooked it. And along with my parents – who are great cooks in their own right – I believe this is where I got my cooking skills.

**One of the most memorable times was when Nama and I reverse Engineered the famous Scotty Sauce!!!**

Nama had an amazing palette and would know what ingredients were in the food. For about 3 months one winter Nama and I went back and forth trying to replicate Scotty Sauce... and she would tell me "I think there is hot sauce"... So I would add a little hot sauce, change types, change amounts... and then we would go onto the next ingredient and play around with that and the ratios.

**Then FINALLY one day we GOT it!!!**

She did a side-by-side comparison of the original Scotty sauce vs OUR Sauce and BINGO ---- magic happened; we replicated the sauce.

After Scotty retired from the bus I occasionally make batches of sauce and friends and family who would taste it all LOVED it and said it was spot on.

I have a lifetime of memories – LITERALLY – as she has been there for me my entire life of Nama. And seeing her decline this past year or so has been tough. What has been tougher is seeing my Mom deal with this. She watched as her Mom lost her zest for life and declined to a point of passing away. My Mom is an only child – as am I – so it was a LOT for her mentally and emotionally and I did my best to support my mom while also dealing with this myself. Thank GOD for my mom's Aunt Janet who we have coined 'Saint Janet' as she is always SO positive and has been there for my Mom and Nama – ALWAYS!

**'When it rains, it pours'**

On top of that, my Dad fell in his driveway one morning in January, slipping on the ice. I had just started a run and my Mom called me and said, "Are you home, Dad fell in the driveway and can't get up?" I turned around and sprinted back to help him get up and get in the house.

The pain didn't subside after Tylenol and that night my Mom called me again to help my Dad get to the car to take him to the hospital. Perm and I left the Redmen

(that's another story) and got home to help him get to the car.

It took a few days to confirm the diagnosis (because the Frederick Health's computer network was hacked and they couldn't do basic functions – CT Scan and MRI) that Dad had broke a vertebrae in his back. After a few stressful days and potential surgery on the horizon an MRI confirmed it was a 'clean' break and rest and stabilization for 12+ weeks was the plan NOT surgery.

I'm glad to say 2 months after the fall/break that my Dad is hopefully just a few weeks from being able to do normal activity again.

**These last 6 months have definitely taken a toll on me mentally...**

The first couple of months in real estate has been stressful as well – I normally have real estate as a fall back that is the steadiness in my life.

Dating back to the business philosophy my former partner, Marla, instilled upon me and I live my real estate life by...

**"If you take care of your clients, your clients will take care of you!"**

I've had a few bumps in the road to start the year and I can't help to think that it is because of my mental FUNK!

Anthony going to college and having this distinct life change smack me in the face. Losing Nama. Watching my Dad struggle with a broken back. And real estate being wonky has me not feeling my best.

I do my best to maintain a positive outlook on things, to always have perspective and to not let one area affect another.

My Mom aka 'Cookie; if you know her and 'Gee' if you REALLY know her is THE MOST positive person I have EVER met. Even when she is having down days she always has a smile. Her signature funny laugh and just has a way to make YOUR day better. I'm no where near my mom, but I try.

Seeing her try to put on the best spin these last few months but knowing she had to deal with Nama was hard and definitely had an affect on me as well.

In life EVERYONE has hard times. Faces tough decisions. Has Shitty days and weeks. And each of us have a choice on how we deal with it...

Choose to push forward and find the positive and MAKE CHANGE... or stay sad/negative and be in a rut.

For the last few months, I have been in a rut.

**So, I decided to make a change!**

I got myself back into running after a lull around the end of the year. This definitely helps both physically and mentally. Physically – for the obvious reasons. But mentally on a couple levels. Once you are DONE the run you have a sense of accomplishment. And setting a goal and running and finishing! Additionally, you have time to think and JUST BE when you are running. Almost like meditation and I think that it 'clear your mind' when running.

**Real Estate Motivation in Action...**

Additionally the end of February I started a video segment called 'Two Minute Tuesday' where I do a quick video just talking about life, real estate, family, etc...

I had this idea for one of my former partners in real estate during one of our strategy sessions that she'd pop on Facebook every Tuesday to do a segment and introduce topics to her audience. But that never got off the ground.

Three years later, I decided I would give it a go...

And the feedback has been GREAT!!!

I would say that this has also helped get me out of my 'funk'. I set a micro-goal of doing 'Two Minute Tuesday' and getting it done. And I knew from experience that the first one would suck...

Anything you do the first time isn't GOOD, but it is a START!!!!

I think people get hung up on being GOOD before starting and that just isn't the case. The first time you do anything you won't be as good as the 5<sup>th</sup> time, the 10<sup>th</sup> time, the 100<sup>th</sup> time. But you can't get to 100 without ONE!!!

Between running and 'Two Minute Tuesday' I have done a couple of actionable items to get positive momentum. Nama wouldn't want me to dwell on her passing she would want me to remember all the GOOD memories and keep living and kicking a\$\$.

Thank you for reading... This has been therapeutic and I'm officially starting fresh and getting out of my funk TODAY!!!

Love YOU!!!

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

### March Quiz Question

**Q:** Which Roman God is the Month of March named after?

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.

### February Question & Answer

**Q:** What are the Colors of the Rainbow?

**A:** Red Orange Yellow Green Blue Indigo Violet

Congratulations: Linda Sacchetti

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## Happy Birthday

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

Matt Bybel	Mar 1 <sup>st</sup>	Andrew Raymond	Mar 15 <sup>th</sup>	Fisher Bobbitt	Mar 25 <sup>th</sup>
Linda Cascio	Mar 1 <sup>st</sup>	Heather Schroeder	Mar 15 <sup>th</sup>	Craig Dundee	Mar 25 <sup>th</sup>
Jackson Raymond	Mar 3 <sup>rd</sup>	Eddie Shelton	Mar 15 <sup>th</sup>	Brandy Baptiste	Mar 26 <sup>th</sup>
Addison Burrier	Mar 4 <sup>th</sup>	Matt Hollis	Mar 16 <sup>th</sup>	Chris Martin	Mar 26 <sup>th</sup>
Allison Kelly	Mar 4 <sup>th</sup>	Nathan Miss	Mar 16 <sup>th</sup>	Chris Painter	Mar 27 <sup>th</sup>
Tony Farias	Mar 6 <sup>th</sup>	Gretchen Fay	Mar 17 <sup>th</sup>	Linda Sacchetti	Mar 27 <sup>th</sup>
Gift Martin	Mar 6 <sup>th</sup>	Angelique Hoffman	Mar 17 <sup>th</sup>	Jim Antus	Mar 28 <sup>th</sup>
Dave Peters	Mar 6 <sup>th</sup>	Ana Miranda	Mar 17 <sup>th</sup>	Jeremy Feaster	Mar 28 <sup>th</sup>
G.Love (Gaylen)	Mar 7 <sup>th</sup>	Kristi Sayles	Mar 17 <sup>th</sup>	Emma Bobbitt	Mar 29 <sup>th</sup>
Bill Elliott	Mar 7 <sup>th</sup>	Mike Franklin	Mar 18 <sup>th</sup>	Allyson Kinsey	Mar 29 <sup>th</sup>
Alex Ganson	Mar 7 <sup>th</sup>	Jeff Bostian	Mar 19 <sup>th</sup>	Michael Majalca	Mar 29 <sup>th</sup>
Tammy Boyd	Mar 9 <sup>th</sup>	Brian Everett	Mar 19 <sup>th</sup>	Scott Palmer	Mar 29 <sup>th</sup>
Caroline Grubb	Mar 9 <sup>th</sup>	Amani Dabney	Mar 21 <sup>st</sup>	Melissa Short	Mar 29 <sup>th</sup>
Amy Williams	Mar 9 <sup>th</sup>	Samuel Pearce	Mar 21 <sup>st</sup>	Mike Buckenmeyer	Mar 30 <sup>th</sup>
Ryan Martin	Mar 10 <sup>th</sup>	Dennis Weeks	Mar 21 <sup>st</sup>	Gabby Lincoln	Mar 30 <sup>th</sup>
Emily Miller	Mar 10 <sup>th</sup>	Rus Gambrill	Mar 22 <sup>nd</sup>	Bill Vance	Mar 30 <sup>th</sup>
Karen Yoho	Mar 10 <sup>th</sup>	Hayden Palmisano	Mar 22 <sup>nd</sup>	Tiffany Huffstetler	Mar 31 <sup>st</sup>
Gwen Weeks	Mar 11 <sup>th</sup>	Madge Parker	Mar 22 <sup>nd</sup>	Kim Kaufman	Mar 31 <sup>st</sup>
Allie Wilson	Mar 12 <sup>th</sup>	Aubrey Everett	Mar 23 <sup>rd</sup>	Shawn McNally	Mar 31 <sup>st</sup>
Katie Miller	Mar 13 <sup>th</sup>	Tanya Stone	Mar 23 <sup>rd</sup>	Khloe Quill	Mar 31 <sup>st</sup>
Jackson Steele	Mar 13 <sup>th</sup>	Cindy Ranneberger	Mar 23 <sup>rd</sup>	Fallon Williams	Mar 31 <sup>st</sup>
Rob Tuggle	Mar 14 <sup>th</sup>	Jacob Burrier	Mar 23 <sup>rd</sup>	Charles Williams	Mar 31 <sup>st</sup>
Alyssa Vance	Mar 14 <sup>th</sup>	Kyle Eccard	Mar 24 <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.

## Jack of All Trades, Master of None:

**Why specialization and thoughtful collaboration are keys to success!**

You may have heard it said, “jack of all trades, master of none...” this idea of having a little knowledge or skill in many thanks. It could be a “utility” player on a youth football team... the kid who can fill in at any position and reasonably get the job done.

Which is awesome!

Every team could use “that guy!” Or maybe it’s someone who has dabbled in many hobbies... learning a little about a LOT of things. Again... super awesome, and makes for a great conversationalist.

We see it in the real estate industry, too. Agents who also serve as photographers, stagers, and the like... offering a “one stop (man) shop.” Some have taken this approach and do it well... and this is certainly one way to approach their work.

It really boils down two primary schools of thought here: developing one individual/group’s capacity to do ALL the things as best they can, OR specializing in your area of

expertise and surrounding yourself with others who do the same.

*At Impact Maryland Real Estate, we have thoughtfully chosen the ladder to best serve our clients in offering an unparalleled approach to achieving superior results and optimizing each client’s experience.*

If they weren’t already, our clients become friends... and many times, friends that are like family. (Ever

seen our #impactfamily hashtag?!). Not only is serving our clients in achieving their goals realizing

superior results through the home buying or selling process a priority... but so are the relationships!

Our clients’ experiences are paramount, and we strive to ensure that they are nothing short of exceptional!

Impact isn’t alone in this... nor is the real estate industry. Consider Southwest Airlines. Most of you reading have likely flown with them at some point.

Several years ago there was a case study done that took a deep dive into exploring SWA’s success in delivering stellar customer service. (It’s a fascinating read, by the way. Highly recommend!)





Beyond the obvious commitments to treating its employees well, getting to know and being responsive to customers, adapting to meet customers' evolving needs, and making it its mission to deliver service that exceeds customers' expectations, Southwest Airlines also has an intentionally narrow and specific fleet of aircrafts: Boeing 737's.

You may be wondering (or not :) ) why an airline would do such a thing. Consider the alternative: an extensive fleet where its pilots, flight attendants, mechanics, and so forth need to possess a working knowledge of so much more.



A “jack of all trades” situation, if you will. While offering a larger variety of aircrafts in its fleet certainly has its benefits, Southwest has chosen to focus more specifically on one type... empowering its pilots, mechanics, flight attendants, and the like to garner greater familiarity and confidence in its product and process.

The result? A successful company with high employee satisfaction and customer experience. (Unless their entire system goes down... but hey. Things happen to the best of us! ;-) )

***At Impact, our documented approach is a collaborative one: one in which we have honed our skill set and have surrounded ourselves with other experts who have done the same.***

We understand that prepping a home for sale is an art form—one that requires a team of specialists, each an expert in their craft. Whether it's a quick refresh or a full transformation, we've got the right professionals

to make sure every home looks its absolute best before it hits the market.

If you've worked with us before, you've probably heard us say, “We ‘have a guy’ (or gal) for everything.”

### **Medardo and His Team: The Painting Experts**

One of the first steps in preparing a home for sale is ensuring that the space feels fresh, inviting, and clean. That's where Medardo and his talented team come in.

Specializing in high-quality painting services, Medardo ensures that every room gets the perfect touch of color to enhance the home's appeal. Whether it's a neutral shade to create a clean canvas or a vibrant pop to bring a space to life, his crew is top-notch!

### **Roland and His Team: The Carpet Specialists**

When it comes to flooring, Roland and his team are the go-to experts. From installing fresh carpet or LVP they provide the kind of detail-oriented work that makes a home feel brand new.

Roland's attention to detail and commitment to quality help elevate a home's overall look, making it more attractive to prospective buyers.

### **Don: The Hardwood Master**

Hardwood floors add elegance and warmth to any home, but they can take a beating over time. That's where Don comes in. A master in hardwood installation, refinishing and repair, Don and his team work tirelessly to restore even the most worn-down wood floors to their original beauty.

Whether it's sanding down scratches, refinishing the wood for a rich sheen, or repairing any damaged boards, Don ensures that the home's hardwood floors are a showstopper—adding to its overall marketability.

### **The House Cleaners: A Fresh Start**

A sparkling clean home is essential for leaving a lasting impression on potential buyers. Our house cleaning team takes care of everything from top to bottom, ensuring the property is spotless.

They scrub, shine, and sanitize every surface, creating an environment that's fresh and inviting. A clean home not only looks great but gives buyers a sense of comfort and cleanliness that can be hard to ignore.

### **Adrienne, Ellie, or Anne: The Home Design Experts**

Once the basics are covered, it's time to add those final touches that turn a house into a dream home. That's where Adrienne, Ellie, and Anne come in.

These design experts work closely with our team to create a model-home atmosphere that's both stylish and functional. From selecting the perfect furniture to adding decor that makes a space pop, their expertise in home staging ensures that each room is arranged to highlight its best features. The result is a home that feels welcoming, spacious, and ready for its next owner.

### **Annie: The Photography Genius**

The final step in the prep process is showcasing the home in its best light. This is where Annie, photography extraordinaire, comes in. A true genius behind the lens, Annie captures the home in a way that highlights its beauty and functionality, making sure that every shot tells a story.

From wide-angle shots to intimate details, her expertise ensures that the home's best features are front and center in every photo. High-quality photography is key in today's market, and Annie's work gives our listings an undeniable edge, attracting the attention of potential buyers.

### **A Team Effort for Superior Result**

At Impact Maryland Real Estate, we're committed to delivering exceptional results, and we believe that having the right team in place is paramount in making that happen. Take 9018 Templeton Drive for example.

A beautifully built townhome by Parkwood Homes, the sellers very quickly needed to list due to a job relocation. Referred to us by their neighbors and



recent clients, after their initial phone call, we met and immediately got to work! Adrienne came for an owner occupied staging consult to help create a punch list of what to pack and purge, repurpose, and even later on brought in some art for finishing touches. Medardo and his team came in and helped the home shine with a fresh coat of paint and replaced a few light fixtures (at Adrienne's recommendation).

Don came and refinished some areas of hardwood that had worn down over time, bringing them back to life and making them shine! Roland and his team replaced the carpet in the bedroom, and Shana came to do a deep clean to make the house sparkle. All the while, the sellers worked diligently to implement all of Adrienne's recommendations. Picture day?? Annie knocked it out of the park! The home looked absolutely spectacular online (and in person!)

***The result: A pre-market offer that was too good for the sellers to refuse!***

Superior results. Clients who are beyond thrilled. THIS is what our collaborative documented approach is about. It's client-centric, joining forces with other like-minded masters in their respective crafts to deliver unparalleled results and an extraordinary experience for our clients!

We would LOVE to help you in your journey of selling your home and bring our team of experts (whom we have used for years and are vetted and trusted) to work for YOU on your home sale.

**YOUR Goal is OUR Goal!!!**

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

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## **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)

- 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.