

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

“HOW TO THRIVE IN EVERY KIND OF MARKET”

DECEMBER 2025



## Year in Review...

December has a way of slowing things down — even when life doesn’t really slow down at all. And as I’ve been reflecting on this past year, my mind keeps going back to how 2025 actually started.

We lost Nama at the ripe age of 98 at the beginning of the year.

I remember being about 12 or 13 when I had one of my thousands of talks with Nama and she told me that the older you get the faster life goes. Being that young I didn’t realize what she was talking about.

We all have 24 hours in a day. 7 days in a week. 52 weeks in a year. Time is Time. When you are 12 the summers seem like forever. Your memories and experiences are all fresh so like ANYTHING new it slows life down.

**But, now at 49, I know EXACTLY what she was talking about.**

The cycle of life is such that days quickly turn into months, which then turn into seasons, and then QUICKLY years.

That is why you have to CREATE memories. Create MOMENTS!!!

*Continued on the Inside...*

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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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.

Because if you don't then you will blink and do the monotonous activity for 10 years and it will fly by.

Loss has a way of changing your perspective in a way nothing else can. It forces you to pause. It makes you more aware of the time passing — not just days and weeks, but seasons of life. One day you're making memories without thinking twice about it, and the next you're realizing how precious and finite those moments really are.

That loss quietly set the tone for the year. It reminded me to slow down when I could, to be present, and to appreciate the people around me a little more intentionally.

**And at the same time, life kept moving forward — because it always does.**

This year marked a big transition for Anthony, moving from UMass Lowell to the University of Tampa. Watching your child make a decision like that — not because something is wrong, but because they're searching for the *right fit* — hits differently as a parent. You realize they're not kids anymore. They're becoming adults right in front of you.

Then there's Alex, and those moments where you realize you're no longer just "dad," but a travel partner, a companion, someone they want to share experiences with. Like our trip to Madrid, Spain, to watch the Redskins. One of those trips where, even while you're in it, you know it's going to stay with you forever.

**Those moments make you stop and think: *When did time start moving this fast?***

Every year seems to go quicker than the one before it.

Which brings me to another realization that really hit me this year.

I've been in real estate for 23 years. TWENTY-THREE YEARS!!!



Sometimes I say that out loud just to make sure it's real. It feels like yesterday I was learning contracts, navigating my first inspections, figuring things out the hard way. And now, here we are — decades later — still learning, still adapting, still innovating.

Because this year demanded it.

This was a tough year in our area. Between the DOGE impacts, the government shutdown, and the uncertainty that followed, a lot of people felt stuck. Add to that the fact that interest rates never really dropped enough to spark the market the way many people hoped they would, and it made things challenging for buyers, sellers, and professionals alike.

**It wasn't an easy year. And anyone who says it was probably wasn't paying attention.**

But if there's one thing 23 years in this business has taught me, it's that you don't wait around for perfect conditions. You adjust. You innovate. You find another route.

It reminds me of the detour stories I've shared before — roads closed, wrong turns, unexpected obstacles. The seasoned runner doesn't panic. The experienced driver doesn't stop. They adapt, because they've been there before.

And yet, in the middle of all that grind, there were moments that brought balance and perspective.

My birthday in April is always a highlight. In my mind, it's the unofficial start of summer. A house full of friends, laughter spilling into the yard, people who have shown up year after year. Those moments

don't happen by accident. They're built over time, through relationships and shared history.

Then there's July 4th — the Sipe/Verdi fireworks. We had 30/40 friends gathered together, great food, great conversations, kids running around, fireworks lighting up the sky. Nothing fancy. Nothing staged. Just community, connection, and joy.

**Some of my favorite moments this year came from what we simply called "Wing Night".**

No agenda. No production. Just getting out with the fellas, sitting around a table, wings on the way, Miller Lites and Diet Cokes. Busting each other balls. Talking sports. Helping one another if something serious comes up... But all in all just being GOOD FRIENDS!!!

Those nights matter. Because we all need a break from seriousness now and then.

And that same theme showed up everywhere this year — in real estate, in business, in ImpactClub, and in life. When things went off-script — and they often did — it wasn't a checklist that saved the day.

It was people. It was friends. It was family. It was YOU!

**Having friends that always say "What do you need? How can I help?"**

As I look ahead to **2026**, I'm genuinely excited — not because I have everything figured out, but because of what we're building.



Ant and AI with Coach Mango at Banquet



Alex and the rest of the 2025 State Champion Cross Country Team.

You'll see me leaning more into storytelling, video, and community-driven content. You'll see the start of a series called 'WING MAN' — not just reviewing wings, but spotlighting local restaurants, local people, and the stories behind them.

You'll also see a continued evolution in how we show up on social media. Less polished. More real. More behind-the-scenes. More property stories. More moments that show *how* we operate, not just *what* we sell.

Because stories matter. And stories connect people.

new one, I'm incredibly grateful — for family, for friends, for clients, for vendors, and for a community that continues to show up.

Time moves fast...Markets change...Plans shift.

But the people we surround ourselves with — and the memories we create together — that's what lasts.

Here's to **2026**.

Here's to new memories.

And here's to continuing to show up and ask, "*What do you need?*"

That's the Impact Way.

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

### December Quiz Question

**Q:** What Mammal can Fly?

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:** What is the ONLY food that can not go bad?

**A:** Honey

Congratulations: Pickle

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

Be Sure to Wish **These Friends a Happy Birthday** when you see them!

# ‘Stories From The Street’

**Stories from the Street** is a series of 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.

## Checklist vs. Action — “What Do You Need?”

“Randy, there are mice in the house... can you help?”

“Sure thing,” he said. “What do you need?”

The buyer had concerns after noticing what looked like mouse droppings in a home we were under contract on, and they asked us to take care of it. Randy Snyder of Snyder’s Termite and Pest Control didn’t hesitate. He was upfront that it wasn’t exactly his area of expertise, but what mattered most was what came next: *“We can definitely help out.”*

**That’s exactly what you want to hear when a problem doesn’t fit neatly into a box.**

In business — and especially in real estate — we work with people we trust and have relationships with. And when something unusual pops up, there’s no substitute for being able to talk directly to the owner or decision-maker. There’s a level of judgment, flexibility, and problem-solving that comes with ownership — and you simply don’t get that from someone reading off a script.

We get calls all the time from clients and friends who need help. And most of the time, those calls aren’t for cookie-cutter solutions. If they were, they wouldn’t need us. Real value shows up when there are “out-of-the-box” problems that require “out-of-the-box” solutions.

**At Impact, we intentionally surround ourselves with people and companies where we know the owner — where we can pick up the phone and get something done that others, quite frankly, can’t.**

That’s not a knock on larger companies. Take PestNow, for example. They’re a good company and do exactly what they’re built to do. You call, you get scheduled, you receive texts when the technician is on the way, when they arrive, when the job is done — and then you get a bill. It’s systematic. It’s efficient. It works.

But if you were to call and ask to speak to the owner about a unique situation, my guess is you’d hit a wall. The system isn’t designed for that.

Another recent example came up on a property Impact is selling. The seller had renovated the home and pulled permits for upgrades including a new electrical panel, new service, and code improvements. The electrician had been hired by the general contractor, and the seller had no prior relationship or direct contact with them.

**Then the inspection happened.**

Suddenly, there was a long list of electrical items flagged — things that should never have been an issue on a renovated, permitted home. That’s when deals can start to unravel.

That’s when Impact stepped in.

We called Chris Ayers at Ayers Electric. His response was immediate: *“What do you need?”* No handoff. No runaround. He fit it into his schedule, went out after hours, and personally looked things over.

Around 7pm on a Monday, he called us back. He had addressed every item from the inspection report — and then added that he noticed a few other things that weren’t even called out. He couldn’t leave the job knowing they weren’t right, so he fixed those too.

### **That’s what happens when the boss is involved.**

At Impact, we pride ourselves on being a true one-stop shop for our clients. If they need something home-related, we should either have the solution or know exactly who to call. We don’t love call centers, scripts, or talking to someone who’s never been in the field. We prefer working with decision-makers.

And the same dynamic exists in real estate.

Big brokerages and large teams are built on infrastructure. They have scripts, callers, buyer specialists, listing specialists, transaction coordinators, ISAs — an entire machine. It’s like an automobile assembly line, where everyone does their part really well. The riveter, the welder, the interior installer, the person who puts the tires on — all essential roles.

*But could any one of them design the entire car?* Nope.

They can do their part extremely well, as long as everything stays inside the system they were trained for. And when everything goes according to plan, it’s efficient — very efficient.

### **The problem is that real estate rarely follows the plan.**

Deals don’t fall apart because of the easy stuff. They fall apart because of inspections, missed details, timing issues, lender curveballs, appraisal surprises, odd property conditions, and human emotion. That’s when the checklist runs out — and the real question becomes, *who can actually make a decision here?*

At Impact, we’re not an assembly line. We don’t pass clients from department to department and hope nothing gets dropped. We operate much more like the companies we trust — Parker’s Automotive, Snyder’s Termite & Pest Control, Ayers Electric. Smaller. Relationship-driven. Owner-involved.

When something unusual comes up, the answer isn’t, *“That’s not our department.”*  
It’s simply, *“What do you need?”*

Because when the owner is involved — when the person on the other end of the phone has the authority and experience to act — solutions happen. Not scripts. Not tickets. Not escalation chains.

Real action.

At Impact, your agent isn’t just following a flowchart. They’re thinking, problem-solving, connecting dots, calling in favors, and rolling up their sleeves. And if they need backup, they don’t submit a request or wait in a queue.

They turn around and say, *“I need help here.”*

And someone steps in.

# Impact Survey – New in 2026

As we Embark on another year, I want **YOUR** feedback on how better to serve **YOU** and **LOVE** on you well... Full Survey Questions at [www.impactsurvey.fun](http://www.impactsurvey.fun)

## IMPACT Maryland Real Estate Feedback Form

We'd like to hear from **YOU** as we seek to grow, improve, and best serve our clients and community! Please complete the form below by 12/20/25 to be entered to win one of **FOUR** \$25 Amazon gift cards!

⋮

What is something you probably wouldn't buy for yourself, but would enjoy receiving? (Check ALL that apply, and/or add your own idea!)

Checkboxes

- RTIC soft cooler ×
- Fin & Fire multipurpose thermos ×
- Dock & Bay beach towels ×
- Curated collection of pastas/sauces ×
- Gourmet cookies/chocolates ×
- Other: ..... ×
- Add option

  | Required  

If you are currently receiving monthly emails from Homebot, do you find them to be valuable and relevant? \*

- Yes... keep them coming!
- Meh... I open them once in a while
- No... I rarely look at them or have deactivated the emails
- N/A

# 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 Google Page. If we have worked with you, we'd love your feedback. Google "Impact Maryland Real Estate" and leave a review.

- Eric Verdi brings a wealth of knowledge and experience to make buying or selling a home seamless. His resources and vendors assure attention to details that others miss. He always has your best interest at heart and treats everyone respectfully and in a manner that just puts you at ease. We have referred him to family and friends in MD and PA and he has always been friendly, professional, and top notch! (Lee Anne & Rick Little)

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