

IMPACT MARYLAND MONTHLY

with Eric Verdi

“HOW TO THRIVE IN EVERY KIND OF MARKET”

FEBRUARY 2026



Goals...

Hardwork Gets Results!

4:59:64 vs 5:01:24

About a second and a half difference.

No big deal, right????

Well, when your goal is to break 5:00:00 that second and a half is HUGE!!!

This was Alex for the last year trying to break a 5-minute mile/1600 in track. He was so very close, 3- or 4-times last spring he was running around 5:05/5:10 – which in and of itself is ROLLING!!! But when the goal is sub 5 and you come up short you are extremely disappointed.

We went through Cross County season in the fall, which I’ve shared with you as Urbana WON the State Championship... and Alex was a contributing member of the squad. Awesome accomplishment and one that will hang on ‘the rafters’ of Urbana High School forever 😊

Now we are into winter/indoor season where Alex focuses on the 1600 (1 Mile) and 3200 (2 Miles) events.

He got close in the first 2 times of running the 1600 and most recently ran a 5:01:24 – he was SUPER disappointed and thought he would not break 5min.

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.’

HEADLINES

- Goals Pgs. 1-3
- Feb Birthdays Pg. 4
- Don’t Forget to Have Fun Pg. 4
- Stories From the Street – Small Margins. Pg. 5-6
- Social Media Stories Pg. 7
- What Recent Members said about their experience with our Company. Pg. 8

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.

However, the thing about track/running is that there is NO ambiguity since it is a timed event. You have times that define your scores. Not like basketball, football, baseball, soccer where how you do is subjective to what the coach is looking for and your physical and mental traits. You will often hear parents saying their 'Little Johnny' should be playing more because he is better than kids playing more than him.



That may or may not be true, but imo in MOST instances the parents are viewing their child through rose colored glasses.

NOT TRACK... NOT RUNNING...

You have a time and everyone can see them. You run a 5:01 you are faster than the kid running a 5:15, but you aren't as fast as the kid running 4:40.

And you are ONLY really running against yourself. Your PR. Your times.

So, for Alex, it didn't matter that he has teammates faster than him...or teammates not as fast as him.

HIS GOAL was sub 5 minutes.

Ever meet that he failed to meet his goal was a disappointment because that was HIS goal. His feat. His benchmark and standard for himself.

He had one last chance a couple weeks ago at counties at Hagerstown Community College for the county meet. Alex and his teammate Omar were running the JV 1600 race and Omar has broken 5 min a few times and was slotted 1st in the event and Alex was slotted 2nd.

A 1600 is 8 laps around an indoor track and my boys like (they ask me – not being a pushy father) to time them each lap. For reference, Alex needs to run laps under 37.5 seconds to beat a 5 minutes.

He opened up with a 35. Then a 37... Then consistently 38 and a 39. I was yelling out the times each lap. He and Omar were basically neck and neck

the entire race the entire time, so when I looked down at the time after the 7th lap and his time was 4:24:32 I told Suan that he had to run 35 (something) to break and with where his pace was he was tracking for 5:02 range again.

Omar and Alex pushed each other that final lap and the finish was exhilarating as they were neck and neck, however it wasn't Omar Alex was racing it was the clock.

The last lap crossing the finish line I had Alex at a 4:59:41 so we knew it was CLOSE but weren't confident that the 'official' time would be under 5:00:00...

Alex, Coach Mango, Teammates, and even former UHS runners now in college were at the event and they were frantically refreshing their phones... swiping up to see the official score.

This took 6 or 7 minutes.... The next race was almost done, but everyone was on their phones awaiting the results.

Then the update hit...4:59:64...

He did it!!!

Teammates, Coaches, Alumni all let out a big cheer and Alex was calm but inside I could tell he was busting with joy!!!

| Rank | Name | Time |
|------|---|---------|
| 1 | Omar Beraich Urbana H1 • Yr: 9 | 4:59.57 |
| 2 | Alex Verdi Urbana PR • H1 • Yr: 11 | 4:59.64 |
| 3 | Quynn Adkins Governor Thomas Johnson PR • H1 • Yr: 10 | 5:07.94 |

To Susan and I... it wasn't so much that he broke the time, it was the pure and honest excitement that OTHERS had for Alex's accomplishment.

This got me thinking just a few days prior to the race I received an email from the DC Metro Real Producers that I was one of the top 500 for 2025...

Coming in at 323 out of over 30,000 Real Estate Agents in the DMV area.

To me, this just enforces my motto that I got from Marla:

"If you take care of your clients, YOUR clients will take care of you."

By doing business the RIGHT way... Not prospecting. Not cold-calling. Not begging and pestering for business that business will come to me.

Because the foundation and efforts of MY business is to spend MY time taking care of my clients. Just recently I was selling at \$245,000 condo in Jefferson that we renovated. There were some hiccups along the way and I would have to go the property to check on a toilet, or how a door locked, or install a new showerhead.

I went to this property 6 times in a 3 week period to GSD for MY client.

Is this the highest and best use of my time???

Absolutely NOT, but it was what was BEST for MY client and their home sale. It was what was necessary to help them sell.

Others are spending hours dialing for dollars and cold-calling.



I choose to the the actions that I know are best for my clients and spend my time writing content, like my newsletter, for you...

To me, it isn't about being the fastest runner... ie: I don't want/need to be the #1 agent in the DMV that has never been what has been my motivation.

My race, my 5 min mile is YOU!!!!

Others are spending hours dialing for dollars. I choose to spend my time doing what I know works: taking care of people and showing up when it matters.

Breaking a five-minute mile doesn't come from one great lap. It comes from stacking hundreds of ordinary ones — boring ones, cold ones, unseen ones.

Real estate is no different.

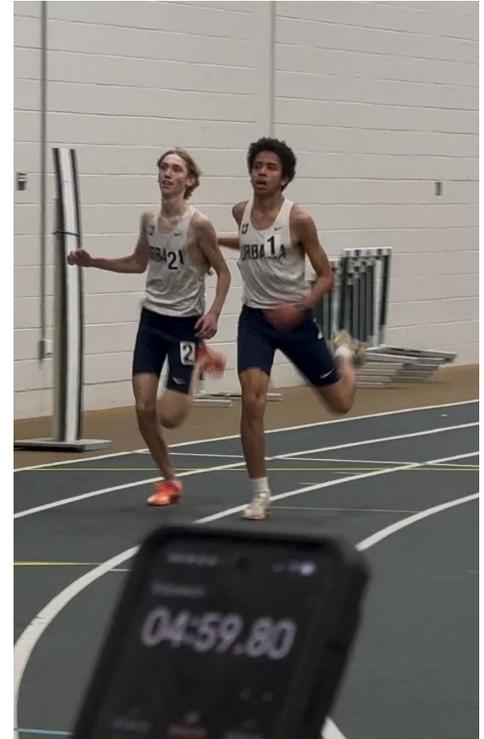
There are louder ways to do this business. Flashier ways. Shortcuts that look productive on the surface. But that's never been my race.

I don't need to be the fastest.
I don't need to be the loudest.
I just want to run *my* best race and hold myself to *my* standard.

Because just like Alex wasn't racing Omar...

I'm not racing other agents.

My race —
my five-minute mile —
is **YOU**.



Alex and Omar crossing the finish line. Susan took this very cool picture of them with my phone in the foreground.

Don't Forget to Have Fun!!!!

February Quiz Question

Q: Which empire had no written language?

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: Which empire had no written language?

A: The Inca Empire

Congratulations: Steve Carson

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

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

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

‘Stories From The Street’

The Pause Before The Move

February has a funny way of slowing everything down.

And this year, it hasn’t just slowed things down — it’s *locked them in place*.

For the last couple of weeks, we’ve lived under a hard ceiling of cold. Thirty-two degrees has felt like a luxury. Seven inches of snow followed by three inches of ice didn’t melt — it *set*. Side streets turned into something between snow and concrete. Snowcrete. Solid. Unforgiving. Not going anywhere fast.

You don’t glide across that.
You don’t rush through it.
You move with intention... or you don’t move at all.

Winter does that — not just to roads, but to people.

Life slows. Schools close. Routines disappear. Days blur together. Too much time inside. Too little movement. The sun disappears before dinner. Motivation gets heavy. You can feel that low-grade winter weight settle in — not dramatic, just dull. Inactive. Paused.

February doesn’t scream at you.
It quietly presses *pause*.

And that pause can either freeze you... or prepare you.

In real estate, it looks the same way. Buyers hesitate. Sellers wait. Everyone wants “just a little more clarity.” Rates. Inventory. Spring. Life.

But after more than two decades on the street, here’s what I know to be true:

The pause isn’t inactivity. It’s preparation — if you use it right.

Because while a lot of people are waiting, the serious ones are still moving.

And I don’t mean theoretical serious.
I mean boots-on-the-ground serious.

In just the last few weeks, we’ve had **three listings hit the market and go under contract within the first five days.**

Two of them with multiple offers.

In February.

In snow.

In ice.

That doesn’t happen by accident.

It happens because when conditions are tough, only the *real* buyers show up.

Picture it.

Wind blowing straight into your face. Snow coming at you sideways. Cheeks red from sub-freezing air. Hands buried deep in your pockets. Boots crunching across refrozen snowcrete just to get from the car to the front door.

If you’re willing to head out in *that* — you’re not browsing.

You’re not a spring “looker.”

You’re not killing time.

You’re not a tire kicker.

You’re serious.

Those are the buyers who write clean offers.

Those are the buyers who make decisions.

Those are the buyers who actually close.

Spring brings volume.

Winter brings *intent*.

That's why, if you're thinking about selling, right now is not a bad time — it's a *selective* one. And selective markets can strongly favor sellers.

You're not competing with a flood of listings hitting the market all at once.

You're not lost in a weekend full of open-house tourists.

You're not sorting through people who "might do something this year."

You're dealing with buyers who:

- Have financing lined up
- Have already committed mentally
- Are motivated enough to push through miserable conditions

That's leverage.

I saw it again recently with a thoughtful first-time buyer couple. We were walking into showings bundled up, breath visible before the heat even kicked on, floors cold under our feet.

Nothing about the conditions screamed *go time*.

And yet, they weren't rushing. They weren't panicking. They were paying attention.

At one point, one of them said:

"We don't want to make a move just to make a move."

Exactly.

February doesn't reward reckless motion. It rewards clarity.

They found *the* house. Not flashy. Not Instagram-perfect. But right. Because they'd done the work during the pause, they recognized the opportunity immediately.

Offer written. Strategy tight. Emotions in check.

Win.

And here's the part people don't always see:

That win didn't happen *in* February. It happened *because of* February.

The conversations.

The planning.

The patience.

The trust.

The same applies to sellers.

When someone tells me, "We're thinking about listing in the spring," my response is simple:

Let's talk now.

February is when we prepare the ground before it thaws. This is when we price with data instead of hope. When we walk the house with a critical eye. When we decide what actually matters — and what doesn't. When we build the story before the sign ever goes in the yard.

So when March hits and inventory surges, you're not slipping around on half-melted ice.

You're standing on solid ground.

This is the Impact Way.

No panic.

No chasing the market.

No waiting just because everyone else is.

Just intention.

Winter slows life down for a reason. It exposes who's coasting and who's committed. It reminds us that progress doesn't come from motion alone — it comes from *purposeful* motion.

So if you're thinking about making a move...

If you're wondering whether now is "too quiet"...

Remember this:

Serious buyers don't wait for sunshine.

They show up in the snow.

And when they do — that's when the pause turns into opportunity.

Social Media Stories

 Eric Verdi is with Susan Verdi and 4 others.
January 25 at 10:35 AM · 🌐

Proud Parent Moment....

First of all... CONGRATS to UHS for the win at Counties... Led by Korey Kauffin and 4 first place finishes and an AMAZING finish in the 500 squeaking out a win at the end against an incredible runner - Jake Brown...
Way to go BOYS!!!

Very proud of Alex for FINALLY breaking 5:00 in the 1600M (basically a mile)... He has been striving for this for a year.

What was the coolest was teammates and Coach Mango... And UHS legends Chris Sappe and JC constantly refreshing their phones for the official score to post... 4:59:64

It was just amazing to see all his teammates happy for him!!!

Proud of ALLLLL the boys and Coaches!!!



Boys 1600m Junior Varsity
Fred Co Champ | Jan 23, 2026

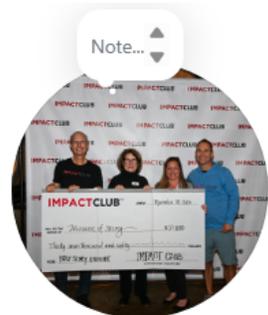
UNOFFICIAL - The protest window closes in 00:03:38.

| | | |
|---|--------------|------------|
| 1 | Omar Beraich | 4:59.67 |
| | Urbana | H1 - Yr: 9 |
| 2 | Alex Verdi | 4:59.64 |

uhs_boys_xctf For the first time since 2018 the Hawks are the FCPS Champions with 93 points! Led by Korey Kauffin who anchored the county champion 4x800m and then won titles for the 1600, 500, & 800. County Champions
 - Korey Kauffin - 1600, 500, 800
 - Simon Lipchock - 3200
 - 4x800m - Matthew Rodrigues, Luke Osher, Jasen Behling, Korey Kauffin
 Varsity Medalists
 Finn Hines - 300m (3rd)
 Ryan Tang - Pole Vault (2nd)
 - 4x400m - Eyal Russ, Ishaan Curtis, Kian Brady, Finn Hines (3rd)
 JV County Champion
 - Omar Beraich - 1600m
 JV Medalists
 - 1600m - Alex Verdi

  Jim Joyce, Marie Hamilton and 124 others

33 comments



impactclubfrederick 

ImpactClub Frederick

43 posts 42 followers 27 following

 www.impactclubfrederick.com

ImpactClub is NOW on Instagram... Give us a follow at @ImpactClubFrederick

 Eric Verdi is with Susan Verdi and 14 others.
January 27 at 10:41 AM · 🌐

Excited to announce the 3 Presenting Charities for **IMPACTCLUB EVENT #37 - Feb 17th - Attaboy Barrel House !!!!**

Going to be an EPIC night.... Food truck **Side Hustle Sliders** on site.

Thanks **Attaboy Barrel House** for hosting and **The Dapper DJs** for providing sound!!!!... See more

IMPACTCLUB™
EVENT #37
TUESDAY, FEBRUARY 17TH

MEET THE 3 PRESENTERS



Blessings in a Backpack



Advocates for Homeless Families



PS You Are Fabulous

 Eric Verdi
January 25 at 2:13 PM · 🎧 Cold as Ice (2008 Remaster) · Foreigner · 🌐

When it's 25 degrees, snow on the ground... and the smoker is still rolling. ❄️🔥

Because some things don't stop for winter:

- Family
- Friends... See more



  Jim Joyce, Vicky Schoenberger Enders and 74 others

21 comments

 Like

 Comment

 Share

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

- I cannot express how grateful I am to have worked with Eric, Stacy and the Impact team through such a stressful time. They helped us sell our home in September, but prior to that -- helped us make upgrades to the home that would raise the value and staged it beautifully for listing/viewing. Eric was phenomenal in communicating with us through the entire process and made the entire selling experience so seamless and stress-free. Highly recommend them to anyone needing to sell their home! – Nikki T.

This newsletter is intended for entertainment purposes only. Copyright 2026 Impact Maryland Monthly. This information is solely advisory, and should not be substituted for medical, legal, financial or tax advice. Any and all decisions and actions must be done through the advice and counsel of a qualified physician, attorney, financial advisor and/or CPA. We cannot be held responsible for actions you may take without proper medical, financial, legal or tax advice.