

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JANUARY 2026



Let's ROLL...

The last year or so I have felt complacent. I am very fortunate after 23 years in real estate to have a loyal and loving audience that is like family. YOU... If you are reading this then it means that you are among a few hundred people that I consider 'close' / my family. And because of that I don't actively go out and 'prospect' for new clients.

I consider myself a farmer, NOT a hunter.

But with that I read a quote recently that said, "*Change is life. Stagnation is death. If you don't change you die.*"

There have been many personal changes this past year.

First and foremost, Anthony going to college – which has been a MASSIVE change in our lives knowing that we have probably seen Anthony 90% of what we will see him his entire life.

Alex, getting his license. Which is also a tremendous change.

My grandmother – Nama – passing away.

Our family property – that has been in our family since 1957 being sold.

Along with MANY people very close to me going through lots of turbulence in their lives and me being the best friend that I can to them while maintaining a positive outlook.

The above quote of "Change is life."

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) 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, and my family, has encountered many many changes this past year and as you can read above, and you know me as an emotional guy, has hit me in a way that is not always positive. And I try to remain positive in ALL aspects of my life and I always look for the positive, but this year... The CHANGE... has taken its toll on me.

But YOU... and OUR relationship, I am VERY grateful for.

I'm very thankful for you and those that you refer to me and my real estate business. Last year, there were some economic hiccups that made for a wonky market. I have told people the last 22 years when they ask about the 'market' that you can't always believe what you read or what the news says because there is the overall (macro) market, but what is applicable to YOU is YOUR/OUR market and our micro market. So, for 22 years, I have told people when they have asked that we (locally) are more insulated because of the security of the government. And those big dips other parts of the country may encounter don't affect us as much because we are insulated with the government.

This past year has been the opposite.

The year started with uncertainty and DOGE having government employees and the many contractors that support the government ON EDGE. People were justifiably afraid. Some of my friends lost their jobs. And MANY others were on egg shells. Then, the last part of the year we had the government SHUTDOWN – which put a freeze on everything.

“How was the market?”

Well, 2025 definitely, was a wonky year in local real estate.

And I feel like I was Stagnant this past year.. which means, I'm dying... and I'm too young to be 'stagnant.'

We (Impact) have had quite a few meetings on how we can innovate (do better for our clients, our sellers, our buyers) and how we can get more community (you) engagement.

On the innovation side... You may have seen a little more of me on Social media. Videos, Photos,

Property Spotlights – this is an intentional and a way for us to help our sellers increase their profits!!! We are also adding a LinkedIn Page for Impact. We are becoming more intentional in our social media posts. We are updating and tweaking our website to include a blog section.

And we are finding ways to incorporate AI into our business without losing our personal relationship with our clients and properties.

Additionally, we are innovating the core of our business... HOW WE LOVE on YOU!

This started with the survey that you were sent, and we could not be more excited with YOUR interaction and feedback.

First and foremost what we took away was that you absolutely LOVE our client appreciation event at Holly Hills! The OVERWHELMING feedback was positive. And we are excited to announce that we'll continue to have our event, same style – with a couple twists at Holly Hills!

Next, we have run the gamut on our client gifts... Most everyone who has sold or referred someone to us in the last few years has received an Impact Yeti or Speaker.

We are retiring these 2 gifts for now 😊

And we have 2 new EXCITING Impact gifts that we will be unveiling... We so appreciate you using us AND referring those you care about to us and we want to give a small token of appreciation to YOU!

And we are looking forward to adding some events throughout the year as a way to help others (local businesses) and give back (to local charities) throughout the year.

Our plan, and we are still working on details is to start a 'Restaurant Takeover' where we partner with a local restaurant to offer diners and discount and we choose a local charity to support that evening. This will be a way to LOVE on our friends and to help locally!

We are looking at potentially doing another event at the Flying Cows once their season opens in March!

We are tossing around a couple more ideas that are still 'on the white board.'

After being Stagnant this past year we put a stake in the sand and said ‘this is NOT who we are... this is NOT Impact... we are leaders in the industry... strap up, do the work... INNOVATE and LEAD’

And that’s when a quote I heard recently by Curt Cignetti – the Indiana University Football Coach that really hit me between the eyes:

“You’re either getting better, or you’re getting worse. You never stay the same.”

There is no neutral. Not in sports. Not in business. Not in relationships. Not in life.

You are either growing, stretching, sharpening, and evolving...Or you are slowly slipping, settling, and standing still.

Stagnation feels comfortable. But comfort is where growth goes to die.

This past year was a wake-up call for me personally and professionally. It reminded me that legacy isn’t built on what you did yesterday, but on how hard

you’re willing to work today to be better tomorrow. It reminded me that leadership requires hunger. That relationships require intention. That excellence requires constant renewal.

So as we step into this next season, know this:

We’re not standing still. We’re not coasting. We’re not satisfied.

We’re getting better.

Better for our sellers. Better for our buyers. Better for our community. Better for you.

Because the truth is simple...You never stay the same.

That is exactly what we are going to do this year... and we are happy to have you on this journey with us!!!

Some ‘Reviews/Comments’ from our Impact Survey

-“Nothing you guys are great!”

-“No, you all are amazing!!!”

-“Props to you for all that you do for your clients, community, etc. Your marketing is very solid as well.”

-“Nope, impact is perfect!!”

-“You were absolutely wonderful, so just keep being you! If anything, I’d just be happy to recommend you to friends and family in 2026 – you definitely earned it.”

-“Your newsletter has been great. Love your mission.”

-“You are always professional and responsive. I appreciate it!”

-“You’re doing amazing!”

-“We love the events and try to come to as many as we can.”

-“Nope! Keep doing what you’re doing. We love Impact 😊”

-“We are happy so far. I would like to get some help in making some decisions like installing new stuff to the house which you are already helping. So we are happy now.”

-“I really appreciate the newsletter and birthday cards. Such a nice touch. What about a Homeowner Anniversary shout-out...milestones in your house, like 5 years, 10 years, etc.”

-“Maybe a directory of handy men etc”

-“Nothing new- I love the newsletter and the community engagement things you already do! I think you go above and beyond already.”

Don't Forget to Have Fun!!!!

January 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.

December Question & Answer

Q: What Mammal can Fly?

A: Bats

Congratulations: Charlotte Emory

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Happy Birthday

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

Clancy Murphy	Jan 1 st	Kim Arthur	Jan 13 th	Natalia Menocal	Jan 20 th
John Knowlton	Jan 2 nd	Mark Haraway	Jan 13 th	Jeff Purgason	Jan 20 th
Marianne Elliott	Jan 3 rd	Max Lopacienski	Jan 13 th	Brian Whitsitt	Jan 21 st
Jeff Willem	Jan 3 rd	Alexa Vandepoll	Jan 13 th	Penelope Bybel	Jan 22 nd
Becky Cromwell	Jan 4 th	Franck Zielinski	Jan 13 th	Sam Oord	Jan 23 rd
Christine Micele	Jan 4 th	Jim Riffle	Jan 14 th	Heather Throckmorton	Jan 23 rd
Patrick O'Brien	Jan 6 th	Joseph Durnal	Jan 15 th	Joel Carney	Jan 23 rd
Dani Burkhead	Jan 7 th	Melanie Fletcher	Jan 15 th	Gina Keefer	Jan 24 th
Kyra Sptel	Jan 7 th	Ryan Hines	Jan 16 th	Janiah Orchard	Jan 24 th
Matt Fogelson	Jan 8 th	Monica MacCracken	Jan 16 th	Conor Underwood	Jan 24 th
Maddox Yohler	Jan 8 th	Susan Martin/SueMart	Jan 16 th	Gavin Via	Jan 24 th
Cindy Shelton	Jan 9 th	Bella Migdal	Jan 16 th	Elke Wharton	Jan 25 th
Justin Anderson	Jan 10 th	Katie Nicholson	Jan 16 th	Elchin Baginov	Jan 26 th
Shane Ebersole	Jan 10 th	Elizabeth Wells	Jan 16 th	Chris Drescher	Jan 26 th
Paul Ford	Jan 10 th	Kennetha Orsini	Jan 17 th	Emily Keefer	Jan 27 th
Amy Temporado	Jan 10 th	Doug Cooper	Jan 18 th	Justin Tusing	Jan 27 th
Greg Stier	Jan 10 th	Jennifer Long	Jan 18 th	Barb McCormick	Jan 29 th
Matt Fox	Jan 11 th	Vicky Nichodmus	Jan 18 th	Amelia Burrier	Jan 29 th
Yuko Maura	Jan 11 th	Joel Nunemaker	Jan 18 th	Mike Orsini	Jan 30 th
Jackson Palmisano	Jan 11 th	Michael Riling	Jan 18 th	Mandy Rawlett	Jan 30 th
Kylee Callahan	Jan 12 th	Dillon Stone	Jan 19 th	Jason Brinkley	Jan 31 st
Rossana Rivera	Jan 12 th	Brooks Campbell	Jan 20 th	Lizzie Goodwin	Jan 31 st
David Rinonos	Jan 12 th	Jane McClellan	Jan 20 th		

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

'Stories From The Street'

Small Margin – Massive Consequences

One kick.
That's it. One swing of a leg.

Forty-four yards.

A cold January day in Baltimore.
A division rivalry that never needs hype. Ravens vs. Steelers.
AFC North. Season on the line. Crowd on its feet, breath visible in the air, every heart in the stadium beating in the same rhythm.

Tyler Loop lines up.

If he makes it... the Ravens are in the playoffs.
If he misses it... the Steelers are in.

Same field. Same night. Same season.
Two completely different futures waiting on the flight of one football.

And the ripple effect of that kick goes far beyond a bracket.

Because tied to that moment are two of the most stable, respected leaders in the NFL:
Mike Tomlin, 19 years in Pittsburgh.
John Harbaugh, 18 years in Baltimore.

Nearly four decades of combined leadership. Super Bowls. Hall-of-Fame résumés. Cultures built. Cities shaped. Locker rooms molded by consistency and belief.

And still... one season, one outcome, one result can suddenly shift the conversation from legacy to "what's next?"

That's the league.
That's the pressure.
That's the long game being judged by the last drive.

And honestly... that's life.

Because I see the very same thing play out in real estate every single week.

When buyers walk into a multiple-offer situation, it feels just like that stadium. Tension. Hope. Nerves. Everyone wanting the same prize. Everyone believing they've done enough to win. And yet the margin between celebration and disappointment is often razor thin.

One clause.
One addendum.
One word.
One strategic decision that most people would skim right past.

But that tiny detail can be the difference between "We got the house!" and "We were so close."

In just the first two weeks of this year, our team is 2-for-2 in winning multiple-offer situations for our buyers. And when I say winning, I'm not talking about paper. I'm talking about lives.

One of them is a young couple, first-time buyers, just starting out. Two careers launching. A future being imagined. They walked into that process hopeful, excited... and terrified. Because for them, this wasn't just a transaction. It was their first real step into adulthood. Into roots. Into building something that would be theirs.

When we got the call that their offer was accepted, it wasn't about the price or the terms anymore.

It was about the Christmas mornings they'll wake up to in that house.
The first Thanksgiving they'll host.
The birthdays, the late-night talks at the kitchen

counter, the quiet Sunday mornings with coffee and sunlight coming through the windows.

Their memories now have an address.
Their story now has a home.

And all of that hinged on a few lines in a contract.

We've stood on both sidelines in this business.

We've celebrated with families when the offer is accepted, when the keys are handed over, when the dream becomes real.

And we've also sat with clients when the call goes the other way — when they did everything right and still came up just short. We're there to console, to encourage, to remind them that one loss doesn't define the season.

More often than not, we're winning. But we never forget what it feels like to lose.

After the NFL season ends, they call it Black Monday. Coaches and coordinators are let go. Some because the results weren't there. Some because the philosophy no longer aligns. Some because the organization simply wants a new voice.

Homes that don't sell face the same crossroads.

You can change presentation.
You can improve condition.
You can stage, paint, design, renovate.
You can even change the agent — a shift in philosophy, a new system, a new playbook.

But some things never change.

Location is like a franchise city. You can't move it.

And price?
Price is the scoreboard.

You can execute perfectly — elite marketing, beautiful preparation, incredible exposure — and if the price doesn't align with the market, the result will still fall short.

At Impact, we know our marketing works. We know our systems work. We know our team works. We consistently break neighborhood records and



raise the bar for how homes are presented and promoted. We control preparation. We control strategy. We control execution.

But just like in football, the truth shows up when the clock hits zero.

Legacy isn't built on one play.

But seasons — and sometimes futures — are decided by them.

Sometimes the difference between heartbreak and celebration...

Between watching from the couch and playing in the postseason...

Between "almost" and "we did it"...

Is forty-four yards.

Small margins.
Massive consequences.

ImpactClub® Update

As we step into Year Nine, the state of ImpactClub Frederick is strong — and our potential is even stronger.

Over the last nine years, more than **\$1.16 million** has been donated directly to local nonprofits right here in Frederick County. That's not a campaign. That's not a one-time drive. That's a sustained movement of people who believe that when you pool generosity, you multiply impact.

Hundreds of members, one simple idea: give \$100 a quarter, come together, and change lives. Quarter after quarter, three incredible charities take the stage, tell their story, and one walks away with a transformational check — but all leave with something just as powerful: visibility, momentum, and a community now rallying behind their mission.

This is not passive giving.
This is engaged, intentional, relationship-driven impact.

And now, as we launch into Year Nine, we are setting a bold goal:

500 members strong.

Not because of the number itself — but because of what it represents. With 500 people locked in, the size of the checks grows, the reach of the mission expands, and the ripple effect across Frederick County becomes truly game-changing.



If you've never experienced ImpactClub Frederick, now is the perfect time.

Visit www.impactclubfrederick.com and you can:

- Watch videos from past events and feel the energy in the room
- Learn about the incredible nonprofits that have already been funded
- See the list of registered, eligible charities that may take the stage in the future
- Explore how simple it is to become a member and be part of something bigger than yourself

This is a front-row seat to generosity in action.
This is where community meets purpose.
This is where small individual commitments create massive collective change.

Year Nine is about growth.
It's about deepening impact.
It's about inviting more people into a story that is already changing lives.

Check it out.
Share it.
And if it speaks to your heart, join us.

500 members. One community. Unstoppable impact.

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

-Working with the Impact team has been an absolute pleasure. The whole team is top tier, both professionally and personally. – Brad W.

-We just bought in September with Eric Verdi of Impact Maryland Real Estate. He was amazing. So many things could have derailed our purchase and he navigated all of them and got us closed in 3 weeks. – Gabe R.

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