

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

NOVEMBER 2025



## MADRID Trip...

Driving on 95 North somewhere in Georgia my phone dings and I read the following text message:

'We're sorry to let you know we've canceled flight UA4560 from Washington to New York/Newark due to FAA-mandated airspace restrictions during the government shutdown. Your safety is our priority and we know the change of plan is inconvenient.

We'll keep trying to rebook you and notify you if we are able to get you on a new flight.

Rebook your flight: You can change your flight date or connect through a different city, see your rebooking options at <https://gofly.united.com/ZUcdluAj8>

Cancel your trip: You're eligible for a refund to your original form of payment, you can view your refund options at [united.com/refund](http://united.com/refund)

If you don't find a new flight within five days, we'll automatically cancel all remaining travel on your ticket and issue a refund to your original form of payment. If you reach your destination by other means but want to keep any further flights remaining on your ticket, please contact us.

Confirmation number: D2RVRC'

Just 2 days away from Alex and I going to watch the Redskins in Madrid Spain I received this text.

**The freak out begins!!! What do I do?**

*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.

COP (Change of Plans) is in FULL effect. Having just booked the flight a week prior I knew that my options were limited.

I start looking on the phone for options.

I call friends to look at options for Alex and I to get to Madrid.

The whole trip wasn't cancelled, but the first leg of the flight was cancelled. It was about an hour and a half of figuring out THE best option to get to Madrid, Spain in the midst of a government shutdown and airlines cutting back flights.

I then get a SECOND alert that they had found an alternative route. Our first trip was DC – Newark – Brussels – Madrid (so we did have 2 layovers). The ALERT said they re-routed us from DC – Chicago – Newark – Madrid.

Having to take 2 flights just to get to Newark didn't make much sense. Especially with a 2 hour layover in Chicago we would have to leave at 9am in the morning to make the first flight. HOWEVER the last leg went straight from Newark to Madrid and cut out Brussels -WHICH I LOVED!

Starting to research a drive from our house to Newark and I find out it is right around 4 hours – which since I drive ON THE DAILY, doesn't look that bad. And we would have to leave at 1pm to make our flight instead of 9am.

I get on the United messenger app to ask about cancelling the first 2 legs to Newark and then our final leg on the return flight from Newark to DC and after 30 minutes messaging the person stopped responding – I think they hit a dead end.

Then I call United customer service and you can imagine how long that took in today's environment 😊

When I got ahold of someone and explained the situation and wanting to cancel the first 2 legs and the last leg of the flight she put me on hold for a while and returned and said...

“Mr Verdi, since you purchased the economy tickets we can't change/cancel your flight.”

### **In a very calm voice I responded:**

“Maam 2 hours ago YOU canceled my original flight. Now you have me traveling halfway across the US to get back to Newark. I'm not looking for any compensation; I just don't want to fly from DC to Chicago to get back to Newark.”

A lightbulb went on and she understood my predicament.

“Let me check with a supervisor again.”

Twelve minutes of being on hold she came back on and said, “Mr. Verdi we have cancelled your DC to Chicago and Chicago to Newark legs... and we have also cancelled your Newark to DC return flight.”

### **Crisis AVERTED.**

Within a few hours a better option we were able to figure out a solution for a problem... and actually the end result was better than the original option once ALL scenarios were laid out I could then figure out the BEST plan.

If that option hadn't worked, I would have come up with Plans C, D, and E.

That is what I do on a DAILY basis in real estate. We DAILY have COPs.

And this COP was only the *first* of many on this trip...

Because once Alex and I finally made it to Madrid, the universe basically said:

“Okay Eric... you handled the stressful COP. Now let's see how you handle the *fun* ones.”

And wow... did Madrid deliver.

### **Night One — Terry McLaurin in the Wild. In Madrid.**

We're walking through the center of the city — crowds everywhere, energy buzzing — when Alex suddenly locks eyes on something and he does a Triple take before saying.

“Hey Dad...that's TERRY McLaurin.”

Sure enough — standing there like it was the most normal thing in the world was one of Alex's favorite players.

In Madrid.

In a random plaza.

On NIGHT ONE.



We walk over, talk for a minute, and Alex gets a selfie he'll be bragging about for decades.

At that moment, every flight cancellation, reroute, and phone call was worth it.

## Day Two — Irish Bar + DC Media Personalities

The next day we ended up at a Redskins meet-up hosted at an Irish bar — because apparently Redskins fans, no matter the continent, instinctively migrate to Irish pubs like homing pigeons.

Inside were all the familiar voices: the DC radio guys, podcast personalities, the TV folks — the SAME people we listen to back home. Except this time we were all in SPAIN.

It was surreal.

Which led me to teach Alex one of the greatest truths of global travel...

### The Irish Bar Rule of Life

“Anywhere in the world... if you find an Irish bar... you'll never be disappointed.”

Irish bars are never a 10. Rarely an 8. But they are ALWAYS a solid 6–7.5.

Friendly, Reliable, Good Vibes, Chill People, Decent Food... In a world full of COPs, reliability is golden.

### And then... the stadium. WOW.

If you ever want to see what the future of sports looks like — go to a game in Madrid.

The stadium was **insane** in the best possible way. The atmosphere was Electric! The video screens were crystal-clear. Sound system was a like a top notch concert. And fireworks INSIDE the stadium.

But here's the coolest part — the thing that blew my mind:

**They literally have a six-story underground greenhouse just for the field.**

When they need to protect or maintain the turf, they **drop the entire field down** into this underground greenhouse where: Grow, irrigate, mow the grass so it is PERFECT— whether it's for “football” or “American football 🇺🇸.”

As a lifelong Redskins fan — with the new stadium expected in 2030 — seeing what a true state-of-the-art facility looks like was incredible.

This wasn't “a stadium.” It was a glimpse into the future.

And I couldn't help but think: “If THIS is what's coming to the DC... we're in for something special.”

It made the whole experience that much more epic.

### Which brings me back to real estate...

Because whether it's navigating canceled flights...or finding Terry McLaurin in a city square...or discovering an underground greenhouse field in Madrid...or pivoting between Irish bars and world-class stadiums...

Everything comes down to the same skill:

### Adaptability.

I've got clients settling next week who came to me exhausted and overwhelmed. Their house had been listed for months. They were stuck.

So we built **Plan B** with their lender — a strategy to move first and prep the home properly. But there was too much financial uncertainty so the client decided against Plan B.

COP.

So we moved to **Plan C** — modify the listing, adjust the house, take ANOTHER strategic shot.

If THAT didn't work? Plan D was ready. And Plan E. And the Irish Bar Plan if necessary — not perfect, but reliable.

Because my job isn't to sell houses. My job is to navigate COPs. To find solutions when the obvious solutions have failed. To create the path forward that no one else sees.

Same as Madrid.  
Same as life.  
Same as real estate.



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

### November Quiz Question

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

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.

### October Question & Answer

**Q:** Which Frederick landmark was once known as "The Hessian Barracks" and served as both a Revolutionary War prison and a Civil War hospital?

**A:** Maryland School for the Deaf

Congratulations: Tammy Shuster

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2			1					8
				6			3	2
				9				7
	5		6		3		2	
7				1				
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3					1			9
	2	9			8	7		

## Happy Birthday

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

James Knowlton	Nov 1 <sup>st</sup>	Maisy Davis	Nov 12 <sup>th</sup>	Mattie Darby	Nov 21 <sup>st</sup>
Mark Williams	Nov 2 <sup>nd</sup>	Clyde Berger	Nov 13 <sup>th</sup>	Brandon Fandel	Nov 21 <sup>st</sup>
Stephanie Murphy	Nov 3 <sup>rd</sup>	Steve Cohen	Nov 13 <sup>th</sup>	Emberleigh Keeney	Nov 21 <sup>st</sup>
Carlos Sayles	Nov 3 <sup>rd</sup>	Jennifer Cofone	Nov 14 <sup>th</sup>	Stephanie Tuggle	Nov 21 <sup>st</sup>
Annie Walters	Nov 3 <sup>rd</sup>	Ben Fegley	Nov 14 <sup>th</sup>	Beryl Long	Nov 22 <sup>nd</sup>
Sydney Sutherland	Nov 4 <sup>th</sup>	Tricia Lopacienski	Nov 14 <sup>th</sup>	Isabella Tan	Nov 22 <sup>nd</sup>
Logan Vanwagenen	Nov 5 <sup>th</sup>	Joan Orchard	Nov 14 <sup>th</sup>	Michelle Pierce	Nov 24 <sup>th</sup>
Debbie Gambrell	Nov 6 <sup>th</sup>	Brynn DiSanto	Nov 15 <sup>th</sup>	Debbie Vandepoll	Nov 24 <sup>th</sup>
Rick Grubb	Nov 6 <sup>th</sup>	Jessi Hollis	Nov 15 <sup>th</sup>	William Drescher	Nov 25 <sup>th</sup>
Stefania Stone	Nov 7 <sup>th</sup>	Jos Long	Nov 15 <sup>th</sup>	Beth Eccard	Nov 25 <sup>th</sup>
Cara Buckenmeyer	Nov 8 <sup>th</sup>	Geep Sipe	Nov 15 <sup>th</sup>	Bill Keefer	Nov 25 <sup>th</sup>
Dana Dudley	Nov 8 <sup>th</sup>	Connor Myers	Nov 15 <sup>th</sup>	Tres Kelly	Nov 25 <sup>th</sup>
Grant Kelly	Nov 8 <sup>th</sup>	Reagan Call	Nov 16 <sup>th</sup>	Leslie Reen	Nov 25 <sup>th</sup>
Amber McCauley	Nov 9 <sup>th</sup>	Trevor DeLauder	Nov 16 <sup>th</sup>	Marsha Arneson	Nov 26 <sup>th</sup>
Steve Yohler	Nov 9 <sup>th</sup>	Binh Ha	Nov 17 <sup>th</sup>	Cindy Herring	Nov 26 <sup>th</sup>
MJ Rawlett	Nov 10 <sup>th</sup>	John Throckmorton	Nov 17 <sup>th</sup>	Josh Grubb	Nov 27 <sup>th</sup>
Aleena Steele	Nov 10 <sup>th</sup>	Jeremy Eccard	Nov 18 <sup>th</sup>	Crystal Pledger	Nov 27 <sup>th</sup>
Bill Dietz	Nov 11 <sup>th</sup>	Eric Rhodes	Nov 18 <sup>th</sup>	Bre Bybel	Nov 28 <sup>th</sup>
Russell Huffman	Nov 11 <sup>th</sup>	Rob Shoemaker	Nov 18 <sup>th</sup>	Payton Hanna	Nov 29 <sup>th</sup>
Daniel Barnas	Nov 12 <sup>th</sup>	Margie Underwood	Nov 18 <sup>th</sup>	Brian Lorrato	Nov 29 <sup>th</sup>
Adam Drosdak	Nov 12 <sup>th</sup>	John Pelicano	Nov 19 <sup>th</sup>	Dario Cavazos	Nov 30 <sup>th</sup>
Pat Harne	Nov 12 <sup>th</sup>	Nolan Pierce	Nov 19 <sup>th</sup>	Steve Compton	Nov 30 <sup>th</sup>
Barrett Shoemaker	Nov 12 <sup>th</sup>	Lee Anne Little	Nov 20 <sup>th</sup>	Julie Martinez	Nov 30 <sup>th</sup>
Kallie Myers	Nov 12 <sup>th</sup>	Carmen Monzon	Nov 20 <sup>th</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.

## The Impact Way:

*Mission-Minded, Community-Driven, Philanthropy-Focused*

In real estate, there’s no shortage of companies promising exceptional service. But at Impact Maryland Real Estate, service is only the beginning. What truly sets us apart is our mission mindset—a deep commitment not just to clients, but to community, connection, and creating lasting change.

Here, real estate is more than listings and contracts. It’s a calling rooted in a simple but powerful belief, best summed up by the wise words of Winston Churchill:

**“We make a living by what we get. We make a life by what we give.”**

This ideal is woven into the fiber of our culture, decision-making, and the way our agents show up for EVERY client who chooses to trust them.

### **A Mission Mindset That Sets a New Standard**

From the beginning, Impact was built with a clear purpose: transform the real estate experience by putting people and community at the center. While many brokerages chase numbers, Impact pursues something deeper—meaningful relationships, service with integrity, and a legacy of generosity.

Every agent at Impact approaches their work with HEART! They understand that buying or selling a home isn’t just a transaction; it’s a milestone, a transition, and often one of the biggest financial and emotional decisions a person will ever make. That responsibility isn’t taken lightly.

Instead of asking, “How fast can we close?” the question becomes, “How can we make a positive difference in this person’s life?”

That shift in focus changes EVERYTHING.

### **Giving Back Is Not What We Do—it’s Who We Are**

At Impact Maryland Real Estate, giving back isn’t a once-a-year initiative or a marketing gimmick. It’s a daily commitment.

We actively support local organizations, community programs, families in need, and charitable causes. We serve at the soup kitchen. We host closet cleanouts. We integrate philanthropy into our events, and our day-to-day. This culture inspires us to lead with generosity—whether that means rolling up our sleeves to help a seller prepare their home, donating time and resources to community efforts, or stepping in for a client who needs extra support during a difficult season.

Back in June, Stacy had a client who ended up in the hospital the week of closing. The house wasn’t ready, the seller hadn’t moved out, and there was a lot to be done. So what did we do? We hired additional help. Had the house cleaned. We rolled up our sleeves, quite literally, and got it done. We bore the client’s burden when she couldn’t do so herself, and we simply got it done.

This spirit of giving is contagious. Clients feel it. Partners feel it. And community members see it in action. While other brokerages may focus solely on their sales volume, Impact Maryland Real Estate is proudly focused on the volume of impact they can create.

## **Relationship-Driven, Not Transaction- Driven**

Simply put, Impact Maryland Real Estate stands out because of our unwavering commitment to relationships over transactions. We are not trying to be the biggest brokerage; rather, we want to be the most TRUSTED.



This means slowing down, listening intentionally, and building real connections.

It means guiding clients with clarity, not pressure.

It means making sure every person who walks through their door feels seen, heard, and genuinely cared for.

Our philosophy extends to the way we approach long-term client relationships. We aren't just interested in quick interactions or one-off deals (even though these are great, too!). We are looking for partnerships that last for years—ideally, for generations.

## **“We Aren’t the Right Fit for Everyone” — And That’s the Point**

In an industry where many professionals try to fit with every potential client, at Impact, we take a more intentional approach. People know who they are. They know what we stand for. And they know the value we bring to our clients, our community, and beyond..

Impact is built for clients who want more than just a salesperson—they want an advocate. A strategist. A trusted advisor who is invested in their well-being far beyond the closing table.

Think of it like a marriage.

A great real estate partnership requires trust, compatibility, aligned values, and a willingness to work toward a shared goal. The best relationships don't happen by accident; they're built with care and intention. And at Impact, that's exactly how we approach our work.

For clients who are looking for a fast, transactional, bargain-bin experience, Impact may not be the right match; but for those who want depth, guidance, transparency, and loyalty, Impact becomes the obvious choice. We take a long-game approach—one that prioritizes sustainable relationships and generations of trust over

quick wins.

The result? Clients return again and again. They refer friends and family. They speak highly of their experience with us because they know we don't just show up to close a deal—we show up to make a difference... check out our Google reviews!

At Impact Maryland Real Estate, we are redefining what it means to serve clients in the real estate world. The difference isn't just in what we do—it's in WHY we do it.

Our mission mindset ensures every transaction is infused with compassion. Our commitment to giving back strengthens every community they touch. Our relationship-first approach creates loyalty that lasts. And our willingness to say, “We may not be right for everyone” ensures that the clients they *do* serve receive nothing short of extraordinary care.

In a world obsessed with speed and sales, we choose heart, purpose, and people—every single time.

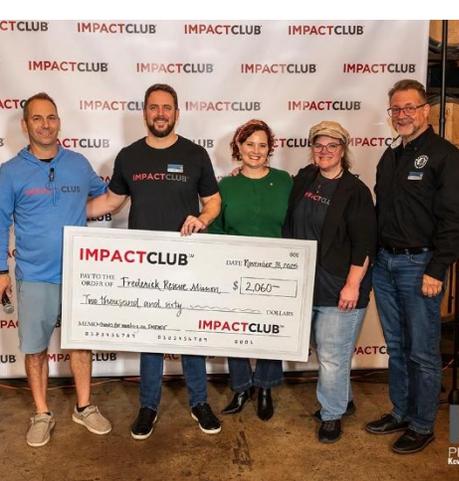
Because in the end, and in the spirit of Churchill's timeless wisdom, they know this truth better than most:

**You may make a living by what you get... but you make a life by what you give.**

# ImpactClub Update/Photos

Check out our NEW Website at [www.ImpactClubFrederick.com](http://www.ImpactClubFrederick.com)

(On Nov 18<sup>th</sup> ImpactClub donated over \$40,000 to 3 LOCAL Charities – Here are some photos from our HUGE Event)



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*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.

-Quite simply Eric Verdi and the whole Impact Maryland Real Estate team are beasts at what they do. I couldn't have been happier with the results of the sale of my home. Eric was there every step of the way. His rolodex had someone great to help and handle every part of the sale from prepping to closing. Eric went above and beyond even after the deal was closed to help with a few issues the buyers had post settlement. 5+ stars and I highly recommend them if you are considering buying or selling a home. – Nick S.

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