

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

OCTOBER 2020



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

- Life Comes at YOU Fast. Pgs. 1 - 3
- October Birthdays. Pg. 4
- Don't Forget to Have Fun Pg. 4
- Stories from the Street - It's the Little Things Pgs 5 -6
- Social Media Stories Pg. 7
- What Recent Members said about their experience with our Company. Pg. 8

Life Comes at YOU Fast!!!

I don't know about you, but the day-to-day life activities move at such a frenetic pace that the chaos becomes normal which leads to a passage in time where I'm just moving from one moment to the next. Dealing in the NOW and not taking time to relax or look at the bigger picture.

The COVID-19 break was one in which you were FORCED to decompress and reflect. I, like you, were scared of the unknown.

Life is a series of knowns and "knowing is comfortable." Knowing that you have a schedule. A job. A roof over your head. Knowing that every Easter you do this. Every 4th of July you do this. Every Tuesday you have Tacos and Every Friday you have Pizza.

When there is uncertainty that is when the anxiousness and anxiety kicks in.

Getting a bad prognosis from a Doctor. Finding out that your job has been transferred and you have to sell your home. Getting notified from the school board and learning that you have to figure out schooling for your kids for the next 4 months!

Uncertainty leads to STRESS...

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 (subscribe@ClientProfitSecrets.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.

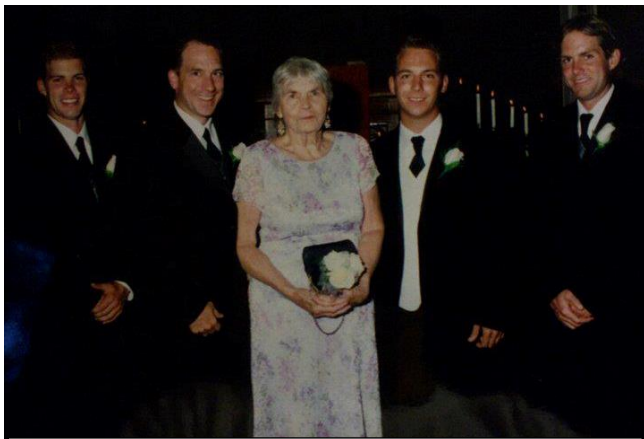
Imagine being on the cusp of a milestone birthday, 40 years old and finding out that you have cancer in your jaw/tongue. This is what my cousin Justin went through in 2015-2016. Justin was a teacher that LOVED life. Lived it to the fullest. Climbed the highest mountains (literally). Jumped out of airplanes. Ran Marathons. Did Ironman competitions. Was an avid competitive bike rider. Lover of music and concerts.

Full of LIFE...

Then one day he had this bump on his tongue and his world got turned upside down. About 3.5 years after his brother and best friend Zack died in a boating accident Justin was faced with the toughest battle he would ever fight.

The uncertainty of his situation and outcome provided him pause to reflect.

Justin was always introspective, and his cancer made him reflect on life... NOT something a 40-year-old should have to do.



This was at my wedding from left to right is Zack, Sean (our oldest cousin), Grandmom, me, and Justin.

At 40 you should be living life to the fullest and making memories and experiences. You should NOT be reflecting on life and making your TOP 40 list.

However, Justin was a different cat.

He had always had views on life that were much different than someone of his age. Even when we were growing up together he was always there to

provide some wisdom that never quite made sense to ANYONE except for him.



Justin and I at Zack's memorial service in 2011.

And that was ok. Justin was a little quirky and marched to the tune of his own drummer. And he was always making list. The top 5 Grateful Dead Songs. Top places in the world to visit. Top basketball players from the ACC from '83 to '85.

If you EVER met Justin you were only a few minutes away from him asking you to put together a LIST of somesort.

It is only fitting that his sister, my cousin, Hannah shared this on Facebook the other day. It was a top 40 list from Justin as he was near the end of his battle with cancer.

I found this tonight. It's from my brother Justin's journal on Caring Bridge. He was going through his cancer battle at 40, reflecting on his life and sharing wisdom. He made a top 40 list.

He loved lists. There are some real gems in there. Enjoy.

"It's a roller coaster of sorts - the day-to-day turns hour-to-hour more often than not or I'd like, but oh well...it is what it is.

Since I have trouble spending waking hours watching TV or any movie made post-1995, I figured I'd jot down 40 things I've learned in 40 years:

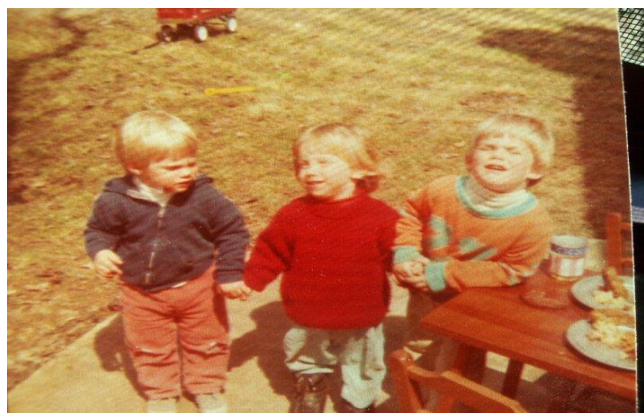
1. It's easier to start a project when first jotting down a list
2. Mom's spaghetti is tough to beat
3. Few have persevered like the Rolling Stones
4. 75 degrees and sunny does make a difference...
5. ...But a white Xmas is pretty freakin' cool
6. It would be impossible not to encourage my younger-self to apply to UCSB
7. Nobody will compare to Michael Jordan in my lifetime
8. It's not hard to be kind
9. Sometimes Snickers truly satisfies
10. Math is a language - and it's difficult
11. It doesn't hurt to have a good rapport with your teachers
12. A 3-foot putt to halve a hole is 10 times harder to make than a 20-foot putt to win a hole
13. Jack-five is a winner
14. Everything is easier when listening to the good ol' Grateful Dead
15. Walking in the rain is not fun; running in the rain is
16. If you want to get faster, then train with people faster than you
17. Don't jaywalk, especially in Manhattan Beach
18. Attendance is a lot of it - just keep showing up
19. People get old; birthday wishes don't
20. Prom is overrated
21. If you notice some jerk shortchange your waitress at the counter, make up for it on your tab
22. Punctuality has it's benefits
23. Snakes remain my biggest fear
24. The wind off of Lake Erie is COLD
25. Phil Knight is right - Just do it
26. Bruce Springsteen live is religion
27. Better to chase than be chased
28. It's not work if you love your job
29. Sleigh riding + RISK and MONOPLOY with friends = schools closed due to snow
30. The Clapper changed the course of many great video games
31. They are doctors for good reason; better to always call them "Dr. ..."
32. Wiffleball can be cut-throat
33. Notre Dame tailgaters never fail to dissappoint - ever
34. You should know all your states and capitals; Quick - South Carolina?
35. Familia prima

36. It's true - the best pizza is NY pizza, eaten in NY
37. Coaches can make great mentors
38. Coffee. Period.
39. Laughter and a sense of humor is priceless
40. Us > cancer

Charleston, I think... Is that right?

Ha. Love to know your top 40 list? Mine? Maybe I'll share it another day.

While nothing in life is a given we should cherish the



That is Zack on the Left, me in the Middle and Justin on the right.

certainty that we have in our daily life and embrace knowing that tomorrow there will **LIKELY** be uncertain times.

I know, personally, I will **NEVER** take my boys going to school again as a given. The uncertainty of the last 6 weeks and doing 'Virtual School' has been stressful as **HE**!** I'm not a teacher. I have no desire to be a teacher. Each day brings new stresses. I don't know how to use schoology or to help Alex submit assignments.

And as much as this is a total CF and I want to complain. There are **SO** many worse things that happen to people and going on in the world than a little inconvenience of school

Justin's top 40 list from Hannah's post helped give me some perspective, I hope Justin did the same for you!

Love You,

Verdi

Don't Forget to Have Fun!!!!

October Quiz Question

Q: By what name do we now know
The Sandwich Islands?

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.

September Question & Answer

Q: The traditional chef's hat has 100
pleats, which symbolizes the
number of what?

A: The number of ways to prepare an
egg.

Congratulations: Monica Stuckey!

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

Happy Birthday

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

Crue Allgood	Oct 2nd	Connor McElroy	Oct 11th	Vincent Dabney	Oct 20th
Amy Raymond	Oct 3rd	Matt Blumer	Oct 11th	Mady French	Oct 20th
Melanie Taply	Oct 3rd	Jimmy Kopf	Oct 12th	Nicole Bell	Oct 21st
Eric Bouchat	Oct 3rd	Josh Doody	Oct 12th	Tom Cline	Oct 22nd
Lucas Fox	Oct 3rd	Jason Stanley	Oct 12th	Bina Allgood	Oct 23rd
Griffin Bonadies	Oct 4th	Kate Riling	Oct 14th	Rosemarie Weiler	Oct 23rd
Chloe Peterson	Oct 4th	Laura Via	Oct 14th	Sutton Allgood	Oct 23rd
Brian Wells	Oct 5th	Peter Fleck	Oct 14th	Alivia Smith	Oct 23rd
Zoe Blumer	Oct 5th	Nicholas Orsini	Oct 16th	Christine Kaas	Oct 23rd
Marco Garcia	Oct 7th	Alex Joseph	Oct 16th	Pamela Wheeler	Oct 23rd
Emily Willet	Oct 7th	Cooper Bobbitt	Oct 17th	Anna Carroll	Oct 24th
Kampbell Quill	Oct 8th	Dan Luippold	Oct 17th	Colton Phelps	Oct 24th
Kensy Love	Oct 8th	Jennifer Purgason	Oct 17th	Ray Baker	Oct 25th
Tara Hornung	Oct 8th	LeeAnna Arrowchis	Oct 17th	Jack LeBlanc	Oct 25th
Candi Insley	Oct 8th	Maria Menocal	Oct 17th	Amanda Miss	Oct 26th
Mandy Rawlett	Oct 9th	Andria Spicer	Oct 18th	Jayleigh Insley	Oct 28th
Paul Gorman	Oct 9th	Lauren Mills	Oct 19th	Emma Ranneberger	Oct 30th
Merry Klinefelter	Oct 10th	Bruce Murray	Oct 20th	Rebecca Shoemaker	Oct 30th
Alexis Fogelson	Oct 11th	Sam Schroeder	Oct 20th	Nicole Webb	Oct 31st
				Russell Lazarus	Oct 31st

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.

It's the Little THINGS...

"Dad, I can do it. Just let me try!"



"Mom...
PLEASE!!!"

Kids always want to try new things and be grown ups but don't realize the consequences for their actions or the results of

not having knowledge and experience needed to get the results of someone with experience.

Kids see their parents cooking and think they can do it. And God love them for trying. But that first time when they oversalt the scrambled eggs and it taste just like you swallowed the ocean. Or when they spill the flour all over the kitchen when trying to bake chocolate chip cookies.

You think it is cute that they try and chalk it up to experience because it is a learning experience.

Or we all know this story.

When the child cuts their own hair. Who hasn't had a son, daughter, niece or nephew cut their own hair with the one big piece taken out? Or the crooked bangs? Kids want to try something on their own that they have no knowledge or experience and then they are left with the results. Either wearing a hat for months while their hair grows out or going to the barber/salon and getting a buzz cut or cut really short.

There are YEARS of experience that go into cooking. Years of training on how to become a licensed barber or stylist.

Now imagine trying to do this when selling your house. Inexperienced. Never done it before. Don't

know how to market. How to hire a professional photographer. The legalize of a contract.

If you had Covid would you put in your own cocktail of medicines thinking you can get better? If you had cancer what do you do with self-diagnosis and try your own treatment plan?

Then why would you try to sell your house without experienced knowledgeable professionals doing this on a daily basis. Literally your home is your most important investment. Yes, it might not be your largest investment, but it is your most important investment 'cause that's where you live, that's where your family lives, that's where you have holiday meals.

From years of experience I can tell you there are a million moving parts and a real estate transaction.

We take so much pride in our business and presenting our houses for our clients that we are always tweaking and innovating. Coming up with new ideas to help our clients on a daily basis based on our learned knowledge in our experience in the market.

This past month we had a client who had an investment property the renters wanted to purchase the property. However, being savvy, knew that he couldn't manage from contract a settlement without 1000 pitfalls happening.

He negotiated directly with the tenant on the terms and conditions up the contract, which is fine, because there was no marketing advertising photos staging cleaning that needed to be done on the property. He then brought us in for a fee to make sure the legal part of the transaction was covered. For us to make sure that he knew his rights and obligations and the buyer knew their rights and obligations.

He knew that he wanted to bake the cake.



He read the recipe and he still wanted him to put the ingredients together. But when it came out it was cook, he brought in a chef with knowledge and experience to make sure it was not burnt around the edges and that it was properly baked.

That's what we did for this client we make sure that 1000 pitfalls that could have happened didn't happen.

It never ceases to amaze me when people think they know more than they know.

When we see For Sale By Owners. And we have buyers that want to see the property, we know that were going to have to do double the work cause the sellers don't know the intricacies of a contract of sale. Sellers don't understand deadlines. Sellers don't know timelines. Sellers don't know the ramifications of inspections or appraisals.

There are LITERALLY a THOUSAND moving parts and aspects of the sale that we take into account when selling. From photos. To arranging photos in a VERY specific order. To cleaning. To design and staging. To making sure sellers have the right light bulbs. To the outlet covers. To the time of the week that you list a home.

We went to see a FSBO this weekend and GUESS WHAT?

It was the MOST embarrassing day. We had been texting with the owner and had scheduled a time to go see the home. She said just to remove shoes and come on in.

We pulled up with clients. Texting and on the phone as we walked up to the house. No sign. Nothing.

We walked up to the front porch and opened the door.

I yelled, like I always do, "HELLO... HERE for a showing."

No one said anything.

We walked right in and the house was a disaster. Smelled like smoke. Cups and plates everywhere. Trim was f'd up. The house was a WRECK!!! So much so that we didn't even go upstairs.

We walked outside and I texted the seller, "thanks but not for our clients, it needed to much work."

She texted back, "What? My house is immaculate."

We double checked the listing printout vs the house number and **WE WENT IN THE WRONG HOUSE!!!**

Seriously. WE WALKED THROUGH THE WRONG HOME!!!

And the seller's home, it was a really nice. The pictures (fatal flaw #1) didn't do the home justice, but they were good enough to get us through. But the fact that they didn't have a sign in front of their home led us to the wrong house.

And when I asked the seller for disclosures and if they had offers, she was very standoffish.

She was like dealing with a 4 year-old trying to bake a cake and leaving flour all over the kitchen.

It is ALWAYS better to have a professional with experience and knowledge on your side.

Cheers



Social Media Stories

I share quite a bit on Social Media platforms, especially on Facebook. I know some of you may not be on Social Media, so here are a few of my **Social Media Stories** that got some interest, likes, and comments.



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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

-Eric was outstanding! He took the time to explain everything since this was my first time buying a home. He listened to what I wanted and we found the perfect home For my family! Even when I had anxiety Eric took the time to keep me calm and ensure everything was perfect. I would highly recommend him to anybody searching to buy a home! – Shelly H.

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