

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

APRIL 2025



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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The Rock

"I'm on MY Way..."

There's a Rock in each of our lives.

That one person you can call — in the good times, the bad times, and everything in between — and you don't even have to explain.

They don't ask a million questions.

They just say,

"I'm on my way."

The other day, I was out for a run — just me and the open road — when the thought hit me:

How truly fortunate I am to have so many Rocks in my life.

My parents, first and foremost.

If I need anything — no matter how small, no matter how big — they stop what they're doing and *show up*.

No hesitation. No excuses. Just love.

And that's the standard I live by with my own sons.

Whether it's picking up Anthony at midnight from the airport after a long semester at college, or being there for Alex — advice, a ride, a moment to listen — whatever they need, whenever they need it...

My answer is always simple:

"I'm on my way."

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 (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'm lucky to have friends like that too.
The kind where if I called and said, "Hey, I need you..." — they wouldn't flinch.
They wouldn't hesitate.
They wouldn't ask why.
They'd just be there.

And as I celebrated my 49th birthday this week —
overwhelmed by the messages, the calls, the kindness
— it hit me even deeper:
This is what matters most.
This is the real wealth in life.

And YOU — you reading this — you're part of that
circle too.
You're a friend.
You're someone I appreciate more than words can say.

Yesterday, I saw the beauty of it unfold — three
generations deep.

My Dad — getting a little older now — had a fallen
tree blocking his driveway.
Typical of him, he didn't ask for help. He loaded up
his chainsaw, determined to tackle it alone.
When I saw what he was about to do, I didn't hesitate.
"I got you, Dad. I'm helping."

But it was a monster of a tree.
So I called backup.

I didn't need to give a long explanation.
I didn't need to plead my case.

I just called Alex and said,
"Yo, come down the hill to Papa V's driveway. I need you."

Three minutes later, he was there.

No questions.
No excuses.
Just action.

That's what Rocks do.

And in that moment — sweaty, hauling branches, three
generations shoulder-to-shoulder — I realized:

This is the foundation life is built on.

People who show up.
People who have your back.
People who simply say, "I'm on my way," and *mean it with their whole heart.*

And that's exactly the spirit we've built at Impact
Maryland Real Estate.

In this month's "Story From the Street," I dive deeper
into a question I was asked recently:
"What makes YOU different?"

The truth is, when you work with us — you don't just
get a real estate agent.
You get a Rock.

You get a team who will *drop everything* when you
need us.
You get people who treat your needs like *our* needs.
You get a system built not just on experience and
execution — but on genuine care.

Just last week, when a client was worried about a
possible leak, I didn't think twice.
I went over myself to check the water meter and make
sure everything was okay.

Real Estate is much like life. There are many ups and
downs. Everyday is different. Every client's needs
and wants are different.

It is in these moments of real estate when things are
chaotic that I thrive!!!

Need something? I'm there. Deal falling apart? I'm
there? We have to change course? I'm there with
solutions.

Because that's what Rocks do.
That's what we do.
Every. Single. Time.

Rocks are rare in this world.
If you have even one — cherish them.
Be grateful for them.
And wherever you can... be one for someone else. Let
me be YOUR Rock in Real Estate.

Social Media Stories

Eric Verdi is with Susan Verdi and 2 others.
April 22 at 10:18 PM · 🌐

HUGE Birthday to the ONE and ONLY Alex Verdi!!!
Big 16 today!!!

To say Alex has his own personality and style would be an understatement!

Whether he is making homemade pasta, cracking jokes with buddies, analyzing 100+ prospects for the Redskins to draft or spending quality time with family and friends you know that Alex has a presence...

Even tho he might not know where the Pacific Ocean is located 🤔

If Alex has a desire he puts 1000% effort into it!

These 16 years have given Susan Verdi and I countless memories with our buddy.

Happy Birthday Son ... You make the world a brighter place!!!



Eric Verdi
April 25 at 4:07 PM · 🌐

Check out this beauty in Mt Airy on the [The Links at Challedon](#) !!! Beautiful Estate home (details below).

Available for showings Thursday May 1st!!!

Love the photos and marketing [Annie Walters](#) See more



Eric Verdi
April 26 at 6:47 AM · 🌐

I am VERY VERY VERY fortunate to have a friend like YOU!!!!

Thanks everyone for the birthday wishes to Alex and I this week I tried to respond to all, but know I missed some (not intentional)!!!!

You certainly made this 49 year old feel special!!!



Susan Verdi, Brad Ranneberger and 65 others

17 comments

Susan Verdi is with Eric Verdi.
April 24 at 10:17 PM · 🌐

Happy birthday to the most amazing husband! He will do anything for his family and friends and LOVES spending time together. This birthday fell on the same day as the NFL draft, which is something he and Alex MUST experience together. Sharing some pics of memories made this year. 🎉🎊🎊



Medardo Garcia Painting, Heather Leanne Quill and 119 others

57 comments

Don't Forget to Have Fun!!!!

April Quiz Question

Q: What is the official language of Brazil?

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.

March Question & Answer

Q: Which Roman God is the Month of March named after?

A: Mars

Congratulations: Stacy Johnson

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Happy Birthday

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

Keri Bracewell	Apr 1 st	John Thorhauer	Apr 8 th	Blake Smith	Apr 22 nd
Betsy Cavazos	Apr 1 st	Laura Vansant	Apr 8 th	Lidija Walker	Apr 22 nd
Garrett Hamilton	Apr 1 st	Paul Goodwin	Apr 9 th	Nick Via	Apr 23 rd
Ashlun Kunka	Apr 1 st	Victoria Love	Apr 9 th	Hanna Wharton	Apr 23 rd
Quinn McClellan	Apr 1 st	Krista Martinko	Apr 9 th	Zakir Bagirov	Apr 24 th
Melissa Compton	Apr 2 nd	Diego Monzon	Apr 9 th	Scot Bracewell	Apr 24 th
Nicole Goodwin	Apr 2 nd	Bonnie Hines	Apr 10 th	Me	Apr 24 th
Alissa Haynes	Apr 2 nd	Laney Kelly	Apr 10 th	Dane Sutherland	Apr 24 th
Josh Keeney	Apr 2 nd	Lauren Kelly	Apr 10 th	Mark Wharton	Apr 25 th
Jenny Orndorff	Apr 2 nd	Jeff Love	Apr 11 th	Rick Grubb	Apr 26 th
Emmaline Williams	Apr 2 nd	Paula Hood	Apr 12 th	Sherri Haraway	Apr 26 th
Luanne Barnas	Apr 3 rd	Alex Newman	Apr 12 th	Avery Nunemaker	Apr 26 th
Colin Bitler	Apr 3 rd	Sean Quill	Apr 13 th	Gavin Drescher	Apr 27 th
Josh Kaufman	Apr 3 rd	Dror Zaks	Apr 15 th	Ryker Keeney	Apr 27 th
Jule Tusing	Apr 3 rd	Roman Monzon	Apr 17 th	Mark Temporado	Apr 27 th
Kim Lamont	Apr 4 th	Tate Forsythe	Apr 18 th	Chris Earp	Apr 29 th
Nejat Bagirov	Apr 5 th	Austin Pelicano	Apr 18 th	Steve Linger	Apr 29 th
Mike Long	Apr 5 th	Farhad Bagirov	Apr 20 th	Andy Bello	Apr 30 th
Patrick McCauley	Apr 5 th	Olivia Rogers	Apr 20 th	Wayne Craig	Apr 30 th
Ella Nguyen	Apr 5 th	Marli Sayles	Apr 20 th	Caleb Lincoln	Apr 30 th
Cam Smith	Apr 6 th	Christopher Martin	Apr 21 st	Rosie McNally	Apr 30 th
Winnie Buckenmeyer	Apr 7 th	Eric Maynard	Apr 21 st	Garrett Vyborny	Apr 30 th
Jason Money	Apr 7 th	Kyle Pierce	Apr 21 st	Carter Newman	Apr 30 th

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.

What Makes YOU Different???

A Question that I rarely have to answer...

Was recently on an appointment from a referral — one of our trusted vendor partners sent me to meet with a homeowner thinking of selling. We’re chatting, going over the process, talking strategy, and then she hits me with it:

“So... what makes you different?”

I’ll be honest — I paused.

Not because I didn’t have an answer. But because, in most cases, I don’t *have* to answer that question.

A large majority of our business at Impact Maryland Real Estate comes from personal referrals. The kind of referrals where the trust is already baked in. Where people don’t need to be convinced — they just want to know, “*What’s the plan, and how are you going to execute it?*”

But this question made me reflect.

And it made me realize:

There are three BIG reasons why we’re different — and why we consistently outperform the market, get our clients top dollar, and protect them from the pitfalls most never see coming.

Let me break it down.

#1 – It’s ALL About the Team

Anyone who says they’re the best at everything? They’re lying.

The truth is, you can be elite at your *craft*, but no one excels in every aspect of a real estate transaction — unless you’re surrounded by people who are world-class in *their* lanes.

That’s why at Impact, we’ve built an all-star roster to support you:

- **Adrienne**, our go-to designer/stager, is nothing short of a magician. She walks into your home and sees a masterpiece waiting to be unveiled. (Seriously, check out her work: mynestisthebest.com)
- **Annie**, our in-house visual storyteller, brings listings to life. Through photos, video, and marketing, she turns your home into a *must-have*. Look up *Impact Maryland Real Estate* on Facebook or Google and you’ll see the magic.
- **Magic Mike**, our drone guy, brings the aerial heat. Some properties need that extra wow-factor — Mike delivers it, no question.

- **Our contractor network** — plumbers, painters, roofers, electricians — many of whom we’ve worked with for over 20 years. Trusted. Tested. Vetted. They’re not just vendors — they’re part of the machine that helps our clients win.

When you work with us, you’re not hiring one person.
You’re plugging into a **system built for results**.

#2 – We’re the *Insider’s Choice*

Let me give it to you straight:

We get consistent referrals from **title companies, lenders, inspectors, and contractors** — the very people who see the real estate world from the inside out.

These aren’t your average bystanders. These are professionals who work with **hundreds of agents** every single year. They see it all — the chaos, the inexperience, the egos, the drama, and the occasional disaster. And when it comes time for *their own family*, or *their closest friends*, or someone in their professional circle who says, “*Who do you trust to get this done right?*”

They send them to **us**.

That speaks volumes.

We’ve become the behind-the-scenes *go-to team* for the very people who see what most buyers and sellers never do. The ones who understand that a great real estate transaction isn’t about luck — it’s about **execution, consistency, and trust under pressure**.

Here’s the analogy...

John Carlton — legendary marketer — has been called “*the most respected and ripped-off copywriting wizard alive*.” Why? Because he was so good at his craft that other marketers started copying his ads. Literally word for word. Sometimes tweaking a headline or a detail, but the bones were his. He became the blueprint.

That’s us in real estate.

Our systems. Our staging. Our marketing. Our prep process.

We’ve seen our playbook copied by others more times than we can count — and honestly, we take that as a compliment.

Because when the pros start borrowing your moves, it means you’re doing something right.

And unlike the copycats, we don’t need gimmicks.

We’ve been **winning with substance** for over two decades.

So if the people *inside the industry* — the ones with the deepest knowledge and the most to lose — choose us...

Shouldn’t you?

#3 – We HATE Losing

Like, *Michael Jordan in Game 6* hate losing.

We're competitors to the core. When you hire us, you're not just getting expertise — you're getting a team that will outwork, outsmart, and outmaneuver anything that stands between you and your goals.

- Negotiating a contract? We're relentless.
- Inspection issues? We protect you like it's our own money on the line.
- HOA or escrow headaches? Already handled.
- The hundred little things that derail most deals? We've seen it, solved it, and smoothed it over before you even knew it was a thing.

There's a reason the insiders call us.

There's a reason our referral network is rock-solid.

And there's a reason that when you work with Impact, *you feel the difference*.

We don't just talk about results.

We live them.

Every. Single. Day.

So back to that original question:

“What makes you different?”

It's simple.

We don't just help you buy or sell a home —

We bring the **blueprint**.

A blueprint built over two decades.

Refined by thousands of deals.

Strengthened by a network of professionals who trust us with *their* families.

Executed by a team so dialed-in, others in the industry try to copy our every move.

But here's the truth:

You can't copy culture.

You can't copy commitment.

You can't copy **care**.

At Impact Maryland Real Estate, we've built a system — a blueprint — where **every piece has a purpose**. From Adrienne's eye for transformation to Annie's lens for storytelling... from Magic Mike in the sky to the trusted contractor swinging the hammer... from our relentless negotiation style to our refusal to accept anything less than a win for our clients.

We don't sell promises. We deliver **results**.

So if you're looking for a real estate experience rooted in trust, powered by a team, and backed by a *proven* plan...

Welcome to the Blueprint

IMPACT MARYLAND MONTHLY

with Eric Verdi

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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 Facebook Page. If we have worked with you, we'd love your feedback. www.facebook.com/impactmarylandrealestate

- The client appreciation event, like all our experiences with Stacy and Eric, was top notch. A beautiful day at a lovely venue, with great food and drinks. Such a pleasant evening fellowshiping with lots of genuinely nice folks. It was a joy seeing all the little ones running and playing with each other and with the games on the beautiful lawn and picturesque backdrop of the club. Impact Realty treated us clients like VIPs and family all in the same breath. I've never trusted or appreciated a business more because they treat you like more than business. - David C.