

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

MAY 2025



## Warm & Fuzzy

*"Desire Trumps Skill"*

When you've coached enough kids, you start to *know*.

You know the ones who are just different.

It's not always about size or speed or raw talent—though sure, that helps.

It's the effort. The attitude. The way they chase excellence like it's personal.

Perm likes to tell the story of his neighbor—LG. I coached him for years in soccer, and I'll never forget watching that kid when he was 10 or 11. Always first in line. Always asking for more reps. Spent hours working on his left foot until it was just as dangerous as his right.

I told Perm one day:

"LG's gonna be a force in whatever he decides to do."

Because coaches know.

We know who's just out there to play... and who's out there to *work*.

That's why the Washington Commanders used the #2 overall pick on Jayden Daniels.

Yes, he's electric with the ball in his hands. But what made him *the* pick wasn't just talent—it was his **work ethic**.

*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**

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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.

Daniels is the first in the building.  
He's using virtual reality (VR) to slow down the game and sharpen his reads.  
He's making an impression not just on fans—but on *veteran teammates* who've seen the flashes and the fakes before.

As his teammate Jonathan Allen put it:

"He's the first one in, last one out... he wants to understand the *why* behind everything."

Michael Jordan? Same thing.  
Jordan famously said:

"I can accept failure.  
Everyone fails at something.  
But I can't accept not trying."

He treated greatness like a job. When teammates were recovering, he was training. Not for the cameras—but because his standard wouldn't allow anything less.

And Tom Brady summed it up perfectly at his Patriots Hall of Fame speech:

"There are no shortcuts to greatness. Hard work, discipline, and sacrifice—those are the price of admission."

You don't fake that.  
It's in your DNA.

And when you've spent enough time in the game—in sports, in life, in business—you start to trust that feeling. That intuition.  
The one that whispers: "*This one's the real deal.*"  
Or "*This one's not.*"

You gain intuition with experience.  
You draw from past wins, past mistakes, and moments that left a mark.

After 23 years in real estate and over 1,000 transactions, I've developed a pretty thick book of knowledge. I'm not always 100% spot on—but I've seen enough to recognize patterns. To know which agents roll up their sleeves and *do the work*, and which ones are just hunting for the next kill.

Some agents... they're aggressive. Loud. Flashy. They'll chase every lead, pound their chest, tell you everything you want to hear.  
But the second things get hard? They vanish. Shrivel.

Quiet.

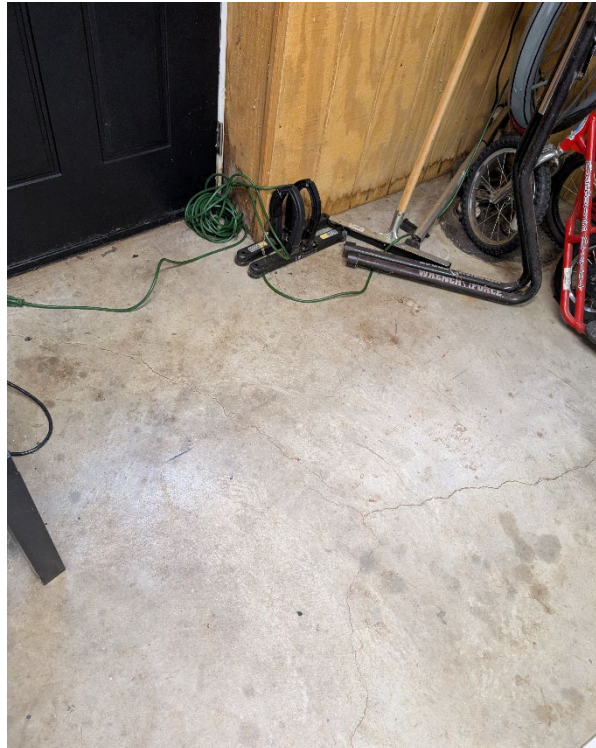
Text goes unanswered. Call goes ignored. Suddenly, no one knows what to do.

And that brings me to a recent listing.

We had seven offers.  
All strong. All promising.  
One stood out slightly above the rest—better price, clean terms, looked great on paper.

But from the *first* conversation with that agent, something was off.  
It was just a feeling. A hesitation.  
Not warm. Not fuzzy.

Still, the seller went with that offer. I voiced my concerns, but I also respected their decision. After all, the numbers made sense.



The Crack in question... On a non-structural floor.

Fast forward to settlement day.

The buyers show up, do a final walk-through, and they find a *hairline crack* in the basement slab.

Let me say this clearly:

**Every** home in America has hairline cracks in the slab. They're non-structural. Cosmetic.  
But the buyer used it as an excuse.

Even though their contract had **no inspection contingency**—because that was how their agent wrote it to "win" the deal—they balked.

They walked.

They defaulted.

And lost their deposit.





A couple pictures from Memorial Weekend. Did some Bacon Wrapped Burgers (from TikTok)... and Alex and I doing Smores at the Shoemakers.

Why?

Because their agent didn't *coach* them through the process.

Didn't prepare them.

Didn't do the real work.

Some agents write offers just to get accepted.

And once they do? Their tune changes.

**Who you work with matters.**

Insiders in this industry know.

We know the agents who go to bat for their clients, who guide, communicate, and protect them every step of the way.

And we know the others—the bait-and-switchers. The ones who disappear when things get tough.

So when people ask me why experience matters...

Why instinct matters...

Why *who you work with* matters...

This is why.

Because that “warm and fuzzy” feeling?

It's not just emotional.

It's earned.

And right now, we're in a shifting market.

Rates are up. Inventory is tight. Buyer behavior is unpredictable. Sellers are nervous.

It's not the market from three years ago. You can't just slap a sign in the yard and expect a bidding war.

It takes strategy.

It takes communication.

It takes *work*.

And just like Jordan, Brady, and Daniels—I put in that work. Every day.

I'm in the gym. I'm in the film room. I'm studying the market, negotiating, problem-solving, and protecting my clients before problems even arise.

So that when you need me—I'm not guessing.

I'm ready.

Let's talk if you're thinking about making a move.

And let's make sure *you* get that warm and fuzzy feeling, too.

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

### May Quiz Question

**Q:** What is the capital of Australia?

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.

### April Question & Answer

**Q:** What is the official language of Brazil?

**A:** Portuguese

Congratulations: Matt Harris

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## Happy Birthday

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

Joshua Orchard	May 1 <sup>st</sup>	Kenny Barnas	May 13 <sup>th</sup>	Larry Lewis	May 22 <sup>nd</sup>
Tracy Raff	May 2 <sup>nd</sup>	Claire Purgason	May 13 <sup>th</sup>	Lucy Oord	May 22 <sup>nd</sup>
Felix Killar	May 3 <sup>rd</sup>	Ken Ricker	May 13 <sup>th</sup>	Camryn Rawlett	May 22 <sup>nd</sup>
Caleb Orchard	May 3 <sup>rd</sup>	Harrison Short	May 13 <sup>th</sup>	Erica Wilson	May 22 <sup>nd</sup>
Leila Martinez	May 4 <sup>th</sup>	Mike Haggerty	May 14 <sup>th</sup>	Colin Haraway	May 23 <sup>rd</sup>
Brynn Fegley	May 5 <sup>th</sup>	Susan Pardo	May 14 <sup>th</sup>	Derek McCauley	May 23 <sup>rd</sup>
Shylo Arneson	May 7 <sup>th</sup>	MK Sumner	May 14 <sup>th</sup>	Doug Warfield	May 23 <sup>rd</sup>
Brad Beckstrom	May 7 <sup>th</sup>	Jamie Everett	May 15 <sup>th</sup>	Jeremy Cromwell	May 24 <sup>th</sup>
Grant Huffstetler	May 7 <sup>th</sup>	Caedence Huffman	May 15 <sup>th</sup>	Bobby MacCracken	May 24 <sup>th</sup>
William Huffstetler	May 7 <sup>th</sup>	James Parker	May 15 <sup>th</sup>	Megan Sutherland	May 24 <sup>th</sup>
Tammy Feaster	May 8 <sup>th</sup>	Steve Schroeder	May 15 <sup>th</sup>	Chris Vrabel	May 24 <sup>th</sup>
Steve Duncan	May 9 <sup>th</sup>	Jim Steele	May 17 <sup>th</sup>	Gallus Buckenmeyer	May 25 <sup>th</sup>
Julia Williams	May 9 <sup>th</sup>	Erinne Newman	May 17 <sup>th</sup>	Andres Menocal	May 25 <sup>th</sup>
Sarah Lincoln	May 10 <sup>th</sup>	Kelli Wilson	May 18 <sup>th</sup>	Jennifer Bobbitt	May 27 <sup>th</sup>
Paul Majalca	May 10 <sup>th</sup>	Aalia Haas	May 19 <sup>th</sup>	Avery Coleman	May 28 <sup>th</sup>
Catherine Gilbert	May 11 <sup>th</sup>	Brittany Baker	May 20 <sup>th</sup>	Michelle Schaffer	May 28 <sup>th</sup>
Abe Lopacienski	May 11 <sup>th</sup>	'Perm' Ranneberger	May 20 <sup>th</sup>	Sherri Beachley	May 29 <sup>th</sup>
Anna Elisa Scott	May 11 <sup>th</sup>	Dede McRae	May 20 <sup>th</sup>	Dan Thixton	May 29 <sup>th</sup>
Brian Baker	May 12 <sup>th</sup>	Garrett Goodwin	May 21 <sup>st</sup>	Taylor Pelicano	May 29 <sup>th</sup>
Sandy Marin	May 12 <sup>th</sup>	Raymond Wilson	May 21 <sup>st</sup>	Jeremy Bitler	May 31 <sup>st</sup>
Dan Wilson	May 12 <sup>th</sup>	Heather Fogelson	May 22 <sup>nd</sup>	Tiffany Nguyen	May 31 <sup>st</sup>
James Stier	May 12 <sup>th</sup>				

**Be Sure to Wish these Friends a HAPPY BIRTHDAY if 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.

## A Tale of 2 Properties

*“It was the best of times, it was the worst of times...” — Charles Dickens*

In real estate, as in life, success often hinges on preparation, timing, and trust. At Impact Maryland Real Estate, we’ve seen time and again how a thoughtful, documented approach can lead to outstanding results—and how a lack of alignment can hinder even the most well-intentioned efforts. The contrasting stories of Property A and Property B offer a glimpse into these two worlds: one of success born from preparation and trust, and another that struggled despite our best efforts.

### Property A: A Story of Preparation and Trust

Property A was nestled in a highly sought-after neighborhood—one of those rare listings that seemed destined to draw interest. But the truth is, desirability alone isn’t enough. Our clients knew this, and from day one, they committed to following our comprehensive, documented approach to preparing their home for sale.

Over the course of several months, the sellers worked closely with us, making strategic updates, staging thoughtfully, and timing their market debut for maximum impact. They trusted our guidance not just on presentation, but on two other pillars of our 4 P’s a successful sale: positioning and pricing.

They consulted with our designer, Adrienne, and followed her recommendations to a T. Medardo and his crew came and worked their magic touching up paint. Jon came and took care of a punch list of items from replacing light fixtures to updating smoke detectors, and the like. Kitchen appliances and the upstairs carpet was replaced... while Thomas came and professionally cleaned the downstairs carpet. Jonah and his crew gave the exterior a refresh to maximize curb appeal... and even the sellers’ son got out and picked dandelions that grew back all-too-quickly with all the rain we had! It was an all-hands-on-deck effort! Then, Annie came beautifully captured the home, and Mike worked his magic with his drone.

When the home hit the market, it didn’t just make a quiet debut—it made a statement! Our listing strategy, combined with the pristine condition of the home and an accurate, data-driven pricing model, led to a flood of interest. Over a dozen groups came through a Friday evening open house, and showings flooded in that weekend. In less than a week, the home received multiple offers, and it was under



contract quickly! The success of Property A was no accident. It was the result of careful planning, hard work, and a seller who trusted the process.

### **Property B: A Cautionary Tale**

The story of Property B began much differently. This home had previously been listed with another brokerage and, unfortunately, had languished on the market without success. When the seller approached us, we saw potential. A wonderful home in another sought-after area, we believed the home could find the right buyer with the right strategy.

In a short time, we got to work. We recommended a couple key updates to improve the home's appeal, brought in Annie to re-shoot the listing, and relaunched it with a refreshed marketing strategy. We leaned into every best practice: high-quality visuals, strategic pricing based on current market data, and a targeted campaign to get eyes on the property.

Interest picked up. We even secured a contract. But then came the appraisal—an unexpected hurdle that undervalued the property. We had offered advice to the seller throughout, including suggestions based on buyer feedback and market conditions. Unfortunately, these suggestions weren't taken to heart, and when the deal fell through due to the appraisal, we found ourselves back at square one.

We made price adjustments. Held open houses. Attempted a broker's open. Still, the momentum was slow. We again revisited the idea of pulling off the market to make a few key updates based on consistent feedback, but that owner was not comfortable with that approach.

Still determined, we pivoted and also listed the property for rent. We generated several applications, but each was ultimately rejected. Despite our team's full commitment to finding a path forward, our recommendations continued to go unheeded. We exhausted every reasonable effort, but the home remained unsold and unrented.

### **Lessons from Both Tales**

The stark contrast between these two properties is a testament to the reality of not only today's shifting market, but of what we know to truly transcend all else:

#### **The market is the market.**

It doesn't care how much someone loves their home, how much they've invested emotionally or financially, or what *they* think it's worth. It responds to data, trends, and buyer behavior. Sellers who embrace this truth and lean into the expertise of seasoned agents like those of us at Impact Maryland Real Estate put themselves in the best position to succeed.

For Property A, success was the reward for following a proven process. For Property B, the outcome was shaped by decisions made—or not made—along the way.

Real estate isn't magic, and it isn't luck. It's strategy. It's timing. And above all, it's teamwork between client and agent. When that partnership is strong and trust is present, the results can be extraordinary.

So whether you're ready to sell or simply considering your options, remember this tale of two properties. The difference between a listing that sells and one that stalls isn't just in the home—it's in the approach. At Impact Maryland Real Estate, serving you would be our joy!

# Social Media Stories

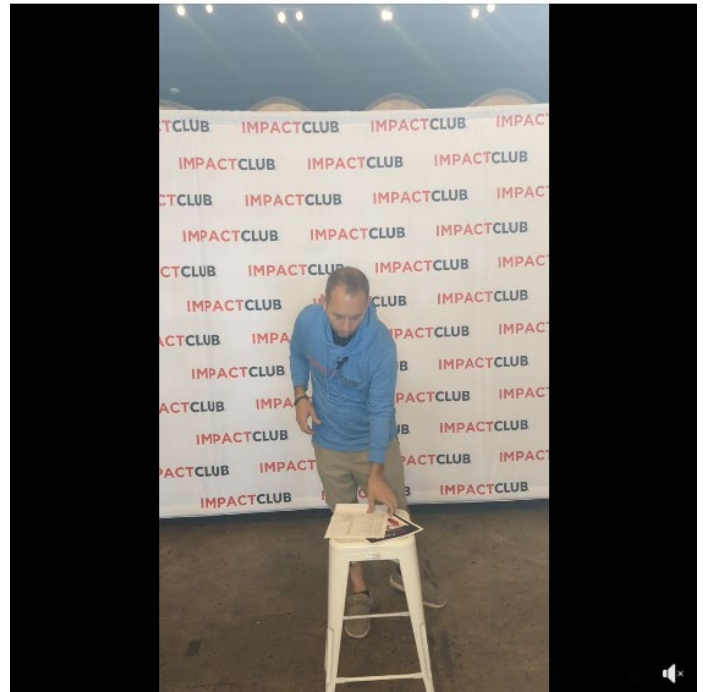
Eric Verdi is with Susan Verdi and 2 others.  
April 22 · 🌐

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! ... See more



Eric Verdi was live.  
May 20 at 1:11 PM · 🌐  
Two Minute Tuesday - EP 12



Eric Verdi  
May 20 at 7:24 AM · 🌐

Today is the DAY... See you soon



Tue, May 20

IMPACTCLUB EVENT #34 - May 20th - Attaboy Barrel House

Attaboy Barrel House

27 Went · 25 Interested

Eric Verdi  
April 27 at 11:58 AM · 🌐

Happening NOW!!!

If you miss it and want a private tour - hit me up

SUN., APRIL 27TH  
11:00 AM - 1:00 PM

## OPEN HOUSE

**2400 HUNTERS CHASE CT.**  
**FREDERICK, MD 21702**

- ✓ 5 Bedrooms
- ✓ 4.5 Baths
- ✓ 3,867 SQFT

- ✓ .34 Acre lot
- ✓ All Brick - Ausherman built
- ✓ \$649,997 (2.5% Buyer Broker)

**ERIC VERDI, BROKER** **IMPACT MARYLAND REAL ESTATE** *Scan me*

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Impact Maryland Real Estate is with Stacy Delisle, Realtor and My Nest Is The Best.  
April 27 · 🌐



# IMPACT MARYLAND MONTHLY

*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 Facebook Page. If we have worked with you, we'd love your feedback. [www.facebook.com/impactmarylandrealestate](http://www.facebook.com/impactmarylandrealestate)

- We are eternally grateful for working with Eric and Stacy in selling our townhome. They were partners in every sense of the word - easing any anxieties with kindness, thoughtfulness, and of course humor when it was most needed. Knowing they were with us every step of the way made the normally painstaking process of selling a beloved home an uncommon pleasure. – Christine W.