

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

AUGUST 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.'

HEADLINES

- The Right Fit Matters Pgs. 1-3
- Aug Birthdays Pg. 4
- Don't Forget to Have Fun Pg. 4
- Stories From the Street – The Tale of Two Sellers Pg. 5
- ImpactClub® Update Pg. 6
- You're Invited, Impact Party Pg. 7
- What Recent Members said about their experience with our Company. Pg. 8

The Right Fit Matters!!!

I had a lot of time to think over the 15-hour drive to the University of Tampa for Anthony's sophomore year!

If you haven't heard, yes, he transferred from UMass Lowell to Tampa for the upcoming year. Lowell was an interesting first year as he made some REALLY good friends. Had an amazing coach and teammates. Huge success running Cross Country and Track for a freshman. Grades were GOOD!

But something was missing...

On weekends the campus would be dead! A majority of the students would go home — as most were from within 2 hours — and Anthony would be one of the few students remaining on campus with an ever-changing handful of friends. This was evident almost immediately to Anthony last fall. For someone who loves to be social and 'on the go' this was a real drag.

Last November Susan and I decided to let him have his car so he wasn't stuck on campus ALL THE TIME. So my boy, Perm, and I hopped in Ant's car and drove 8 hours to deliver his vehicle to him. We grabbed some wings with teammates. And flew back the next day.

Having his car made it tolerable but still NOT enjoyable.

He could go to the movies. The store. Get some personal freedom. But the college *experience* was still lacking.

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.

At the start of the Spring semester, Ant made a decision that he was going to look into transferring. I won't bore you with the specific details of the journey to Tampa, but he felt a connection to the school when he visited that he didn't feel at Lowell.

Kids walking around campus. Activities every weekend. A pool and beach volleyball at the heart of the campus. And literally steps to downtown Tampa, just over the river!

I'm writing this Opening Monologue from Tampa after a 15-hour trip. Anthony had to come down earlier this week to start practicing with the team as they prepare for the Fall Cross Country Season. He couch-surfed at a teammate's house for the week and got some more bonding time! But the official move-in to his dorm wasn't until today.

Last night, after nearly 11 hours in the car, I stopped overnight in Brunswick, Georgia – about an hour south of Savannah. I got to the hotel around 5:30, checked in, took a quick nap, and hopped in the shower before scouring Google and ChatGPT to try and find a 'locals' place to eat and have a couple of drinks.



The Menu Cover at Tippy's

Susan and I are always drawn towards the 'locals' places. It just seems to me that the people are friendlier. The owners are typically on site. The employees are 'locals' and are able to share insight.

After about 30 minutes of searching, I zero'd in on Tippy McSway's...

Yes, the place was called Tippy McSway's.

It was about an 8-minute drive from my hotel and was literally right in downtown Brunswick, Georgia.

Pulling into town it definitely had the southern feel that you would expect. Old-school buildings with a mix between the wild west and southern belle. Most were 2-story buildings and the streets were lined with palm trees.



College Move in Weekend with Tampa Sky in Background

As soon as I walked in I knew I had picked the right place. Locals chatting at the bar and tables. Friendly staff. Chill bartender. And two "older" — maybe 65-70-year-old — dudes playing a guitar and a banjo, entertaining the crowd. They did a country version of "Baby Got Back," sang Johnny Cash's "Folsom Prison," and other songs you wouldn't imagine a guitar and banjo duo playing. They were definitely entertainers!

I made small talk with the bartender and a regular came and sat beside me. Just the typical "where are you from?" "What do you do?" talk. The bartender mentioned something about not being able to gain any weight and having a fast metabolism. That some of his older friends told him just wait until 35. I said, "Just wait until you are 50!" And the regular laughed, "Ha, wait until you are 65!"

We started talking about kids and family. The regular mentioned two of his kids had moved back in with him and he wished they would grow up and leave. Then he asked if I had any grandkids. I told him not yet — I was on my way to Tampa to move my oldest into school.

But THAT HIT ME HARD.

Holy \$hit. I could be a grandfather. I'm closer to being a grandfather than I am to being a parent.

Realistically, I could be a grandfather soon. Even on a normal timeline, I could be 5–10 years away.

When I look in the mirror, I don't see a "grandfather." I still feel like I'm in my late teens, early 20s — not someone in his last year of his 40s and closer to being a grandfather.

And that's when it hit me...

Life moves fast. One season you're driving your kid 15 hours to college, the next you're realizing grandkids aren't all that far away.

It also made me think about how much I value places like Topsy McSway's — those local, authentic spots where the owner knows your name, the bartender remembers your drink, and the regulars pull you into conversation. That kind of connection is real. It's not polished or corporate. It's genuine.

That's what I've always wanted Impact Maryland Real Estate to be.

We're not Starbucks. We're the small coffee shop where the owner is the barista. We're not a franchise with cookie-cutter scripts and canned processes. We're the friendly neighborhood bar where the locals hang out — where stories are told, laughs are shared, and relationships matter more than transactions.

Real estate is personal.

You don't need a giant national chain with call centers and layers of managers. You need someone who's there, who's in the mix, who cares enough to notice the details — the kind of details that make a house a home, and a neighborhood a community.

That's why Impact stays small by design. Hands-on. Personal. Relationship-driven. Because just like the

"locals place" you seek out on a long drive, there's something special about knowing you belong — and that the people serving you care.

And that brings me back to Anthony's decision. UMass Lowell was a good school. Great coach. Solid friends. Success on the track. But it wasn't the right *fit*.

Tampa feels different. It feels like home. The energy, the campus, the people — it's where he belongs.

That's the same way I look at Impact Maryland Real Estate. We're not trying to be all things to all people. We're not chasing every client or trying to compete with the biggest, flashiest franchises. Because honestly, we're not the right fit for everyone.

But for the clients who value relationships over transactions, who appreciate that their story matters as much as the sale, who believe in trust, connection, and referrals — Impact *is* the right fit.

Just like Anthony found his fit in Tampa, we've found ours in being small, personal, and deeply connected. Because at the end of the day, life's too short for cookie-cutter.

The right fit matters.



Ant is now a University of Tampa – Spartan.



Anthony's desk area... Including gifts from Coach Mango and drawing of Anthony and Alex.

Don't Forget to Have Fun!!!!

August Quiz Question

Q: Which NFL quarterback holds the record for the most career fourth-quarter comebacks?

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.

July Question & Answer

Q: What year was **Frederick County, Maryland** officially founded?

A: 1748

Congratulations: John Peterson

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

Happy Birthday

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

Julie Snight	Aug 2 nd	Sibylle Huffman	Aug 13 th	Brian McClellan	Aug 20 th
Beth Mozon	Aug 2 nd	Josh Burrier	Aug 14 th	Belynda Sulmonte	Aug 20 th
Dan Coleman	Aug 3 rd	Lindsay DeLauder	Aug 14 th	Madison Umberger	Aug 20 th
Matt Bobbitt	Aug 5 th	Chris Nicholson	Aug 14 th	Aubree VanWagenen	Aug 20 th
Steve Raff	Aug 5 th	Ronan Spangler	Aug 14 th	Joe Yoho	Aug 20 th
Cindi Burns	Aug 6 th	Rhett Super	Aug 14 th	Fiona Bybel	Aug 21 st
Emme Haraway	Aug 6 th	Josh Burrier	Aug 14 th	Lauren Marin	Aug 21 st
Kathleen Hertzberg	Aug 6 th	Erica Chesnik	Aug 15 th	Mateusz Zielinski	Aug 21 st
Jack Nguyen	Aug 6 th	Sean Donnellan	Aug 15 th	Shelley Hartman	Aug 23 rd
Levi Underwood	Aug 6 th	Tara Ebersole	Aug 16 th	Racquel Roulit	Aug 23 rd
Brody Forsythe	Aug 7 th	Erica Fouts	Aug 16 th	Macy Bell	Aug 24 th
Mark Kaufman	Aug 7 th	Patty Hildreth	Aug 16 th	David Martinko	Aug 24 th
Laura Reese	Aug 8 th	James Palmer	Aug 16 th	Ivan Whiteman	Aug 25 th
Alex Super	Aug 8 th	Cooper Ranneberger	Aug 16 th	Jeff Forsythe	Aug 26 th
Frank Spirtel	Aug 8 th	Matt Lacy	Aug 17 th	Laura Wallace	Aug 26 th
Brendan Wharton	Aug 9 th	Willie Monzon	Aug 17 th	Hannah Bagirov	Aug 27 th
Brian McArdle	Aug 10 th	Tom Hamilton	Aug 18 th	Amy Goldsmith	Aug 27 th
Aaron Miller	Aug 10 th	Landon Via	Aug 18 th	Maverick Eccard	Aug 29 th
Jack Wilson	Aug 10 th	Patrick Delp	Aug 18 th	Frank Lawrence	Aug 29 th
Shayla Martinez	Aug 11 th	Keely Hollyfield	Aug 19 th	Emma Palmer	Aug 29 th
Anthony Orsini	Aug 11 th	Ashley Wingard	Aug 19 th	Maggie Gauthier	Aug 30 th
Lou Sacchetti	Aug 11 th	Luka Stone	Aug 19 th	Holly Hamilton	Aug 30 th
Cindy Warfield	Aug 11 th	Emily Feaster	Aug 20 th	David Migdal	Aug 30 th
Emily Purgason	Aug 12 th				

Be Sure to Wish **These Friends a Happy Birthday** when 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.

The Tale of 2 Sellers

‘Same start. Different Ending. One choice made all the difference.’

I was recently on a listing appointment with a seller who came to me through a mutual friend and one of our trusted vendors. The meeting went great. We connected, talked through their goals, and I laid out my recommendations for pricing and strategy. The follow-up afterward? Fantastic. Everything felt on track.

And then... silence.

If you’ve been in real estate long enough, you know that’s usually a red flag.

Sure enough — *BOOM* — a few days later I saw their home hit the market... priced about \$65,000 higher than what I’d suggested.

What happened? Another agent had “bought the listing.”

That’s what we call it when an agent throws out an inflated, unrealistic price just to win the listing agreement. It’s a short-term play — and in my opinion, it’s a disservice to the seller. Because overpricing isn’t a strategy... it’s a stall.

See, I don’t “buy” listings. I’m in this for the long game.

Here’s the difference:

Others’ clients often get:

- Unrealistic pricing that leads to frustration
- A one-and-done transaction
- A cookie-cutter marketing plan
- Poor communication and minimal feedback

Impact Maryland Real Estate clients get:

- A lifelong relationship, not just a sale
- A unique plan tailored to *your* needs and desires
- A comprehensive solution that goes far beyond sticking a sign in the yard
- Consistent, compelling communication — you’ll never wonder what’s happening
- Invitations to our annual client appreciation event (think wedding meets carnival)
- Handwritten birthday cards (with a little something inside)
- A gift certificate on the anniversary of your purchase
- Recognition and appreciation for referring friends to us

We’re basically getting married here — while others are offering a one-night stand.

I didn’t get *this* listing because someone “bought” it. But I truly believe that was their loss. Because when you choose me, you get more than a sign in the yard. You get a partner who’s in it for the long haul.

Months from now, both sellers will be in very different places. One will still be sitting on the market, frustrated, chasing the price down, wondering why the offers never came. The other? They’ll be unpacking boxes in their next home, smiling because the process was smooth, the price was right, and they had someone in their corner every step of the way. Same starting point... two very different endings. The difference wasn’t luck — it was the choice of who they trusted to guide them.

ImpactClub® Frederick Update

I've got something I want you to experience.

On **Tuesday, August 26th**, I'll be heading over to **Attaboy Barrel House** for our next ImpactClub® Frederick event. And I want you to come with me — as my guest.

Here's what's going to happen. We'll grab a seat, catch up a bit, maybe grab a burger from **Boxcar Burgers** (trust me, worth it). Then the real magic starts — three local non-profits take the stage, each with just five minutes to tell their story. No frills, no long speeches. Just raw, heartfelt stories about the work they're doing right here in our community.

At the end, our members vote. One organization walks away with the big check, the others still get donations, and everybody leaves inspired.

The whole thing takes about an hour, but the energy? That sticks with you. I've been doing this long enough to know you can't fake that feeling in the room — the mix of generosity, community, and connection.

If you've ever wondered what this ImpactClub thing is all about, this is the perfect way to find out. And if afterward you decide you want to join us in making an impact, you can sign up right at **ImpactClubFrederick.com**.

So what do you say? You in?

— Eric

PRESENTER ANNOUNCEMENT

**EVENT #35 ON TUES., AUGUST 26TH
AT ATTABOY BARREL HOUSE**



Second
Chances
Garage



Bettie Jane
Cancer
Foundation



Living Water
Shower
Ministry

Join @ ImpactClubFrederick.com

IMPACTCLUB

LOVE TO SEE YOU!!!! RSVP by Aug 29th... Text/Call me at 301-514-2403 or www.ImpactClientParty.com !!! Kids Welcomed. Face Painting. Yard Games. Ice-Cream Truck

You're Invited!



IMPACT MARYLAND REAL ESTATE CLIENT APPRECIATION PARTY!!!!

Saturday,
September 6, 2025
5-9pm
Holly Hills Country Club

RSVP at www.ImpactClientParty.com
by 8/29/25

Join us for food, drinks, fun...
and a few surprises! We can't
wait to celebrate with YOU!



IMPACT MARYLAND MONTHLY

with Eric Verdi

3295 Prices Distillery Rd.
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

- 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.

This newsletter is intended for entertainment purposes only. Copyright 2025 Impact Maryland Monthly. This information is solely advisory, and should not be substituted for medical, legal, financial or tax advice. Any and all decisions and actions must be done through the advice and counsel of a qualified physician, attorney, financial advisor and/or CPA. We cannot be held responsible for actions you may take without proper medical, financial, legal or tax advice.