

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JULY 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 Measure of a Person

"Is YOUR Word Bond!?!?"

It was 1996 or 1997 at Salisbury State University and there was a group of 14 of us that were thick as thieves. Not a fraternity. But, in my opinion, closer than one. We are *still all boys TODAY*.

There was a "Frederick" crew and there was a "Catonsville" crew and we lived in four different houses. We'd hang out on weeknights and weekends. We'd play wiffle ball together in our backyards for HOURS on end. We played intramural sports together—and we definitely won at least one softball championship, if not multiple!

Just college guys hanging out.

Sometimes we'd get into shenanigans. I remember one time we were out of town for the night at our house, and Bill came home to find our couches in the front yard. We were always playing around and joking around. That's who we were.

One night we were partying at the Catonsville guys' house and things got a little out of control. We were acting up in their basement. I went a little overboard—swinging a golf club (or maybe it was a bat) in their basement—and I *severed a water line*. Water started squirting everywhere.

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.

We shut off the water immediately and... well, we continued to party.

But here's the thing: I told the guys that I'd be back in the morning and I'd fix the issue that I caused.

I gave the fellas **MY WORD**.

And if I give you my word, I will follow through.

The next morning, before 8 a.m., I went to Home Depot. Got some PVC pipe, a coupling, and plumber's glue, and by 10 a.m. the Catonsville guys had their water back on.

They couldn't believe I woke up and did that first thing. I told them, "I told you I'd fix it... and I did."

Fast forward to just last week.

We were at our anniversary dinner with the Shoemakers. John was talking about yard work and clearing branches on Sunday. I offered to stop by and help—he told me he didn't need it, but he's helped me so many times I felt obligated. I told him I was running at the Canal the next morning and I'd be by around 10 or 10:30 after my run to help.

I showed up after my run, and he had actually woken up early and he and Erin had done the work already—and by the time I got there he was already napping.

John called me later and said,
"Dude, you actually stopped by?"

I said,
"Of course I did... I gave you my word."

We **all** have those friends, co-workers, and acquaintances we know are just *blowing smoke*. They say something and deep down, you know they'll never follow through.

And then... we have those people we can count on.

That lesson—**your word is your bond**—has carried through every part of my life, especially in this crazy world of real estate.

There are so many moving pieces in any transaction, so many chances for something to go sideways, so many opportunities for someone to say one thing and do another.

But here's what I've built my business and my life around: I surround myself with people whose word means something.

My crew—Medardo, Shelton, Roland... all the guys we work with.

If they tell me they are going to do something, I don't have to fret or worry. My TEAM, the most important thing, is that I know if they say something... they *do* something.

When a client needs a last-minute repair before settlement, I know I can call Medardo and he'll show up.

When a house needs to be painted by Friday because photos are Monday, Shelton will make it happen.

Roland will figure out solutions no one else would even think of.

That's character.

And character—whether it's showing up for friends or showing up for clients—has been a theme I see everywhere in my life.

There are moments in life when we're reminded—sometimes unexpectedly—what truly matters.

Not money.

Not status.

Not how many likes your post got or how big your house is.

It's character.

And if there's one thing I've learned in over two decades in real estate—surrounded by people in some of their most stressful, exciting, and vulnerable moments—it's this: **a person's character always finds its way to the surface.**

I can't tell you how many times I've been sitting at a settlement table, the deal done, the papers signed, and I've witnessed a seller quietly hand over an envelope with receipts, warranties, and even a handwritten note to the new owners.

They didn't have to do that. The contract didn't require it. But they did it because they wanted the next chapter in that home's story to begin with grace.

That's character.

And on the flip side, I've seen deals fall apart over something as small as a \$100 repair—a moment where someone's true self was revealed.

I think back to a story early in my career.

I was working with a couple who had to sell under tough circumstances. It wasn't a flashy listing, not the kind that would turn heads on a postcard.

But they showed up every day with humility and kindness, and they did everything they could to make the process easy—not just on me, but on the eventual buyers. I remember one evening, after a long day of showings, I stopped by to drop off feedback. They invited me to sit

down at their worn kitchen table. We talked about family, about the memories they'd made in that home, about how they hoped the next family would love it just as much.

There was no audience. No cameras. Just real people, showing who they were.
And I'll never forget driving home that night thinking,
This is what matters.

Character isn't loud. It doesn't demand attention.

It's in the small, repeated decisions:

- Showing up on time even when no one notices.
- Treating the person who can do nothing for you with respect.
- Doing the right thing even when it costs you something.

When I look around at our community here in Frederick, I see character on display all the time.
Walk through Downtown on a Saturday night and watch the way people hold open doors for strangers, or the way shop owners greet regulars by name.
Sit along Carroll Creek during Alive at Five and see the volunteers who set up and clean up every single week—not because they're paid, but because they love this town and want to make it better.
That's character.

And in this business of real estate, character matters more than anything.

Yes, knowing the market, understanding contracts, and negotiating deals are all important. But those things are teachable.
Character isn't. Character is built long before you ever need it.
It shows up in how you talk about people when they're not in the room.
It shows up in how you handle success—and failure.

I've had my fair share of deals that didn't go as planned. Times when I've had to make a late-night call to a client and say,
“We hit a snag.”

Those aren't easy conversations. But I've learned that how you handle those moments defines you far more than the easy wins. Do you take ownership? Do you work the problem until you find a solution? Do you stay calm when others are panicking?

Those are the moments when character is tested. And when you look back over a career—or a life—it's those moments that become the foundation of your reputation.

One of my favorite quotes is:
“Character is what you do when no one is watching.”

In a world where so much of our lives is public—posted, shared, broadcast—it's tempting to curate an image. But the real test isn't what people see. It's who you are when no one's around. When you choose to take the extra five minutes to double-check the details. When you go out of your way to help someone even though you're tired. When you stay true to your word, even when it costs you something.

And that's why I think so often about **ImpactClub® Frederick.**

Because character isn't just in individuals—it's in communities. And ImpactClub is living proof of that.

When we first started ImpactClub years ago, I don't think any of us fully realized the commitment it would take. Event after event. Quarter after quarter. Recruiting members, coordinating charities, planning venues, making sure the microphones work, making sure the stories get told. It's not a one-and-done thing. It's not just saying you're going to do good—it's *actually showing up to do it.*

And here we are, **35 events later.**

In August, we'll gather again. Event #35. Another night of energy, inspiration, and generosity. And once again, we'll donate **over \$41,000** to local nonprofits who are out there changing lives every single day.

Do you know what it takes to make that happen?
It takes people who give their word—and follow through.
It takes people who believe in something bigger than themselves.
It takes people whose character shows up, not just when it's easy, but when it's hard, when life is busy, when the to-do list is long.

That's why ImpactClub works.
That's why I'm proud to be part of it.
And that's why I look around at the people I get to call friends, teammates, and clients, and I feel grateful every single day.

Because in the end, that's what matters.
Not how many transactions you've closed.
Not how many trophies you've won.
But whether the people around you know that when you say something, you mean it.

Homes will sell. Markets will rise and fall. But **character—that lasts.**

Here's to keeping your word.
Here's to showing up.
Here's to surrounding yourself with people who do the same.

Don't Forget to Have Fun!!!!

July Quiz Question

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

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.

June Question & Answer

Q: How Many Historic Covered Bridges are Still Standing in Frederick County?

A: Three

Congratulations: Larry Switzer

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Happy Birthday

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

| | | | | | |
|--------------------|-----------------------|----------------------|-----------------------|------------------|-----------------------|
| Julie Snight | July 1 st | Janet Conrad | July 15 th | Elle Gorman | July 23 rd |
| Rick Marin | July 1 st | Naiya Sayles | July 16 th | Liz Jevitts | July 23 rd |
| Tonya Hatosy-Stier | July 1 st | Kelly Whiteman | July 17 th | Connor Short | July 23 rd |
| Tracy Boyd | July 3 rd | Marissa Yearta | July 17 th | Soraya Ally | July 24 th |
| Bev Lloyd | July 3 rd | Madison Jezioro | July 18 th | Ryan Bell | July 24 th |
| Tod Williams | July 5 th | Alex Nunemaker | July 18 th | Thomas Drescher | July 24 th |
| Jim McClellan | July 7 th | Anthony Wilson | July 18 th | Lane Miss | July 25 th |
| Shelley Smith | July 8 th | Avery Pierce | July 19 th | Sue Munger | July 25 th |
| Candace Nunemaker | July 9 th | Caroline Ranneberger | July 19 th | Avery Sacchetti | July 25 th |
| Taylor Rawlett | July 9 th | Ryan Sloper | July 20 th | Jennifer Weeks | July 25 th |
| Marcela Monzon | July 10 th | Chad Vansant | July 20 th | Eden Weeks | July 25 th |
| Delilah Schroder | July 10 th | Jessie Donnellan | July 21 st | Alex Sincevich | July 25 th |
| Terry Hood | July 11 th | Caitlin Hamilton | July 21 st | Steph DeLauder | July 26 th |
| Liam Miller | July 11 th | Madeline Lincoln | July 21 st | Lily Wilson | July 26 th |
| Susan Snyder | July 11 th | Larry Mantua | July 21 st | Michelle Bitler | July 29 th |
| Ashley Coutant | July 13 th | Derrick Pledger | July 21 st | Kristen Forsythe | July 29 th |
| Lalania Knowlton | July 13 th | Mike Wingard | July 21 st | Jacki Grubb | July 29 th |
| Heather Quill | July 13 th | Owen Cooper | July 22 nd | Kathy Miss | July 30 th |
| Shannan Thorhauer | July 14 th | Tiphannie Downs | July 22 nd | Britt Steele | July 30 th |
| Aiden Wingard | July 14 th | Paool Majalca | July 22 nd | Chloe Burrier | July 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.

Record Breaking Sale

'The Impact Way'

The story starts with a phone call we received while out of the country ...

Justin and Jessica had built their forever home in Ramsburg Estates ... but a job offer too good to refuse would unexpectedly require a relocation. Life can be funny like that sometimes!

While Stacy was traveling in Mexico to celebrate a friend's 50th birthday, we received a call from Justin explaining just that they needed to list their home.

They asked when we could meet (Yes ... at Impact Maryland Real Estate, we are pretty much always available ... even on vacation out of the country 😊)

Shortly after returning , we sat down with Justin and Jessica. We toured their beautiful home, full of incredible upgrades. We discussed a few things they wanted taken care of prior to listing, but explained that with all they had going on, they needed help in coordinating and managing those projects. Yup... we do that, too!

Knowing that homes in Ramsburg rarely come to market, we discussed strategies for selling their home, grounded in what we like to call the "4 P's Approach."

What, exactly, are the 4 P's? Glad you asked!

Preparation. Positioning. Pricing. And sometimes, a PIVOT!

PREPARATION- Shortly after meeting and developing a plan, we brought in our designer, Adrienne. We went room by room to maximize each area's appeal. We also made a punch list of items for contractors to address.

We "have a guy" for anything, and they got to work! Medardo and his crew came to paint and take care of a few other items, and Thomas steam cleaned the carpets. Don Graham came to refinish the steps and fix some floor squeaks. Thompsons Flooring came to stretch carpet, and Shelton Plumbing came to address a few items as well. A true team effort .. all coordinated/managed in a way that had little impact on Justin and Jessica.

The morning of photos, we headed over to "fluff" make sure lights were all on, pillows fluffed, and toilet paper folded! (Yes ... even THIS is a "thing!") Our incredible photographer, Annie, came and did her thing, and as always, the images were astounding! Mike D captured drone footage to highlight the beautiful exterior, lot, and surrounding area. Then, it was GO time!!

POSITIONING- The question here is how do we align with what else is on the market? How do we want to be perceived amongst the competition? No doubt, Justin and Jessica's house was a unicorn ... and so we positioned them as such: the best of THE BEST!

PRICING- This is always THE question, isn't it? "How much can I get for my house?" Pricing strategy matters, and it is driven by not only external factors, but also what is most important to you, as a seller. With our strategy to present a "best of THE BEST" home, we proudly priced them as such.

So what happened next???

We pre-marketed to build anticipation. We held a "grand unveiling" charcuterie & champagne themed open house that was incredibly well attended. We generated a TON of interest!

This resulted in a RECORD BREAKING sale of \$1,525,000 in Ramsburg Estates!

PIVOT-Sometimes this is needed ... and in this case it was. But we worked through it, and Justin and Jessica ended up selling for hundreds of thousands more than the most recently sold comp in their community. THAT is selling success!

You see, at Impact Maryland Real Estate, we simply do it differently.

There's not a "one size fits all" approach to selling homes... especially for one like Justin and Jessica's that simply breaks the mold! Our business is built on relationships... those with industry professionals. Those with clients, who refer their friends and family to us. And those with the people around us. In fact, that's how we were able to secure the previous two homes in Ramsburg Estates for our buyers... OFF MARKET!

At the end of the day, Justin and Jessica didn't just hire us to *list* a home... they trusted us to *lead* the process. From coordinating contractors, to positioning their home as the unicorn it truly was, to navigating pivots along the way — every detail mattered.



And that's really what "The Impact Way" is all about. It's not just about putting a sign in the yard or taking a few photos.

It's about rolling up our sleeves, surrounding ourselves (and our clients) with the very best people, and executing a plan that delivers results that others say aren't possible.

Record-breaking sales don't happen by accident. They happen when trust meets preparation, when relationships meet execution, and when you have a team that treats your home as if it were their own.

That's what we did for Justin and Jessica... and that's what we'll do for you.

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

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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

- I have known Eric for more than 20 years. He helped us buy our house 20 years ago and when we called him when it was time to sell he put together a fabulous plan based on the current market. We listened to all his suggestions to get the house ready to list. It took some time to get everything done but it was totally worth it in the end. We got a full price offer and were under contract by dinner on the first day! Eric and his team handled every detail and walked us through every step of the process. He even helped coordinate our purchase out of state. We can't thank them enough for the smoothest transaction we have ever been through, and we've been through more than a few! – Michelle C.

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