

IMPACT MARYLAND MONTHLY

with Eric Verdi

"HOW TO THRIVE IN EVERY KIND OF MARKET"

JUNE 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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Connections

"The Fabric of Life"

As I was sitting there at May's with a half-picked crab... butter to my left, Miller Lite to my right... I took a moment to soak it all in.

Not just the food. Not just the beautiful June evening. But the *people* I was surrounded by.

See, we were hosting our annual "**Crabs and Crushes**" event — just a little gathering I like to do for our trusted vendor partners. And I looked around that table... and it hit me.

Just how damn *lucky* I am.

At one end of the table was Rick Myers from Myers HVAC — someone I met over 20 years ago when my buddy Doug Wilcom helped me build my house. Rick's been my go-to ever since. We've laughed together. Done business together. Helped each other. He's a friend, plain and simple.

Next to him? Thomas Rowe with A-1 Carpet Cleaning. Fifteen years strong. He's helped dozens of my clients, and every time, they call me afterward and say, "*Thanks for the introduction — that guy was awesome.*"

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.

Then there were Eddie and Cindy Shelton, who are more like family than friends. I've known them for two decades too. Helped their daughter buy a home. They've watched my boys grow into men. They've been part of our life story.

And that's just a *few* of the folks at the table.

You've probably seen the photos on Facebook. We tag everyone — plumbers, electricians, stagers, general contractors, flooring guys, septic inspectors, painters, photographers. These are the people who make up the *real* foundation of what we do. They're not just skilled — they're good humans. Honest. Reliable. The type of people who show up when it matters.

And it's not lost on me — how rare that is.

Yes... I have my Boyz (both Ant/Alex and my friends whom I adore). I have Susan. I have my parents. I have my #ImpactFamily. I have YOU!

But I also have this team of Superhero's of various trades that are... #1 GREAT people... and #2 HONEST... and #3 GREAT at what they do.

Sitting with that crew — nearly 40 strong — it was humbling. I felt nothing but *gratitude*. Because when I say "my team," I don't just mean my office. I mean *them*. These are the people I trust with *your* homes. With *your* needs. Because I know they'll treat you right.

And that level of trust? It doesn't happen overnight.

Which brings me to a name that might seem like it's out of left field, but... stay with me:

Red Auerbach.

Red wasn't just the coach and GM of the Boston Celtics — he was the *soul* of that franchise. The architect of *two* separate dynasties. The guy who knew how to build *championship teams* — not just with talent, but with *people*.

He took over the Celtics in 1950, and in just over a decade, he won *nine titles as head coach*. That alone is legendary. But Red wasn't done. He stepped down from coaching, took the reins as GM... and built another dynasty from the front office.



He drafted **Bill Russell** — a defensive phenom, yes, but more importantly, a leader. A winner. When people questioned Russell's style or how it would translate to the NBA, Red didn't flinch. He *knew*. That pick changed the NBA forever.

But it wasn't just about Russell's skill — it was what he represented. Red valued integrity. Intelligence. *Toughness*. He made Russell the first Black head coach in American pro sports because he trusted him to lead — and didn't care what anyone else thought. That move wasn't just progressive — it was *correct*.

He drafted John Havlicek — a guy with endless stamina, who came off the bench and *outworked everyone*. He traded for guys like **Robert Parish**, when no one else saw his value. He snagged **Kevin McHale** in the same deal. He built around **Larry Bird**, who wasn't the fastest or most athletic, but had one of the highest basketball IQs ever.

He built teams full of *grinders*.

Of guys who weren't afraid to do the dirty work. Who'd dive on the floor. Who made the extra

pass. Guys who understood that success wasn't about *me*, it was about *we*.

And he didn't just build rosters — he built a culture.

Red was the guy lighting a cigar on the bench when a win was in hand — not to show off, but because he *knew* his guys had it under control.



That was trust. That was swagger built on preparation.

As Bill Simmons said in his tribute, Red “gave us a competitive advantage... he gave us a team.”

That line hit me hard. Because that's exactly what I try to do at Impact Maryland Real Estate.

When I refer someone to you — whether it's a roofer, a septic guy, a painter, or a contractor — it's not just some name from a directory. It's someone who's earned my trust through years of showing up, doing right, and treating people with respect.

I don't refer just anybody. I send people who give us a competitive advantage.

People who show up when no one's looking.
People who do it right — even if it takes longer.
People who *care*.

Because at the end of the day, like Red said:

“You win with people.”

That's not just a quote — it's a way of life.

Whether it's the Celtics winning titles... or helping you sell your home for top dollar... or fixing your water heater... or laying new floors for your renovation... you win when you have the *right* team.

And I'm grateful — every day — that I've got mine.



Don't Forget to Have Fun!!!!

June Quiz Question

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

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.

May Question & Answer

Q: What is the Capital of Australia?

A: Canberra

Congratulations: Amanda Vrabel

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

Happy Birthday

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

Sabbella Ally	June 2 nd	David Miss	June 10 th	Jarrett Houck	June 21 st
Darren Beachley	June 2 nd	Gabriel Riling	June 10 th	Jane McClellan	June 21 st
Danielle Coleman	June 2 nd	Kady Gamble	June 12 th	Harry Oord	June 21 st
Florence Fox	June 3 rd	Nate Orchard	June 12 th	Christie Steele	June 21 st
Seb Legambi	June 4 th	Ellie Short	June 12 th	Stacey Umberger	June 21 st
Lucia Monzon	June 4 th	Tonie Crosthwait	June 13 th	Eileen Antus	June 22 nd
Lynn Grubb	June 5 th	Chris Spangler	June 13 th	Noah Riling	June 22 nd
Inna Hedden	June 5 th	Ben Anstrom	June 14 th	Joe Ostrander	June 24 th
Brian Orndorff	June 5 th	Craig Hauser	June 14 th	Jon Steele	June 24 th
Kim Baker	June 6 th	Peyton Sipe	June 17 th	Barbara Zielinski	June 24 th
Courtney Miss	June 6 th	Erin Gamble	June 18 th	Courtney Kelly	June 25 th
Olivia Gorman	June 8 th	Karyn Houck	June 19 th	Katie Warfield	June 25 th
Noah Nunemaker	June 8 th	Phil Huffstetler	June 19 th	Aaron Ricker	June 27 th
Andrea Willem	June 8 th	Morgan Thorhauer	June 19 th	Tom Miss	June 28 th
Jackie Lamont	June 9 th	Sarah McNally	June 20 th	Emily Oord	June 29 th
Elara Sprtel	June 9 th	Marin Baker	June 21 st	Brigitte Cooper	June 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 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.

How’s The Market?

The Value of Honesty...

Last week, we sat down with a couple preparing to sell their home. They were referred to us by their next door neighbors, who are past clients. Relocating out of state and excited for their next chapter, we had the joy of meeting with them. Like many sellers right now, they began with a simple but loaded question:

“So, how’s the market?”

It’s a fair question—and one we hear almost daily. But it’s also one that deserves more than a vague reassurance or a rehearsed pitch. At that meeting, just as we do with every client, we made a conscious choice: to be honest. No sugar-coating, no sales tactics, and no promises we couldn’t keep—just the truth, backed by data, and delivered with respect.

That may not sound revolutionary, but in a market like this—shifting, uncertain, and often fueled by conflicting headlines—*honesty stands out*.

And, frankly, we think it should.

The reality is, the market today isn’t the market of six months ago. And it’s certainly not the ultra-competitive frenzy we saw in the early years of the pandemic. Interest rates have shifted, buyer behavior has changed, and inventory pressures vary dramatically by neighborhood, price point, and property type.

When we sat down with our clients last week, we told them exactly that. We didn’t pull a highlight reel from the spring of 2022. We didn’t quote an outdated auto-estimate. We pulled current, hyper-local data: comparable sales, average days on market, current active competition, and buyer activity in their price range over the last 30 days.

We showed them the numbers. Some of it was encouraging. Some of it was sobering.

But ALL of it was HONEST.

It’s easy in the real estate business to fall into the trap of saying what someone wants to hear just to win a listing. At Impact Maryland Real Estate, we’ve never subscribed to that approach. Our job isn’t to tell sellers what *they hope is true*—it’s to tell them what *is* true, and to guide them through their options based on that truth... backed by data and best practices.

We’d rather risk losing a listing than risk damaging someone’s trust. Because here’s what we’ve learned over years in real estate: honesty builds long-term relationships. Spin might win a listing, but transparency earns referrals, loyalty, and results that actually hold up after the paperwork is signed. At Impact, we are so fortunate that sooooo much of our business is built on exactly that!

What we offered our sellers last week wasn't just a market report—it was a roadmap.

After reviewing the data, we talked strategy. We asked about their goals: Was speed of sale the priority? Maximum profit? A seamless transition to their next home?

Once we understood their “why,” we outlined a few strategic paths forward. We talked about pricing strategies, and what each might realistically achieve. We discussed the pros and cons of listing now versus waiting. We made a punch list of items to prepare their home and present it in the best possible light.

By the end of the meeting, we had a customized plan. Not a boilerplate strategy. Not a “what worked for someone else.” A tailored approach built around *these* specific sellers... their personal goals... guided by data, upheld by best practices, and anchored in honesty.

They thanked us. Not because we told them the market was amazing. Not because we painted a rosy picture. But because we were honest, and we didn't try to gloss over the uncertainty.

We treated them like partners in the process, not just a transaction.

They chose to list with us. But even if they hadn't, we would've walked away with our integrity intact—and theirs, too.

This isn't just a story about one client. It's about how we operate at Impact. In every market, but especially now, we believe it's our responsibility to communicate clearly, transparently, and with your best interests at the forefront. Whether you're selling, buying, or just trying to figure out your next step, you deserve real information—not rehearsed scripts.

Real estate is personal.

It's one of the biggest financial and emotional decisions a person can make...and honesty is what turns a stressful process into a strategic one.

So if you've been wondering, “How's the market?”—we're happy to tell you.

We'll bring the data. We'll listen to your goals. And we'll build a plan that actually works for you, not just for the numbers on a spreadsheet.

It might not always be what you expect to hear. But it will *always* be the truth.

Because that's what we believe you deserve!



Save The Date



IMPACT MARYLAND REAL ESTATE CLIENT APPRECIATION PARTY!!!!

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

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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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

- Selling a home is often one of the most stressful experiences, but thanks to Eric and Stacy the entire process felt seamless and surprisingly smooth. From day one, their dedication and work ethic stood out. They were not only professional, but truly invested in every detail of the sale. Eric and Stacy worked tirelessly, often going above and beyond what we expected. Whether it was staging, arranging viewings, managing paperwork, or negotiating offers, they handled every step with remarkable care and precision. Nothing was overlooked — they paid attention to every possible aspect that could impact the sale, from market timing to presentation to buyer communication.

Their teamwork was also incredibly effective. It was clear they had a system in place and a shared goal of getting us the best result. They were always available to answer questions, kept us informed at every stage, and gave honest, insightful advice that truly helped guide our decisions.

Thanks to their commitment and expertise, we sold our home quickly and at a price we were very happy with. We couldn't have asked for better agents and would recommend them without hesitation to anyone looking to buy or sell. If you want hard-working professionals who genuinely care about your outcome, look no further. - Kateryna

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