

# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

OCTOBER 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**

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## Who's YOUR Core?

Alex just finished the race — #4 overall in JV. A great time of 17:02.

Smile on his face, but frustrated because he wasn't under 17 minutes.

Running is a funny sport because yes, you're competing against other runners... but you're also trying to help your team. You've got your personal time, your rank on your team, and your place overall — all layered into one race. It's an individual sport played in the context of a team.

Jim Rohn once said, "*You are the average of the five people you spend the most time with.*"

At first, that sounds like one of those motivational quotes you might scroll past online — but the older I get, the more I realize how true it really is.

Think about it. If you spend time with people who constantly complain, make excuses, and see the worst in every situation... it starts to rub off. You begin to lower your own standards, make the same excuses, and before long you're living at a level that feels comfortable — not challenging.

But surround yourself with winners — with people who push, inspire, and challenge you — and everything changes. You start to level up. You think differently. You act differently. You expect more from yourself.

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.

## It's why championship teams talk so much about culture.

Michael Jordan didn't just want talented teammates — he wanted *competitors*. People who would go at him in practice, who hated to lose as much as he did. That's how six titles happened.

And it's not just sports. In business, in life — when you're around people who innovate, who look for solutions instead of problems, who hold themselves accountable — you rise to meet that energy.

**When I think about that quote, I see it every day in my own house.**

My son Alex runs cross country for Urbana — one of the top programs in the entire state. The talent, the discipline, the drive on that team are next-level. Every runner out there is pushing for personal

### Boys Large JV

| Name               | Year | School  | Finals  | Point |
|--------------------|------|---------|---------|-------|
| 1 Gordon, Hyatt    | 12   | Urbana  | 16:32.3 | 1     |
| 2 Edwards, Koen    | 10   | Urbana  | 16:43.8 | 2     |
| 3 Beraich, Omar    | 9    | Urbana  | 16:53.2 | 3     |
| 4 Verdi, Alex      | 11   | Urbana  | 17:02.6 | 4     |
| 5 Yarram, Bhargav  | 11   | Oakdale | 17:12.1 | 5     |
| 6 Behling, Jasen   | 10   | Urbana  | 17:16.6 | 6     |
| 7 Conrad, John     | 9    | Oakdale | 17:18.9 | 7     |
| 8 Lazarus, Charlie | 12   | Oakdale | 17:26.8 | 8     |
| 9 Miglianti, Luke  | 10   | Oakdale | 17:29.1 | 9     |
| 10 Cooper, Adam    | 9    | Oakdale | 17:48.0 | 10    |
| 11 Reed, Colin     | 11   | Oakdale | 17:49.0 | 11    |
| 12 Welter, Drew    | 10   | Urbana  | 17:55.7 | 12    |
| 13 Nelson, Lucas   | 10   | Oakdale | 18:00.3 | 13    |
| 14 Vaith, Anthony  | 10   | Oakdale | 18:04.8 | 14    |

bests, chasing each other, making each other better.

Now here's the interesting part — Alex is currently the #11 runner on his team. On paper, that might not sound like a headline. But here's the truth: if he ran for Frederick or Tuscarora, he'd likely be their #1 runner. At Linganore, he'd be around #3. And at TJ or Oakdale, he'd be a solid varsity #7.

And to put it in perspective — at the recent Regional Meet at Boonsboro, Alex ran a *phenomenal* time of 17:02, which would have placed him 23rd overall in the Varsity race. That's not just good — that's elite-level performance.

## What does that tell you?

It's not that he's not fast enough — it's that he's surrounded by an environment that raises the bar. Every single practice, he's running against guys who are faster, stronger, and hungrier. And instead

of settling, he's chasing them. That competition — that *environment* — is making him better.

Alex could be a rockstar on an average team, but instead, he's chosen to be a key cog on a great one. And that's the difference between being *comfortable* and being *committed*.

That's what Jim Rohn meant. We don't rise to our goals; we rise to the standards of the people around us.

**That's the beauty of surrounding yourself with excellence — a rising tide lifts all boats.**

When you're part of something great, everyone gets better. And Urbana Cross Country is living proof of that.

### Boys Large Varsity

| Name                  | Year | School           | Finals  | Points |
|-----------------------|------|------------------|---------|--------|
| 1 Rothery, Joshua     | 12   | Urbana           | 15:19.1 | 1      |
| 2 Salter, Patrick     | 11   | Oakdale          | 15:20.6 | 2      |
| 3 Cline, Cole         | 11   | Urbana           | 15:30.4 | 3      |
| 4 Madraymootoo, Evan  | 11   | Urbana           | 15:31.7 | 4      |
| 5 Ghim, Miles         | 11   | Thomas Johnson   | 15:33.8 | 5      |
| 6 Call, Landon        | 12   | North Hagerstown | 15:41.6 | 6      |
| 7 Lipchock, Simon     | 11   | Urbana           | 15:52.8 | 7      |
| 8 Wexler, Dashiell    | 10   | Thomas Johnson   | 15:54.2 | 8      |
| 9 Wilt, Carson        | 12   | North Hagerstown | 15:56.4 | 9      |
| 10 Harris, Kayden     | 11   | Linganore        | 16:10.3 | 10     |
| 11 Rodrigues, Matthew | 10   | Urbana           | 16:12.6 | 11     |
| 12 Castillo, Dominic  | 11   | Thomas Johnson   | 16:14.5 | 12     |
| 13 Osher, Luke        | 10   | Urbana           | 16:20.5 | 13     |
| 14 Thompson, Brogan   | 10   | Oakdale          | 16:23.2 | 14     |
| 15 Gregorio, Andrew   | 12   | Oakdale          | 16:27.0 | 15     |
| 16 Rudy, Scott        | 11   | Thomas Johnson   | 16:28.4 | 16     |
| 17 Collins, Luke      | 12   | Linganore        | 16:35.8 | 17     |
| 18 Collins, Merrick   | 11   | Oakdale          | 16:39.1 | 18     |
| 19 Sanchez, Erasmo    | 10   | Thomas Johnson   | 16:40.4 | 19     |
| 20 Boyapati, Sai Veda | 12   | Oakdale          | 16:41.1 | 20     |
| 21 Chikkem, Nitish    | 10   | Oakdale          | 16:46.1 | 21     |
| 22 Lama, Toshon       | 12   | Thomas Johnson   | 16:52.6 | 22     |
| 23 Anderson, Allen    | 12   | North Hagerstown | 17:03.4 | 23     |
| 24 Todd, Jayce        | 12   | Oakdale          | 17:06.7 | 24     |
| 25 Padilla, Ethan     | 11   | Linganore        | 17:11.1 | 25     |
| 26 Adekanmbi, Zayden  | 9    | Tuscarora        | 17:36.0 | 26     |
| 27 Adkins, Quynn      | 10   | Thomas Johnson   | 17:37.6 | 27     |

Just last week at Boonsboro High School, during Regionals, Urbana didn't just compete — they *dominated*. Both the JV and Varsity teams swept the competition, winning not only the team titles, but also the individual championships in both races.

That doesn't happen by accident. It happens because every runner — from #1 through #20 — shows up every day and pushes each other. The faster guys don't coast. The younger ones don't quit. They rise together. *Iron sharpens iron*.

And at the center of it all is Coach Mango. She's built a powerhouse program through dedication, grit, and relentless work ethic. Kids from other sports — soccer, lacrosse, basketball — have

migrated over because of the *family environment* she's fostered. It's not just about running; it's about belonging, about being part of something that demands your best and gives you purpose in return.

What's even more special is knowing that Anthony and the classes before him helped lay that foundation. Their leadership, commitment, and early success created the culture that today's team is thriving on. They planted the seeds of excellence — and now Coach Mango and her runners are harvesting the results.

Alex is part of that legacy now — a living example that greatness isn't built overnight; it's built through consistency, standards, and surrounding yourself with the right people.

**And that lesson extends far beyond running.**

Because at Impact Maryland Real Estate and ImpactClub Frederick, we live by that same philosophy.

Both are, in their own way, *individual pursuits within a team environment*. Every client interaction, every listing, every donation — each moment might look individual, but behind it is a team working together toward something bigger.

When we meet every quarter with 420+ ImpactClub members, *good things happen*. Charities are recognized. Charities help other charities. Members discover new causes they're passionate about. Friendships form. And the ripple of generosity spreads further every time we gather.

**It's proof that good begets good — that *Impact creates IMPACT*.**

The same is true in real estate. Recently, a client came to us frustrated. Her house had been sitting on the market for months with no offers. She told us — her words — the photos were *crap*. There was *no communication*. *No staging*. Just a sign in the yard and silence.

She sought us out because she'd heard about our approach — about our team — our *Core 5*: Annie, Adrienne, Medardo, Robert/Roland, and us. We surround ourselves with the best in the business, and that shows in every listing we touch.

Within days, we transformed that property — professional photos, thoughtful staging, precise pricing strategy — and the difference was immediate. Because when you raise the bar, clients feel it.

**Buyers notice it. And results follow.**

We strive every day to raise the level of professionalism — for our sellers, for our buyers, and for everyone we serve.

Because just like Urbana Cross Country, it may look like an individual effort... but true success always comes from the team you surround yourself with.



And when you build that kind of culture — in running, in business, in community — you don't just win races... **you create Impact.**

**Love you,**

*Eric Verdi*

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

### October Quiz Question

**Q:** Which Frederick landmark was once known as "The Hessian Barracks" and served as both a Revolutionary War prison and a Civil War hospital?

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.

### September Question & Answer

**Q:** Maryland was one of the original 13 colonies. What year did it officially become a state?

**A:** 1788

Congratulations: Jack Shoemaker

|   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|
|   | 3 |   |   | 5 | 9 | 6 |   |   |
|   | 8 |   |   |   |   |   |   |   |
|   |   |   | 4 | 3 |   |   | 1 | 8 |
| 6 |   |   |   |   |   | 1 |   | 5 |
|   | 4 |   |   |   |   |   | 7 |   |
| 1 |   | 7 |   |   |   |   |   | 3 |
| 3 | 6 |   |   | 7 | 4 |   |   |   |
|   |   |   |   |   |   |   | 8 |   |
|   |   | 4 | 1 | 8 |   |   | 5 |   |

## Happy Birthday

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

|                   |                      |                   |                      |                   |                      |
|-------------------|----------------------|-------------------|----------------------|-------------------|----------------------|
| Molly Miss        | Oct 3 <sup>rd</sup>  | Kate Riling       | Oct 14 <sup>th</sup> | Jackie Smith      | Oct 20 <sup>th</sup> |
| Amy Raymond       | Oct 3 <sup>rd</sup>  | Laura Via         | Oct 14 <sup>th</sup> | Ian McRae         | Oct 20 <sup>th</sup> |
| MaryRose Fegley   | Oct 4 <sup>th</sup>  | Jodi Burrier      | Oct 15 <sup>th</sup> | Colleen Barnhouse | Oct 21 <sup>st</sup> |
| Tim Hauer         | Oct 5 <sup>th</sup>  | Erin Marsalis     | Oct 16 <sup>th</sup> | Nicole Bell       | Oct 21 <sup>st</sup> |
| Brian Wells       | Oct 5 <sup>th</sup>  | Nicholas Orsini   | Oct 16 <sup>th</sup> | Avery Sipe        | Oct 22 <sup>nd</sup> |
| Marco Reyes Garia | Oct 7 <sup>th</sup>  | LeeAnna Arrowchis | Oct 17 <sup>th</sup> | Alex Petrov       | Oct 23 <sup>rd</sup> |
| Jessica Call      | Oct 8 <sup>th</sup>  | Cooper Bobbitt    | Oct 17 <sup>th</sup> | Alivia Smith      | Oct 23 <sup>rd</sup> |
| Kensley Love      | Oct 8 <sup>th</sup>  | Dan Luippold      | Oct 17 <sup>th</sup> | Pamela Wheeler    | Oct 23 <sup>rd</sup> |
| Kampbell Quill    | Oct 8 <sup>th</sup>  | Maria Menocal     | Oct 17 <sup>th</sup> | Ray Baker         | Oct 25 <sup>th</sup> |
| Ashleigh Short    | Oct 8 <sup>th</sup>  | Jennifer Purgason | Oct 17 <sup>th</sup> | Nancy Dietz       | Oct 25 <sup>th</sup> |
| Paul Gorman       | Oct 9 <sup>th</sup>  | Lauren Mills      | Oct 19 <sup>th</sup> | Amanda Miss       | Oct 26 <sup>th</sup> |
| Mike Rawlett      | Oct 9 <sup>th</sup>  | Joe Call          | Oct 20 <sup>th</sup> | Kit Newman        | Oct 26 <sup>th</sup> |
| Jason Underwood   | Oct 9 <sup>th</sup>  | Vincent Dabney    | Oct 20 <sup>th</sup> | Taylor Tolbard    | Oct 27 <sup>th</sup> |
| Alexis Fogelson   | Oct 11 <sup>th</sup> | Gary Rice Jr      | Oct 20 <sup>th</sup> | Laura Palmer      | Oct 30 <sup>th</sup> |
| Jimmy Kopf        | Oct 12 <sup>th</sup> | David Sacchetti   | Oct 20 <sup>th</sup> | Emma Ranneberger  | Oct 30 <sup>th</sup> |
| Peter Fleck       | Oct 14 <sup>th</sup> | Sam Schroeder     | Oct 20 <sup>th</sup> | Rebecca Shoemaker | Oct 30 <sup>th</sup> |
| Jocelyn Hauer     | Oct 14 <sup>th</sup> |                   |                      |                   |                      |

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.

## Chess vs Checkers..

*Know the MOVES*

You ever notice how everyone knows at least one famous chess player?  
Bobby Fischer. Garry Kasparov. Magnus Carlsen.

Why?  
Because chess is a game of *strategy*.  
You can't just show up and wing it.

A great chess player is always thinking **3–5 moves ahead**.  
Every piece, every play, every sacrifice is calculated.  
They're not reacting... they're *anticipating*.

Now tell me — can you name a famous checkers player?  
Didn't think so.

Because checkers is one move, then another, then another.  
No long-term vision. No setup. No depth.

And that's the difference between how *we* sell homes... and how most others do.

When we sit down with clients, we don't just pick a price and hope.  
That's checkers.

We're playing **chess** — with a plan for the next move *before* the first piece ever hits the board.

If we list at this number and don't get traction by Week 2... what's our next move?  
Do we make a strategic adjustment?

Do we change presentation?  
Do we reposition it to reach a different buyer pool?

Then, after that move, what's the move after *that*?  
Every scenario — mapped out.  
Every reaction — anticipated.

Here's an example.  
Last month, we had a listing that started strong — good traffic, lots of lookers, but no offers. Most agents would've dropped the price and called it a day.

Not us.  
We shifted the *presentation first* — swapped staging to highlight the home's open flow, updated the lead photo, and re-launched to a new target segment of buyers moving in from Montgomery County.

Within days, new showings rolled in — and we got two offers before the weekend.  
That was the second move we'd planned weeks in advance.  
That's chess.

Real estate isn't about reacting. It's about anticipating.  
The market changes. The buyers change. The strategy changes.  
But the goal never does — *checkmate*.

So, if your agent is playing **checkers**, you've got the wrong one.  
At Impact Maryland Real Estate, we play **chess** — and we practice every single day.  
Because every great move starts with a *strategy*.

 **The Impact Way**

EXCITING ANNOUNCEMENT...

## Innovating App – Impact Maryland Real Estate

### **Impact Maryland Real Estate Launches New Mobile App — Home-Search, Communication & Trusted Vendor Connections in One Place**

I am proud to announce the launch of its brand-new, fully-branded mobile application, designed to bring home-buying and vendor-connection services directly into the hands of our clients. After a beta-test phase with select clients and friends, the feedback has been overwhelmingly positive—and we’re thrilled to share this powerful new tool with our broader community.

#### **A Smarter, More Interactive Way to Search for Homes**

With this app, users gain access to an intuitive, map-based home search experience that elevates traditional listing browsing. Instead of simply scrolling through pages of homes, clients can explore interactive maps that reveal listings, neighborhood boundaries, amenities, transportation routes and more—with a visual-first approach. Our beta testers described it as “a game-changer for finding how a home *fits into* the neighborhood,” giving them insights beyond price and square footage.

#### **Instant, Direct Communication with the Team**

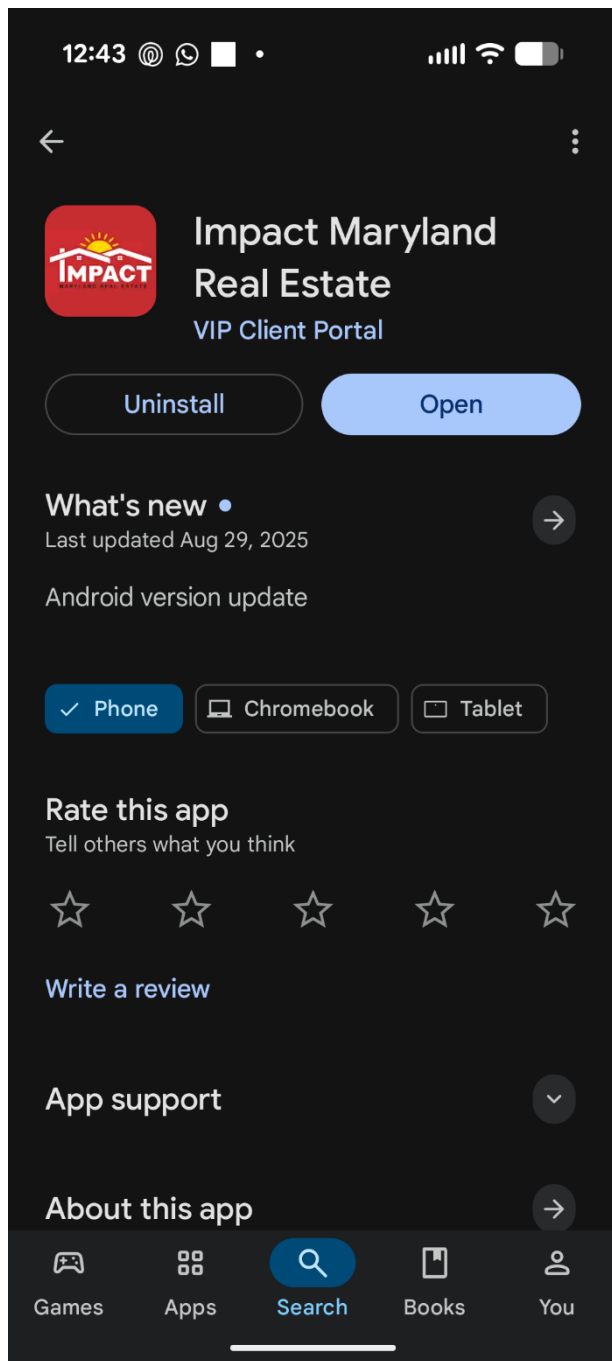
In today’s fast-moving real-estate environment, timely, clear communication matters. That’s why the app features a built-in messaging function: when you see a home you like, have a question, or want to chat about next steps—you can speak directly with our team right from the app. No longer do you have to juggle email threads or phone calls; instead you get a streamlined, mobile-native conversation thread. Many of our friends from the beta period commented that this messaging feature made them feel “connected, informed and empowered”—all the things a home-search partner should deliver.

#### **Trusted Vendor Directory: A One-Stop Resource for Service Providers**

Buying or selling a home often means working with many different vendors—inspectors, contractors, landscapers, movers and more. We know from years of experience that our clients appreciate having access to providers they can trust. That’s why we have integrated a “Trusted Vendor” section in the app. Here our clients find vetted, highly-recommended companies that support our clients’ needs. Whether you’re prepping your home for sale, updating a newly-purchased house or simply seeking a local service provider, this curated list gives peace of mind and convenience in one place.

#### **Why This Matters for Buyers, Sellers and Homeowners**

The launch of this app isn't just about technology—it's about enhancing client service, deepening relationships and simplifying the home-buying (or selling) journey. Here are a few key benefits:



- **Efficiency:** Accelerates the search and decision process with map-based discovery and direct communication.
- **Transparency:** Gives real-time access to listings and service providers trusted by our firm.
- **Connectivity:** Keeps you linked to your team and your home journey from anywhere.
- **Control:** Puts you in the driver's seat—explore, connect, and act when it works best for you.

During our beta-testing period, we received comments such as:

"I loved how easy it was to drag the map and instantly see listings I hadn't found on other apps."  
 "Messaging inside the app meant I didn't have to switch between texts, email and phone—I could stay in one place."  
 "The vendor list saved me so much time—I found a great painter that I would otherwise never have known about."

### About Impact Maryland Real Estate

Impact Maryland Real Estate is a full-service brokerage based in Frederick, Maryland, committed to exceptional results, exceptional service—and to treating each client like family. We believe a home is more than a transaction—it's part of your life story. With this new app, we continue our mission of combining industry expertise, local insight and technology to deliver the best possible experience.

### Get Started Today

We encourage you to download the app and take it for a spin. You have two easy options:

- **Text us directly** at 301-514-2403 and we'll send you the download link right away.
- Or, search for "**Impact Maryland Real Estate**" in the Apple App Store or Google Play Store and install the app to get started.

Whether you're actively looking for a home, considering your next move or simply exploring, our new app is designed for you. We are excited to offer this enhanced service and look forward to helping you achieve your real-estate goals.

**Join us on this new journey. Download the app, explore the map-based search, start a conversation, and connect with our trusted vendor network.**

# 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 Google Page. If we have worked with you, we'd love your feedback. Google "Impact Maryland Real Estate" and leave a review.

-Selling a house is one thing, but selling a home is completely different. Now I understand why they're called Impact! We lived in our home for 20 years, so there were countless memories tied to this sale. Eric and Susan stood by us—emotionally and physically—through every step. You're getting more than just a transaction with them! They truly adapted to all of our situations, and I honestly felt they cared more about our well-being than the sale itself.

If you want sleepless nights and confusion, just get any agent. But if you're transitioning into a new phase of your life and want to focus on that, then go with Impact—you'll get your sleep and dream instead! 😊 This process was just as memorable as my 20 years in that home. Thank you, Impact! – Shirley M.

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