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CHAMPIA NEWSLETTER

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Rise above the storm and you will find the sunshine

Create a sustainable online reputation management strategy for your business



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It's been a rainy spring, let's Talk About Mold...

More rain makes it all the more important to protect your house from mold. One of the questions clients ask home inspectors is does the house I want to buy contain mold?

Unfortunately, the answer most often is YES.

Champia Real Estate Inspections can provide mold testing for your home or the dream home you want to buy to safeguard your clients and their families. For Atlanta mold inspections, our certified home inspectors take samples and send them off to a professional laboratory for testing.

**Is the affected area larger than 10 square feet?
Then it's time to get a professional.**

When you schedule a home inspection with Champia, be sure to ask about our 90-Day Mold Warranty to safeguard against hidden problems.



Champia is committed to providing high-quality inspections for every home, condo or townhouse. We have the experience and knowledge to check homes for structural and mechanical defects along with other issues that may be the result of poor craftsmanship or neglect.



Managing your online reputation is an important part of your business!

This needs to be viewed as both a sprint and marathon for businesses. Your reputation cannot be managed with a "set it and forget it" approach.

The following statistics display why (courtesy of BrightLocal):



Where do you need to focus online?

Manage your reputation online across all of the relevant search engines, social media platforms, and review sites. You cannot sit back and expect your customers to provide you a review, even if you know they had a fantastic experience. There are various ways to request reviews today, including in person, by e-mail or text, completing a call after the service by an office team member, or even at a kiosk. There are tools that allow you to proactively solicit feedback from customers and then push their reviews to your primary customer platforms, most commonly Google and Facebook.

Take a few minutes and search for your largest competitors in your service area and compare how your reputation stacks up. Ask these questions:

- Do you have more reviews or less reviews?
- How do your average total stars compare?
- Who is doing a better job of responding to reviews?
- When was the last review received?

The grass is greenest where you water it...

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