

# August 2020

news & updates



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*What we have to remember is that we can still do anything. We can change our minds. We can start over.*

*The notion that it's too late to do anything is comical. It's hilarious. We can't, we must not lose this sense of possibility because in the end, it's all we have.*

NOTHING IS  
IMPOSSIBLE,  
THE WORD  
ITSELF SAYS  
"I'M POSSIBLE"!  
- AUDREY HEPBURN

**Doing the right things on Social Media is so important, especially now!**

**What to use/why to use it**

Facebook, Twitter, Pinterest, Instagram and Snapchat are among the most popular, but additional networks, such as TikTok, may emerge and you'll need to be ready. Keep your company relevant and useful.

Here's an overview of the biggest players at this moment:



**Get your SOCIAL going FULL FORCE!**

Finding potential buyers for your listings is one of the most important aspects of your job — and marketing is essential to your success with this task. With social media's important role in marketing, most real estate agents maintain at least one social media account for their business. Social media holds a varying level of importance, depending on your target market, but you should ever appear to be technologically challenged. Here's how to get going and make your social media content the best it can be.



Facebook

Facebook is the most popular social media network in the world. It's best used to stay in touch with your followers. Create a page dedicated to your business and



LinkedIn

LinkedIn is aimed at professionals who are either looking for a job or want to network with other professionals. It is also a good place to show your expertise in the field. Use



Twitter

Twitter is a great tool for marketing your business and letting users know about properties and open houses. It is primarily used as a broadcast tool. Posts are limited to



Instagram

Instagram is a photo-sharing network that is best for sharing the personality of your company, stylized photos that highlight a great staging effort or property,



Pinterest

Pinterest is a site that often details the best way to do something, and essentially works as an online bulletin board. You can build a page that's oriented toward

Each platform comes with its own set of analytics, so you can easily see if your posts are effective in driving engagement and, ultimately, sales. Use any analytics that are available to optimize and refine your message.

[Read more about scheduling posts, creating an editorial Calendar and more here!](#)

## Two months in a row for improved pending home sales!!!!!!!



### People are STILL buying Houses!

Pending home sales were up for the second month in a row, with each of the four major regions reporting gains in pending transactions over June, according to the National Association of Realtors.

In the South, pending home sales were up 11.9% to 140.3 in June. It was also up 10.3% from the same time last year.

“The Northeast’s strong bounce back comes after a lengthier lockdown, while the South has consistently outperformed the rest of the country,” Yun said. “These remarkable rebounds speak to exceptionally high buyer demand.”

NAR also reports that all regions except the Northeast experienced year-over-year gains in June.

The index, which tracks forward-looking home sales based on contract signings, was up 16.6% in June to 116.1, while year-over-year contract signings were up 6.3%. NAR uses 2001 as the baseline for contract activity in the PHSI.

“It is quite surprising and remarkable that, in the midst of a global pandemic, contract activity for home purchases is higher compared to one year ago,” NAR’s chief economist Lawrence Yun said in a press release. “Consumers are taking advantage of record-low mortgage rates resulting from the Federal Reserve’s maximum liquidity monetary policy.”

NAR projects existing-home sales will drop only 3% for the entire year, with sales increasing to 5.6 million by the fourth quarter.

Yun also projected a 4% uptick in GDP in 2021, which will help with existing and new home sales, which will grow an estimated 7% and 16%, respectively.

NAR says mortgage rates will likely stay near 3% for the next year and a half, but home prices will appreciate 4% this year. The report notes that those prices will drop back down to 3% next year.

It was the second consecutive month of home sales increases, according to NAR.



How are you feeling about the market? What are you seeing in the field?

**Business is up**

Select

**Business is down**

Select

**Business is steady**

Select

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**SCHEDULE AN INSPECTION**

*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.*

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