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CHAMPIA NEWSLETTER

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*May you never forget what is worth remembering,
nor ever remember what is best forgotten.*



The top 5 things you need to
have on your website



See Page 2
for Details!




**Champia's Porch
Home Assistant**

From the time you move in, porch is here for you.
Any time, every project, each step of the way.



Hire Movers



Hang a TV



Re-Key Locks



Update Owners
Insurance



Add Security



Schedule Any
Repairs



Set Up Cable &
Internet



Schedule Any
Improvements

When your clients use Champia,
their Porch Home Assistant will
provide useful tools and
resources, in addition to hassle-
free help, whenever and
wherever you need it.

Go to champia.com/home-assistant-gold
for more details!

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.



5 THINGS YOU MUST HAVE ON YOUR REAL ESTATE WEBSITE

But wait, where is the MLS search?

DON'T I HAVE TO HAVE AN MLS SEARCH ON MY WEBSITE?

Let's focus on an agent named Angie. Angie had spent a good deal of time and money to get an MLS search up and running on her site and was considering whether to hire a company that could integrate her database with her MLS search. She had between 50 and 75 searches a month on her MLS search. Sigh. Having a back-end system to track 50 searches a month will not add anything for her bottom line.

According to the latest numbers, Realtor.com gets 22.6 MILLION unique visitors a month, Zillow.com has had as high as 157.2 MILLION visitors a month, and Trulia.com gets about 13 MILLION visitors a month (source SEMRush)

Homebuyers are **NOT** generally going onto Realtor websites to search for homes.

SO, WHAT ARE THE TOP 5 THINGS I SHOULD HAVE ON MY SITE?

1

SOMEWHERE FOR THEM TO SIGN UP TO YOUR EMAIL LIST

This is the whole enchilada! Going to all the trouble to get someone to your website and then not having an amazing offer for them to sign up for is just silly. You should have a Relocation guide Report like, "5 Ways To Sell Your Home Fas" or "7 Secrets FSBOs Don't Know That Real Estate Agents Do!" Any of these amazing offers will compel someone to give you their email address and thus give you the chance to market to them forever.

2

AN INTRO VIDEO OF YOU TALKING

Having an intro video is vital to get another human to like you. Human beings are genetically predisposed to wanting that connection and you can accomplish that with a video of you talking. It doesn't have to be perfect, it should just showcase you!

3

CUSTOMER TESTIMONIALS

We know anyone can write anything they want on the internet. But we still appreciate knowing what other people think and this is why testimonials are so powerful to marketing. Just knowing that someone else who worked with you and had a good experience is enough to tip the scales and get them to pick up the phone. What if some of your testimonials were videos? Real people talking about how you helped them to get their dream house or sell their home fast and for top dollar. That would be powerful!

4

AN ABOUT US PAGE THAT TALKS ABOUT HOW YOU HELP THEM (NOT ALL ABOUT YOU!)

Your website should be all about THEM and how you can help them sell or buy a house. Why your processes and practices mean that they will have a smooth, stress-free closing and that it will not consume their life.

5

NEIGHBORHOODS THAT YOU FARM

Last but certainly not least is having specific pages about each area that you farm. Think about it, if someone is looking for Atlanta Real Estate, they are probably just at the early stages of their hunt. Drill down to a suburb like East Cobb and they are getting warmer, BUT when they hit the subdivision level, they are ready to buy or sell. These people should have a page just for them - remember - video is always helpful!

