



CHAMPIA
REAL ESTATE INSPECTIONS

FEBRUARY 2020

CHAMPIA NEWSLETTER

WWW.CHAMPIA.COM

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"People will forget what you said, people will forget what you did, but people will never forget how you made them feel"

~ Maya Angelou



#MARKETINGTIPS #POWERWORDS

YOU

make it all about the customer

100%

FREE



who can resist a freebie?

INSTANTLY



promise a quick payoff

LIMITED TIME



scarcity creates a sense of urgency



EASY

no one wants to deal with hassle

BECAUSE

show them why they need it



SECRET

everyone wants a special tip / hack



RISK FREE

they feel secure giving you their money



DON'T MISS

capitalizes on fear of missing out



Don't Forget!!!

RADON



\$50 OFF YOUR HOME INSPECTION!

Give this coupon to your clients for \$50 off when booking a home inspection with Radon through Champia!

Good through Feb 2020

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.

Data from a recent consumer survey that offered insight into the satisfaction of U.S. homebuyers and sellers.

The data was collected by Wakefield Research, which surveyed Americans who completed a real estate transaction in 2018 or 2019.



The Good News... It seems buyers are quite pleased with their results. **99%**

99% of homebuyers reported their agent "added value" to the transaction.

53% 53% reported that stress navigation was one of the most valuable services provided during their homebuying process.

Buyers

The satisfaction category was then broken down further to reveal that 23% of buyers felt their agent provided helpful information about the market, and 22% felt as though their agents went above and beyond to help them navigate the homebuying process as a whole.

Sellers

On the other side of the transaction, the study found that 73% of sellers felt as though their agent provided them with helpful insight to navigate the market and 72% felt like they were provided with excellent advice and counsel.

On a positive note, 92% of sellers felt as though their agent was incredibly patient throughout the process and 60% of buyers reported that their agent went above and beyond by taking them out for a meal or introducing them to potential neighbors.

One way in which the study found agents could improve was follow-up. 23% of buyers said their agent did not reach out to them following the closing process, which left them feeling abandoned. 🥲

Work on

In terms of what sellers found lacking, 29% reported wishing their agent had better price negotiation strategies, and 23% believed that a more knowledgeable agent would have helped boost their home sale price. 💰

these things

Despite the overwhelmingly positive response from the survey's recipients, there was a reported surprising disconnect in the time prospective clients spent interviewing and looking for potential agents. Even though active buyers and sellers reported having high expectations, they also reported that, on average, they only interviewed two agents before making a final selection.

Another study conducted by Wakefield Research revealed 34% of buyers were unlikely to recommend or rehire the agent they just worked with. 👤 👤