



MARCH 2023

CHAMPIA NEWSLETTER

WWW.CHAMPIA.COM

770.953.0767

You don't drown by falling in the water...

you drown by staying there.

Agent Contest – A New Month – A New Drawing!



Win "Date Night Dinner for Two" at Frankie's Steakhouse - value of \$350!*

There are 3 ways to ENTER!

- ✿ CALL THE OFFICE AND SAY, "ENTER ME TO WIN THE DRAWING"
- ✿ SHARE ONE OF OUR FACEBOOK POSTS
- ✿ BOOK AN INSPECTION

**Not exchangeable for cash*

The FEBRUARY winner is picked on Facebook live on March 1st!

CHAMPIA is investing MORE in client protection with our warranties!

Now we have 125-day warranties
vs. 90-day warranties



**125DAY
WARRANTY**
plus

**NEW from Champia:
NXT Structural Warranty**

Offering over \$100,000 in
coverage on EVERY
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.



HOW TO CREATE A REAL ESTATE NEWSLETTER THAT SELLS

Personalize. Always.

- Write your real estate newsletter emails in a way that your readers feel like you're talking to them directly.
- Personalize your subject lines by using your contact's first name or location.

Use a hierarchy for readability

- Well-designed emails with engaging images see a boost in retention over bland emails.
- Use the Z pattern, based on the path that readers follow when browsing web pages.

Optimize for deliverability

- You don't want to send beautiful emails that land in the SPAM folder. Optimizing for deliverability is how you avoid your emails ending in the junk folder, from where they eventually get thrashed or forgotten.

Use great images

- To maximize the effectiveness of your newsletter, you need more than great content, you need great design, and many times that includes great images. The highest image in your email (hero image) has more propensity to drive attention to itself. You want to make it pop.

Highlight your branding

- Emails could set the tone for your prospects' future interaction with your brand. That is, making it easier for prospects to spot your brand anywhere. Unsurprisingly in emails, larger objects get noticed first.

Be exciting

- Your real estate newsletter emails need not always be about your new blog posts, community information, or market stats. Think up ways to excite and engage your readers. Organize an event, create a give away or contest, etc.

Get creative with colors

- The point of colors is to draw attention to your message. Bright colors catch the eye, but this doesn't mean your email template should use all colors of the rainbow. Simplicity is key – you can achieve a nice color-blocking effect even if you use two or three colors as the foundation of your message.

Don't overwhelm with options

- Want to increase your click-through rates? Then make sure to use only one primary call to action in your newsletter templates. That's going to ensure that you don't overwhelm your audience with too many options and will focus their attention on your main offer.

Make it all about them!

- Your real estate email newsletters should have content aimed at clients in specific stages of the purchase cycle and in particular situations.
- A client who receives a well-designed video email with a birthday song will probably not forget about you for a while.
- In 2022, email marketing is predominantly personal and your email program should embrace that.

**SAVE your clients \$355 with a Champia
COMPLETE PACKAGE Home Inspection Purchase!!**

See Our Website For Details!

Go to CHAMPIA.COM to book your CHAMPIA COMPLETE HOME PACKAGE today!



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