

MAY 2023

CHAMPIA NEWSLETTER

WWW.CHAMPIA.COM

770.953.0767



To plant a garden is to believe in tomorrow...

~ Audrey Hepburn

Agent Contest: 35th Anniversary Date Night 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*

35th Anniversary April Date Night Dinner Drawing Winner!!!!
Sara Lee Parker from Keller Williams In Town Atlanta. Congrats, Sara!

SEWER|GARD Plus!

The Main Sewer and Water Line Warranty is FREE on all of CHAMPIA's home inspections for home buyers. This warranty covers failures in the main sewer line and main water line from the structure to the service connection.

CHAMPIA is investing MORE in client protection with our warranties!



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.

In Real Estate... **REVIEWS** Matter!



Most people today won't even stay in a hotel without checking out its reviews, and many won't even buy a pizza without scouring the restaurant's Yelp ratings. So when a person who is accustomed to reading online reviews needs to hire a real estate agent, you can expect that the person looking to buy or sell a house will do plenty of research online first.

In fact, 90 percent of consumers read online reviews at least occasionally, according to a recent survey. The survey also found that 84 percent of people trust online reviews as much as they trust personal recommendations from friends.

90%



So if you still think that your real estate business depends on word-of-mouth recommendations from previous clients, you're right. That can be a great thing for you! These days, new clients don't have to know your previous clients in order to find you.

Which Sites Are Best For Real Estate Agent Reviews?



Mainstream Sites

Google, Facebook, and Yelp are the top mainstream sites that prospects use for reviewing all types of businesses, and real estate agents are no exception. Given the sheer volume of searches, Google is the most important site to earn online reviews for your firm.

Industry-Specific Review Sites



1st Party Reviews On the Real Estate Agent's Website

1st party reviews that appear on either a business site or an agent's personal page have a greater SEO impact & Keywords.

These 1st party reviews are also unique content, meaning that they're not found elsewhere on the web. Google's algorithms love unique and original content, so they may reward a site with lots of original 1st party reviews by ranking in more search queries.

How to Ask for Reviews From Clients

- Wait Until the Deal Has Been Closed or the Search Has Ended
- Ask For Some Honest Feedback About What Could Have Been Better
- Following Positive Feedback, Ask For a Review

How to Reply to Real Estate Reviews

- Always personalize your response and use the reviewer's name if you have it.
- Keep your response conversational and use a tone that aligns with your brand.
- Say thank you for the review.
- Make a comment about their experience.
- Add value by offering a recommendation for their next visit.
- Acknowledge that it was great doing business with them.

How much will it cost to fix that???

Wonder **NO MORE** with CHAMPIA'S Repair Pricer that comes **FREE** with **EVERY** Inspection!

Using a repair estimate report saves you time and money by getting accurate repair estimates according to zip codes for problems straight out of your inspection report.



**REPAIR
PRICER**



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info@champia.com



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