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CHAMPIA NEWSLETTER

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YOU CAN'T GO BACK AND CHANGE THE BEGINNING, BUT YOU CAN
START WHERE YOU ARE AND CHANGE THE ENDING.

~ C.S. Lewis

SERVICE FEATURE: WE'VE ADDED DRONE TECHNOLOGY

Drones Are Helping Home Inspections
Become Safer, Faster, and More Efficient

Using a drone to collect aerial photos and video of a roof can replace the need for an inspector to climb onto and walk across the roof, which is one of the most dangerous parts of any home inspection.



Some roofs are completely inaccessible because they're too high, too steep, too wet, or they're made of materials such as clay tiles that make walking on them dangerous. In addition, some roofs have tall chimneys or other features that are impossible to access.

Drones solve accessibility issues by giving home inspectors an easy method for collecting visual data on the condition of a roof without having to climb the building and walk across it.

Drones can allow inspectors to see where a roof may be sagging or may have a weak spot, and this information can be invaluable for inspectors if they climb onto the roof to perform their manual inspection.

Get a 5 Year Roof Warranty - FREE with our home inspection



The 5 Year Platinum Roof Protection Plan is FREE on all of CHAMPIA's complete home inspections for home buyers. This warranty covers the repair of roof leaks that occur within 5 years of the inspection date.

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.



KNOW YOUR AUDIENCE

Audiences find web content through many different paths—social media sharing, links from other websites, email sharing, and search engines. That last method is especially important when you write for the web. Text could be extremely well-written and informative, but if it's not optimized for search engines, chances are few people will find it. Think of your audience again: what search terms would they type into Google?



WRITE SHORT, SIMPLE SENTENCES

Long sentences are for Charles Dickens—the short attention span of today's reader demands sentences of 35 words or fewer. So website content that's accessible and easy to read will naturally reach a wider audience. If you're not sure how to judge your own writing, then it's useful to check how your texts score with an online readability tool. These three tools will scan your text and score its readability:

The Readability Test Tool, The Readability Calculator, Microsoft Word



STICK TO ACTIVE VOICE

Use active rather than passive verbs, and specify the subject of the sentence.

Active voice helps create succinct, reader-friendly sentences. It's also more direct; when you speak directly to the audience ("You can do it"), it's more engaging than saying, "It can be done."



SHOW, DON'T TELL

Don't limit your prose to generalities and high-level statements. Specific, real-world examples help readers better understand and visualize your messages. As an added bonus, more specific, descriptive product information helps your website's SEO and gives customers the information they need to make informed decisions.



NIX THE JARGON

The web is for everyone—not just technical experts. So make sure information is understandable for the educated non-specialist. Spell out acronyms on the first reference. Avoid insider language. Explain complex or niche terms. And provide hyperlinks to other articles where readers can get more background information on a particular topic.



LEAVE THEM WANTING MORE

Good websites end each page with a strong call-to-action (or CTA for short). Is there a person a reader should contact for more information? An interesting video they should watch? How about a related blog post they can read or a report they can download? This strategy helps direct readers to other areas of your website and encourages them to promote your content to their friends and family.



WITH EVERY HOME INSPECTION

PRICER REPAIR NOW COMES WITH EVERY HOME INSPECTION!



**REPAIR
PRICER**

The complimentary repair estimate summary is delivered to you at approximately the same time as your inspection report. Our partner company, Repair Pricer, uses AI technology and natural language processing to build an extremely accurate system that turns your Champia inspection report into an incredibly accurate home repair summary.

