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# CHAMPIA NEWSLETTER

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*Autumn leaves don't fall; they fly. They take their time and wander on this, their only chance to soar.*

*Della Owens*

## Did You Know?

Most homes built in Atlanta before **1972** are installed with cast iron sanitary sewer pipes, which have an original life expectancy of **40 to 50** years. This piping corrodes due to age, causing leaks, blockages, backups, and extensive damage to the home.

- ➔ Sewer lines are an integral component of a home; malfunctioning sewer pipes can result in damages needing expensive repairs.
- ➔ The soil below the home becomes saturated with the contaminated sewer water, creating potentially hazardous conditions.
- ➔ It is not a question of "if" cast iron pipes will fail, but when. That is one of many reasons sewer scope inspections are vital to a home's maintenance.
- ➔ Many other factors affect sewer lines and cause damage that needs immediate attention.

## GET A FREE SEWER GUARD WARRANTY WITH A SEWER SCOPE INSPECTION



A sewer scope is a home service which provides a detailed report of the condition of a property's sewer line. A small camera is used to view the inside of the sewer line to identify defects and damage.

*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.*



# 14 SOCIAL MEDIA TIPS FOR REAL ESTATE AGENTS LOOKING TO REACH MORE CLIENTS

Social media platforms are a great way for real estate agents to get more attention. With a little time, effort, and creativity, you can build a following and brand awareness, and showcase open houses, all without spending a dime!

Short-form video content on channels like Instagram Reels and TikTok is especially popular, so real estate agents would do well to explore these platforms as part of their overall marketing strategy. Here are some recommendations to create engaging, effective content for social media platforms.

- 1. AIM TO CONNECT ON A PERSONAL LEVEL** stop selling - just connect
- 2. FOCUS ON QUALITY CONTENT** share your "this made my life easier" tips!
- 3. CREATE MEMORABLE MOMENTS** get the best picture perfect moment - and post!
- 4. PROVIDE REAL VALUE** show people how you are the expert in your field
- 5. CAPTURE YOUR AUDIENCE'S ATTENTION** educate, don't alienate
- 6. DEVELOP EFFECTIVE CONTENT** get used to being on camera - video is the way to go
- 7. KNOW YOUR FOLLOWERS** know your clients, their pain points, dreams & interests
- 8. GET CREATIVE** share your listings and your personality
- 9. POST CONSISTENTLY** the more the merrier - post as often as you can
- 10. KEEP THE CUSTOMER IN MIND** don't be generic, tell your story as often as you can
- 11. GET SPECIFIC ON YOUR MOTIVATIONS** know where your audience is
- 12. HOLD YOUR PHONE CORRECTLY** use your dominant hand, hold it high, "scoop" your voice
- 13. FOCUS ON RELEVANCY** less is more, let the pictures tell the story
- 14. BE YOURSELF** people respond to your authenticity and you being YOU!

## Valspar Chooses This Beautiful Blue as Their 2024 Color of the Year

# Renew Blue

## A COLOR INSPIRED BY NATURE

If you're planning on tackling a home refresh, renovation, or room re-do in the near future, then Valspar has you covered with its stunning pick for 2024 Color of the Year.

The paint brand has officially announced that next year will be all about Renew Blue: "A balanced blue with a touch of grayed sea-green that focuses on wellness and comfort," the brand says.

\*Photo Credit VALSPAR



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