



CHAMPIA  
REAL ESTATE INSPECTIONS

October

# CHAMPIA NEWSLETTER

*October is a symphony of permanence and change, as the world dances in vibrant colors before settling into the stillness of winter.*

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## Fall Real Estate Marketing Ideas

As we transition into the fall season, it's time to update your marketing strategies alongside your showings, lead follow-up & open houses. While staying busy is part of the job, don't let your fall marketing plan fall to the wayside. We've compiled some creative real estate marketing ideas and social media tips to help you stand out this autumn.

### 1 "Boo" Your Clients

This October, have some fun by "booing" your clients! Share a small seasonal gift or sweet treat with a note of appreciation. Encourage them to continue spreading Halloween cheer by "booing" their neighbors. Not only will this build goodwill, but it might also generate some referrals!

### 2 Share Seasonal Staging Tips

Fall decor can highlight a home's warmth and coziness. Use Instagram Stories or Reels to share staging ideas like adding candles, pumpkins, and cozy throws. Boost engagement by asking your audience to share their favorite fall decorating ideas.

**Pro Tip:** Create a Reel demonstrating how to make a fall-inspired stovetop potpourri using cinnamon, citrus, and apples—showing how scent plays a role in creating a welcoming atmosphere.

### 3 Talk About What's Scary in the Market

Don't avoid the elephant in the room—interest rates and market uncertainties are a hot topic right now. Use Instagram's question feature or create a social post asking your audience what concerns them most about buying or selling. It's a fantastic way to address questions and showcase your local market expertise.

### 4 Participate in Community Trunk-or-Treat Events

Get involved in your community by participating in local trunk-or-treat events. Set up a table to pass out candy and use the opportunity to showcase your brand with business cards and a sign. It's a fun, face-to-face way to make connections in your area.

## 5 Share Local Fall Happenings

As a local expert, keep your followers updated on fall events around town. Share a roundup of pumpkin patches, fall festivals, concerts, and more. Include links to event pages or highlight your personal favorites to add a personal touch.

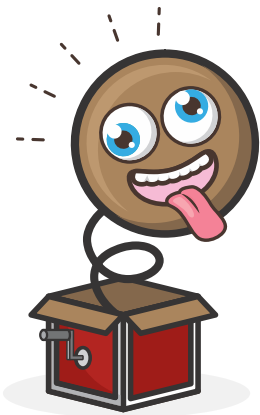
## 6 Host a Fall-Themed Giveaway

Boost your social media engagement with a fall-themed giveaway! Consider prizes like tickets to a local pumpkin patch, a gift card for fall home decor, or a cozy fall-inspired gift basket. Encourage people to like your posts, tag friends, and follow your page for a chance to win.

## 7 Utilize Seasonal Templates

If you're looking to spice up your social media posts, use seasonal templates to create visually appealing content. Whether you're announcing a new listing or promoting your services, fall-themed graphics can capture attention and increase engagement.

## Just to make you laugh....



**Why did the home inspector bring a ladder to the haunted house?**

Because even ghosts can't hide from a thorough inspection!

## Don't forget these important dates!

- **October 2 starts** Rosh Hashanah, a Jewish holiday that marks the beginning of the new year.
- **October 11** marks the start of Yom Kippur at sundown.
- **October 14** is a busy day, with three more holidays packed into it:
  - **Canadian Thanksgiving**
  - **Columbus Day (U.S)**
  - **Indigenous Peoples'**
- **October 24 is United Nations Day**, which aims to bring awareness to the work of the United Nations worldwide.
- **October 31 is Halloween**