

FEB 2021



# CHAMPIA NEWSLETTER

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It is better to finish something, even if it's not perfect, than to become so obsessed with perfection that you never finish anything.

## Is your business set up for digital success in 2021?

See the backside for details!

## Tax Time is here... do you use all the write-offs you can being an agent?

*Talk to your tax professional, but here are the highlights you should look for!*

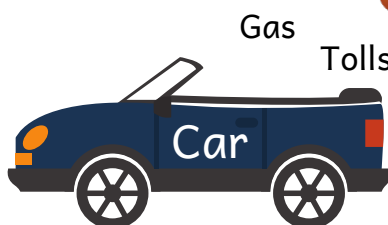


Wifi  
Property Insurance  
Water Bill  
Power Bill  
Part of Rent  
Office Supplies

Education & Training  
Business, E&O Insurance  
Commissions paid to other agents  
Phone & Accessories  
Phone Bill  
Productivity Software



Desk Fees  
License & Fees  
Property Marketing



Gas  
Tolls

Parking  
Car Maintenance  
Insurance & Registration  
Vehicle Depreciation

*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.*

# *The role of Realtors and Agents has shifted from gatekeeper to trusted advisor.*

This role as a “trusted advisor” helps guide clients through making the right choice, navigating common mistakes, and taking the lead in negotiations. “Typically, the research tells us, that a high-quality real estate agent that really knows what they are doing will add more to the equation than they cost. Because people make mistakes when selling their own home – the mistakes are costly...”

– Dave Ramsey, American Radio Show Host, and Personal Finance Expert

## *Top picks for the best Real Estate Agent software of 2021:*

*Here are the top responses from our survey of 10,000+ Realtors that are considered top producers and or are seeing their real estate businesses grow.*



### LionDesk (Real Estate CRM)

LionDesk offers the essentials of a real estate CRM for an affordable price at \$25 per month. Many individual agents are able to get by with the CRM Tools included with **Showcase IDX**, but over time, you will likely need a focused CRM solution as you grow.

The good news is that these two work well together with a deep integration that makes things easy for agents.



BombBomb (E-mail video) enables you to easily create emails that your clients will actually open and respond to. Using Gmail or Outlook to host your email? Instead of typing out faceless blocks of text, click “record” and talk to your client with a personalized video. BombBomb inserts the video into your email, tracks the number of people who open it, and lets you get face-to-face more often.



Trello (Task Tracking & Optimization) is a simple and accessible web-based operations tool to manage all of your transactions, your marketing, and your relationships. Within the next three to five years the real estate industry will be radically different. You’re going to have to provide better customer service than other agencies. If you do, you’ll crush your competition and have better margins. Trello will help you do that.



### RateMyAgent (Agent Review Site)

We know Zillow is a giant in the industry, and we’re not saying to never use it. There can be benefits to having your past clients rate you, but there is a growing movement to stop “feeding the beast”. Have your clients rate you on RateMyAgent.

Consumers are increasingly turning to them, and they’re growing quickly in Google search results.



### Spacio (Open House Lead Capture)

Say goodbye to smeared sign-in sheets and having to manually type information about new leads. Spacio replaces the pen and paper at your open houses. Fifty percent of homebuyers attend and view open houses as an essential part of their home search and decision process. Yet, only 9% of homes are purchased from open houses. How many are lost because of smudged sign-ins or visitors not wanting to sign-in.



CityBlast (Social Media Nurturing & Facebook Ads) Too many agents believe social media doesn’t work because they posted sporadically for 10 to 90 days or because they post the (somewhat standard) new listing photo, open house, listing, open house, close, cat picture, and repeat. What is needed is good local content, consistency, and a mix of content that is authentically you and housing tips. You want social media that keeps relationships and converts, and CityBlast helps get you there.

