



EDIFICE INSPECTIONS
RESIDENTIAL & COMMERCIAL

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770-594-2222

EDIFICEINSPECTIONS.COM

It's the glistening autumnal side of summer. I feel a cool vein in the breeze, which braces my thought, and I pass with pleasure over sheltered and sunny portions of the sand where the summer's heat is undiminished, and I realize what a friend I am losing.

HENRY DAVID THOREAU

EDIFICE'S SUPREME PACKAGE

Home Inspection Packages are designed to help you SAVE\$\$\$

We have bundled multiple inspections to provide you peace of mind and save you money at the same time!

**Edifice Supreme Home
Inspection:
\$249 Savings!!!**

Here's What's Included:

- ① Infrared Scan
- ② Termite Inspection
- ③ Radon Inspection
- ④ Sewer Scope
- ⑤ Repair Estimate
- ⑥ Pay at Close

AUGUST SPOTLIGHT... SEWER SCOPE



A sewer inspection is needed to test the condition of your sewer line from your house to the street.

In new homes

A sewer line can be bellied, compressed or broken during construction as heavy equipment traveled across the lawn.

In established homes

Tree roots growing through the sewer line are the biggest threat for potential issues. In older homes, it is corrosion from cast iron pipes that have a 50-year life span.

Clogs

Clogs can cause sewage to back up in the home. This water contains a variety of biological hazards that can cause intestinal, lung, and other infections. The moisture also creates the perfect growing environment for mold.

**MAKE SURE YOU UNDERSTAND THE CONDITION OF YOUR
SEWER LINE BEFORE IT BACKS UP AND YOU HAVE
SEWAGE IN YOUR HOUSE!**

Call 770-594-2222 - OR - visit edificeinspections.com to schedule!

ASHI Certified Home Inspectors Performing Inspections in Greater Atlanta since 1998

SHOOTING FOR THE STARS

(5) THAT IS!!

6 TIPS TO GET MORE REAL ESTATE CLIENT REVIEWS

1 - GET OVER YOUR FEAR OF LOOKING PUSHY AND BOTHERING YOUR CLIENTS.

Are you an agent who doesn't ask for reviews because it looks too self-promotional or you don't want to bother busy clients?

Get over it.

Most clients are more than happy to provide a review and share their personal experiences for other people because when they have a good experience, they want to share that so that other people have a good experience, too. Don't think that your client is ever too busy to do a little shout-out for you.

2 - MAKE THE REVIEW "ASK" A PRIMARY PIECE OF YOUR TRANSACTION PROCESS.

If you want to get more client reviews, you have to be intentional. You can't be passive about asking for reviews. You have to be intentional and you have to gently remind people because this is not their priority.

3 - DON'T DIY! USE A REVIEW PLATFORM TO INCREASE EFFICIENCY.

A good customer satisfaction or review management platform should offer a number of features that make it easier for agents to collect, respond to, manage, and even use client reviews in your marketing. *Real Satisfied* is a customer satisfaction platform that's popular among real estate agents, to send out surveys and review requests to clients.

4 - CHOOSE YOUR REVIEW SITES WISELY.

Zillow, Realtor.com, Facebook, Google, Yelp, Redfin are all great places for reviews. Often, the software platform you choose to generate customer satisfaction or review management, will automatically distribute the reviews to third party sites such as the ones mentioned.

5 - DON'T TAKE REVIEWS PERSONALLY..

Don't sweat the ones that are less than 5 stars. This gets back to mindset. Some people just won't give you a 5-star review no matter how well the transaction went, because five stars is perfection and nobody's perfect. An occasional review that's less than five stars can be a Good Thing because it makes your reviews more believable.

6 - REPLY TO EVERY REVIEW YOU GET AND FILL-IN MISSING DETAILS.

If a client takes the time to say something nice about you online, you should acknowledge their comments - not just as a matter of courtesy, but also because it can be good marketing. When you reply to a review, understand that your reply is more for future prospects than for the client who left the review.

**We can schedule NEXT-DAY INSPECTIONS
for your clients for a faster closing!**