

# The Referral Marketing System

## Social Media Content

### Blog Article 1

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#### **Discovering that a home you like has “issues”**

Say you're viewing a home and are impressed with how it looks. The walls are freshly painted. Everything seems bright and new. You're considering making an offer.

Then, while standing on a mat in the kitchen, you hear a squeak below your feet. You lift the mat and see that some tiles are broken. Obviously the mat was there to, literally, cover up that defect.

A few broken tiles are not a big deal. But now you're thinking, “What else might be wrong with this house?”

There's no reason to worry that every home will have maintenance issues hidden from view. However, it's smart to do your due diligence to ensure the home you're considering is truly as good as it looks.

One way is to have a professional home inspector check out the property as a condition of your purchase offer. He or she will inspect the home from top to bottom, inside and out, and point out any issues you should address.

It's also smart to ask questions. Find out the age of certain features, such as the roof, furnace, and appliances. Ask about any recent renovations, and determine whether they were done by a professional or by the homeowner.

Most importantly, work with a good REALTOR® who can provide you with information on the property that you would have difficulty getting on your own. Your REALTOR® has a stake in making sure you buy a home with your eyes wide open — knowing all the potential maintenance issues you're likely to encounter.

Want to talk to a good REALTOR®? Call today.

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### Blog Article 2

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#### How to quickly improve indoor air quality

There are many reasons why the air quality in your home may not be at its best. A faulty furnace or an aged carpet are just two potential culprits. Until you get those issues addressed, how do you make your indoor air healthier — today?

Here are some ideas:

- **Check the furnace filter.** This is one of the most overlooked maintenance items in the home. Any furnace repair person can tell you stories about filters they've seen caked in dust. Make sure those aren't yours. Air passes through those filters before circulating throughout your home. Replacing a filter takes less than five minutes.
- **Clean the drains.** Drains are a surprisingly common source of odour in the home. Most people only clean them when they're clogged, but they should be flushed thoroughly with a good-quality cleaner at least once a season.
- **Turn on the bathroom fan.** Not only do bathroom fans remove odour, they also reduce moisture build-up. About 50% of air pollutants originate from some type of moisture; mould being the worst. Professionals recommend you keep the bathroom fan on for at least 30 minutes after a shower.
- **Clean your doormat.** Even if your doormat doesn't smell, it can be a source of air pollutants. When people wipe their shoes, they transfer pesticides and other outside ground pollutants from their shoes to your mat.

Of course, you can always open a window. That's the most popular way to freshen the air, and it works.

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### **Social Media "Tweets"**

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#### **Tweets from the motivational quotes:**

Ralph Waldo Emerson said, "Write it on your heart that every day is the best day of the year." Now that is optimism!

"You don't get paid for the hour. You get paid for the value you bring to that hour," says Jim Rohn. I agree!

Vince Lombardi says, "Dictionary is the only place where success comes before work." Funny and true.