



How are
social media
giants affecting
the housing industry?



Facebook, Google & LinkedIn: Their Impact on the Housing Industry

by: *Paul Cardis*



As social media becomes more prevalent and accessible in our everyday communication, it's inevitable that social media giants like Google, Facebook and LinkedIn start to seep into a variety of different industries, including housing. The question is whether this will have a positive or negative impact on the market and how we can combat their impact to make sure our clients remain successful for years to come.

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Don't Stop at Third - Cross Home Plate for your Customers

by: *Tim Bailey*



Building new homes means managing hundreds of processes while assembling thousands of components. Components are a combination of natural, manufactured, pre-fabricated and human-assembled elements. The construction process spans several months in a variety of conditions, so it's not surprising that Dr. Jack Revelle, Six Sigma expert and quality guru, notes that "the average home has more than 60,000 points of failure during the building process" because building homes is not an easy sport.

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