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Consumer Recovery Fund

How to handle a complaint

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Underwriters Laboratories.

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InterNACHI up to 40 countries.

Free *avoiding litigation* CD

Lorne Steiner becomes NACHI's Director at Large.

Ultimate exam prep tool

Enviro 2005 Conference



Safe House Campaign

Is Your Inspector Blind?

NACHI members are the best inspectors in the world

Many home inspection associations have no entrance requirements. Blind people, children, psychics (who claim to "sense" if a house is ok) and even pets have joined other associations. NACHI is the only association that *front-ends* its membership requirements. NACHI turns down more than 1/2 the inspectors who want to join because they can't pass the entrance exam or fulfill the membership requirements.

NACHI inspectors:

Have to pass NACHI's Online Inspector Examination every year. This general, not association-specific exam is open and free to all.

Have to complete NACHI's online Ethics Obstacle Course. This open book course is open and free to all.

Have to take NACHI's online Standards of Practice Quiz. This open book course is open and free to all.

Have to sign and submit an affidavit.

Have access to NACHI's visual aid inspection frames to help them learn.

Have access to NACHI's free library for improving their inspection skills.

Have access to NACHI's message board for exchanging information and tips.

Have access to NACHI's *What's New* section so they can keep up with the industry.

Have access to NACHI's specific-topic advisory boards.

Have access to *Dear NACHI* for detailed advice.

Have access to NACHI's Report Review/Mentoring service.

Have to submit passport photos for their membership I.D.

Have access to NACHI's free online



If he's not a member of NACHI he just might be.

inspection courses.

Have to have mock inspections reviewed before performing their first fee paid inspection.

Have to carry E&O insurance (if their state requires it).

Have to abide by NACHI's Standards of Practice.

Have to abide by NACHI's Code of Ethics.

Have to fulfill NACHI's Continuing Education requirements.

Have to maintain an Online Continuing Education Log.

Have to periodically attend educational local Chapter meetings.

Have access to *NACHI University*.

Have access to NACHI's Consumer Recovery and Legal Defense Funds.

Have a consumer hotline for their clients.

Have access to an Arbitration and Dispute Resolution Service.

And coming in 2005, have to complete NACHI's Occupant Hazard Recognition Primer.

NACHI, America's elite home inspection association and home to the best home inspectors in the world.

So the next time you need a home inspector, make sure he/she is a

member of NACHI and never ever use a *candidate* or *associate* of any association.



Look online for the above consumer certification verification seal.

NACHI Ranked #1

NACHI.org rated most popular inspection website ever.

Alexa.com, an Amazon.com company, recently provided traffic ranking data for the inspection industry. The lower the number rank the higher the popularity. The most popular sites in the world are:

Yahoo.com with a rank of 1, msn.com with a rank of 2, daum.net with a rank of 3, and google.com with a rank of 4.

Amongst inspection related websites NACHI's nachi.org ranks #1 at a worldwide rank of 62,756.

NACHIfoundation.org ranks #2 with a world wide rank of 254,554.

Other NACHI websites that rank high include FindanInspector.US at #4, NACHIconvention.com at #10, and InspectorSEEK.com at #13.

You can see the ratings of other websites at no charge by entering them in www.alexa.com

Florida Home Inspection Licensing

FAPHI, the Florida Association of Professional Home Inspectors has proposed sensible and fair home inspection licensing for the state of Florida.

FAPHI is holding licensing meetings at the NACHI Convention in Orlando, Florida on January 26th-29th. See inside for details about the convention.

This licensing proposal is supported by the National Association of Certified Home Inspectors.

Any home inspector interested in learning more about this new Florida

Home Inspection License should attend NACHI's Convention.

NACHI is waiving all admission fees for Florida home inspectors. If you have a Florida I.D. you can attend the Orlando Convention for free. Just show up.

Anyone with a Florida I.D. can attend at no charge. Just show up.

For more information visit FAPHI's website at: www.FAPHI.org or the convention website at: www.NACHIconvention.com

Stop Overpaying for E&O Insurance

Exclusive discount available direct, through online portal.

“it no longer makes mathematical sense for a home inspector to be a non-NACHI member”

After nearly a year of negotiations, the National Association of Certified Home Inspectors succeeded in securing an E&O insurance program exclusively for NACHI members. The large, US-based insurer has an A.M.Best rating of A++ superior, the highest rating, enjoyed by only 6.7% of all insurers! Because of the unique professionalism and expertise of the NACHI membership, NACHI was able to negotiate improved terms and a substantial discount for this important coverage. This is a proprietary product, available exclusively to NACHI members, through their exclusive Broker, Towers Perrin.

Through a direct portal in the members-only section of the NACHI website, NACHI members will be able to review policy forms and endorsements and get an indication of premium. Then they will appoint Towers Perrin as their Broker of Record and, through them, apply for coverage online. In many cases, members will receive an offer from Towers Perrin to bind coverage within a couple of days; in the vast majority of cases, the total process will take less than a week. The program will be launched initially in Pennsylvania starting in early 2005, with other states to follow quickly. A full schedule for other states/provinces is being developed.

Industry Analysis: Several factors have been slowly but steadily increasing the insured portion of the home inspection industry:

- The real protection E&O insurance provides home inspectors.
- The number of real estate professionals who prefer and refer insured home inspectors.
- The marketing advantage that can be exploited by the carrying of E&O insurance .
- The existence of potential clients who specifically seek out insured home inspectors.
- The trend by the media and consumer advocates to tout insured home inspectors.
- The insurance requirements found in many existing and proposed home inspector licensing/regulation.

Until now inconvenience and cost have deterred many inspectors from considering coverage. NACHI, with this exclusive proprietary product, improved endorsement selection through our online portal, A++ superior A.M.Best rating insurer, and substantial NACHI member discounts, is making E&O insurance inexpensive and painless for members. This is of great benefit to North American inspectors, real estate professionals, home buying consumers, and of course NACHI. It is a win-win-win-win. Furthermore, with

exclusive NACHI discounts far greater than the cost of NACHI membership, it just no longer makes mathematical sense for a home inspector to be a non-NACHI member.

Towers Perrin is a global professional services firm that helps organizations around the world optimize performance through effective people, risk, and financial management. Towers Perrin has served large organizations in both the private and public sectors for 70 years. Their clients include three-quarters of the world’s 500 largest companies, three-quarters of the *Fortune* 1000 U.S. companies, and NACHI. Towers Perrin has over 8,000 employees and 78 offices in 24 countries.

"The insurance industry has been cautiously watching the home inspection industry for years. These insurance companies have a lot at risk. They weren't going to give just any association an exclusive discount. Of course I can brag about NACHI members all day long, but having a global, best rated insurance company bet on NACHI with their own money... well that says everything about NACHI. I am very proud that insurance actuaries have finally come to conclude what I've known all along: NACHI members and only NACHI members deserve to pay much less because NACHI members are the best home inspectors in the world," said Nick Gromicko, Executive Director of NACHI



NACHI Booth at REALTOR Trade Expo in Atlantic City, NJ

New Jersey NACHI Chapter President Phillip Hinman gives a PowerPoint presentation to a REALTOR at the NACHI booth at the REALTORs Triple Play Trade Expo on December 6th in Atlantic City, New Jersey.

Free Avoiding Litigation CD

Nothing can stop litigation, but sometimes it can be avoided.

As we all know, litigation is threatening the livelihood of inspectors nationwide, and they can never be too cautious!

For this reason, Porter Valley Software’s president, Keith Swift, who has performed literally thousands of home inspections, has written a number of informative essays on the subject of avoiding litigation. Many of these have been published in various trade journals throughout the United States. They are interesting and educational and, among other things, they point out the weakness inherent in industry standards and contracts, and the ultimate power of possessing a computerized report-writer, and of having immediate access to a library

of thousands of industry-standard narratives. However, there are many other interesting discussions involving the use of specialized instruments, as well as the power of the plain truth and the written word! We at Porter Valley regard ourselves as part of a growing family of users, and take pride in the fact that we put service to our clients ahead of profits, which is why we are offering this collection of twelve essays to NACHI members for free. We sell these on our website for \$35.00, however we don't charge NACHI members. They can request their copy for free.

This is a NACHI-exclusive free offer made to no other association or group.

To order your free CD visit: www.pvsoftware.com/nachi.htm

200 Inspectors Turn out for NACHI Chapter Meeting in Florida

200 inspectors turned out for NACHI's S.E. Florida Chapter meeting NACHI raised almost \$3,000.00 for the NACHI Foundation's hurricane relief fund. The North West Florida Home Inspectors Association declared themselves a NACHI Chapter and are working with Matt DuPree on NACHI's legislative efforts. NACHI President, Executive Director, and Webmaster were all on hand for the meeting as were the Presidents of our other Florida Chapters. Fun was had by all.

Visit the NACHI Foundation website at www.NACHIfoundation.org

NACHI DuKa Chapter Meeting in February 2005 in Ontario, Canada



Everyone is cordially invited to the next meeting of the DuKa Chapter of the National Association of Certified Home Inspectors (NACHI) at the end of February, 2005 at 6:30pm. Check www.nachi.org for exact date.

The meeting is open to all. You don’t need to be a member to attend. This dinner meeting is \$30.00/person, including the presentation.

Introduction by: Bob Brown, President of NACHI-DuKa.

- The future of NACHI-DuKa.
- Upcoming continuing education.

Guest Technical speaker: Dave Doan, Plumber for 26 years, Certified with American Society of Sanitary Engineering, Cross-connection Control Specialist, Assisted Durham Region Works Dept. with rewriting Water By-laws to incorporate back flow prevention & cross-connection control for inspecting and regulatory purposes on:

- Cross-connection and Back Flow Prevention - brief history, types, application (both city & rural).
- How to inspect as a home inspector.
- How to report the findings.

Other speaker: Nick Gromicko, Former veteran REALTOR, ad agency owner, and Executive Director of NACHI on:

- Canadian Home Inspection Licensing. A sensible, fair plan.
- Marketing your home inspection service directly to home buyers.
- Raising your prices when your competition charges less.
- Converting every call into a scheduled inspection.

Dinner menu: Beef, chicken or fish including salad, dinner roll, and dessert.

Free stuff:

- Homegauge: Demo software, pens & flashlights.
- EyeCandy reporting: 2 free copies of their system.
- Toolexperts: Catalogues, tools, and door prizes.
- Professional Equipment: Catalogues and gift certificates and a

- prize.
- ITA: Inspection books by ITA.
- The Taunton Press: Code Check books.
- Dan Jones: Home Inspection Success book and DVD..
- Much more.

Dues: There are currently no dues required to join the NACHI-DuKa Chapter. You need not join to attend.

Place:

Bobby C's Dockside (Port Darlington Marina)
70 Port Darlington Road
Bowmanville, ON L1C 3K3
Phone: (905) 623-4925
www.bobbysc.com

Ask for the NACHI group discount if staying overnight.

Everyone is welcome to attend this open-door home inspection event. Please RSVP to me at nick.gromicko@nachi.org if you plan to attend.

This Chapter and meeting were put together by NACHI member:

Bob Brown
President
NACHI-DuKa
A.C.I.S.S.
Bowmanville, ON
(905) 697-1500
aciss@bellnet.ca

Local dignitaries, real estate professionals, and media will be on hand as well. Regular meetings to take place on the 4th Wednesday each month.

Attendance counts as 1 hour toward NACHI member continuing education.

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United States

Uzbekistan

Membership in NACHI gives home inspectors automatic membership in InterNACHI.

InterNACHI is a non-profit Corporation based in Boulder, Colorado.

ISHI AND NACHI Form New Alliance

New Orleans, Louisiana

NACHI, the National Association of Certified Home Inspectors, the world's largest home inspection association and ISHI, the International Society of Home Inspectors, a New Orleans-based, non-profit trade association representing more than 1,200 home inspectors from around the world, have formed a new strategic partnership with each other.

The new alliance is designed to provide added benefits to ISHI and NACHI members alike, with free, one-year membership enrollment across organizational lines including life, medical, and disability insurance benefits and a host of other new exciting opportunities to help alliance members sustain, fortify, and expand their home inspection businesses.

"We're very excited to welcome the members of ISHI into the NACHI family," said NACHI's Executive Director Nick Gromicko. "This partnership promises to strengthen our mission of ensuring world-class standards of practice, as well as adding intrinsic value - not only to home inspection professionals - but also to the homebuyers, sellers, and real estate professionals that rely on us for honest, consistent, and objective services."

The terms of the alliance include induction of Nick Gromicko to ISHI's Board as the Director of International Relations and the appointment of ISHI's Greg Mangiaracina as NACHI's Director of Affinity Development.

Details of the new ISHI/NACHI alliance are being finalized as this announcement goes to press and will be shared with ISHI and NACHI members soon.

For more information contact ISHI's Executive Director Bill Springer at ISHI.Support@ishionline.org



NACHI-ECO Issues Education Certificates

Eastern Central Ontario, Canada

NACHI’s Eastern Central Ontario Chapter awarded educational certificates to all those who participated in NACHI’s 2-day seminar/field trip titled “*Inspecting and Identifying Heritage Homes.*” The seminar/field trip was held in December and attended by the Vice President of KAREA, the Kingston Area Real Estate Association. A similar 2-day seminar/field trip is being held again on March 5th & 6th. NACHI-ECO meets every month in Kingston, Ontario.

Colorado

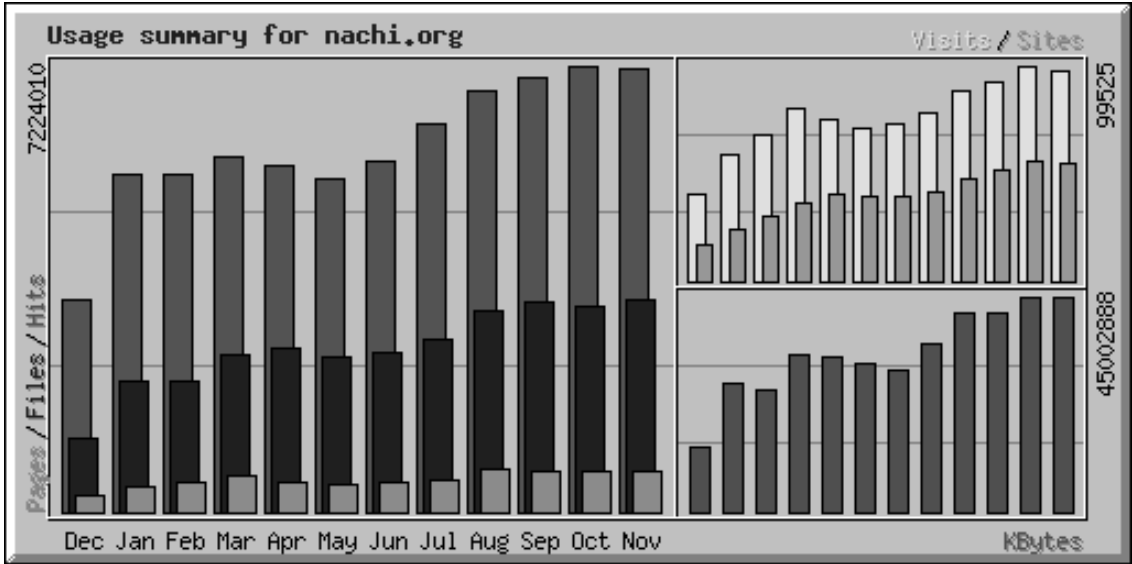
Two More Websites Launched

NACHI members in Colorado have launched two more websites recently:
www.NACHIDenver.org and
www.NACHIColorado.org.
www.RockyMountainHI.org is under construction.

Over 71 Million Hits

NACHI.org is one of internet's most popular sites

With millions of hits per month (not even including lead generators) NACHI.org is not just the inspection industry's most popular website by far, it is also one of the most popular websites on the internet.



Summary by Month

Month	Year	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Nov	2004	239115	114025	21807	3236	54661	44903441	97087	654224	3420754	7173478
Oct	2004	233032	107577	21527	3210	55744	45002888	99525	667360	3334911	7224010
Sep	2004	234036	112790	21519	3053	50855	41568544	91619	645574	3383708	7021082
Aug	2004	219380	105053	21898	2839	47368	41441380	88015	678856	3256657	6800810
Jul	2004	203134	90599	17061	2518	40690	35326172	78074	528894	2808587	6297164
Jun	2004	189104	86179	16289	2411	39150	29801939	72347	488695	2585376	5673141
May	2004	173650	81239	14272	2270	38602	30800658	70391	442438	2518419	5383168
Apr	2004	186742	88031	16149	2476	39957	32214523	74288	484497	2640949	5602287
Mar	2004	185781	81920	18572	2566	36331	33016654	79550	575734	2539541	5759212
Feb	2004	187888	72575	16698	2319	30156	25286480	67268	484256	2104696	5448774
Jan	2004	176566	68789	13183	1879	24118	26729728	58262	408699	2132472	5473553
Dec	2003	111294	38791	9172	1289	16621	13419214	39974	284342	1202532	3450138

12 month hit total: 71,306,817

Professional Equipment Demo at Long Island NACHI Chapter Meeting January 20th

Everyone is invited to the next meeting of the Long Island Chapter of the National Association of Certified Home Inspectors (NACHI), Thursday, **January 20th at 6pm.** The meeting is open to all. You don’t need to be a member to attend. The dinner meeting is \$35/person and includes the presentation. The guest speaker will be Tim Brown. Tim is a leader in the Technical Support Division of Professional Equipment, a major national internet and catalog based tool supplier to the home inspection industry, headquartered in Hauppauge, New York. Mr. Brown will be discussing the application of various tools and their uses in home inspections. In addition, he will have these tools available for you to see, hold, feel and discuss.

With more and more moisture and mold problems surfacing, knowing the proper use of moisture meters is critical. Therefore, as a bonus, Mr. Brown will also focus on specific techniques to be aware of in the use of moisture meters. This is sure to be a learning experience for both new and veteran home inspectors alike. So come enjoy a good dinner, drinks and deserts.

Door prizes include:

- Homegauge: Demo software, pens & flashlights.
- EyeCandy reporting: 2 free copies of their system.
- Toolexperts: Catalogues, tools, and door prizes.
- Professional Equipment: Catalogues and gift certificates and a prize.

- ITA: Inspection books by ITA.
- The Taunton Press: Code Check books.
- Dan Jones: Home Inspection Success book and DVD.

This dinner meeting and presentation are \$35. There are currently no dues required to join the Long Island Chapter. You need not join to attend. All welcome.

Place:

56 Fighter Group Restaurant
Republic Airport
Route 110, Gate #1
East Farmingdale, NY 11735
(631) 694-8280

Directions:

From Southern State Parkway, Long Island: Southern State Parkway To Exit 32 and Route 110. Stay on route 110 for approximately two miles. You will see Polytechnic University on your right. Make first right after the University. You will see the sign for the restaurant. Follow this road straight to the restaurant.

From the Long Island Expressway: Long Island Expressway To Exit 49 South to Route 110. Follow Route 110 approximately three miles. You'll see Adventure Land on your left, continue, go under the overpass, continue until you see Republic Airport on your left. Once you see the planes on your left, you will see the sign for the restaurant on your left. Make a left and follow this road straight back to the restaurant.

From Northern State Parkway: Northern state parkway to exit 40 South to Route 110. Follow route 110 approximately four miles and follow the same directions as from the Long Island Expressway.

This Chapter and this meeting were put together by volunteer members:

Leonard E. Ungar
All Around Home Inspections
Based in Bayport, NY
(631) 495-5177

and

James Ruppert
Safe Harbor Inspections, Inc.
Huntington, NY
(631) 275-8080

Attendance counts as 1 hour toward NACHI member continuing education.

Oklahoma Association of Home Inspectors

NACHI’s Oklahoma Association of Home Inspectors launched its own website earlier this month. The due-free association is primarily focused on providing continuing education. Visit www.OKahi.org

A Great Addition to your Brochure

The following is something you could add to the inside of your brochure. It is a promise. Include a head-shot pic of yourself looking straight into the camera above the promise. Also add your signature on a slight angle below it. Few will actually read the promise word for word, but the message will be conveyed none the less.



My Promise to You

Choosing the right home inspector can be difficult. Unlike most professionals, you probably will not get to meet me until after you hire me. Furthermore, different inspectors have varying qualifications, equipment, experience, reporting methods, and yes, different pricing. One thing for sure is that a home inspection requires work, a lot of work. Ultimately a thorough inspection depends heavily on the individual inspector's own effort. If you honor me by permitting me to inspect your new home, I guarantee that I will give you my very best effort. This I promise you.

John Inspector

Free Marketing Help

Need help with marketing? Need help getting your phone to ring? Need help creating a home inspection brochure that works?

Then attend the NACHI Convention at the end of January in Orlando Florida.

There you will be able to work one on one with the very best home inspection marketing consultants.

Learn how to create an irresistible home inspection brochure. Learn how to write an ad that makes your phones ring off the hook. Learn how to break into that real estate office and land all their referrals. Learn how drive more traffic to your website. Learn how to modify your home inspection report so that it becomes a marketing piece. Learn exactly what to do to improve your business. Learn how to raise your prices when your competition is charging less. Learn how to win at the home inspection game.

www.NACHIconvention.com
January 2005
Orlando Florida

Convert Every Call into a Scheduled Inspection

By Nick Gromicko

I spend a lot on marketing to get my phone to ring. Callers often ask me how much I charge. Then after I tell them, they say “thanks” and hang up. What can I do to get them to hire me?

The home inspection business is different than nearly every other business in that you don’t meet your client until after they hire you.

This business is almost all marketing (getting your phone to ring) and almost no sales (converting a phone call into a scheduled inspection). The only time you get to sell yourself is when the phone rings. You’ve probably done a lot of marketing to get your phone to ring. Don’t have it all go to waste when the phone rings... convert every call into a scheduled inspection.

Here are some tips to converting:

1. At the tone, please hang up and call my competitor.

Make sure someone who can convert or sell is actually answering your business phone. If your potential customers are reaching voice mail, an answering service, or an untrained employee or spouse... you are probably not converting many of them into clients. Real estate agreements limit the amount of time a buyer has to schedule an inspection. Buyers don’t have time to leave a message. Try having your calls forwarded to your cell phone and answer them yourself. Many inspectors refuse to allow their cell phone to interrupt them on an inspection. I think this is a mistake. The client you are performing the inspection for is already sold. His money is in the bank. The customer calling you, trying to schedule, is new money. Get that new money.

When I first went into the inspection business I had two cell phones. I had one for new business. All my ads, flyers, brochures, etc contained this phone number. If it rang it was most likely new business. I kept this phone with me on my inspections and always answered it. I had another phone for everything else. On my home inspection report I would include this second phone number (not my new business number). That way, if my client had a question they would call my second number and leave my first number free for new business.

Upon meeting a new client for the first time (on an inspection) I would ask "If my cell phone rings during the inspection, would you mind if I answered it?" Nearly all my clients gave me permission to answer my cell phone during the inspection. Because I only carried my new business cell phone with me on the inspection, calls that interrupted an inspection were new business.

An added benefit: During a home inspection, your client is still sizing you up so to speak. Your client is wondering if they hired the right inspector. I’m sure many of my clients thought "Gee, this Nick guy looks too fat to fit in the crawl space." Having your cell phone ring during an inspection shows your client that others seek your services and that you are in demand. If someone calls you who is not new business just explain that you are in the middle of an inspection and will call them back. If your wife calls you to

bring home a gallon of milk, just tell her in front of your client "I’d love to do that inspection for you, let me call you back." But of course if it is new business... book it!

2. I am the town’s worst inspector and I charge less to prove it.

"Hello, I’m looking to get a home inspection. How much do you charge?" You’ve probably received calls like this before. Forgive them. Most buyers have been pricing homes, shopping mortgage rates, calculating payments, and adding up closing costs. By the time they call for a home inspection, they have "how much ?" on their minds. Here’s how to handle it... don’t answer the question. Answer the questions they should be asking. Tell them why you are the best home inspector. Make the list long. Your qualifications are not as important as how many you have, so bust up your qualifications into many others. For instance, don’t just say you are a member of NACHI. Say "I am a member in good standing of the National Association of Certified Home Inspectors, the world’s largest home inspection association. I pass NACHI’s Inspector Examination at least once a year. I have taken NACHI’s Standards of Practice Quiz. I have completed a NACHI’s Code of Ethics Course. I have a signed affidavit on file with NACHI. I follow a Standards of Practice. I abide by a Code of Ethics. I fulfill 18 hours of continuing education each year..." Throw in anything else about yourself that you can like "I am local and live here in... I recently took a course on... I attended NACHI’s seminar on... I carry insurance... I work on Saturdays... My reports are generated in... I use a SureTest electrical meter when checking... My good standing can be verified by visiting FindanInspector.US... I have performed..." When I was in business I had a chalk board above my phone with my list of reasons to hire Nick on it. You should also develop your own script. Ask the caller if they have a pen and paper first. Then give the list slowly, as if you are expecting them to write it down. They will. And when you are done they will end up with a list of reasons to hire you in their own handwriting. "Wow, I’m glad I called you, but how much do you charge for a home inspection?" If they ask again, ask them a question back. Ask "How much does the property list for?" Note: I always ask how much a property lists for rather than how much they are paying for it. List price is public information, whereas contract price isn’t until after the closing. The caller will think you have some sort of formula whereby your pricing is based on the price of the home. It may be, but that is not the purpose of asking them what they are paying for the home. The purpose of asking them how much the house costs is to get them to say the price. Force them to say it out loud. Then repeat it back incorrectly so they have to correct you and repeat the price again. The purpose is to highlight the drastic relative difference between the amount the product you’re inspecting (the home) and the amount you are charging above your competitors. The following is a sample conversation:

PHONE RINGS.

Caller: "Hi. I’m looking to hire a home inspector. How much do you charge?"

Inspector: "I’d love to perform a home inspection for you. Do you have a pen and paper?"

Caller: "Hold on. OK. I have a pen and paper. Go ahead."

Inspector: "Well, I’m a member in good standing of the National Association of Certified Home Inspectors. I pass NACHI’s Home Inspector Examination at least once a year. I have taken NACHI’s Standards of Practice Quiz. I have completed NACHI’s Code of Ethics Course. I have a signed affidavit on file with NACHI. I follow a Standards of Practice. I abide by a Code of Ethics. I fulfill 18 hours of continuing education each year. I am locally owned and operated. I am available on Saturdays. I just attended NACHI’s seminar on mold. I carry \$500,000.00 worth of Error and Omissions insurance. I own and use a variety of meters such as a SureTest electrical meter, a natural gas leak detector, and a digital carbon monoxide detector. I have performed over 400 home inspections. I have been in business for over three years. I have a strong construction background. I own a Spectroscope. I produce your report on-site, and I will do a very thorough job for you.

Caller: "Wow. It looks like I found the right inspector. But how much do you charge?"

Inspector: "Well, how much does the house your buying list for?"

Caller: "Two hundred forty nine thousand five hundred dollars." (The caller is thinking: "he must have a formula").

Inspector: "Two hundred forty five thousand nine hundred dollars?" (Intentionally repeat it back to the caller incorrectly).

Caller: "No, not two hundred forty five thousand nine hundred dollars, two hundred forty nine thousand five hundred dollars."

Inspector: "Oh, two hundred forty nine thousand five hundred dollars?"

Caller: "Yes, two hundred forty nine thousand five hundred dollars."

Inspector: "Wow. Two hundred forty nine thousand five hundred dollars is a lot of money. (No matter what a buyer is paying for a home, it is always a lot of money for them). You’d better pay the extra \$85 I charge above and beyond my competitors and go with me.

Caller: "So you charge more than your competitors?"

Inspector: "Yes. On average I charge about \$85 more than my competitors. It will be the best \$85 dollars you ever spent. Of course if you want a cheap inspector I know who my cheapest competitors are. I would be happy to refer you to them, and of course you can save even more money by waiving the inspection. That would be free."

Caller: "No. I am spending a lot of money on this home and I want a good inspection. If you are only \$85 more than your competitors, I don’t mind paying a little extra. However, how much do you charge?"

Inspector: "Do you have a fax number? I can fax you a proposal right now."

Caller: "Yes. Fax it to (123) 456-7890.

Inspector: "OK. I’ll fax it now. When you get it call me back and we’ll schedule the inspection.

Caller: "OK. I’ll talk to you in a bit."

Inspector: "OK, I’m faxing it now." At this point you should fax the caller a page that lists all your qualifications again, your promise, your NACHI Certificate of membership, your flyer, and a bunch of letters of reference, provided you have procured these from past clients. Note: You should always ask former clients for a written, even scribbled, letter of reference. Request them from your former clients by mail and include a postage-paid envelope. Don’t stop faxing until you run out of reference letters or the phone rings.

PHONE RINGS.

Caller: "You can stop faxing. I really want to hire you."

Inspector: "OK, the next page coming thru is my bid."

3. The tone of my voice should tell you that I don’t want your inspection.

Potential customers use their senses to make snap judgments about home inspectors. Over the phone the customer can’t see you but can only hear. You have no ability to communicate your professionalism and enthusiasm visually. You only have your voice.

Tips for improving your voice:

· Record your script (mentioned above) and listen to yourself. Ask other people to listen to it as well.

· Hang a mirror near your script and look into it when you answer the phone. Use the mirror to make sure you are smiling. Smiles can be sent through the phone line.

· Stand up when you answer the phone. You’ll sound more energetic.

· Modulate your voice pleasantly. Try to get some resonance.

· Try to sound as though you're happy the caller called.

· Give your phone number or website address s l o w l y, and repeat it twice.

And finally: When someone calls, it is no time to be shy. If you provide a good home inspection service you have an ethical duty to allow as many of your fellow citizens as possible to enjoy the benefits of your good works. Convert!



NACHI in Alberta

Please visit the NACHI booth (booth #3) at the Calgary Real Estate Board Conference & Tradeshow on Wednesday, January 19th, 2005 in Alberta, Canada.

NACHI member Edward Messom will be manning the NACHI booth.

Alabama

The Alabama Chapter of NACHI recently launched its own website.

Please visit www.ALnachi.org for more information.

FEMA and the Maryland State Fire Marshal's Office Join the NACHI Safe House Campaign

The United States Fire Administration, part of the Federal Emergency Management Administration (FEMA), the Maryland State Fire Marshal's Office, the National Association of Certified Home Inspectors (NACHI), and the NACHI Foundation (a registered charity) have teamed up to create a national safety awareness program, *The NACHI Safe House Campaign*.

The NACHI Safe House Campaign was kicked off on March 20, 2004 with the NACHI Foundation's donation of smoke alarms for the hearing impaired. The special alarms, retailing at over \$150 each, were given to needy families. The event was done in partnership with the Maryland State Fire Marshal's Office and their

planned *Spring Into Action Day*.

"Our plans include creating a fire safety inspection training for our members, creating a home safety training class to take to the communities, a home safety checklist for our inspectors, and NACHI's Occupant Hazard Recognition Primer," said Daniel R. Frend, Director of the NACHI Safe House Campaign.

The Campaign also just released a thirty second Public Service Announcement by radio personality Johnny Contino. Mr. Contino then donated his fee, less union dues, back to the NACHI Foundation. This PSA, to be played on radio stations around the country, encourages people to check the batteries in their smoke alarms.

Some facts:

Each year fire kills more people in the US than all natural disasters combined. At least 80% of all fire deaths occur in residences. In 2001, not counting the events of September 11, fire caused \$10.6 billion in direct property loss. Seniors over 65 and children under 5 have the greatest risk. A working smoke alarm doubles the chances of surviving, yet 52% of fire fatalities were in homes with NO Smoke alarms.

For more information on the campaign or for information on how to make fully tax deductible donations to this project, contact Daniel R Frend, Director of the NACHI Safe House Campaign at dan@nachifoundation.org

Take the Free Online Inspector Ethics Obstacle Course

Everyone is invited to take NACHI's free online *Ethics Obstacle Course* for home inspectors.

This course is an open book test of your knowledge and understanding of ethics. Its purpose is to encourage our members to read and understand the Code of Ethics.

The course is free and open to all (you need not be a member of NACHI) There is no registration necessary.

There is no scoring. You either cross the finish line or you

don't. Reaching the finish line proves you have successfully completed the *Ethics Obstacle Course*. There is no time limit. Take your time.

There is no limit to the number of times you can attempt the obstacle course. Take it as often as you like.

To begin simply go thru the obstacle course answering the hypothetical questions as best as you can. If you answer incorrectly, you will be moved back one question and will have to answer it again until you get it right. Answering some ques-

tions incorrectly may move you back several questions. You can reference NACHI's Code of Ethics at any time during the course by scrolling down.

We understand that a scored ethics quiz is silly as an unethical inspector wouldn't answer the questions honestly anyway, but rather answer the questions in order to pass.

Everyone is welcome to take the free online Ethics Obstacle Course at: www.nachi.org/ethicsobstaclecourse

NACHI's Hong Kong China Chapter

NACHI is pleased to announce the formation of a Hong Kong Chapter.

NACHI member Paul Li and his company, Civil Asset Management & Planning, Limited, have provided a suitable platform for NACHI to operate from in Hong Kong and mainland China.

Paul is a chartered professional civil engineer (Institution of Civil Engineers), a professional builder (Chartered Institution of Builders), a certified risk planner

(Institution of Crisis and Risk Management), a certified home inspector (National Association of Certified Home Inspectors), and President of the Hong Kong Chapter of NACHI.

Hong Kong is a miracle place. 99% of people there are living in apartment flats where the built-in building services configuration is relatively complicated. However, most of them have never had a home inspection or realize the paramount importance of home inspec-

tion prior to completion of their transaction.

NACHI is the only independent professional body in China that provides technical support and qualified certification for local inspectors.

We congratulate President Paul Li on his forming of the Hong Kong Chapter of NACHI.



Director of HUD Speaks at NACHI Meeting

Bob Bolton, Director of HUD, speaks to 85 inspectors on *How NACHI members can get HUD Inspections* at NACHI's California Capitol Chapter meeting, Nov. 5th 2004. Visit NACHI's California Capitol Chapter website at: www.nachisacramento.org

Visit
www.NACHI.org
Today

A Marketing Idea that Helps Others

Atlanta area home inspector Mike Rose recently announced his plans for a new company strategy to market his company and raise funds for the NACHI Foundation.

Mike, owner of Cornerstone Home Inspections, has decided to create a referral incentive program for his customers.

Customers will be asked to refer his company to family and

What Really Matters

By Nick Gromicko

Buying a home? The process can be stressful. A home inspection is supposed to give you peace of mind, but often has the opposite effect. You will be asked to absorb a lot of information in a short time. This often includes a written report, checklist, photographs, environmental reports, and what the inspector himself says during the inspection. All this combined with the seller's disclosure and what you notice yourself makes the experience even more overwhelming. What should you do?

Relax. Most of your inspection will be maintenance recommendations, life expectancies and minor imperfections. These are nice to know about. However, the issues that really matter will fall into four categories:

1. Major defects. An example of this would be a structural failure.
2. Things that lead to major defects. A small roof-flashing leak, for example.
3. Things that may hinder your ability to finance, legally occupy, or insure the home.
4. Safety hazards, such as an exposed, live buss bar at the electric panel.

Anything in these categories should be addressed. Often a serious problem can be corrected inexpensively to protect both life and property (especially in categories 2 and 4).

Most sellers are honest and are often surprised to learn of defects uncovered during an inspection. Realize that sellers are under no obligation to repair everything mentioned in the report.

No home is perfect. Keep things in perspective. Don't kill your deal over things that don't matter. It is inappropriate to demand that a seller address deferred maintenance, conditions already listed on the seller's disclosure, or nit-picky items.

The above is an excerpt from *Sell Your Home For More* by Nick Gromicko. Copyright (C) 1997 Nick Gromicko

Note: NACHI Members may use this and other NACHI articles royalty free and need not credit the author. Add it to your brochure and website! REALTORS may copy, reprint, and use this article as they wish.. It is a great addition to any REALTOR's buyer's packets.

NACHI Asks RE/MAX to Pull TV Ad

NACHI, the National Association of Certified Home Inspectors has formally requested that RE/MAX pull one of its TV ads.

The ad depicts a spotlight-operating RE/MAX agent in a RE/MAX balloon hovering over her client's house in the middle of the night. She is yelling down to her clients good news: That they can close on the house they are trying to buy because it "just passed inspection."

NACHI objects because the ad insinuates:

- that a home inspector can pass or fail a home. Home inspectors don't pass or fail homes and we don't want consumers to think otherwise.
- that the home inspection process is arranged by the real estate agent. Home buyers are, of course, free to hire any home inspector they desire.
- that an inspection can be completed in the middle of the night. Home inspectors cannot accommodate a buyer's schedule by performing inspections in the dark.
- that the home buyer didn't know when the inspection was scheduled and didn't attend. Buyers are regularly encouraged to attend home

inspections and more often than not, do attend.

- that an agent's commission is directly tied to the results of a home inspection report. The over-joyed real estate agent depicted in the ad actually mentions the home inspection passing in the same sentence with the closing being able to go thru. This reinforces the unfortunate conflict-of-interest real estate agents possess with respect to their commissions.
- that real estate agents are qualified to offer their clients condensed versions of a home inspector's report.
- that real estate agents can pre-determine the buyer's response to the findings of the home inspector.

Nick Gromicko, Executive Director of NACHI and former RE/MAX agent himself said "The ad has many insinuations to which we object. It delivers numerous false messages to the home-buying consumers."

NACHI has offered to provide comment on all planned RE/MAX advertising campaigns in the future. "This ad is not salvageable. It has to go," said Gromicko.

NACHI is the world's largest home inspection association.

the NACHI Foundation. We welcome any supporters who wish to come up with their own innovative ways to support the NACHI Foundation.

Contact us at info@nachifoundation for information about becoming a Foundation booster

We thank Mike for his support of

NACHI Dominates the Internet

Nowadays home buyers do their real estate shopping online.

NACHI solidifies its market control of the internet.

NACHI recently purchased over 1,400 more websites.

Each site has been converted to a home inspector search engine for NACHI members. These are actual separate websites not just domain names pointing to NACHI. Each website interlinks to all the others making them all rank higher on other internet search engines. Many are covert (no mention of NACHI).

NACHI also entered into a contract with Google.com to feed inspection leads directly to the nearest NACHI member.

The Internet has become the tool of choice for homebuyers, with nearly three-quarters of buyers logging on to search for houses, new industry figures show. That's up sharply from the 41 percent of buyers who went online just two years ago when looking for a house, according to the 2003 National Association of Realtors' Profile of Home Buyers and Sellers.

"Almost every home placed on the market today can be found on the Internet, and more buyers than ever are using the Web to search for a home," said NAR President Cathy Whatley.

"Nowadays home buyers do their real estate shopping online. We want to make sure a NACHI inspection is in their shopping cart," said Nick Gromicko, Executive Director of NACHI. "It is too expensive for the individual inspector to advertise enough to have his clients find him. It is much easier for NACHI to find clients for our inspectors."

NACHI, which dominates the internet with multi-million hit-per-month monster sites like www.FindAnInspector.US and www.InspectorSEEK.com, is the world's largest inspection association and the largest generator of leads for the home inspection industry.

"Search engines treat domain names and portions thereof differently than they treat text or meta-tags. Despite a domain name often being the combination of more than one word such as newyorkhomeinspector.org, Google for instance, automatically splits up the search to be equivalent to new york home inspector. A full state or province name followed by the word or words home inspector are the most popular searches next to the phrase certified home inspectors. Therefore for search engine purposes we registered or purchased a variety of combinations that captures consumers and eventually whittles down their search results to solely NACHI members who service the area being sought." said Chris Morrell of NACHI.

Search engine optimization experts often argue whether or not hyphens between words within a domain name effect ranking, so NACHI just bought them all. NACHI converted all these websites into NACHI member lead generators for its U.S. and Canadian members. "Inspectors outside of NACHI can waste their money building their own websites I

suppose, but they won't get much traffic buried under all the NACHI lead generators. Our member's contact information is promoted on the internet even if they don't have a website," said Gromicko, a former veteran REALTOR. "And all the home buyers are all online nowadays," added Gromicko.

NACHI now has a designated website or web page for every single city and town in the U.S. and Canada.

NACHI also recently released a member-controlled profile editor which permits members to carve-out their own market using zip/postal codes.

In April of this year, NACHI entered into an intent-to-purchase agreement with one of the nation's largest domain-squatting company with the intent to convert some 45,000+ domain names to NACHI member lead generators. Gromicko said "Our goal is to own one million NACHI member lead generators."

Some of the new websites NACHI purchased recently are:

ALHomeInspector.org
AL-Home-Inspector.org
AlabamaHomeInspector.org
Alabama-Home-Inspector.org
AKHomeInspector.org
AK-Home-Inspector.org
AlaskaHomeInspector.org
Alaska-Home-Inspector.org
AZHomeInspector.org
AZ-Home-Inspector.org
ArizonaHomeInspector.org
Arizona-Home-Inspector.org
ARHomeInspector.org
AR-Home-Inspector.org
ArkansasHomeInspector.org
Arkansas-Home-Inspector.org
CAHomeInspector.org
CA-Home-Inspector.org
CaliforniaHomeInspector.org
California-Home-Inspector.org
COHomeInspector.org
CO-Home-Inspector.org
ColoradoHomeInspector.org
Colorado-Home-Inspector.org
CTHomeInspector.org
CT-Home-Inspector.org
ConnecticutHomeInspector.org
Connecticut-Home-Inspector.org
DEHomeInspector.org
DE-Home-Inspector.org
DelawareHomeInspector.org
Delaware-Home-Inspector.org
District-of-Columbia-Home-Inspector.org
DCHomeInspector.org
DC-Home-Inspector.org
DistrictofColumbiaHomeInspector.org
FLHomeInspector.org
FL-Home-Inspector.org
FloridaHomeInspector.org
Florida-Home-Inspector.org
GAHomeInspector.org
GA-Home-Inspector.org
GeorgiaHomeInspector.org
Georgia-Home-Inspector.org
HIHomeInspector.org
HI-Home-Inspector.org
HawaiiHomeInspector.org
Hawaii-Home-Inspector.org
IDHomeInspector.org
ID-Home-Inspector.org
IdahoHomeInspector.org
Idaho-Home-Inspector.org
ILHomeInspector.org
IL-Home-Inspector.org
IllinoisHomeInspector.org
Illinois-Home-Inspector.org
INHomeInspector.org
IN-Home-Inspector.org

IndianaHomeInspector.org
Indiana-Home-Inspector.org
IAHomeInspector.org
IA-Home-Inspector.org
IowaHomeInspector.org
Iowa-Home-Inspector.org
KSHomeInspector.org
KS-Home-Inspector.org
KansasHomeInspector.org
Kansas-Home-Inspector.org
KYHomeInspector.org
KY-Home-Inspector.org
KentuckyHomeInspector.org
Kentucky-Home-Inspector.org
LAHomeInspector.org
LA-Home-Inspector.org
LouisianaHomeInspector.org
Louisiana-Home-Inspector.org
MEHomeInspector.org
ME-Home-Inspector.org
MaineHomeInspector.org
Maine-Home-Inspector.org
MDHomeInspector.org
MD-Home-Inspector.org
MarylandHomeInspector.org
Maryland-Home-Inspector.org
MAHomeInspector.org
MA-Home-Inspector.org
MassachusettsHomeInspector.org
Massachusetts-Home-Inspector.org
MIHomeInspector.org
MI-Home-Inspector.org
MichiganHomeInspector.org
Michigan-Home-Inspector.org
MNHomeInspector.org
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Minnesota-Home-Inspector.org
MSHomeInspector.org
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MississippiHomeInspector.org
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MOHomeInspector.org
MO-Home-Inspector.org
MissouriHomeInspector.org
Missouri-Home-Inspector.org
MTHomeInspector.org
MT-Home-Inspector.org
MontanaHomeInspector.org
Montana-Home-Inspector.org
NEHomeInspector.org
NE-Home-Inspector.org
NebraskaHomeInspector.org
Nebraska-Home-Inspector.org
NVHomeInspector.org
NV-Home-Inspector.org
NevadaHomeInspector.org
Nevada-Home-Inspector.org
New-Hampshire-Home-Inspector.org
NHHomeInspector.org
NH-Home-Inspector.org
NewHampshireHomeInspector.org
New-Jersey-Home-Inspector.org
NJHomeInspector.org
NJ-Home-Inspector.org
NewJerseyHomeInspector.org
New-Mexico-Home-Inspector.org
NMHomeInspector.org
NM-Home-Inspector.org
NewMexicoHomeInspector.org
New-York-Home-Inspector.org
NYHomeInspector.org
NY-Home-Inspector.org
NewYorkHomeInspector.org
North-Carolina-Home-Inspector.org
NCHomeInspector.org
NC-Home-Inspector.org
NorthCarolinaHomeInspector.org
NDHomeInspector.org
ND-Home-Inspector.org
North-Dakota-Home-Inspector.org
NorthDakotaHomeInspector.org
OHHomeInspector.org
OH-Home-Inspector.org
OhioHomeInspector.org
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OKHomeInspector.org
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ORHomeInspector.org
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OregonHomeInspector.org
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PAHomeInspector.org
PA-Home-Inspector.org
PennsylvaniaHomeInspector.org
Pennsylvania-Home-Inspector.org
Rhode-Island-Home-Inspector.org
RIHomeInspector.org
RI-Home-Inspector.org
RhodeIslandHomeInspector.org
South-Carolina-Home-Inspector.org
SCHomeInspector.org
SC-Home-Inspector.org
SouthCarolinaHomeInspector.org
South-Dakota-Home-Inspector.org
SDHomeInspector.org
SD-Home-Inspector.org
SouthDakotaHomeInspector.org
TNHomeInspector.org
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VT-Home-Inspector.org
VermontHomeInspector.org
Vermont-Home-Inspector.org
VAHomeInspector.org
VA-Home-Inspector.org
VirginiaHomeInspector.org
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WAHomeInspector.org
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West-Virginia-Home-Inspector.org
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WestVirginiaHomeInspector.org
WIHomeInspector.org
WI-Home-Inspector.org
WisconsinHomeInspector.org
Wisconsin-Home-Inspector.org
WYHomeInspector.org
WY-Home-Inspector.org
WyomingHomeInspector.org
Wyoming-Home-Inspector.org
ABHomeInspector.org
AB-Home-Inspector.org
AlbertaHomeInspector.org
Alberta-Home-Inspector.org
British-Columbia-Home-Inspector.org
BCHomeInspector.org
BC-Home-Inspector.org
BritishColumbiaHomeInspector.org
MBHomeInspector.org
MB-Home-Inspector.org
ManitobaHomeInspector.org
Manitoba-Home-Inspector.org
New-Brunswick-Home-Inspector.org
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NB-Home-Inspector.org
NewBrunswickHomeInspector.org
NFHomeInspector.org
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NewfoundlandHomeInspector.org
Newfoundland-Home-Inspector.org
Northwest-Territories-Home-Inspector.org
NTHomeInspector.org
NT-Home-Inspector.org
NorthwestTerritoriesHomeInspector.org
Nova-Scotia-Home-Inspector.org
NSHomeInspector.org
NS-Home-Inspector.org
NovaScotiaHomeInspector.org
NUHomeInspector.org
NU-Home-Inspector.org
NunavutHomeInspector.org
Nunavut-Home-Inspector.org
ONHomeInspector.org
ON-Home-Inspector.org
OntarioHomeInspector.org
Ontario-Home-Inspector.org
Prince-Edward-Island-Home-Inspector.org
PEHomeInspector.org

PE-Home-Inspector.org
PrinceEdwardIslandHomeInspector.org
QCHomeInspector.org
QC-Home-Inspector.org
QuebecHomeInspector.org
Quebec-Home-Inspector.org
SKHomeInspector.org
SK-Home-Inspector.org
SaskatchewanHomeInspector.org
Saskatchewan-Home-Inspector.org
YTHomeInspector.org
YT-Home-Inspector.org
YukonHomeInspector.org
Yukon-Home-Inspector.org
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al-home-inspector.net
alabamahomeinspector.net
alabama-home-inspector.net
akhomeinspector.net
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alaskahomeinspector.net
alaska-home-inspector.net
azhomeinspector.net
az-home-inspector.net
arizonahomeinspector.net
arizona-home-inspector.net
arhomeinspector.net
ar-home-inspector.net
arkansashomeinspector.net
arkansas-home-inspector.net
cahomeinspector.net
ca-home-inspector.net
californiahomeinspector.net
california-home-inspector.net
cohomeinspector.net
co-home-inspector.net
coloradohomeinspector.net
colorado-home-inspector.net
cthomeinspector.net
ct-home-inspector.net
connecticuthomeinspector.net
connecticut-home-inspector.net
dehomeinspector.net
de-home-inspector.net
delawarehomeinspector.net
delaware-home-inspector.net
district-of-columbia-home-inspector.net
dchomeinspector.net
dc-home-inspector.net
districtofcolumbiashomeinspector.net
flhomeinspector.net
fl-home-inspector.net
floridahomeinspector.net
florida-home-inspector.net
ga-home-inspector.net
georgia-home-inspector.net
hihomeinspector.net
hi-home-inspector.net
hawaii-home-inspector.net
idhomeinspector.net
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iahomeinspector.net
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iowahomeinspector.net
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kshomeinspector.net
ks-home-inspector.net
kansashomeinspector.net
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md-home-inspector.net	washington-home-inspector.net	id-home-inspector.com	va-home-inspector.com	InspectorLocator.com
marylandhomeinspector.net	west-virginia-home-inspector.net	idahohomeinspector.com	virginia-home-inspector.com	CertifiedMasterInspector.com
maryland-home-inspector.net	wvhomeinspector.net	idaho-home-inspector.com	wahomeinspector.com	CertifiedMasterInspector.org
ma-home-inspector.net	wv-home-inspector.net	ilhomeinspector.com	wa-home-inspector.com	BribeWatch.org
massachusettshomeinspector.net	westvirginiashomeinspector.net	il-home-inspector.com	washingtonhomeinspector.com	nachi.ca
massachusetts-home-inspector.net	wihomeinspector.net	illinois-home-inspector.com	washington-home-inspector.com	singapore.nachi.org
mihomeinspector.net	wi-home-inspector.net	inhomeinspector.com	west-virginia-home-inspector.com	inrelo.com
mi-home-inspector.net	wisconsinhomeinspector.net	in-home-inspector.com	wvhomeinspector.com	inrelo.net
michiganhomeinspector.net	wisconsin-home-inspector.net	indianahomeinspector.com	wv-home-inspector.com	inrelo.org
michigan-home-inspector.net	wyhomeinspector.net	indiana-home-inspector.com	westvirginiashomeinspector.com	interelo.com
mnhomeinspector.net	wy-home-inspector.net	iahomeinspector.com	wi-home-inspector.com	interelo.net
mn-home-inspector.net	wyominghomeinspector.net	ia-home-inspector.com	wisconsin-home-inspector.com	interelo.org
minnesotahomeinspector.net	wyoming-home-inspector.net	iowahomeinspector.com	wyhomeinspector.com	interrelo.net
minnesota-home-inspector.net	abhomeinspector.net	iowa-home-inspector.com	wy-home-inspector.com	interrelo.org
mshomeinspector.net	ab-home-inspector.net	kshomeinspector.com	wyominghomeinspector.com	sellyourhomeformore.com
ms-home-inspector.net	albertahomeinspector.net	ks-home-inspector.com	wyoming-home-inspector.com	sellyourhouseformore.com
mississippihomeinspector.net	alberta-home-inspector.net	kansas-home-inspector.com	abhomeinspector.com	sellmyhomeformore.com
mississippi-home-inspector.net	british-columbia-home-inspector.net	kyhomeinspector.com	ab-home-inspector.com	sellmyhouseformore.com
mohomeinspector.net	bchomeinspector.net	ky-home-inspector.com	albertahomeinspector.com	sellfastformore.com
mo-home-inspector.net	bc-home-inspector.net	kentuckyhomeinspector.com	alberta-home-inspector.com	findagoodhome.com
missourihomeinspector.net	britishcolumbiashomeinspector.net	kentucky-home-inspector.com	bchomeinspector.com	housewiz.biz
missouri-home-inspector.net	mbhomeinspector.net	la-home-inspector.com	bc-home-inspector.com	homewhiz.biz
mothomeinspector.net	mb-home-inspector.net	louisianahomeinspector.com	british-columbia-home-inspector.com	nynachi.org
mt-home-inspector.net	manitobahomeinspector.net	louisiana-home-inspector.com	britishcolumbiashomeinspector.com	nachiatlanta.org
montanahomeinspector.net	manitoba-home-inspector.net	mehomeinspector.com	mbhomeinspector.com	norcal-nachi.org
montana-home-inspector.net	new-brunswick-home-inspector.net	me-home-inspector.com	mb-home-inspector.com	inspectorseek.com
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nebraska-home-inspector.net	nfhomeinspector.net	md-home-inspector.com	nbhomeinspector.com	nachidenver.org
nvhomeinspector.net	nf-home-inspector.net	maryland-home-inspector.com	nb-home-inspector.com	nachi-eco.com
nv-home-inspector.net	newfoundlandhomeinspector.net	mahomeinspector.com	newbrunswickhomeinspector.com	nachiwesternbc.org
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new-mexico-home-inspector.net	nuhomeinspector.net	mississippihomeinspector.com	nshomeinspector.com	and 4,000 more totaling 350,000+
nmhomeinspector.net	nu-home-inspector.net	mississippi-home-inspector.com	ns-home-inspector.com	pages on the interne.
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newyorkhomeinspector.net	ontario-home-inspector.net	mt-home-inspector.com	onhomeinspector.com	
north-carolina-home-inspector.net	prince-edward-island-home-inspector.net	montana-home-inspector.com	on-home-inspector.com	
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north-dakota-home-inspector.net	quebechomeinspector.net	nv-home-inspector.com	princeedwardislandhomeinspec-tor.com	
northdakotahomeinspector.net	quebec-home-inspector.net	nevada-home-inspector.com	qchomeinspector.com	
ohhomeinspector.net	skhomeinspector.net	new-hampshire-home-inspector.com	qc-home-inspector.com	
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okhomeinspector.net	ythomeinspector.net	new-mexico-home-inspector.com	sk-home-inspector.com	
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oklahomahomeinspector.net	yukonhomeinspector.net	nm-home-inspector.com	saskatchewan-home-inspector.com	
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orhomeinspector.net	alhomeinspector.com	new-york-home-inspector.com	yt-home-inspector.com	
or-home-inspector.net	al-home-inspector.com	ny-home-inspector.com	yukon-home-inspector.com	
oregonhomeinspector.net	alabama-home-inspector.com	north-carolina-home-inspector.com	InspectorDirect.com	
oregon-home-inspector.net	akhomeinspector.com	nc-home-inspector.com	InspectorSeek.com	
pahomeinspector.net	ak-home-inspector.com	northcarolinahomeinspector.com	InspectorSeeek.com	
pa-home-inspector.net	alaskahomeinspector.com	ndhomeinspector.com	InspectorNow.com	
pennsylvaniashomeinspector.net	alaska-home-inspector.com	nd-home-inspector.com	http://FindAnInspector.us	
pennsylvania-home-inspector.net	az-home-inspector.com	north-dakota-home-inspector.com	gromicko.com	
rhode-island-home-inspector.net	arizona-home-inspector.com	northdakotahomeinspector.com	carpetwiz.biz	
ri-home-inspector.net	arhomeinspector.com	ohhomeinspector.com	clubphysique.com	
rhodeislandhomeinspector.net	ar-home-inspector.com	oh-home-inspector.com	flywiz.biz	
south-carolina-home-inspector.net	arkansashomeinspector.com	ohio-home-inspector.com	spectoscope.com	
schomeinspector.net	arkansas-home-inspector.com	okhomeinspector.com	housewhiz.biz	
sc-home-inspector.net	ca-home-inspector.com	ok-home-inspector.com	loanwhiz.biz	
southcarolinahomeinspector.net	california-home-inspector.com	oklahomahomeinspector.com	realwhiz.biz	
south-dakota-home-inspector.net	cohomeinspector.com	oklahoma-home-inspector.com	travelwhiz.biz	
sdhomeinspector.net	co-home-inspector.com	orhomeinspector.com	taxwhiz.biz	
sd-home-inspector.net	coloradohomeinspector.com	or-home-inspector.com	tripwhiz.biz	
southdakotahomeinspector.net	colorado-home-inspector.com	oregon-home-inspector.com	theverybest.info	
tnhomeinspector.net	colorado-home-inspector.com	pahomeinspector.com	loanwiz.biz	
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tennessee-home-inspector.net	connecticut-home-inspector.com	rhode-island-home-inspector.com	moneywiz.biz	
tx-home-inspector.net	dehomeinspector.com	ri-home-inspector.com	realwiz.biz	
texas-home-inspector.net	de-home-inspector.com	rhodeislandhomeinspector.com	thecomputerwiz.biz	
uthomeinspector.net	delawarehomeinspector.com	south-carolina-home-inspector.com	rewiz.biz	
ut-home-inspector.net	delaware-home-inspector.com	sc-home-inspector.com	spectscope.com	
utahhomeinspector.net	district-of-columbia-home-inspector.com	south-dakota-home-inspector.com	nachi.org	
utah-home-inspector.net	dchomeinspector.com	sd-home-inspector.com	nachi.biz	
vthomeinspector.net	dc-home-inspector.com	southdakotahomeinspector.com	nachi.cc	
vt-home-inspector.net	districtofcolumbiashomeinspector.com	tn-home-inspector.com	nachi.tv	
vermonthomeinspector.net	flhomeinspector.com	tennessee-home-inspector.com	nachi.bz	
vermont-home-inspector.net	fl-home-inspector.com	tx-home-inspector.com	nachi.us	
vahomeinspector.net	florida-home-inspector.com	texas-home-inspector.com	inspectionews.com	
va-home-inspector.net	ga-home-inspector.com	uthomeinspector.com	InspectorLocate.com	
virginiahomeinspector.net	hihomeinspector.com	ut-home-inspector.com	LocateInspector.com	
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wa-home-inspector.net	hawaii-home-inspector.com	vermont-home-inspector.com		
washingtonhomeinspector.net	idhomeinspector.com	vahomeinspector.com		

Did you know that NACHI controls over 4,500 websites all working to send you more business ?

Berks County Pennsylvania NACHI Chapter Meeting January 17th

Biggest names in the industry scheduled to speak

Everyone is welcome to attend the next meeting of the Berks County Pennsylvania Chapter of the National Association of Certified Home Inspectors (NACHI) on Monday, January 17th at 7pm.

The meeting is open to all. You don’t need to be a member of NACHI to attend. The dinner meeting is \$21.95/person.

Speakers include:

- Joe Hagarty, President of NACHI and local HouseMaster franchise owner.
- Chris Kane on Electrical Inspections for Home Inspectors...what to look for.
- Charles Roskovensky, President of NACHI's Appalacian Chapter.
- Gary Johnson, President of the NACHI Foundation.
- Nick Gromicko, Executive Director of NACHI on E&O insurance discounts.
- John Patania, renowned business coach, on Sales generation for home inspectors.
- Lorne Steiner, NACHI’s Director at Large and CEO of Porter Valley Software on Advanced Communications for Home Inspectors.

As part of the meeting, Mr. Steiner will be demonstrating his company's premier home inspection report-writer...InspectVue Residential. Lorne Steiner, CEO of Porter Valley Software has a degree in Architecture, is a licensed Contractor in the State of California and developer of a number of well known software programs that can be found on thousands of computers around the globe.

According to Mr. Steiner, InspectVue Commercial will soon be released. “It’s a remarkable program that has all of the virtues of our residential

program, but is based on ASTM standards and facilitates cost estimating and inspections on buildings ranging from apartments, condominiums and strip-malls to skyscrapers.”

Nothing can stop litigation, but sometimes it can be avoided

As we all know, litigation is threatening the livelihood of inspectors nationwide, and they can never be too cautious. For this reason, Porter Valley Software’s president, Keith Swift, who has performed literally thousands of home inspections, has written a number of informative essays on the subject of avoiding litigation. Many of these have been published in various trade journals throughout the United States. They are interesting, educational and, among other things, they point out the weakness inherent in industry standards and contracts, and the ultimate power of possessing a computerized report-writer, and of having immediate access to a library of thousands of industry-standard narratives. However, there are many other interesting discussions involving the use of specialized instruments, as well as the power of the plain truth and the written word.

“We at Porter Valley regard ourselves as part of a growing family of users, and take pride in the fact that we put service to our clients ahead of profits, which is why we are offering this collection of twelve essays to NACHI members for free. We sell these on our website for \$35.00, however we don't charge NACHI members. They can request their copy for free. This is a NACHI-exclusive free offer made to no other association or group,” said Steiner.

For those of you who’ve never thought about doing commercial inspections, you might want to think about it now. First of all, commercial inspections offer you more work and greater revenue. And, let’s face it, you probably already have the expertise, experience, and necessary tools to do the job, and commercial clients are so much easier to work with. Residential clients usually develop a personal attachment to a property and

can become quite emotional over truly insignificant defects, whereas commercial clients are really only interested in the bottom-line, or in knowing the cost of essential repairs, necessary upgrades, and of maintenance. Interestingly, commercial and residential inspections tend to be remarkably similar, except that commercial systems are somewhat larger and typically more complicated than residential ones. And for this reason, many new commercial inspectors often elect to subcontract aspects of the inspection to specialists, such as structural and mechanical engineers, plumbers, and electricians. However, inspectors also tend to learn quickly, and usually end up becoming sufficiently qualified to evaluate the vast majority of systems for themselves, and thereby reduce their costs and increase their revenue. Naturally, marketing techniques for commercial properties are different from residential ones, and have to be restructured somewhat, but the profit is usually worth the effort. “Think about it, more work, more money, more prestige as an inspector, and a less stressful enterprise! All you really need that you don’t already have is a truly sophisticated software program like InspectVue Commercial, which would make the whole endeavor worthwhile! As always, NACHI members and only NACHI members get an exclusive \$100 discount” said Lorne Steiner Porter Valley Software, Inc.

NACHI members can get the Avoiding Litigation CD at no charge (exclusive deal, free for NACHI members only).

Bring your spouse and come hungry

The \$21.95/person charge includes a great dinner with seven different entrees, drinks and desserts.

Door prizes include:

- Homegauge: Demo software, pens & flashlights.
- EyeCandy reporting: 2 free copies of their system.
- Toolexperts: Catalogues, tools, and door prizes.
- Professional Equipment: Catalogues, gift certificates and a prize.

- ITA: Inspection books by ITA.
- The Taunton Press: Code Check books.
- Dan Jones: Home Inspection Success book and DVD.

Dues: There are currently no dues required to join the Berks County NACHI Chapter.

All welcome, you need not join to attend.

Place:

Sheraton Hotel
1741 Paper Mill Road
Wyomissing, PA 19610
(610) 376-3811
www.sheratonreading.com

Ask for the NACHI group discount if staying overnight.

Directions to the Hotel:

From Northern Massachusetts / Albany, NY: Take I-87 to I-84 to Port Jervis exit. Take 209S to 22W to 100S to PA 222S to 422W. Take the Papermill Road exit. The Sheraton Hotel is ahead on the right.

From Syracuse, NY / Scranton / Wilkes Barre, PA: Take I-81S to 61S to PA 222S to 422W. Follow the signs for Lebanon, then take the Papermill Road exit. The Sheraton Hotel is ahead on the right.

From Hartford, CT: Take 209S to 33S to 22W to 100S to PA 222S. Follow 222S to 422W. Take the Papermill Road exit. The Sheraton Hotel is ahead on your right.

From White Plains / Bronx, NY: Take I-95S (George Washington Bridge) to I-80W to 287S to I-78W to PA 222S to 422W. Take the Papermill Road exit. The Sheraton Hotel is ahead on your right.

From Long Island / Staten Island / Brooklyn, NY: Take I-278W to 440S to I-287N to I-78W to PA 222S. Follow 222S to 422W to the Papermill Road exit. The Sheraton Hotel is ahead on your right.

From Manhattan, NY: Take Lincoln Tunnel to NJ Turnpike South to exit 14. Take I-78W to PA 222S. Follow

222S to 422W to the Papermill Road exit. The Sheraton Hotel is ahead on your right.

From Asbury Park / Trenton, NJ: Take I-95W to the NJ Turnpike South to exit 6 to the PA Turnpike West to exit 22 (Morgantown). Follow the signs for I-176N to 422W. Follow signs for Lebanon, then take the Papermill Road exit. The Sheraton Hotel is ahead on your right.

From Philadelphia, PA: Take I-76 to the PA Turnpike West to exit 22 (Morgantown). Follow signs for I-176N to 422W. Follow the signs for Lebanon, then take the Papermill Road exit. The Sheraton Hotel is ahead on your right.

From Pittsburgh / Harrisburg, PA: Take PA Turnpike East to exit 22 (Morgantown). Follow signs for I-176N to 422W. Follow the signs for Lebanon, then take the Papermill Road exit. The Sheraton Hotel is ahead on your right.

From Dover, DE: Take 13N to Wilmington, to 141N to I-95N to 202N to 100N to 422W. Follow the signs for Lebanon, then take the Papermill Road exit. The Sheraton Hotel is ahead on your right.

From Washington, DC / Baltimore, MD: Take I-495N to I-95N to I-695N to I-83N to York, PA. Pick up Route 30E to Lancaster. Take 222N to 422W. Follow the signs for Lebanon, then take the Papermill Road exit. The Sheraton Hotel is ahead on your right.

From Columbus, OH: Take I-70E to New Stanton, PA, exit 8 PA Turnpike (I-76). Follow Turnpike to exit 22 (Morgantown). Follow the signs for I-176N to 422W. Follow the signs for Lebanon, then take the Papermill Road exit. The Sheraton Hotel is ahead on your right.

Everyone is welcome to attend this open-door home inspection event. This Chapter and this meeting were put together by NACHI member:

Fred Didyoung
Berks Home Professional Inspection Services
Mohrsville, PA
(610) 916-2341
fdidyoung@aol.com

Attendance counts as 1 hour of member continuing education.

Ultimate State Exam Prep Tool

Pass any home inspection exam.

A few states and even some local municipalities require you to pass a separate exam for licensing purposes. Typically these government adopted exams are horribly inferior to NACHI's Online Inspector Examination. If you are in a jurisdiction which requires you to pass such a licensing exam, don't worry. Help is here.

NACHI has developed the ultimate licensing exam prep tool. It is an actual simulated exam designed to provide you with real practice. As you answer each question you will be told if your answer is correct or incorrect. It is a great learning tool!

This exam prep tool allows you to return to it where you left off, again and again, from the comfort of your own home. The prep exam contains over 2,500 questions typically found on state and local licensing exams. Members may access the licensing exam prep tool at:

www.nachi.org/practice

Remember: Much of what NACHI does helps members BEFORE they actually go into business... so check out the membership benefits section.

Also, take NACHI’s free online exam. It is a great interactive learning tool, open to all, even non-members.

NACHI Releases Online Glossary

The National Association of Certified Home Inspectors released the world’s largest online searchable inspection glossary. It is open and available to all at www.nachi.org/glossary

Inspection Training Associates (ITA) Offers Discounts to NACHI Members

The National Association of Certified Home Inspectors (NACHI) is pleased to offer discount opportunities with Inspection Training Associates (ITA).

ITA offers a full suite of home inspection training resources including business start-up support, reporting documentation and software systems. ITA’s Inspection Expo, the 2nd largest annual conference for home inspectors, features educational seminars, networking opportunities and an exhibition of the industry’s latest products and services. Founded in 1986, ITA became the first licensed school for home inspection in the U.S. in 1992. Since then, ITA has served over 15,000 students across the country through the leading classroom instruction, correspondence courses and related products.

In 2003, ITA became a part of Kap-

lan Professional schools. “Kevin and his team have done a terrific job of building ITA's leadership in this category, providing a breadth and quality of offerings that are unparalleled in the industry,” said Eric Cantor, President of Kaplan Professional.

ITA is happy to provide the following discounts to NACHI Members – Just mention you are a NACHI member when ordering:

- NACHI members receive 10% off your first report forms purchase!
- NACHI members receive the discounted early registration price on all ITA courses!

Kaplan Professional, a division of Kaplan, Inc., is a leading provider of education and training solutions to companies and individuals in the financial services, insurance, bank-

ing, real estate, legal, information technology, and call center industries. Kaplan has been providing educational and career services to students, schools, professionals, and businesses worldwide for more than 60 years.

Kaplan is a wholly-owned subsidiary of The Washington Post Company

Online Continuing Education Log

NACHI recently created an online continuing education log so that members can submit and keep track of the continuing education requirements as they are fulfilled.

For more information about continuing education visit: www.nachi.org

Puget Sound Marketing and Licensing Meeting

February 9th in Seattle, Washington

EVERYONE is cordially invited to the next Marketing and Legislative meeting hosted by the Puget Sound Chapter of the National Association of Certified Home Inspectors (NACHI) on Wednesday, February 9th from 6pm to 9:30pm. New and veteran home inspectors as well as members of all other associations are all welcome-you need not be a member of NACHI.

Anyone interested in home inspections can attend

Dress casual if you like as our meetings are informal and fun, the way they should be. Spouses welcome. Come hungry! This meeting is open to all. Dinner is \$30/person at the door.

Our guest speaker will be: Nick Gromicko, author, former veteran REALTOR, ad agency owner, and Executive Director of NACHI on:

- How to get your home inspection business phones to ring off the hook.
- Upcoming licensing of home inspectors in Washington State.
- How to develop a home inspection marketing plan that works.
- How to raise your prices in Washington when your competitors charge less.
- 20 things you can do to improve your home inspection business now.

Our other speaker: NACHI member Scott Huston, Co-founder of Washington-based ReportHost on:

- How hosting your home inspection report online can be used as a great marketing tool.
- Home inspection report demo.
- The future of home inspection report writing.

We will be serving a great dinner with choice of Prime Rib or Lemon Citrus Chicken.

There are currently no dues required to join this Puget Sound NACHI Chapter. You need not join to attend.

Door prizes galore!

Place:
Clarion Hotel
3000 S. 176th Street
Seattle, Washington
(206) 242-0200
www.clarionseattle.com

Note to Overnight guests: Clarion Hotel has given us a discounted room rate of \$71.99 + tax per night and they do have shuttle service to and from the airport. Ask for the NACHI discount.

Directions:
From I-5 north or southbound take the Seattle Tacoma International Airport exit at the junction of I-5 and I-405 on to Hwy 518 west and follow the signs to Seattle Tacoma International Airport. Then take the S 170th ST exit. At the stop sign turn left and go to the next stop sign (S 170th) and turn left. Go straight until you get to International Blvd then turn right. Go to S 176th ST and turn left. You will find the hotel one block up on the left.

After the meeting Mr. Gromicko will stay and work on any inspector's personal marketing material, so bring your brochures and flyers.

Bring your own brochures and flyers to work on

This Chapter and meeting were put together by NACHI members Chip Roberts and Andrew Sodano of Detail Master Home Inspections in Sumner, Washington. Phone: (206) 930-1650 asodano@aol.com

Our last Puget Sound Chapter meeting had nearly 85 home inspectors in attendance, so don't miss this one.

Inspector turns complaint into marketing gain.

Dear NACHI:

After my client moved into the home I inspected for her she discovered a clogged sink drain and has complained to the real estate agent. This is not my fault. The agent refers a lot of inspection work my way. What should I do?

Dear Home Inspector:

Don't get upset. Handling complaints is a part of any business. Three out of every 100 people are nuts and you can't change that. You cannot find every defect that exists or ever could exist in every home you inspect. Do not think backward, think forward. The real problem is not with the sink, it is with the damage a complaint can do to your company's reputation. Don't think plumbing, think marketing!

Many complaints are great marketing opportunities in disguise. Try to turn them around and capitalize on them. Gain marketing benefits from them that outweigh the cost of satisfying them. Especially if:

1. The problem is not your fault.
2. News of the complaint could damage your image within your local market.
3. The cost of correction is inexpensive.

Clogged drains are one of the most common post-settlement complaints directed at home inspectors. Real estate sales agreements usually require home sellers to empty and clean their home before the buyer takes possession. A seller's final clean-up efforts often inadvertently clog the sink traps and drains with dirt and leftover refrigerator goods. Guess who gets blamed?

Here's what to do (act fast):

1. Immediately explain to your client, the real estate agent, and anyone else aware of the complaint that you the inspector are not responsible. Contact every complaint recipient personally. Be calm and talk slow.
 - a. Use common sense in your explanation. Remind your client and agent that the seller did not live with a clogged sink and that the clog occurred AFTER you did your inspection.
 - b. Remind your client and agent that the seller didn't disclose the clogged sink for a good reason: It wasn't clogged.
 - c. Point to the NACHI Agreement (between you and your client). The

agreement is easy for laymen to understand. NACHI has invested hundreds of legal man-hours into this one-page work-of-art. It explains all.

- d. Tell them that the National Association of Certified Home Inspectors is on your side and will write an official opinion in support of your contention that you are not at fault.

2. After you have made your point clear and your client and the agent understand your position, SWITCH GEARS. Offer to correct the problem at no charge. Pay for a plumber to repair the clogged drain. Don't do the work yourself, pay a professional. Get the work done quickly. Make sure the plumber's paid receipt shows that you paid personally.

3. After the repair has been made and you have paid for it, reiterate your position to your client again. Explain again that you were not responsible for this problem but that you only paid for it to make your client happy. If your client offers to reimburse you, do not accept.

4. Ask your client for a favor. Ask her to write you a brief Thank-you letter. Nothing fancy, just a note mentioning the problem, your quick response, your willingness to pay for correction, and her own satisfaction with your home inspection service. Offer to help her word it or offer suggested wording. It can be hand-written. Give or send her a postage-paid return envelope to get it back to you.

5. Draft and send a letter to the real estate agent. A sample letter might go something like this:

*Jane Goodagent
ABC Realty*

Dear Jane:

(describe new home owner's problem)

Upon moving into her new home, our mutual client, Sally Newowner discovered that her kitchen sink trap was clogged.

(explain why you are not responsible)

I explained that this was not my fault, the seller obviously didn't live with a clogged sink drain, clogs often occur during the seller's final clean up, I can only inspect the condition of a home on the day of the inspection, etc.

(sympathize with agent's position)

Despite my lack of liability with regard to this problem, I nevertheless wanted to keep our mutual client satisfied with my inspection service and happy with the home you helped her purchase.

(describe your solution)

Therefore I took the initiative to hire a plumber to make the necessary repairs. I paid for it out of my own pocket.

(describe the happy outcome)

Sally Newowner is now very pleased. I have enclosed a copy of a Thank-you note Sally wrote for me.

(ask for repeat business)

I hope my quick handling of this problem will earn your confidence in me and inspire you and your colleagues at ABC Realty to refer your clients to me again.

*Sincerely,

Joe Homeinspector*

6. Send and fax the letter to Jane Goodagent. Don't forget to attach a copy of Sally Newowner's Thank-you note, the plumber's paid receipt, and a stack of your home inspection business cards.

You should never have to pay to correct a defect, especially if you are protected by the NACHI agreement (between you and your client). However, if you ever feel the need to pay for a repair, make sure you offset your cost by getting a marketing benefit in return. Turn every negative into a positive.

Advanced tip:

Save all the paperwork aforementioned. When a prospective client asks you for references, explain that even the worst inspector has a few satisfied clients and that any inspector can provide references. Instead, offer your prospective client your one complaint! Then fax or send him/her a copy of your letter to Jane Goodagent, the plumber's paid receipt, and Sally Newowner's Thank-you note. It works every time! Also, include copies of thank-you notes in your marketing packets.

Dear NACHI is offered to provide detailed advice and possible solutions to specific questions or problems. Obviously other solutions exist and may be better suited for you and your particular situation. Please submit your specific problem for publication. Your name will not be used unless you give permission.

Using a hold-harmless clause as a marketing tool

Inspectors are often asked by real estate agents if they carry Error & Omissions insurance (E&O) and if that E&O insurance indemnifies real estate agents. If you do not have such insurance you should use a hold-harmless clause in your pre-inspection agreement (between you and your client).

You should explain to all real estate agents that unlike indemnification insurance which only pays for the legal defense of a real estate agent who gets sued over one of your inspections, your *hold-harmless* clause is even better in that your client pre-agrees not to file suit against the agent at all.

A real estate agent is just a sales per-

son. Having your client agree not to hold a real estate agent responsible for anything related to your home inspection is proper.

Many real estate agents are worried about negligent referral claims. Ease their worries by letting them know you use a hold-harmless clause which protects them.

This is a great tool for breaking-into new real estate offices. It is somewhat difficult to explain to some real estate agents but many members have found success when they present it to the broker/owner directly.

Believe it, a broker/owner will be all ears as you explain how using your services protects his/her agents.

The following is a sample hold-harmless clause for you attorney's review:

HOLD HARMLESS AGREEMENT: CLIENT agrees to hold any and all real estate agents involved in the purchase of the property to be inspected harmless and keep them exonerated from all loss, damage, liability or expense occasioned or claimed by reasons of acts or neglects of the INSPECTOR or his employees or visitors or of independent contractors engaged or paid by INSPECTOR for the purpose of inspecting the subject home.

Kansas City NACHI Launches website

The Kansas City NACHI Chapter launched its own website last month. For more information visit www.KCnachi.org

Inspection Industry's Most Popular Message Board

As this paper goes to print, NACHI's photo-based, open-to-all message board reached an all time high of 90,000 posts. This new milestone was reached only six months after hitting our 50,000th post. This parabolic increase in activity has now made NACHI's message board many times more popular than all other inspection-related message boards combined.

Also, the average number of posts made has increased to a whopping 201 per day! If you don't visit NACHI's message board for five days...you'll miss over 1,000 posts.

Also, over 110,000 unique visitors check out NACHI.org every month, and this number continues to climb.

Home Inspection Business Success Tips

72 questions and answers to help home inspectors improve their business.

I don't like to brag. Marketing is bragging. No?

Marketing helps others. If you provide a good service you have a moral obligation to let as many people as possible know about, and benefit from, your good works.

Won't I offend real estate agents by marketing heavily to them?

No. You cannot offend real estate agents by marketing to them. Real estate agents are in the marketing business. Agents may have difficulty distinguishing a good inspector from a bad inspector or a good roof from a bad roof, but real estate agents recognize sharp marketing versus bad marketing. Real estate agents legally represent the very people that need your services. Marketing to real estate agents is the key to a successful home inspection business.

How can I market directly to home buyers without relying on real estate agents?

Times have changed. Nowadays, nearly all home buyers shop for their new home online before they ever contact a real estate agent. This is why lending institutions advertise so heavily on the internet. NACHI dominates the internet, finds good clients, and sends them directly to you. You could not buy this much internet exposure if you spent \$50,000.00 of your own money. NACHI provides these clients and many other benefits to you for free. We are way upstream with a big net... the internet.

How can I get more inspection business soon?

Nearly every home seller is soon going to be a home buyer. Mail your inspection brochure or flyer to the sellers of every property you recently inspected. Your client (the buyer) probably gave the sellers a copy of your report about their own house you just inspected, so the sellers will have already seen your work. This marketing tip works especially well if you are a thorough inspector. For the same reasons sellers hated your thoroughness when you inspected the house they were selling, they'll love you as the inspector for the house they are buying.

What else can I do to get more inspection business soon?

Be proactive. If you see a for-sale sign or can get hold of a real estate office's list of homes for sale, send the sellers your flyer. Nearly every home seller is a home buyer. Even better, offer to perform an inspection of the home they are SELLING, not buying. Seller's pre-listing inspections are becoming more popular. You often get to perform the inspection on the home they're buying (if moving local) too.

How can I get real estate agents to refer business to me?

Real estate agents are hesitant about referring anyone for anything. They

don't want to get sued for negligent referral. Giving real estate agents a stack of gift certificates or coupons for a \$20 discount off the cost of an inspection is a way for agents to refer you to their buyers. However, real estate agents would feel safer about giving out your coupons to their buyers if they contain the following sentence: *"Not an endorsement of you the inspector by your real estate professional."* You might also want to add *"Limit one coupon per home inspection."* Remember these tips the next time you print coupons.

I never get any work from a certain real estate office. How can I get some of their business?

Real estate agents, like most of us, are adverse to change. Agents regularly working with an inspector are unlikely to call you just because your prices are a little cheaper. Try this... go to the real estate office and simply ask the name of their biggest agent. Then go back home, call that agent, and schedule a 5-minute appointment. At the appointment, offer to perform a free seller's pre-listing inspection. You may have to explain what a seller's inspection is. Most agents will take you up on your free offer and allow you to inspect one of their listings. Seller's inspections are easier to perform because you do not have to deal with buyers or time. You only have to generate a professional report at your own pace. When you deliver the report to the agent, ask to be added to his/her short-list of inspectors. You might not be at the top of the list, but at least you will be on it. At this point, the seller will have seen your work and may use you on the buying side. This is another chance to work with that agent (this time getting paid). Getting in with the office's top agent will be a stamp-of-approval provides a comfort level for other agents.

I am fairly new to the inspection business and a member of another association. Many real estate agents won't refer their clients to me. What's the problem?

Perhaps you are an *"Associate"* or *"Candidate"* member of another association. Agents recognize these types of members as inexperienced. You should not advertise your membership in those associations. NACHI does not brand its new members with derogatory terms like *"Associate"* or *"Candidate."*

Should I offer real estate agents cash or gifts for referring their clients to me?

No. Never give a real estate agent a kickback, bird dog fee, finder's reward, gift certificate or money for sending you work. It is appropriate to give them gift certificates or coupons for their clients to use (see above), and it is probably O.K. to send a real estate agent a modest holiday gift.

Should I give some promotional items to my buyers during an inspection?

No. You are wasting your money. Homebuyers typically stay in their homes 8 years, so you won't be getting any repeat business from them any time soon. Save your money for marketing techniques that work.

My home inspection business needs an immediate boost. What can NACHI do now to get my phone to ring?

Help is on the way! NACHI provides an elaborate, but simple-to-use email marketing system that sends a short, fresh real estate newsletter to all the local real estate agents in your market area. Each newsletter is updated periodically and ends with NACHI referring the agents to you and your contact information. Real estate agents love the newsletter (99% acceptance) because it is local, fresh, and primarily pertains to their real estate business (not home inspections). The system is simple to use. Just type in the email addresses of the desired recipients and press send. You will have to use your creative sleuth abilities to get your local real estate agent's email addresses. They can be found in real estate books, your local Board of REALTORS, real estate websites, or at the office they work from. You should also include email addresses of agents you normally work with. Keeping your name and contact information in front of local real estate agents is key to successful marketing. Repeat advertising works! NACHI makes it simple and free.

I am scheduled to speak at a Real Estate Office's sales meeting about my inspection services. I am very nervous. What should I say or do?

Feed them, especially if you are not comfortable with public speaking. Most sales meetings are in the morning. Bring fresh cut fruit, bagels, nice pastries, etc. Also, hand out your marketing flyer. The combination of food and a flyer is a winner and will take the attention away from you. If anyone has a question, they'll ask. Prompt them for questions: *"Has anyone had a bad or good experience with a home inspection?"* It is easier to answer questions than to deliver a speech. Don't forget plates, napkins, silverware, and your business cards.

I am manning a booth at a real estate conference. Can NACHI help me?

Sure. We can provide you with a display booth, custom banner, or table skirt.

What can I do to distinguish myself from other home inspectors?

Charge more. Prospective clients have almost no way to determine which inspector is the best from brochures. However, they believe that the best costs the most. For example: If you are in an area where your competition is charging \$275, raise your prices \$55 to \$330. With regard to price, there are only two kinds of clients: The ones that shop for the

cheapest price and the ones that shop for the best. When it comes to buying a home, there are more clients in the latter category than the former. That's right! Raising your price will get you more inspection work. If a price shopper acts startled by your prices ask him/her how much the home they're buying costs. Then say *"Wow, that's a lot of money. A home inspection is no place to skimp. You'd better spend the extra \$55 and have ME inspect it."*

What can I do to distinguish myself as a local expert?

Form your own local NACHI Chapter. Being President of your own local Chapter of the National Association of Certified Home Inspectors is easy, fun and good for your business. NACHI will pay for everything and help you.

I only have a personal email account but would like a professional one dedicated solely to my inspection business. Can NACHI help?

Yes. NACHI offers free professional email accounts.

I do good work but I don't like to "sell" myself. Do I need to be a good salesperson to succeed in the home inspection business?

No. Unlike most businesses, you will rarely meet your client before he/she hires you. Let me repeat that again: You will rarely meet your client before he/she hires you! So there is little need for direct salesmanship. However, strong marketing is a must. The only time you need to sell will be when a potential client calls you to inquire about your services. This of course requires some phone-salesmanship (see below). Marketing is what you do to get them to call in the first place. NACHI is the king of home inspection marketing and will help you get your phone ringing.

Price-shoppers call me and ask for my prices. I tell them. Then they thank me and hang up without scheduling the inspection. What am I doing wrong?

You are answering their question. That is what you are doing wrong. When someone asks for your prices, don't tell them, initially. First ask them if they have a pen and paper. Then tell them everything good about yourself. Talk slowly as if you are expecting them to write it all down. If you act like they should write it all down, they will. Make their notes become your brochure. Have a script ready: *"We are locally owned and operated, we are members of the National Association of Certified Home Inspectors, we..."* Some price-shoppers are just real estate agents gathering information for their clients. Some price shoppers are just shoppers who don't know what else to ask. Give them the answers to questions they should be asking.

But eventually callers want to know what I charge. Shouldn't I tell them?

Yes, but instead of telling them over the phone, offer to fax them a price list. Then fax them your brochure, your NACHI promotional material, your NACHI membership certificate, the NACHI Code of Ethics, reference letters, and anything else you can think of. Oh, and then finally fax them your price quote. Advanced tip: Emphasize the relative difference between the extra amount you charge above and beyond your competitor and the price of the item (house) you are inspecting. Example: "Two hundred fifteen thousand nine hundred dollars is an expensive purchase. Spend the extra \$85 and use me. I know I'm a little expensive, but very little compared to the price of the home you're buying."

My caller-ID shows that callers hang up if they get my answering machine or voice mail. What can I do to get them to leave a message?

Time is of the essence clauses exist in every real estate sales agreement. Most callers need to get their inspection report fast and so schedule with the first inspector who answers his phone. Your business phone should be answered by a human being. Try using an answering service that will page you if someone wants to schedule an inspection or better still, have your calls forwarded to your cell phone.

But I find it awkward to allow my cell phone to interrupt the inspection with my client. Isn't it rude to answer my cell phone in the middle of an inspection?

It is more important that you answer your business phone than perform your inspections uninterrupted. Try this... After greeting your client explain that your prices are reasonable in part because you answer your own phone. Apologize in advance for any interruption. Remind your client that you pride yourself on your accessibility. Most clients will be fine with this. If you sense your client will be upset by such interruptions or if your cell phone begins ringing too much... turn it off. Most clients view your ringing cell phone as confirmation that they hired a popular, reputable inspector. Also, if you take a call that can be handled later, just tell them that you are on an inspection and will call them back. Let the caller wait. But if you take a call from someone who wants to schedule an inspection, schedule it then. Let the buyer you're with wait while you schedule it. If your wife calls to tell you bring home milk just say *"I'll call you back to schedule your inspection ma'am."*

Should I get a toll-free number?

No. Most home buyers look for a local area code. Why pay to dilute your local image. Also, any prospective client who calls you because you have a toll-free number is not a client you should seek.