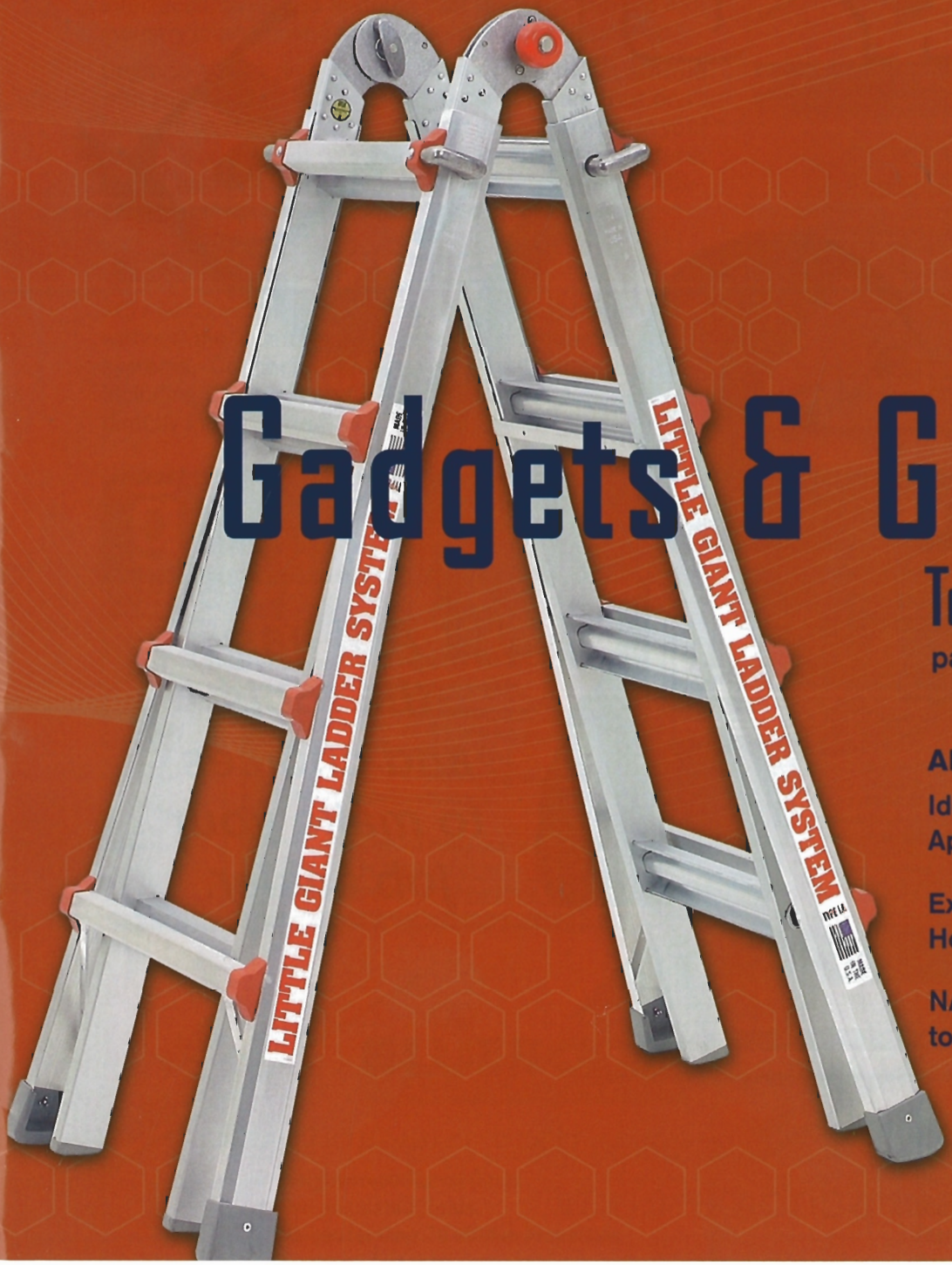
ISSUE 44, WINTER 2007

communicator

The Voice of our Nation's Appraisers and Home Inspectors



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Toolkit Essentials

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Exit Strategies For Selling Your Home Inspection Business. p. 34

NACHI.tv Brings Home Inspection to the Airwaves. p. 36

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PRO-LAB Underwrites NACHI.TV

Denver, CO—Tired of surfing boring websites? Soon you will be able to tune into NACHI.TV, the home inspection industry's on-demand webcast, and watch anything inspection-related. The shows will feature the inspection profession's very best vendors, educators and industry leaders as guests.

NACHI members can watch free educational videos on everything from "Commercial Inspections" to "Thermal Imaging Techniques." Some of the industry's best speakers and trainers are scheduled to be on upcoming episodes. Many episodes will be shot with actual inspectors on location while they perform inspections. Very educational!

NACHI members will also be able to add links to their own inspection websites which will permit visitors to watch consumer episodes such as "Why Hire a NACHI Member," "What Every REALTOR Needs to Know about Home Inspections" and "How to Recognize Termite Infestation." Members need not host the video but instead simply link to the episodes they wish to make available to their visitors. Everything is hosted on NACHI.TV's servers which makes linking to them simple.

The cost to operate NACHI.tv is extremely expensive. "PRO-LAB® once again stepped up to the plate with the big bucks," stated Nick Gromicko, CEO of NACHI. PRO-LAB® has agreed to exclusively underwrite the entire project by writing NACHI a check for $100,000. "As the Home Inspection industry's biggest supporter, it was my pleasure to give back especially during the holiday season… and a big special thanks to all of the loyal PRO-LAB customers; you made us number one," stated James McDonnell, CEO of PRO-LAB.

As an added bonus, NACHI.TV will also be producing professional commercials for individual NACHI members to put on their websites. Imagine these links on your website: "Click Here to watch me explain about how I test for radon" or "Click Here to watch me tell you more about ABC Inspection Company." NACHI.TV will also produce custom DVDs for NACHI members to hand out instead of business cards.

NACHI.TV is also developing the world's largest inspection video clip library for NACHI member use. Production began in late November 2006 using 3ccd digital camcorders. The First two shows have already been edited using Final Cut Pro. The eighty total anticipated shows will be available for free to anyone and everyone at anytime from any computer in the world. Watch what you want, from wherever you want, whenever you want.

About NACHI

The National Association of Certified Home Inspectors is the largest inspection association in North America. Formed in 1990, NACHI is both a non-profit organization as well as tax exempt. Its 205,000+ page, 115 million hit per year website, www.nachi.org, is host to interactive online continuing education, the industry's most popular exams and quizzes, and a 300,000+ post message board.

NACHI also operates the following sites: InspectorMALL.com, aboutNACHI.org, FindanInspector.us, InspectorPages.com, InspectorLocator.com, InspectorNow.com and InspectorSEEK.com as well as thousands of other lead generating sites for a total of 624 million plus webpages constituting 98.4% of all inspection related content online.

NACHI is the industry's largest provider of continuing education and host to hundreds of inspection events each year. More than 9,100 North American inspectors call NACHI home. NACHI... Inspected once, inspected right.

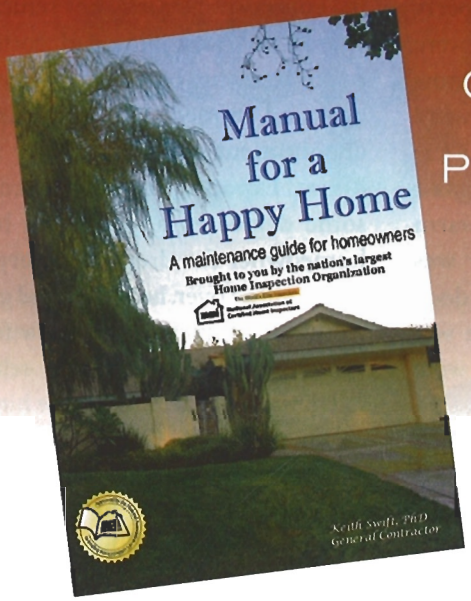
About PRO-LAB

PRO-LAB® is the leading provider of environmental laboratory testing services in the world. PRO-LAB® offers laboratory testing services for mold, radon, lead, asbestos, and drinking water pollutants. Staffed with certified indoor air quality professionals, radon measurement specialists, Ph.D. mycologists, chemists, and registered clinical laboratory technicians, PRO-LAB® has the knowledge and experience to assist in any environmental investigations. PRO-LAB® is the first laboratory to offer all lab supplies bundled together with the lab analysis fees for simplified processing.

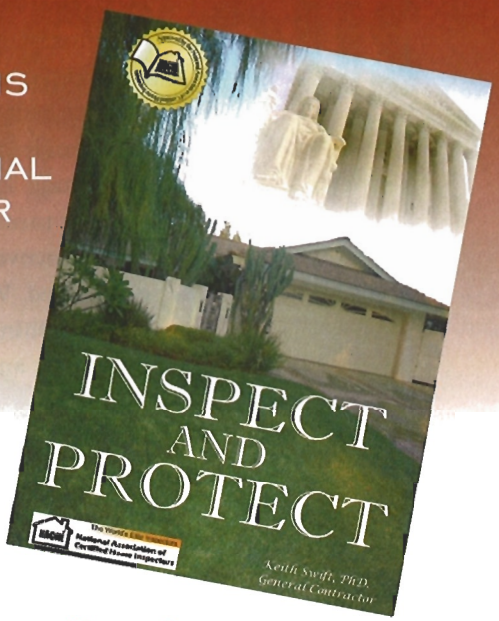
As the leader in the environmental testing industry, we understand the importance of delivering quick, accurate results. That's why, at PRO-LAB®, we guarantee the fastest turnaround time of any laboratory in the country.

For more information please contact Debbie Eble at 954-385-1350

The National Association of Certified Home Inspectors Presents



Perfect Companions For The Professional Inspector



The Best Marketing Tool Available

With an investment of a few dollars, homeowners can have a maintenance guide that will enable them to preserve and protect the most important investment that they are ever likely to make. However, besides being a maintenance guide, "Manual for a Happy Home" is a perfect housewarming gift. It needs no specialized knowledge to appreciate, and includes pictures of real components, real conditions, and real problems, in contexts that the average homeowner would immediately recognize and understand. Housewarming gifts are usually not expensive, and are not intended to be. They are intended to be thoughtful, but when they provide practical and valuable information their value is limitless.

Protect Your Assets

Inspect and Protect was written as a protocol for avoiding litigation, for building inspectors. It is comprised of dozens of essays that were written and published in various magazines, in which inspectors were warned about the threat that litigation poses to their livelihoods. If all litigation was fair and honest there would be no need for concern, but it is not, as this book documents with actual case histories. And, unfortunately, the threat is growing. The good news is that it takes very little effort for inspectors to protect themselves; it is simply a matter of understanding the threat, and then making a few fundamental changes in the way they inspect and report on properties.

Endorsements

"This was the best investment I've made in my business. I love it, my clients love it, and the realtors love it."
- Shawn Beatty

"Manual for a Happy Home is the perfect housewarming gift."
- Anne Sanesi

"Thank you, thank you, thank you, and that says it all."
- Roy Cooke

"A remarkable expose and companion piece to Manual for a Happy Home. They belong together, like bread and wine."
- Andrew Buckwell, Inspect-A-Home, Pasadena, CA

"Very impressive book. If I could afford it, I would buy a copy for every inspector in the U.S. It is definitely a must read."
- John Bowman Executive Director of NACHI, NY.

"Dr. Swift may well have found a cure for a disease that has spread throughout the real estate industry for the last twenty years."
- Gerry Beaumont RE Consultation, Myrtle Beach FL

To Order: keithswift.com
http://www.nachi.org/happyhome.htm
(818) 363.7728

The World's Elite Inspectors
National Association of Certified Home Inspectors

NACHI.tv Brings Home Inspection to the Airwaves

In a recent series of interviews with Nick Gromicko, founder of the National Association of Certified Home Inspectors, Gromicko and Communicator editor, Terrie Petree, sat down to talk, via email, about NACHI.tv and the founder's sometimes larger-than-life plans for the future of his association.

For some, National Association of Certified Home Inspectors (NACHI) director Nick Gromicko seems more persona than professional, but his 621,355,764 web pages, inspector directory, and calculated one-upmanship certainly capture the attention of home inspectors nationwide. If anything, Gromicko is innovative. His newest venture, NACHI.tv, is a first for the home inspection industry.

Gromicko: I don't understand the one-upmanship comment. I don't see any other association doing anything at all, let alone something I would feel compelled to one-up. What are you referring to? Also, "capture the attention"? A bit of an understatement, no? I captured their membership dues a bit more than merely their attention. Most inspectors who belong to an association belong to NACHI. There isn't even a close second.

Communicator: All right, put it in your own words. If you don't like "capture the attention," how would you describe the industry's overall reaction to your work? I know you have thousands of members, but what about those who might claim that you're more about showmanship than professionalism?
Gromicko: I don't understand the question. It is worded as if showmanship is the opposite of professionalism. NACHI does more in a week than all other inspection trade associations combined do in a year. One trip to www.nachi.org/whats_new.htm demonstrates that. Doing nothing requires neither showmanship nor professionalism.

Communicator: As an industry leader, how concerned are you with keeping up with the entire industry, or are your interests confined to your own realm?
Gromicko: That is like asking the front runner of a race to check his rear view mirror. Having lapped the other cars so many times, I now only look straight ahead with my foot on the gas pedal. Is Peyton Manning concerned about the XFL?

Communicator: When did you become a home inspector and which association did you belong to before you founded NACHI?
Gromicko: I have been a member of NACHI, InterNACHI, SPREI, ASHI, FAPHI, KREIA, VAREI, MAREI, IAC2, ISHI and others, and am still a member of all of those except for ASHI. I was not a member of any of them when I founded NACHI.

Communicator: Can you describe NACHI.tv and how it works for the average home inspector? Perhaps describe it for a home inspector who is not technologically inclined.
Gromicko: It is so simple. All one will have to do is click on the show they want to watch just like they click on a link.

Communicator: Why NACHI television?
Gromicko: Despite NACHI being the inspection industry's largest education provider with free online exams, quizzes and courses that have been taken hundreds of thousands of times, a 330,000+ post interactive photo message board maintained by experts in every related field, and with over 500 classroom events a year, it just isn't enough. With NACHI.tv, our members can get all the training in any inspection related area imaginable from anywhere in the world, any time, for free, while they are in their pajamas.

Communicator: Do you work in your pajamas?
Gromicko: No. I believe you work like you dress. If you dress like a slob you become one. I surround myself with hi-performance products, cars, computers, and people. Intentionally keeping myself in a hi-performance environment causes me to perform similarly.

Communicator: Why NACHI television right now?
Gromicko: We are doing it now because websites that permit visitors to simply read more text are already obsolete.

We are replacing all the links to text on all our members' sites with videos that our customers can watch. Just as checklist inspection reports were replaced with photo reports, NACHI.tv is replacing websites with video.

Communicator: Let's go back to "While they are in their pajamas" from your answer above. That type of accessibility to training and information places a heavy burden on your shoulders. How are you going to ensure that the education and training available on NACHI.tv are current, relevant, and accurate? At NACHI, who oversees quality control? Are any of the online television programs going to be accredited for continuing education?
Gromicko: NACHI's trainers are already undisputedly the best in the industry, and they are the very same trainers that will appear on NACHI.tv.

Communicator: So, will any of the programs be approved for continuing education credit? Who will check and ensure the quality and veracity of the information presented in the programs NACHI.tv includes?
Gromicko: Some of the episodes of NACHI.tv are going to be live classrooms, online. These will be interactive between the instructor and the students potentially spread out all over the world. I would argue that these should count for continuing education credit, but I don't make those decisions at NACHI. And, just as NACHI's current speakers, educators and trainers are the best of the best in their industry, NACHI.tv's guests, educators and trainers will also be the best of the best.

Communicator: Is there any research to back up this move? Do you really foresee home inspectors sitting down to watch online TV programs?
Gromicko: Inspectors are already sitting down to our website, NACHI.org., which gets fourteen million hits per month and our message board which gets tens of thousands of new viewers a month. NACHI.org is one of the stickiest websites on the internet. NACHI.tv is just a better way to train, inform, market, and entertain our members.

Communicator: FREA's Nigel Bonny was the inaugural guest on NACHI.tv. Who else can we expect to see this year?
Gromicko: The president of the Board of Realtors; Paul Abernathy, an electrical trainer; Russell Buchanan, the representative of an inspection software company; Kenny Hart, an HVAC inspection trainer; Doug Caprio, a mold trainer; a legislator proposing inspection licensing; Gerry Beaumont, a manufactured housing inspection trainer; Keith Swift, an inspection book author; and an infrared camera trainer. There are eighty guests already slated.

Communicator: Would your television studio pass a thorough home inspection?
Gromicko: Our current one? Not a chance. But, we've purchased a two story film studio six blocks away and are remodeling it to include stadium style seating for live audiences to attend tapings of our training shows. It is being revamped in all hi-definition and we will move operations to this new HD studio this spring.

Communicator: You're planning to build a new studio with stadium seating in the spring. Is that because you foresee a huge demand for the facilities or is it because you're a man who is never at rest?
Gromicko: As the broadband problem in the world becomes solved, I want to have everything done in HD and iPhone compatible. Furthermore, some of our shows will include panels of experts that will answer questions from inspectors in the audience, so we need a studio to accommodate that.

Communicator: Are you afraid of over saturation? I mean, every bubble bursts.
Gromicko: NACHI is expanding in all areas. We are adding more and more member benefits, training our members in things like mold and infrared cameras, marketing pre-listing, new construction, and commercial inspections, and expanding beyond the forty countries we now operate in. Our dream to inspect everything, everywhere, every year is being realized, but we still have a lot to inspect.

Communicator: Let's say that your dream of "inspecting everything, everywhere, every year" is realized? What's next? I find it hard to believe that you'd sit back on your haunches and relish your success. *(Continued on page 38)*

Gromicko: We've already built REALmatcher.com offline and are waiting for the right time to release it. It is my attempt to take over the entire multi-list system in North America. And of course when a buyer is looking for a home in a certain area, e-brochures that include video commercials that promote NACHI members will be sent to that potential client automatically while our members are asleep in bed in their pajamas. We also have FetchReport.com which should be live by the time this article goes to print. FetchReport.com will help us switch from inspecting for buyers to inspecting for sellers.

Communicator: When will the first home inspection reality show air?
Gromicko: We've already been shooting with actual inspectors on-site for a series of reality episodes we're putting together. It is hosted by a real estate agent.

Communicator: Tell me more about the reality series you're planning to launch on NACHI.tv. What are the subjects of the episodes? Who stars in them? Are they educational or entertaining in scope?
Gromicko: No purely educational anything succeeds. NACHI.tv must be educational, entertaining, informational, and of course, have a marketing purpose. At first, shows will be for inspectors to watch, but they will be followed by shows targeted at real estate agents and homebuyers for the purpose of marketing NACHI members. NACHI.tv has already shot stock footage for members to have their own commercials on their websites.

Communicator: What kinds of commercials will NACHI members participate in?
Gromicko: Commercials that advertise themselves and their services on their own websites and on NACHI's. For instance, a NACHI member will be able to link to a consumer interest show about mold and have their own inspection service commercials placed within it.

Communicator: If you could choose one film or television personality to regularly appear on NACHI.tv who would it be and why?
Gromicko: Joe Farsetta, the most respected leader of our industry, and Pam Richer, our host.

Communicator: What qualifies Joe Farsetta as the "most respected leader in the industry"? Who is Pam Richer?
Gromicko: Joe has done more for the industry than anyone I know. He is head of NACHI's Professional Development Committee, he helps with IAC2.org, he is head of ethics at the Master Inspector Certification Board, he teaches our Certified Well Sample courses across North America, he runs H.I.T. Interactive Media (an online inspector school), and he heads up NACHI's Alternative Dispute Resolution Service.

Communicator: Any comments on the lawsuit?
Gromicko: I didn't hold a gun to all these members who jumped ship over to NACHI. They are all big boys who make their own decisions. The reason good members left to join NACHI is likely the same reason NACHI enjoys a 99.9% renewal rate, the highest of any trade association in the world. NACHI provides its members with over 1,000 free membership benefits compared to other associations that offer nearly nothing. I'm not saying that if you are too stupid to join NACHI, you are too stupid to do inspections, but I am saying that inspectors who lack that which is necessary to recognize the over apparent value in NACHI membership likely lack that which is necessary to recognize over apparent defects on an inspection... in other words, non-members really shouldn't be out there inspecting for poor, unsuspecting consumers.

Communicator: I relish quotes like, "I'm not saying that if you are too stupid to join NACHI, you are too stupid to do inspections." However, how do you plan to handle those who may be put off by reading that quote?
Gromicko: All business is simply a series of positive trades. For example, if you run an ad, the profit from the work generated by that ad must be greater than the cost of the ad. If it is, you keep running the ad. NACHI's value proposition to the inspection industry is almost obscene. For seventy-nine cents a day you get so much that makes money that you really do have to be stupid not to join. It works out well because we end up with only those inspectors smart enough to join and none of the stupid ones.

Communicator: What am I missing? What questions would you like to answer that I haven't asked?
Gromicko: I'd like to end with something, my favorite quote, which I use as a response to critics of NACHI's fast pace:

How wonderful it is that nobody need wait a single moment before starting to improve the world.
-Anne Frank

NACHI Education Message Board Benefits more...

TOP SITES for INSPECTORS Search

"Inspected once, Inspected right"

National Association of Certified Home Inspectors (NACHI)

The National Association of Certified Home Inspectors is the largest inspection association in the world. Formed in 1990, NACHI is both a non-profit organization as well as tax exempt. Its 215,000+ page, 126 million hit per year website, nachi.org, is host to interactive online continuing education, the industry's most popular exams and quizzes, and a 328,000+ post message board. NACHI also operates InspectorMALL.com, aboutNACHI.org, FindanInspector.us, InspectorPages.com, InspectorLocator.com, InspectorNow.com and InspectorSEEK.com as well as thousands of other lead generating sites for a total of 624 million plus webpages constituting 98.4% of all inspection related content online. NACHI is the industry's largest provider of continuing education and host to hundreds of inspection events each year. More than 9,600 North American inspectors call NACHI home.

www.nachi.org

PRO-LAB

PRO-LAB® is the leading provider of environmental laboratory testing services in the world. PRO-LAB® offers laboratory testing services for mold, radon, lead, asbestos, and drinking water pollutants. Staffed with certified indoor air quality professionals, radon measurement specialists, Ph.D. mycologists, chemists, and registered clinical laboratory technicians, PRO-LAB® has the knowledge and experience to assist in any environmental investigations. PRO-LAB® is the official laboratory of the National Association of Certified Home Inspectors.

www.reliablelab.com

Certified Master Inspector

The Master Inspector Certification Board, Inc. is a non-profit 501(c)(6), tax-exempt organization dedicated to promoting excellence in the inspection industry. The Board administers the registered Trademark Certified Master Inspector® (CMI), the inspection industry's top professional designation, and awards it qualifying inspectors who have completed 1,000 or more combined number of fee-paid inspections and/or continuing education hours.

www.certifiedmasterinspector.org

Inspector Locator

Inspector Locator helps consumers find certified inspectors throughout the United States and Canada who specialize in WDO/insects, mold, radon, septic, water quality, lead, stucco/EIFS, pre-listing, commercial, new construction, log homes, energy loss, thermal imaging, and indoor air quality by allowing them search on each of those ancillary inspections.

www.inspectorlocator.com

Inspector Mall

The best deals on everything inspection related can be found at InspectorMall.com. Over 400 inspection industry vendors offer unbeatable deals on books, magazines, videos, CDs, business services, education, training, insurance, warranties, laboratory services, equipment calibration, marketing, promotional products, office supplies, reporting forms, software, tools, meters, and website development for inspectors.

www.inspectormall.com

Alternative Dispute Resolution Service

NACHI's Alternate Dispute Resolution Service (ADRS) resolves a wide range of disputes involving Home Inspections through mediation and out-of-court settlement procedures. To serve your dispute resolution needs, NACHI's ADRS provides a forum for the hearing of disputes through the internet, in an informal and relaxed venue. ADRS takes a common sense approach to dispute resolution, and relies on impartial home inspection industry experts to hear and resolve cases.

www.nachiadrs.com

International Association of Certified Indoor Air Consultants

IAC2 is the non-profit, certifying body for home and building inspectors who have fulfilled certain educational and testing requirements in the field of indoor air quality. Indoor air quality issues include mold, radon, biologicals, carbon monoxide, formaldehyde, pesticides, asbestos and lead.

www.iac2.org

FetchReport.com

FetchReport.com lets home inspectors upload their inspection reports to the Web for free. It's amazingly easy, fast, and secure. Just drag-and -drop your files and you're good to go.

www.fetchreport.com

InspectorSEEK

Eight million consumer hit/month InspectorSeek.com helps consumers find certified inspectors in their neighborhood. InspectorSEEK.com is the world's most visited lead generator for home inspectors.

www.inspectorseek.com

International Association of Certified Home Inspectors

InterNACHI's mission is to provide education, certification, benefits and support worldwide for those involved in the business of residential real estate inspection. InterNACHI's primary goal is to support InterNACHI chapters in countries which have a need for an organized, professional approach to property inspection, and education, certification and support of inspectors serving real estate buyers and sellers worldwide.

www.internachi.org

Keith Swift Publications

Dr. Swift is a general contractor, a building inspector, the President of Porter Valley Software, and the Vice-President of the National Association of Certified Home Inspectors. He has given seminars and lectures across the United States and Canada, specializing in asset protection. His current publications include "Manual for a Happy Home" & "Inspect and Protect"-two books no inspector should be without.

www.keithswift.com

For more information about any of these events, please contact the individual organizations.

Call to Associations...

If you are planning a convention or meeting of any kind, don't forget to send the information in advance to the Communicator magazine. We can serve you better as "The Voice of our Nation's Appraisers and Home Inspectors" if you keep us informed of your activities. Send all information to: editor@frea.com

If you would like to have your event listed in the next issue of the Communicator, please email editor@frea.com with the dates and location of the event.

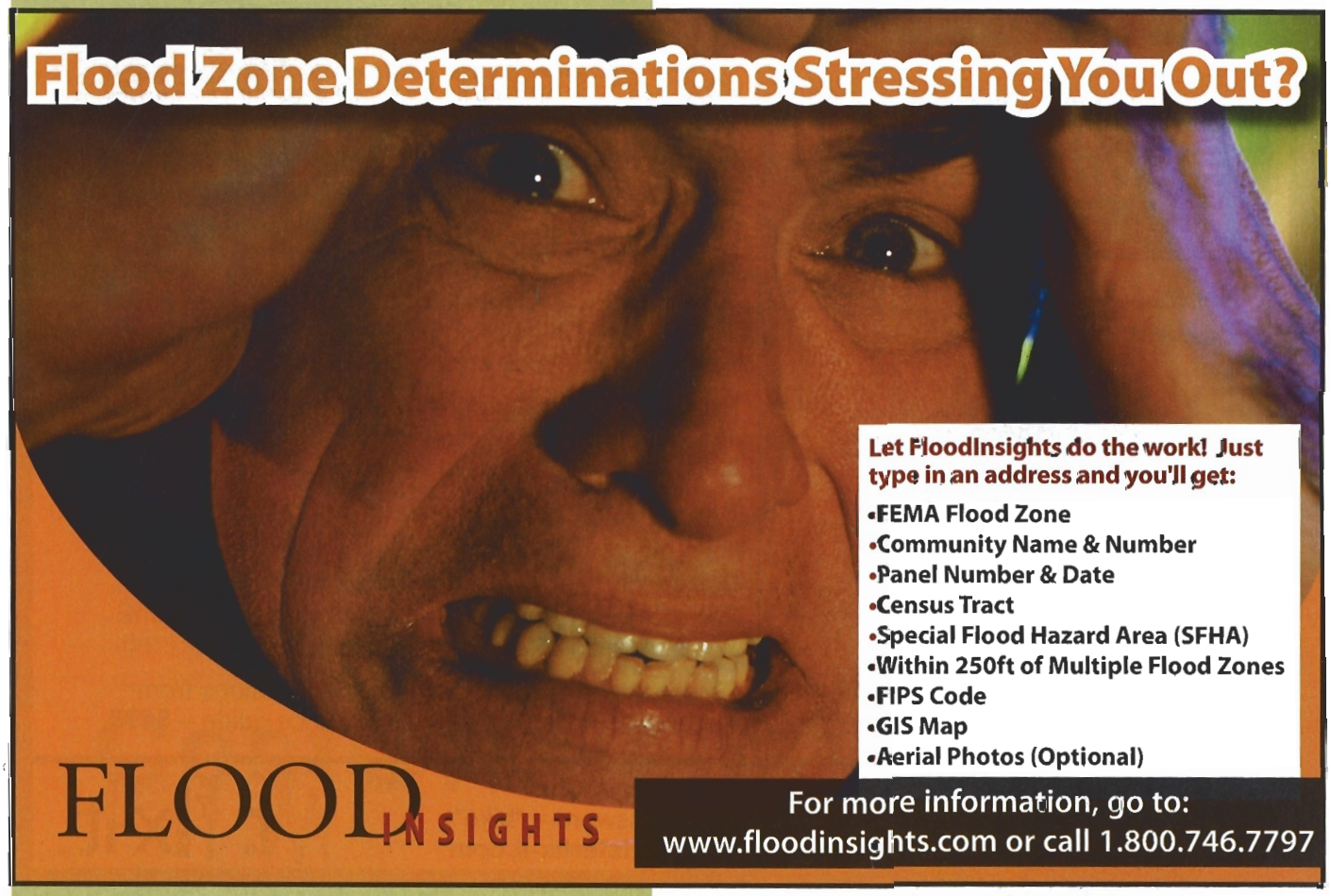
March

2-4 Ohio ASHI
Columbus, Ohio
For more information, visit www.ohioashi.com

15-18 Pro-Lab Inspection Universe
Orlando, Florida
For more information, visit www.inspectionuniverse.com

April

4-5 NAIFA 41st Annual NJ State Conference
Trump Marina, Atlantic City, NJ
For more information, visit www.naifaconference.com

May

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