

How to make more money in the inspection business

Inspection Event of the Century

2,500 Inspectors
92 Exhibitors
43 Educators
Orlando, FL
Feb 4- 8, 2006
Everyone Welcome

The Buena Vista Palace Resort, Lake Buena Vista, Florida, will be the National Association of Certified Home Inspectors' (NACHI) host hotel for the inspection event of the century. The hotel is conveniently located in the heart of Walt Disney Resort. Guests enjoy special privileges including complimentary transportation to all Disney theme parks so you can leave and return to the convention and your room whenever you want. Universal Studios and Sea World are also just minutes away.

Every industry exhibitor:

- 1st Inspection Services
- 3-D Inspection Systems
- 24-7 Scheduler
- Aerotech P&K Laboratories
- Allen Insurance
- Alternate Dispute Resolution Service
- American Home Inspectors Training Institute (AHIT)
- American Home Laboratories
- America's Recovery Network
- Bacharach
- Brenton Business Products
- Brinks Home Security
- Business Risk Partners/Capitol Special Risks
- Center of the Sun
- Certified Adult Training Services (CATs)
- CMC Energy Services
- Digital Leveling Systems
- eInspections
- EMSL AnalyticalAmerica's Recovery Network
- Environmental Education Foundation
- Environmental Testing & Research Laboratories
- Family Safety Products
- FindanInspector.us,
- FLIR Systems
- Florida Association of Professional Home Inspectors (FAPHI)
- Florida Exhibit representing all Florida inspection associations
- FREA
- Home Inspector Essentials,
- HomeGauge,

- House Facks
- HouseMaster
- IFREC Real Estate Schools
- Inspection Depot
- Inspection Network
- Inspection Training Associates (ITA)
- InspectionWise
- Inspector's Quarterly
- InspectorMall.com
- InspectorSeek.com
- InspectorSites.com
- InspectWare
- International Association of Certified Home Inspectors
- International Society of Home Inspectors (ISHI)
- Linksys, MBNA and NACHICredit
- Merrell Institute
- MGB Publications
- Midwest Inspectors Institute
- Mold Dogs
- NACHIstore.com
- NACHItools.com
- National Organization of Remediators and Mold Inspectors
- Nationwide Reinforcing
- Palm-Tech
- Patriotic Home Inspections
- Porter Valley Software
- PRO-Lab
- QuanTEM Laboratories
- Radon Testing Corporation of America (RTCA)
- ReportHost
- Safe Home Systems
- Safe House Campaign
- S.O.S. Mold
- SpectoScope
- Sun Nuclear Corporation
- Target Insurance Services
- The Same Company
- The NACHI Foundation
- THIS-Home.biz
- Unibind, Inc.
- Whisper Computer Solutions
- ...and many more!

The industry's top three inspection software companies – 3-D Inspection Systems, HomeGauge and Porter Valley Software – will be teaming up for an Inspection Software Mini Expo. This presentation is a must for anyone considering an upgrade to their reporting system.

Each exhibitor is offering a special NACHI show price that cannot be beat anywhere else. Don't miss it.

An All-Star Lineup of Speakers/Educators:

- Craig Auberger, Senior Consultant with 1st Inspection Services, on the seven lessons for the home inspection business in the next decade.
- Rick Bates, CCI, CEI, REEW, RIAQM, of Environmental Education Foundation, on what every home inspector needs to know about indoor air quality.
- Gerry Beaumont, NACHI's National Education Consultant and Education Director of Inspection Depot, on online continuing education for home inspectors.
- Dan Bowers, Education Director & Senior Instructor of Professional Inspection Training Institute, on building codes for home inspectors.
- John Bowman, Executive Director of NACHI, on the past, present and future of NACHI.
- Bob Brown, Director of Certified Adult Training Services, on advanced defect recognition for home inspectors, foundations and structures.
- Russell Buchanan, President of HomeGauge, on how to spot red flags when inspecting.
- Jeff Coffey, Coordinator, Community Partnering Program for Disaster Preparedness, Partnership for Response & Recovery, and of the Federal Emergency Management Agency (FEMA).
- Jeffrey D. Cohen, Esq., CPA, NACHI Tax Attorney, on considerations in selecting and forming an entity for your home inspection business and operational issues.
- Mark Cohen, NACHI/InterNACHI Attorney, on an ounce of prevention: how to not get sued and what to do when you get sued.
- Tedd Cuttitta Jr., President of HiTor Chimney Sweeps, Master Sweep and member of the Chimney Sweep Institute of America, on inspecting chimneys, venting, fireplaces and wood and gas burning appliances.



- Dr. Jason Dobranic and Scott Van Etten of EMSL will be conducting an IAQ/Industrial Hygiene Sampling Workshop.
- Roberta Dulay, NACHI's Director of eServices on search engine optimization for home inspectors.
- Bob Dwyer, Director of Training, Bacharach Institute of Technical Training, on carbon monoxide safety.
- Joe Ferry, Attorney, Real Estate Agent and NACHI's General Counsel, on big inspection-industry-changing projects on the horizon.
- Carl Fowler of 3-D Inspection Systems on methods of organization for inspecting and reporting.
- Jim Gallant, NACHI member and president of ReportHost, on generating and delivering your inspection reports online.
- Andreas C. George of Radon Testing Corporation of America on radon testing and certification.
- Nick Gromicko, NACHI's Founder, veteran REALTOR and ad agency owner on how to raise your prices when your competitors charge less, tips for tweaking your home inspection website so it sells and how to get your phone to ring off the hook.
- Douglas Hoffman of the National Organization of Remediators and Mold Inspectors on mold free construction.
- Russ Barry Hollingsworth of America's Recovery Network on debt collection and recovery solutions.
- Steve Jawitz, P.E., NACHI, ASHI and FABI of All Building Inspection, Inc. on pools and spas.
- Gary Johnson of the NACHI Foundation on business plans for home inspectors.
- Kerry Kelly of American Property Inspectors of Northwest Florida on stucco.
- Brian Kraff of Market Hardware on how to land more business from your website.
- Kathleen A. Kuhn, President & CEO of Housemaster, on home inspection franchising.
- Tom Lauhon of American Residential Inspections and Midwest Inspectors Institute on techniques for home inspecting.
- John Layzell, President of Synergis Business Solutions, on the six steps to massive results in your inspection business.

- David B. Leshner, President of Mold Detection Services, Inc., on the benefits of using mold dogs.
- Steve Luxton of CMC Energy Services on energy inspections.
- Dr. Bill C. Merrell, Director of the Merrell Institute, on things your home inspection school forgot to teach you.
- Chris Morrell, NACHI's IT Director, will be conducting a web class for home inspectors (bring your laptop).
- Dr. Lionel J. Nowotny, Senior Inspector Instructor of the Leonard-Hawes, ITA Inspector School on inspection challenges.
- Robert Pearson of Allen Insurance Group on managing your risk as a home inspector.
- Michael Rowan, President of Inspection Depot, on defect recognition, report writing and marketing for today's home inspections.
- Barry Stangel, NACHI trainer and Executive Director of Pest Management Consulting & Training Institute, on advanced inspecting techniques for wood destroying insects.
- Lorne Steiner, CEO of Porter Valley Software, on advanced communication skills for home inspectors.
- Dr. Keith Swift, President of Porter Valley Software, will be conducting a seminar on advanced communications and how to avoid litigation
- Bob Thompson and Steve Morton of The Reinforcer on foundation repair for bowing walls and the use of their patented carbon fiber system.
- Stacy Van Houtan of Holmes Inspection Company on roofing.
- Bill Wright of SOS Mold on basic mold for the inspector and advanced mold – performing a mold assessment and mold remediation.

Other convention highlights:

PRO-LAB and NACHI will be giving away a 2006 Ford F-150 to a NACHI member. The NACHI Foundation will have Gary in the dunking booth, NACHI's mobile education convoy, Super Bowl Extravaganza, exhibitor café, golf outing and \$150,000 contest, Epcot Tuesday, free nachos and the Nachette twins.

Register today. Bring your spouses just \$50 and your kids are free!

www.nachi.org

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, we have succeeded in securing an E&O insurance program exclusively for NACHI members. AIG, 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, we were able to negotiate improved terms and a substantial discount for this important coverage. This is a proprietary product, available exclusively to NACHI members, through our exclusive Broker, Towers Perrin and AIG.

NACHI members now have a portal on nachi.org where they can review policy forms and endorsements and get an indication of premium. Then, if you like what you see, you will appoint Towers Perrin as your 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 is now available in California, Colorado, Florida, Georgia, Illinois, Louisiana, Massachusetts, Michigan, Minnesota, Missouri, Nevada, New York, Ohio, Pennsylvania, Texas, and Virginia with other states and Canada to follow quickly. Members that reside in one of these states can receive more information, an instant estimation, and apply online by visiting www.nachi.org/eo.htm. You will need your members-only username and password to access this system. New announcements will be made when the program is available in additional states and provinces.

Many thanks to our attorney, Joe Ferry, AIG and Towers Perrin for developing this program. Our shared goal is to meet your coverage needs today, and also to accumulate data and experience that will allow us, on your behalf, to contribute to success for our professional home inspectors.

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.

According to Crittenden's, an insurance industry analyst, NACHI members pay about \$1,600 less than other home inspectors for \$500,000 in coverage.

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, AIG... the A++ Superior A.M. Best rating insurer, and substantial NACHI member discounts, is making E&O insurance inexpensive and painless for members. This announcement is of great benefit to North American inspectors, real estate professionals, home buying consumers, and of

course NACHI. It is a 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.

NACHI is honored to be working with Towers Perrin, a global professional services firm that helps organizations around the world optimize performance through effective people, risk and financial management 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 of course NACHI. Towers Perrin has over 8,000 employees and 78 offices in 24 countries.

American International Group, Inc. (AIG), world leaders in insurance and financial services, is the leading international insurance organization with operations in more than 130 countries and jurisdictions. In the United States, AIG companies are the largest underwriters of commercial and industrial insurance.

"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, NACHI's Founder.

www.nachi.org/eo.htm

Inspection Depot Licenses Illustrations to NACHI

NACHI and Inspection Depot Inc. have announced an agreement that allows NACHI to use 2,000-plus home inspection training illustrations from Inspection Depot's industry-acclaimed, *The Illustrated Home Inspection Guide™*, as part of NACHI's on-line member education program.

These high quality images will be used in the popular *Tip of the Day* feature on NACHI's Home Web Page, and will also be used as the header image in all of NACHI's future on-line education courses.

NACHI's Education Director, Gerry Beaumont, said "I am thrilled that Inspection Depot and its president, Michael Rowan, have agreed to the terms of a license for NACHI to use these digital images on our Web site for educational purposes. They are all full-color and are the only images of that quality in our industry. I know that our members will benefit greatly from the use of these images."

Inspection Depot has also agreed to give NACHI members a 10% dis-

count on any orders placed for this series, and will also make additional discounts available to NACHI members on other products.

Inspection Depot's Michael Rowan said "After spending over two years in researching, refining and building our series of training illustrations for home inspectors, we are pleased to see that even more home inspectors across the country will benefit from the high training standards to which Inspection Depot aspires. That NACHI has recognized these high standards and wishes to incorporate them into its own on-line education programs is a welcome accolade. I know the entire home inspection industry will be better for the effort. And for individual home inspectors, the professional education and technical insights that can be derived from just studying the illustrations are immense. Inspectors, Realtors and customers alike will reap long-term benefits from this licensing agreement."

Michael Rowan is teaching at NACHI's Convention (see page 1).

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

NACHI's Code of Ethics

The National Association of Certified Home Inspectors (NACHI) promotes a high standard of professionalism, business ethics and inspection procedures. NACHI members subscribe to the following Code of Ethics in the course of their business.

1. Duty to the Public

1. The NACHI member shall abide by the Code of Ethics and substantially follow the NACHI Standards of Practice.

2. The NACHI member will not engage in any practices that could be damaging to the public or bring discredit to the home inspection industry.

3. The NACHI member shall be fair, honest, impartial, and act in good faith in dealing with the public.

2. The NACHI member will not discriminate in any business activities on the basis of race, color, religion, sex, national origin, familial status, sexual orientation, or handicap and shall comply with all federal, state and local laws concerning discrimination.

4. The NACHI member shall be truthful regarding his/her services & qualifications.

5. The NACHI member will have no undisclosed conflict of interest with the client, nor will the NACHI member accept or offer any undisclosed commissions, rebates, profits, or other benefit.

6. The NACHI member will not communicate any information about an inspection to anyone except the client without the prior written consent of the client, except where it may affect the safety of others or violates a law or statute.

7. The NACHI member shall always act in the interest of the client, unless doing so violates a law, statute, or this Code of Ethics.

8. The NACHI member shall use a written contract that specifies the services to be performed, limitations of services, and fees.

9. The NACHI member shall comply with all government rules and licensing requirements of the jurisdiction where he/she conducts business.

11. The NACHI member shall not

perform or offer to perform, for an additional fee, any repairs or associated services to structure on which the member or member's company has prepared a home inspection report, for a period of 12 months. This provision shall not include services to components and/or systems which are not included in the NACHI standards of practice.

2. Duty to Continue Education

1. The NACHI member will comply with NACHI's current Continuing Education Requirements.

2. The NACHI member shall pass the NACHI's Online Inspector Exam once every calendar year.

3. Duty to the Profession and NACHI

1. The NACHI member will strive to improve the Home Inspection Industry by sharing his/her lessons and/or experiences for the benefit of all. This does not preclude the member from copyrighting or marketing his/her expertise to other Inspectors or the public in any manner permitted by law.

2. The NACHI member shall assist the NACHI leadership in disseminating and publicizing the benefits of NACHI membership.

3. The NACHI member will not engage in any act or practice that could be deemed damaging, seditious, or destructive to NACHI, fellow NACHI members, NACHI employees, leadership or directors. Member(s) accused of acting or deemed in violation of such rules shall be reviewed by the Ethics committee for possible sanctions and/or expulsion from NACHI.

Questions and comments should be directed to Joe Farsetta, Ethics and Standard of Practice Committee Chairperson, at jjf10965@yahoo.com

This document is subject to change without notice. Check www.nachi.org frequently for changes.

www.nachi.org/code_of_ethics

www.InspectorSEEK.com

(free listing for NACHI members)

Can you guess what all these have in common?

- Inspected once, inspected right
- Anyone else is just looking around
- The right inspector, right away
- HI Experience
- Certified Master Inspector
- Inspector's Quarterly
- REAL Property Times
- Certified Mold Inspector
- Certified Professional Inspector
- Certified Residential Inspector
- Certified Home Inspector
- Report generation for a new generation
- CRI
- CMI
- InterNACHI

They are all NACHI/InterNACHI controlled Trademarks.

Did you know that over 100 local NACHI Chapters have their own Chapter websites? NACHI's average chapter meeting attendance is over 85.

NACHI websites are used to promote local NACHI inspectors in their own neighborhoods.

www.nachi.org/events.htm

Inspector's Quarterly

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InterNACHI

- | | |
|----------------|--------------|
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Membership in NACHI gives home inspectors automatic membership in InterNACHI. InterNACHI is a non-profit 501 (c) 6 Corporation based in Boulder, Colorado.

Maintain your Contact Info on 4,500 Websites

NACHI members can edit their own contact information and personal market areas on all NACHI-owned websites at once, anytime and as often as they like.

This easy-to-use editor allows members to change such things as their company name, address (not made public), phone number, fax number, email address, website, and zip/postal codes served (yes, it is Canadian-friendly).

There is no limit to the number of times you can edit your profile and zip/postal code service areas. Profile changes take effect instantly and simultaneously on all NACHI sites including:

www.InspectorSEEK.com

and

www.FindAnInspector.us

and

www.InspectorLocator.com

The member-controlled profile editor is another step toward giving members greater and faster control of their online market presence.

You can also enter as many as 20 zip codes or postal codes that you most want to work in. Over 4,500 sites will automatically be modified to get you more work in those areas.

To edit your contact information on 4,500 websites instantly visit:

www.nachi.org/profileintro.htm

NACHI's Membership in Florida Tops 1,100

NACHI's membership in the state of Florida recently topped the 1,100 mark, making NACHI larger in Florida than all other inspection associations combined. NACHI has eight chapters in Florida, a state association in Florida, a sister association in Florida, our President is a Florida home inspector and our annual convention (see page 1) is held in Florida.

NACHI is also the largest inspection association in the U.S. and the world.

Missouri Approves NACHI as a Certifying Body

The Missouri Housing Development Commission (MHDC) recently approved NACHI as a certifying body for home inspectors. The MHDC is the state of Missouri's housing finance agency.

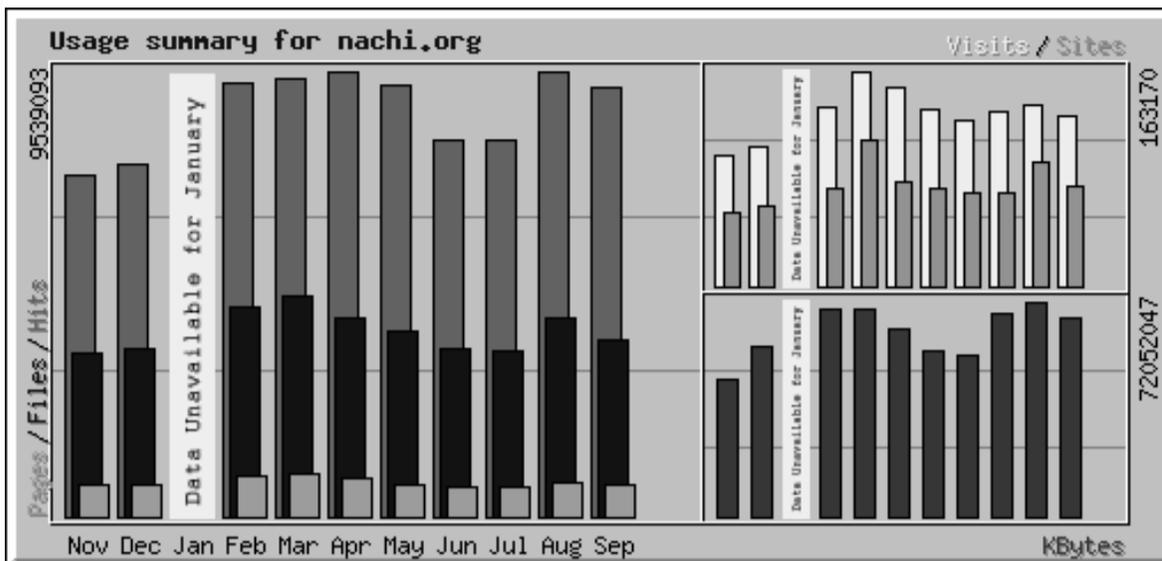
At the time this issue of I.Q. went to press, NACHI had certified 132 home inspectors in Missouri.

NACHI is the largest provider of continuing education offerings for home inspectors in Missouri.

Over 93 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. Below is NACHI's traffic and usage summary. Data for January is unavailable as NACHI was switching to it's new giant server cluster.



| Summary by Month | | | | | | | | | | |
|------------------|-----------|--------|-------|--------|----------------|------------------|----------------|----------------|-----------------|-----------------|
| Month | Daily Avg | | | | Monthly Totals | | | | | |
| | Hits | Files | Pages | Visits | Sites | KBytes | Visits | Pages | Files | Hits |
| Sep 05 | 306189 | 126665 | 23087 | 4308 | 76579 | 66325509 | 129259 | 692639 | 3799967 | 9185687 |
| Aug 05 | 307335 | 137437 | 23082 | 4428 | 93771 | 72052047 | 137284 | 715553 | 4260566 | 9527397 |
| Jul 05 | 259522 | 115078 | 20594 | 4288 | 70355 | 67992984 | 132951 | 638438 | 3567425 | 8045208 |
| Jun 05 | 268391 | 120175 | 21227 | 4202 | 70331 | 54085840 | 126073 | 636822 | 3605258 | 8051738 |
| May 05 | 298197 | 128648 | 21276 | 4321 | 73363 | 55435607 | 133960 | 659557 | 3988117 | 9244124 |
| Apr 05 | 317969 | 142450 | 27191 | 4998 | 79638 | 62669347 | 149962 | 815734 | 4273508 | 9539093 |
| Mar 05 | 301723 | 152500 | 29005 | 5263 | 110794 | 69467302 | 163170 | 899159 | 4727501 | 9353429 |
| Feb 05 | 331838 | 160236 | 31265 | 4820 | 74911 | 69281372 | 134977 | 875443 | 4486630 | 9291465 |
| Data Unavailable | | | | | | | | | | |
| Dec 04 | 243536 | 116435 | 21238 | 3425 | 60517 | 57286982 | 106196 | 658394 | 3609514 | 7549634 |
| Nov 04 | 244349 | 116447 | 22291 | 3301 | 55713 | 45849070 | 99038 | 668755 | 3493437 | 7330470 |
| Totals | | | | | | 667859398 | 1407327 | 7793035 | 42936856 | 93753926 |

NACHI Member Lands 200 New Construction Inspections

By Aimee Jalowsky

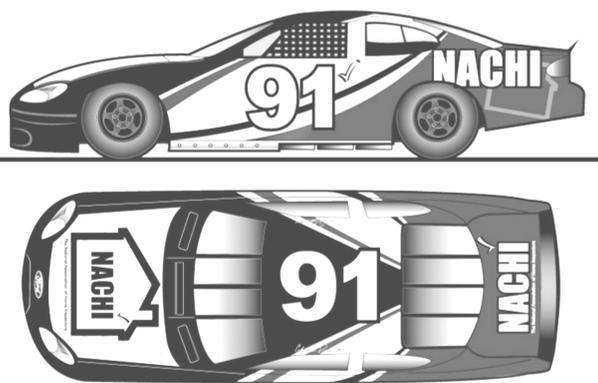
At this year's 2005 NACHI Annual Convention, I had the pleasure of meeting with NACHI member, Peter Boorman, and Stephen Ball, a mortgage broker and licensed REALTOR in Florida. Stephen is from England and has been in the states for 20 years and works closely with overseas buyers to insure the house they purchase is structurally sound. "Living overseas," Stephen explains, "the buyers sometimes do not even see the house before the closing is done." Peter is very familiar with this scenario, Dennis McGrath, home buyer, had Peter inspect his new home, the day after the closing. Needless to say the house needed some major repairs, luckily,

the contractor agreed to fix it all. After Dennis' headache was over, he told Peter, "I'll never buy another home without first having it inspected."

Stephen Ball commented that "In England, the impression among home buyers is that an inspection is equal to an appraisal. This is not accurate. The question is how to ensure future home buyers get a certified inspector to inspect their homes. The answer lies in Peter Boorman's upcoming project. An undisclosed builder has agreed to use Peter to inspect his 200 new properties on three parcels in Florida. This builder feels that having them inspected first will allow the opportunity to fix anything needed

before the buyer moves into the home.

Having a house inspected before the walls are built is a great idea especially for people building their own home. This helps to detect any improper wiring and other problems that are difficult to find once the walls go up. Stephen considers this to be a proactive move on the part of the home builder. With the knowledge that as long as an inspection is performed before the closing and by a certified inspector, the overseas home buyer will have a much better home buying experience while working with professionals such as Stephen Ball and Peter Boorman.



Coming soon... NACHI sponsored race car.

Governor of North Dakota Signs NACHI Friendly Home Inspection Legislation into Law

On April 14th, 2005 the Governor of North Dakota signed into law NACHI-supported legislation which registers home inspectors. In addition to other requirements, home inspectors must also pass an exam which is offered by (among others) NACHI. NACHI thanks member Dean Foell for his work in getting this sensible legislation signed into law.

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



NACHI-DUKA chapter building gets new NACHI sign.

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 answer 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:

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."

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."

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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!

WorldPoints® Platinum Plus® Credit Card

The National Association of Certified Home Inspectors Foundation WorldPoints® Platinum Plus® credit cards are now available. The WorldPoints credit card gives you a world of choice.

- No annual fee
- Absolute fraud protection
- Online access and 24-hour service
- Access to the MyConcierge service, a unique personal assistance service
- Introductory 0% Annual Percentage Rate (APR) for Cash Advance Checks and Balance Transfers through your first twelve billing cycles.

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. Friend, 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 visit:

www.nachifoundation.org

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.

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 through 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 questions 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 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 through. 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 predetermine the buyer's response to the findings of the home inspector.

Nick Gromicko, Founder 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.

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 the 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 inspection

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.

Mr. NACHI (a horse) raced to benefit Conquering Cancer, a 501 (c) 3 non-profit charity that grants wishes for cancer patients.

The race was held at Bold Controls Warehouse, 2750 Faith Industrial Drive, Suite 300, Buford, GA.

Mr. NACHI placed (came in 2nd).



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.

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 friends. Rather than the traditional practice of

offering them cash or gift incentives, Mike has pledged to make a donation to the NACHI Foundation in their name. Mike believes this program will allow his customers the opportunity to help better their community by simply referring him.

We thank Mike for his support of the NACHI Foundation. We welcome any supporters who wish to come up with their own innovative ways to support the NACHI Foundation.

Contact info@nachifoundation.org for information about becoming a Foundation booster

NACHI on CNN

NACHI member Joe Farsetta was the guest speaker on CNN's *Open House* program on Saturday March 26th. Congratulations Joe!

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 contracts with Google.com, Verizon and SuperPages.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 Past-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 NACHI's Nick Gromicko "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, www.InspectorLocator.com 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 nachipugetsound.org, Google for instance, automatically splits up the search to be equivalent to nachi puget sound. 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 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 2004, 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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MSHomeInspector.org
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MississippiHomeInspector.org
Mississippi-Home-Inspector.org
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
Ohio-Home-Inspector.org
OKHomeInspector.org
OK-Home-Inspector.org
OklahomaHomeInspector.org
Oklahoma-Home-Inspector.org
ORHomeInspector.org

OR-Home-Inspector.org
OregonHomeInspector.org
Oregon-Home-Inspector.org
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
TN-Home-Inspector.org
TennesseeHomeInspector.org
Tennessee-Home-Inspector.org
TXHomeInspector.org
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TexasHomeInspector.org
Texas-Home-Inspector.org
UTHomeInspector.org
UT-Home-Inspector.org
UtahHomeInspector.org
Utah-Home-Inspector.org
VTHomeInspector.org
VT-Home-Inspector.org
VermontHomeInspector.org
Vermont-Home-Inspector.org
VAHomeInspector.org
VA-Home-Inspector.org
VirginiaHomeInspector.org
Virginia-Home-Inspector.org
WAHomeInspector.org
WA-Home-Inspector.org
WashingtonHomeInspector.org
Washington-Home-Inspector.org
West-Virginia-Home-Inspector.org
WVHomeInspector.org
WV-Home-Inspector.org
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
NBHomeInspector.org
NB-Home-Inspector.org
NewBrunswickHomeInspector.org
NFHomeInspector.org
NF-Home-Inspector.org
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
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 certifiedprofessionalinspector.org
 certifiedprofessionalinspectors.org
 inspectorlocator.com
 Plus 4,000 more websites totaling 621,355,764 pages on the internet (representing 98.4% of all inspection-related content online) all working to generate NACHI members more inspection work. This does not include the thousands of websites owned by our individual members. Join NACHI and get on all of them.

It's a NACHI world... and you're living in it.

Exclusive BuildFax - NACHI Partnership Helps Inspectors

Reduce Liability Risk and Gain a Competitive Edge

NACHI.org and BUILDERadius, developers of the BuildFax Property History Reports and BuildFax Contractor History Reports, recently announced an exclusive, long term and far reaching partnership agreement.

Most construction and remodeling work requires permits and inspections to ensure compliance with the model building code. However, homeowners often have remodeling and other work done without getting the proper permits and inspections in order to save money. Others are simply unaware that the work they are doing impacts the safety of the structure and therefore should have been permitted and inspected.

Most home inspector's clients are looking to buy a home that has had remodeling done in the past. It is possible that some of the work was done without permits. This could spell trouble later for buyer, seller, agent and inspector. A BuildFax™ Property History Report provided by a NACHI home inspector reveals the permit history for the property. Best of all, it's all done by the NACHI inspector quickly and online.

"A BuildFax™ Property History Report provided by a NACHI home inspector reveals the permit history for the property. Best of all, it's all done by the NACHI inspector quickly and online."

Bill Ward, CEO of BUILDERadius said enthusiastically, "Our software was developed in consultation with the International Code Council, the largest model building code organization in the world with over 10,000 city and county members. We believe that the National Association of Certified Home Inspectors (NACHI) is just as important to the home inspection industry that they serve. We're a technology company, and we were extremely impressed with the fact that NACHI is way out in front as far as using the power and reach of the Internet to better serve their members and the general public. NACHI is truly blessed to have a visionary leader like Nick Gromicko."

Nick Gromicko, NACHI's Founder added, "These BuildFax Reports are going to be part of every real estate transaction in the country in the next few years."

NACHI members save money on the BuildFax Reports by purchasing in bulk (the only organization that enjoys such pricing). Also, the reports save NACHI members time as well through a special NACHI member portal on NACHI.org.

Nick Gromicko summed it all up by

saying, "The retail price for a BuildFax Report is \$9.95, and less for NACHI members. The average selling price for a home in the United States is \$190,000. So answer this one question for me, if you were a home buyer about to spend \$190,000 for a home, would you spend \$9.95 to learn everything the local building department knows about the construction of that home? We believe a substantial percentage of home buyers will answer a resounding YES to that question." Gromicko went on to say, "The more information our members have about a property before the inspection takes place, the better their inspections will be. BuildFax Reports are like having an invisible helper on the inspection. This is going to help our members, provide more information to our clients, reduce liability, avoid surprises that could arise during settlement or during the municipal/occupancy inspection, and provide another add-on option our members can charge for. It's a powerful marketing tool too." For more information visit

<http://buildfax.com/nachi>

Visit Buildfax at NACHI's Convention (see page 1).

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Inspector's Quarterly reporter Cory Doane, NACHI's Director of Operations Nick Gromicko, BuildFax's Director of Business Development Holly Tachovsky, and BuildFax's Chief Executive Officer Bill Ward at the BuildFax-NACHI partnership press conference at the Texas Home Show in Houston on March 18th.

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 free to all at:

Greater Toronto Area NACHI Chapter Meeting Feb 15, 2006

The Greater Toronto Area Chapter of the National Association of Certified Home Inspectors (NACHI) is meeting on Wednesday, February 15, 2006 at 6pm. The meeting is open to all. You don't need to be a member to attend. The cost of dinner is \$30.

Nick Gromicko, Former REALTOR, ad agency owner, and Founder of NACHI will be speaking on:

- 15 things you can do to improve your inspection service.
- Canadian home inspection licensing.
- Marketing your home inspection service directly to home buyers.
- Raising your prices when your competition charges less in Toronto.
- Converting every call into a scheduled inspection.

Deanna Willis, NACHI's Director of Corporate Relations, will be speaking on advanced educational options.

There are currently no dues required to join the Greater Toronto Area Chapter. You need not join to attend. Everyone is welcome to attend this open-door home inspection event. The event will be held at:

Spot One Restaurant and Catering
289 Rutherford Rd South,
Brampton, Ontario,
905-456-0422
www.spot1catering.com

This Chapter and meeting were put together by :

Allen Atkinson
Ontario, CANADA
(W) 416-550-4345
allen_atkinson@sympatico.ca

Attendance counts as 1 hour toward NACHI member continuing education.

RSVP nick.gromicko@nachi.org

Visit NACHI's Greater Toronto Area Chapter website:

www.gtanachi.org

Report Generation for a New Generation

NACHI is pleased to announce that it leased its Trademarked tagline "Report Generation for a New Generation" to 3-D Inspection System, one of the industry's best inspection software companies. The non-exclusive lease gives 3-D the right to use the tagline in a new upcoming advertising campaign they are developing.

3-D is an exhibitor at the *Inspection Event of the Century*: and is one of three software companies offering a joint presentation at the convention. They will be showing inspectors the very latest in computer report generation. This presentation is a must for anyone considering an upgrade to their reporting system. 3-D is offering a special NACHI show price that you won't be able to beat anywhere else. Also, 3-D purchased \$1,000 raffle tickets for a truck we are giving away at the convention. They will be given out to the attendees of this presentation.

www.nachi.org/convention2006

NACHI Course Being Taught at University in Miami

NACHI trainer/FEMA inspector Mary Kolf teaches a home inspection course at Carlos Albizu University in Miami. This course uses NACHI's exam and quizzes and is based on NACHI's Standards of Practice and Code of Ethics. This course, like Mary, is bilingual. Areas of instruction include:

- Legal aspects
- Electricity
- Plumbing
- Structure
- Interiors
- Exteriors
- Roofs
- Air Conditioners
- Marketing

To register for the next class just call Mary at (786) 242-3341 or (954) 288-7274 or (305) 803-1976 or mfk644@adelphia.net

Kentucky Board of Home Inspectors Accepts NACHI's Standards

The Kentucky Board of Home Inspectors recently accepted the NACHI Standards of Practice as one of three SOPs approved for use within the Commonwealth of Kentucky. Inspectors will be required to use a standardized Pre-Inspection Service Agreement that informs customers which SOP are being used and provide the customer with either an electronic or paper copy of those standards.

NACHI thanks fellow NACHI member D. Michael Green who sits on the Kentucky Board of Home Inspectors for his work in gaining this approval.

www.nachi.org/sop.htm

Washington State University

NACHI is pleased to announce a new working relationship with Washington State University to offer two Structural Pest Inspector Pre-licensing courses. NACHI is also pleased to announce its endorsement of a new Structural Pest Research and Demonstration Facility being constructed. NACHI members will also receive discounts on training offered at this facility.

For more information on any of these courses, NACHI discounts on training, or the new learning facility contact NACHI's representative at WSU:

Carrie R. Foss
Urban IPM Coordinator
NACHI Member Rep.
WSU Puyallup
7612 Pioneer Way E.
Puyallup, WA 98371-4998
253.445.4577
253.445.4569 fax
cfoss@wsu.edu
<http://pep.wsu.edu>

NACHI is Washington State's largest inspection association.

NACHI's e-Newsletter Promotes Members

NACHI recently re-launched its "Home Inspection Tips for Home Buyers, Sellers and Real Estate Professionals" e-newsletter. NACHI has messages prepared from now through June 2006. The first newsletter was titled, "Ten Things You Should Know About Mold." 800,000+ of them real estate agents whose e-mail addresses have been provided by members. The automated system has been wildly successful. Of the three issues that have been sent out (the first sent to about 60,000 real estate agents, the second sent to all 99,709 real estate agents and the

third sent out to 815,005 real estate agents) only 121 "unsubscribe" requests have been received. That's only about 0.01%!

Each newsletter has the name and contact information of the NACHI member who provided the agent's e-mail address. NACHI members can add names through the link in the members-only section to Add to Real Estate Agent Database.

The next e-Newsletter is expected to reach over 1.4 million licensed real estate agents.

PRO-LAB® Supports NACHI Foundation with Launch of NACHIstore.com

The National Association of Certified Home Inspectors (NACHI), the world's leading home inspection association, is pleased to announce its new venture with PRO-LAB®, a national leader in the environmental testing industry. Together, they have launched NACHIstore.com -- a one-stop online resource for Home Inspector supplies.



PRO-LAB's James McDonnell and NACHI's Nick Gromicko

The NACHI Store features a complete line of professional equipment for the home inspection industry. It offers the best prices, service and same-day shipping. "We're extremely excited about this endeavor, as it not only offers a source to make purchases, but ten percent (10%) of all the proceeds will be donated to The NACHI Foundation," said Nick Gromicko, NACHI's Founder.

The NACHI Foundation is an organization that was established to raise funds for various charities. "We're happy to have the opportunity to be involved in the development of a program that services the home inspection industry and gives back to others as well," said James E. McDonnell, IV, President and CEO of PRO-LAB®. In addition to providing laboratory testing services for mold, radon, lead, asbestos, drinking water, etc., PRO-LAB® offers a complete line of affordable and scientifically accu-

rate environmental testing products.

PRO-LAB's promise includes offering the best prices, the fastest turnaround time, outstanding customer service, accurate lab results, and analyzing 100% of every sample. PRO-LAB's laboratories are staffed with Certified Indoor Air Quality Professionals, Radon Measurement Specialists, Ph.D. Mycologists, Chemists and registered clinical laboratory technicians.

This partnership joins two industry powerhouses and was designed to provide NACHI members with all the tools they need to support their business. For more information and to start making purchases today, visit:

www.NACHIstore.com

Also, visit the NACHIstore at NACHI's Convention (see page 1).

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 176,000+ posts.

This parabolic increase in activity has now made NACHI's message board many times more popular than all other inspection-related message boards combined.

The average number of posts made has increased to a whopping 260 per day! If you don't visit NACHI's message board for four days...you'll miss over 1,000 posts.

Also, over 132,000 unique visitors check out NACHI.org every month, and this number continues to climb.

53,000+ pages of free stuff for home inspectors at www.NACHI.org including a 174,000+ topic message board

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 person. 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.

www.nachi.org/harmless.htm

Certified Master Inspector: A Professional Designation



The CMI Exam

The *Certified Master Inspector Exam* (CMIE) is a valid and reliable advanced level exam that assesses the skills and knowledge required to perform home inspections at a master inspector level of competence. It is not to be confused with the CMI Formula: www.nachi.org/cmiformula.htm

The CMIE's purpose is to serve the public by providing an advanced competence assessment tool for experienced inspectors to distinguish themselves under the Certified Master Inspector® professional designation. The CMIE has the secondary purpose of serving governments and regulatory boards by providing an assurance of above *minimum standard* level of competency of home inspectors, specifically for licensing reciprocity purposes. Because passing the CMIE demonstrates a knowledge and skill level that surpasses the mere *governmentally licensed* or *regulatory compliant* level of the home inspection profession, the CMIE has the goal of being adopted for licensing reciprocity purposes between states and provinces. The CMIE is not a *minimum standard* exam and does not assess basic knowledge, therefore should not be used as an entrance exam for the inspection profession's trade associations. Other *minimum standard* exams such as EBPHI's NHIE and NACHI's Online Inspector Exam are better suited for such purposes.

The CMIE, developed by NACHI over many years, measures competence in home inspectors based on the critical job components and delineated skill sets from Standards of Practice, Code of Ethics, interviews, mock inspections, surveys, observations, group discussions, and data collected from some 75,000+ exams already taken. With the industry's most popular exams, quizzes and online education, combined with its 48,000 page website and 156,000 post message board (both the largest in the industry), NACHI, the largest home inspection association in the world, collects and possesses more home inspection exam question/answer data and industry information than all other private and government entities combined. Unlike other home inspection examinations that may use a panel of experts (if at all) to review and validate each question once, the CMIE exploits its ongoing access to most every expert in the field. The questions/answers and any related performance issues stand the test of time under the industry scrutiny suffered in NACHI's open to all Question of the Day, NACHI's open message board, NACHI's open to all existing exams and quizzes, NACHI's online education, NACHI's exam prep tools, NACHI's expert trainers/educators, and NACHI's various professional committees. In essence, everything the industry knows, every question ever asked to test that knowledge, and every right and wrong answer ever given to those questions, are forever examined to verify technical accuracy and content validity. Other existing home inspector examinations admit that their content is based solely on one old role delineation study. Exploitation of NACHI's massive data collection abilities has permitted the build up of a supplemental bank of psychometrically sound items (questions) that are rotated into the CMIE pool replacing obsolete items with items of similar content and difficulty. This is especially important in the home inspection industry where the pool of items used in licensing exams is widely

known and circulated. The massive culling of this industry-wide data also provides a vast, published item reference in support of legal defensibility.

The CMIE was developed using a blueprint based largely on NACHI's Standards of Practice and Code of Ethics with test methodology based primarily on Standards for education and psychological testing by the American Educational Research Association, the American Psychological Association and the National Council on Measurement in Education. The CMIE also relied on the Equal Employment Opportunity Commission's Uniform Guidelines for Employee Selection Procedures, the National Commission for Certifying Agencies' Standards for Accreditation, and other applicable standards.

The CMIE covers eight major content domains, all of them job-related. They are listed as follows along with the weight percentage each domain carries:

1. Industry terms, 5%.
2. Building and mechanical systems including roof, exterior, basement, foundation, crawl-space, structure, heating, cooling, plumbing, electrical fireplace, attic, insulation, ventilation, doors, windows and interior, 20%.
3. Inspection methods, techniques, defect recognition, and analysis, 31%.
4. Common building and construction codes, 4%.
5. Wood destroying organisms, 8%.
6. Health, safety and environmental issues including lead, asbestos, radon and mold, 6%.
7. Condition documentation, report generation and client communication, 15%.
8. Professional practice and ethics, 11%.

The CMIE is an open book exam. Exam takers are free to bring and use any written notes or printed (non-digital) reference material during the exam; however use of palm pilots or laptops is prohibited. Calculators are also prohibited and unnecessary. The items in the CMIE are biased toward application, analysis, dynamic problem solving, and defect recognition where the exam taker demonstrates learning at a higher cognitive level by applying his/her knowledge on new material. New material includes a referenced photo or diagram or a situational/hypothetical stem question. The CMIE can be administered open book as it simulates the situations home inspectors face every day. Biasing the CMIE toward application, analysis, dynamic problem solving, and defect recognition gives the exam a high degree of validity for predicting inspector success in the field. Other existing home inspection licensing exams are based on recall. These minimum standard exams do nothing more than test the exam takers ability to remember the correct answers and re-state facts.

The CMIE contains 250 questions. Exam takers are given five hours to complete the exam. This is ample time to answer every question.

Because NACHI is already the largest provider and administrator of home inspection exams and quizzes, inappropriate, poorly worded, ambiguous or questionable questions and/or answers are quickly recognized and revised or removed from future versions. In addition, new items are developed as the industry evolves. With exception of the lightly weighted content domain industry terms, the CMIE does mini-

mize the effects of ancillary skills (such as terminology familiarity) by using commonly used phrases including synonyms where available. This also minimizes the effect of geographic bias so prominent in the inspection industry.

Each stem question in the CMIE is meaningful in and of itself. In other words, the questions are worded so that the exam taker could predict the correct answer after merely reading the question. For instance, *Q. Radon... A. exposure increases one's chance of contracting lung cancer.* would be worded as follows: *Q. Radon exposure increases one's chance of... A. contracting lung cancer.* (note, this is not an actual item found on the CMIE).

Negatively stated questions appear on the CMIE only when necessary. For instance, when technically correct, "should not slope downward" would be worded "should slope upward" on the CMIE. Negative stems that include terms such as "except for" or "does not include" are avoided in the CMIE.

Because use of "all of the above" and "none of the above" should not be used as distracters (incorrect answer options), the CMIE does not incorporate such answer options at all.

Because very few things in professional settings are "always" or "never" true, the CMIE uses such terms judiciously.

NACHI formally and informally validates every question and every answer choice (correct and incorrect). Each item is validated to ensure that the knowledge and/or skill tested by the item is essential for one to be deemed a *Certified Master Inspector*, validated to ensure that the keyed correct answer is in fact correct without ambiguity, and validated to assure that the incorrect answer options are in fact incorrect, but still plausible enough to provide distraction. Distracters (incorrect answer choices) found within the CMIE are not tricky or deceptive, but instead employ common errors.

With the exception of the first few questions, which are non-scored, easy and designed to help exam takers acquaint themselves with the exam taking process, all items are drawn from the eight domain pools randomly while maintaining their relative percentages.

As part of the psychometric analysis performed on the CMIE, each question's pass/fail rate is calculated and recorded each time the question is answered so that the question difficulty is quantified over time. Regular checks comparing the answers given by experienced, skilled inspectors with those offered by inexperienced, unskilled inspectors verify that each question contributes to testing the exam taker's competency. Also, at the end of every exam session descriptive statistics custom to each exam taker are displayed along with a color pie chart depicting that particular exam taker's weaknesses.

There are a variety of study materials available at www.InspectorMall.com

The CMIE is a proctored exam that is administered by the National Association of Certified Home Inspectors (NACHI) in various locations throughout North America. The cost to take the CMIE is \$100. NACHI has contracted with over 350 Community Colleges, Universities and home inspection schools to assist in administration of the CMIE. One may take the CMIE as often as one

wishes with no wait period between attempts. Exam takers must bring and present photo identification. Acceptable forms of photo identification include a driver's license, state identification card, passport, or military ID.

Exam takers are free to drink beverages during the exam. Exam takers are free to take a break during the exam but the five hour time clock does not stop. It is unlikely any exam taker will need more than the generous five hour time limit given, even with breaks. Obviously exam proctors and administrators are unable to help with answering questions found on the exam and exam takers may not talk with each other during the exam.

All CMIE testing facilities meet guidelines that ensure handicap accessibility, quiet and security and comply with the provisions of the Americans with Disabilities Act in accommodating exam takers who, because of a disability, need special arrangements.

Even though each item on the CMIE has only one correct or clearly best answer, CMIE' scoring system permits modest reward for next best answer choice and severe punishment for very wrong answer choice.

The CMIE's scoring system is much more advanced than existing home inspector exams to the benefit of public safety. Each item is validated to determine the relative importance on assessing the exam takers knowledge and skill, as is each answer to each question. Then each is weighted accordingly. Not only are the questions in the CMIE weighted, the answers are as well in the sense that an exam taker is punished severely (in terms of score) for incorrectly answering questions that indicate that he/she could cause physical harm to the public, but not greatly rewarded (in terms of score) for correctly answering such questions. This same scoring is used for questions that test minimum competency. Likewise, difficult questions (questions that lie outside or nearly outside the scope of a home inspection) are weighted such that the exam taker is not severely punished for answering incorrectly. Other existing home inspector exam's questions and answers are all weighted the same in terms of scoring.

The CMIE was developed based on the American Educational Research Association, American Psychological Association and the National Council on Measurement in Education's Standards for Educational and Psychological Testing, the Equal Employment Opportunity Commission's Uniform Guidelines for Employee Selection Procedures, the Civil Rights Act of 1991, and the Americans with Disabilities Act of 1990.

There is some discussion at NACHI leading to the use of NACHI's existing CMI Formula as a minimum qualifier to take the CMIE. In other words, one would first have to reach a certain point level (probably 5,000) on the www.nachi.org/cmiformula.htm before one could qualify to take the CMIE. Other discussions at NACHI suggest that passing the CMIE will be used to offset experience in the point system of the CMI formula. In other words, one could make up for one's lack of experience by scoring well on the CMIE. There is currently no consensus at NACHI on the use of either the CMI Formula or the CMIE in earning the *Certified Master Inspector* (CMI) designation.

The CMI Formula

The home inspection business is different than almost any other business in that the consumer doesn't get to meet the home inspector until AFTER he/she hires the inspector (typically onsite at the inspection). Over the years, prominent members of the home inspection industry have recognized the difficulty consumers have in determining inspector competence. How can one tell a good inspector from a bad one? Licensing, which only creates a bare minimum standard, has been shown over the years to be a horrible predictor of inspector competence. Like being up to code, licensing isn't up at all in that if you did anything less... it would be outright illegal. Inspector competence would have to be quantified somehow by another formula. A formula based on the sum of many indicators falling into 4 major categories:

1. Education
2. Experience
3. Commitment
4. Competence

Hence was born the Certified Master

Principles of the designation's formula:

- The formula would have to be based on the sum of many indicators and should that final sum or total be equal to or greater than a certain qualifying bar, the inspector would be free to use the Trademarked *Certified Master Inspector* designation.
- The formula would have to be open and available to all inspectors in the industry.
- The formula would have to be fair to all home inspectors in the industry.
- The formula would have to give inspectors numerous ways of obtaining the designation. For example, a new inspector could offset his lack of experience by obtaining more continuing education.
- The formula would have to be simple to calculate.
- The formula would take into consideration factors that demonstrate education, experience, commitment and competence. Some factors overlap. For example... buying a moisture meter indicates commitment (expenditure) and competence (to measure moisture).
- The formula would have to result in the free use of the designation without a very formal application/approval process or expensive fees. Fees based on the costs to frugally administer only (perhaps \$20/year).
- The formula would be free for all to use again and again anonymously.

NACHI is pleased to announce that it has developed such a formula. It is open to all at www.nachi.org/cmiformula.htm

NACHI has also developed a valid *Certified Master Inspector Exam* (CMIE).

The Certified Master Inspectors Examination (CMIE) is the home inspection industry's only valid, reliable and legally defensible, advanced level examination. *Certified Master Inspector®* is a U.S. registered Trademark #78325155, trademarked in Canada and a professional designation attained only by the very best inspectors. *CMI®* is also a Trade-marked professional designation.

Free Report Review

NACHI's Report Review Committee reviews member's inspection reports, checks them for adherence to our Standards of Practice, makes suggestions for improvements, and returns them to the inspector. There is no charge for this service.

Working members who have yet to perform any fee-paid inspections must submit four mock inspection reports to the Report Review Committee before performing any fee-paid inspections. A mock inspection is an inspection on performed for no fee. It can be performed on the member's own home, a friend's home, a family member's home, another inspector's home, or at a NACHI sponsored mock inspection. This is a membership requirement for members who have never done a fee-paid inspection.

Tip to writing a good report: Take NACHI's free SOP Quiz several times first.

Mail inspection reports in the same format as would be presented to your client to:

NACHI
Report Review Committee
1750 30th Street
Boulder, CO 80301

www.nachi.org/reportreview.htm



NACHI Binder Sale

Here is another style of NACHI binders. They are Uni-Bind's tri-fold three ring binders with a space big enough to keep a home owners manual or spiral notebook in them, plus room for your personal business card. NACHI is offering them at cost to our members. You can order a case of 25 @ \$4 each by sending a check for \$100 to "NACHI", P.O. Box 987, Valley Forge, PA 19482-0987. They are ready to ship to you now. NACHI pays the shipping. Need a great marketing tool? Visit:

www.nachi.org/binder.htm



NACHI's Free Library

A message from our librarian:

The Library is fairly simple. Visit the request form to make a selection. A list of available library selections are listed in the drop down menu titled "Lending Library Selections" in the request form. The request form will capture a valid credit card as a deposit on your selection to guarantee its return.

More selections including videos and CDs are being added to the library.

A new twist that we will be implementing soon is "Pay it forward." If there is a waiting list for your selection, the first member that requests the selection will get forwarding labels to the next member and so on until it is returned to the library. The member will pay for the shipping to the next member or back to the library. This reduces the shipping costs of the library and reduce the waiting time for members.

Q & A's

Q: Is there any cost to me?
A: YES, the cost to ship the media to another member or back to the lending library. USPS shipping costs for 3 pound package (media rate) with delivery confirmation is \$ 2.83.

Q: If I don't return the media will I have to pay for it.
A: YES, Nachi will charge your valid credit card the replacement cost.

Q: How do I know I won't be charged for media that I forwarded to another member or back to the library?
A: The library will be using the US Postal Services Delivery Confirmation Receipt process (cost is \$ 0.55), we would recommend you do the same.

Q: How much media can I borrow at one time?
A: For the time being, ONE. As additional copies are obtained the policy can change. As soon as you have forwarded the media you can request another item
Q: Can non-members borrow from

the lending library?
A: NO, this is a NACHI member only benefit.

Q: Can Canadian members use the lending library?
A: At this time we are limited to the US. The additional shipping costs and extended shipping time does not permit the lending library to be cost and time effective. We are working on the problem, so stay tuned. We'll have it worked out soon.

Q: Will the librarian have access to my credit card number?
A: NO, in the unlikely event the library needs to charge a member for media not returned only NACHI headquarters will have that access.

Q: Is there a (daily) late fee?
A: Not at the present time. You will receive a reminder e-mail seven days after your due date, eight days later you will be bill for the item. Simple as that!

Q: If I have to pay for return shipping, can I decide how to ship it?
A: YES, FedEx, UPS or USPS

Q: If I fail to return the media and you charge my credit card are there any other penalties?
A: YES, you will be prohibited from using the library for one year.

Q: How long can I borrow an item?
A: 30 days for books and 14 days for videos or CDs.

Q: Is the lending library perfect?
A: Hell no! We will be working to better the lending library process and media inventory. Suggestions are always welcome!

Dana Littlefield
NACHI Librarian
library@nachi.org

About Dana Littlefield: Dana Littlefield is a NACHI member, Vice President of NACHI's Award Committee and Deputy Fire Chief for his town of Carrabassett Valley, Maine. Dana volunteers as NACHI's Librarian.

InspectVue offers NACHI members \$100 off

Porter Valley Software offers NACHI members \$100 off their InspectVue home inspection software, just for the asking. This is an exclusive offer for NACHI members only. Visit their website at: www.pvsoftware.com or their booth at the NACHI Convention (see page 1).

Free Search Engine Optimization Advice for NACHI members

NACHI's in-house search engine expert, Roberta Dulay, has a new column out on Search Engine Optimization. Submit your questions via email to askbetty@gmail.com, and view her responses at:

www.nachi.org/askbetty.htm

FREA Sponsors NACHI's Annual Convention

San Diego, CA – October 24, 2005

– FREA, the Nation's #1 E&O Provider for home inspectors, is pleased to announce they will be the premier sponsor of NACHI's 2006 Annual Convention to be held February 4-8, 2006 in Orlando, FL (see page 1).

In recognition of NACHI's growing membership and the diligence and professionalism of the inspectors who belong to the association, FREA proudly accepts Nick Gromicko's offer of being the main sponsor of NACHI's largest event of the year. FREA congratulates NACHI on its phenomenal growth and for providing ongoing education and setting standards of excellence within the industry.

"We encourage all NACHI mem-

bers to attend the '06 convention which is going to be an event not to be missed" said FREA's Managing Director, Nigel Bonny. "We always learn so much about the industry when we can get out and meet inspectors face to face."

FREA is the most reliable E & O provider to the nation's home inspection industry, offering the best rates with the lowest available deductible. Additionally, FREA uses an A++ rated carrier admitted in all 50 states.

For more information on the NACHI annual convention being held in Orlando Florida on February 4-8, please visit:

www.nachi.org/convention2006

(see page 1)

NACHI Raises Continuing Education Requirements to 24 hours/year

With more and more free online continuing education options being available to NACHI members,

NACHI raised its continuing education requirements to 24 hours/year, the highest in the industry.



Free Magnetic Strip I.D.

NACHI is integrating several new infrastructure upgrades into the inspection industry, the first of which is our new magnetic-strip photo I.D.'s

The new I.D.'s have numerous uses and advantages over existing ones:

- Free to all NACHI members.
- Wallet sized.
- Clearer photo.
- Includes signature of member.
- Online I.D. order form.
- Submission of photo and signature via email.
- Faster turn around time.
- Magnetic strip matches members existing NACHI I.D.#.

With magnetic card readers this system will eventually:

- be used for faster sign-in and registration at NACHI's upcoming national convention.
- be used at NACHI event sign-in kiosks.
- be used to permit members to add event dinner charges to their NACHI accounts.
- be used to verify and log attendance at NACHI Chapter meetings (which count as 1-hour of continuing education).
- be used to verify and log attendance at NACHI continuing education events.
- be used to verify and log attendance at non-NACHI supplied

continuing education events.

- be used in NACHI's C.M.I. proctoring.
- be used by trade show vendors to give NACHI member discounts.

With help from the home inspection industry vendors, Ohio Chapter President Jeff Judy, Education Consultant Gerry Beaumont, Alicia in the membership department, IT Director Chris Morrell, Kay our database manager, NACHI's Major Events Coordinator Paul Sabados, Deanna in billing, and Idaho NACHI's V.P. Joel Doherty, this infrastructure upgrade and industry-wide integration is underway. However, you don't have to wait... you can order your magnetic strip, NACHI member I.D.#-based, photo I.D. now online. There is no charge.

Please note that due to the overwhelming member response, the ID cards are running about 5-6 weeks and we anticipate being caught up by the end of the year. Thank you for your patience.

Questions?... or for more information contact your fellow NACHI member Joel Doherty at idcards@nachi.org.

NACHI... onward and upward.

To order yours at no charge visit:

www.nachi.org/sampleid.htm