

## Table of Contents

<b>Foreword</b> .....	<b>3</b>
<b>Introduction</b> .....	<b>12</b>
<b>Almost Everything You Do Can Generate Leads</b> .....	<b>13</b>
<b>Your Mission Statement</b> .....	<b>14</b>
Building Your Business Identity.....	15
Your Mission Statement (and Mission) Refined.....	15
<b>Forms of Business Ownership</b> .....	<b>16</b>
Sole Proprietorship.....	16
Partnership.....	17
Corporation.....	18
S-Corporation.....	18
Limited Liability Company (LLC).....	18
"I formed a corporation or limited liability company. Now what?" or Asset Protection for Inspectors.....	19
<b>Code of Ethics</b> .....	<b>22</b>
<b>Inspector Selection: A Real Estate Agent's Duty</b> .....	<b>25</b>
<b>At the Tone, Please Hang Up and Call My Competitor</b> .....	<b>26</b>
The Red Phone.....	26
Toll-Free Numbers.....	26
Vanity Numbers.....	27
After Hours.....	27
Receptionist's Flowchart.....	27
The SoundSmart Call Converter.....	27
On Hold.....	28
<b>Logos and Taglines for Inspectors</b> .....	<b>29</b>
Leave Your Logo Design to a Pro.....	29
Logo Design Tips.....	30
Taglines.....	30
Have a Tagline for Each Service.....	31
<b>Business Cards</b> .....	<b>32</b>
<b>Brochures</b> .....	<b>33</b>
The Goal of a Brochure.....	33
Synergy .....	34
Bad Brochures Un-Sell.....	34
Manufacturers' Brochures.....	34

Delivering the Message.....	34
Headlines.....	34
Nothing to Brag About.....	35
Words That Sell.....	35
Your Photo.....	36
Other Photos & Images.....	36
Don't Be Silly.....	36
Captions.....	36
Testimonials.....	36
Don't Preach to the Choir.....	37
Make Them Want You.....	37
Breathing Room.....	37
Insurance.....	38
"My Promise".....	38
Certifications & Affiliations.....	38
Contact Information.....	39
Placement of Your Company Name.....	39
Help Them Read.....	39
Fonts.....	39
Spelling.....	39
Size Matters.....	39
Paper.....	39
Ink.....	40
More Than One Weapon.....	40
How Many?.....	40
So Sad.....	41
You Don't Have to DIY.....	41
Marketing to Professional Marketers.....	41
<b>Websites.....</b>	<b>42</b>
Don't Be Shy.....	42
Nailing Down Your Website Name.....	42
Your Website Isn't About You.....	43
Your Website Is Not a Brochure.....	43
Your Website Is Not a TV.....	44
Your Website Is Not a Magazine.....	44
Your Website Is Not a Building.....	44
Your Website Is Not a Newspaper.....	44
An Inspector's Website Should Have Only One Lone Goal.....	45
Your Website Is a Series of Billboards.....	45
Your Visitors Arrive with Baggage.....	45

You Must Deny Your Visitors Their Freedom.....	46
How to Treat Visitors Seeking Something You Don't Sell.....	46
Distinguishing Your Homepage.....	46
Don't Use Too Many Images on Your Homepage.....	47
Look in the Mirror.....	47
On Your Homepage, Less Is More.....	48
Use High-Contrast Colors for Legibility.....	48
Scroll.....	48
InterNACHI's Certification Verification Seal.....	48
Add Logos to the Very Bottom of Every Page.....	48
Your Company Logo.....	49
Your Tagline.....	49
Fonts.....	49
Your Homepage's Links Are Stand-Alone Advertisements.....	50
Left-Border Navigation vs. Top-Horizontal Navigation.....	50
Border Links to Include .....	50
Where Are You Taking Them?.....	52
Pricing: You're Not Fooling Anyone.....	54
Nothing Says "Quality" Louder.....	55
Avoid Naming Links "Click Here".....	55
Avoid Naming Links "More".....	55
Don't Change Your Links' Colors Once They're Visited.....	55
Don't Choose Icons or Buttons Over Simple Text Links.....	55
Don't Let Them Off the Ranch.....	55
Don't Live-Link Any Graphics.....	55
Noise.....	56
Don't Offer a Search Feature.....	56
Don't Offer to Ship Visitors Anything They Didn't Purchase.....	56
Help Wanted = Poor Service.....	56
Don't Turn Your Site into Craigslist.....	56
Forget About Online Booking.....	56
Don't Yell!.....	56
Act Like You've Been in the End Zone Before.....	57
Don't Misppel.....	57
Don't Pollute.....	57
Add How-To Articles.....	57
For Clients: Ten Tips to Speed Up Your Home Inspection.....	57
Add Your Inspection Contract.....	58
Add Testimonials.....	58
Add Photos of Yourself Working in Your Clients' Homes.....	58
My Trick for Building Inspection Websites That Convert Visitors into Clients.....	58

A Goal Other Than Direct Sales.....	59
Website Design Is Only One-Third of the Equation.....	59
Take It for a Test Drive.....	60
Brutal Truth.....	60
<b>Your Livelihood Online.....</b>	<b>61</b>
Legal Issues Regarding Your Website & Emails .....	61
Defending Your Online Brand.....	62
Website Domain Defense.....	62
Search Engine Optimization Tips for Inspectors.....	63
Google AdWords.....	64
Google Analytics.....	65
<b>Common Mistakes in Print Ads.....</b>	<b>65</b>
Newspaper Ads.....	66
Yellow Pages Ads.....	66
Card Deck Advertising.....	66
Cold-Calling.....	66
Dissect Your Competitors' Ads.....	66
When a Competitor Goes Under.....	66
<b>Off-Peak Marketing &amp; Creative Marketing.....</b>	<b>67</b>
Movie Theater Previews.....	67
Profitable Home & Garden Shows.....	67
Customized Articles.....	69
Special Reports.....	69
Marketing Yourself on Message Boards & Online Forums.....	69
Online Videos.....	70
Some Do's & Don'ts for Website Videos.....	70
YouTube.....	73
Radio Ads.....	73
Leads.....	73
Deputizing Your Employees, Family & Friends.....	73
Instruct Your Employees to Keep Their Eyes Open.....	74
How to Turn Your Field Employee into a Salesperson.....	74
Ask Your Former Clients for Leads.....	74
Ask Your Vendors for Leads.....	75
Start a Referral Program.....	75
Jobsite Yard Signs.....	75
Vacant Lot Signs.....	75
Jobsite Door Hangers.....	75
Jobsite Mailings.....	76
Always Include a P.S.....	76

Every Door Direct Mail® Service.....	76
Teaser Copy.....	76
Post-Inspection Letter with Neighbor Testimonial.....	77
eNewsletters.....	77
How to Acquire (and Not Acquire) Subscribers.....	77
Keep It Simple.....	78
What to Include in Your eNewsletters.....	78
What Not to Include.....	79
eNewsletter Data and What to Do with It.....	80
Creating Customer Profiles for Marketing Purposes.....	80
Working the Public Records.....	83
Mining Building Permits.....	83
Mining Real Estate Transactions.....	83
Mining Public Tax Records.....	83
Associations.....	84
List-Sharing.....	84
Cross-Mailing.....	84
Be Careful.....	84
<b>Getting in Front of Your Prospects.....</b>	<b>85</b>
Press Releases.....	85
Tracking Results.....	87
How to Sell to Real Estate Agents.....	88
The Marketing Tool That Keeps on Marketing.....	89
How to Get Real Estate Agents to Hand Out Your Card.....	92
Every Link in Your Lead-to-Profit Conversion Chain Must Be Strong.....	93
<b>Converting Calls into Appointments.....</b>	<b>94</b>
Listen to Your Game.....	94
You Can't Sell Unless You Get an Appointment.....	95
Work Every Lead to Death.....	95
Before the Appointment.....	95
Call the Prospect to Confirm.....	95
Professional Attire.....	96
Clothing.....	96
Personal Hygiene.....	97
What to Bring.....	97
Dress Rehearsal.....	97
Meeting a Prospect/Client for the First Time.....	98
The Handshake.....	98
Body Language.....	99
Your First Words.....	100

Listen.....	100
Bring a Treat for the Kids If the Prospect Has Children.....	100
Pass.....	101
No-Shows.....	101
<b>When You Get the Inspection.....</b>	<b>102</b>
Marketing on the Job.....	102
<b>Writing the Agreement and Report.....</b>	<b>104</b>
Inspection Reports: Engage Your Senses.....	104
Digits and Hyphens.....	107
“Farther” vs. “Further” .....	108
What Happens When Your Inspection Report Gets Recycled?.....	108
<b>Marketing at the End of the Job.....</b>	<b>111</b>
Labels, Labels, Everywhere Labels.....	111
Add a Personal Touch.....	111
A Leave-Behind Letter Generates More Inspection Business .....	111
Post-Completion Party.....	112
Happy Anniversary! Best Regards from Your Inspector.....	112
Client Satisfaction Surveys.....	112
Handling a Complaint.....	115
The Apology Letter.....	116
How to Turn a Client’s Complaint into a Marketing Gain.....	117
After the Complaint Is Resolved.....	119
Sample General Release.....	119
Testimonial.....	120
When You Don’t Get the Inspection.....	120
<b>Your Good Name Online.....</b>	<b>122</b>
Your Virtual Identity.....	122
Protect Yourself from Being Libeled Online.....	123
Build Your Own Reputation Through Website Maintenance.....	124
<b>Other Legal Issues for Home Inspectors.....</b>	<b>126</b>
12 Tips That Help Home Inspectors Avoid Lawsuits.....	126
To Exceed or Not to Exceed: That Is the Question.....	129
If a Home Inspector Misses Something.....	130
Proving Negligence.....	131
Deposition Preparation.....	133
Inspectors as Expert Witnesses.....	135
InterNACHI Attorney: “Code-certified” claims can lead to unexpected problems for inspectors.....	139
<b>Legal: Links and Online Information.....</b>	<b>140</b>
Online Inspection Agreement System.....	140

Documents, Agreements and Sample Legal Language.....	140
Inspection Legal Case Library.....	141
<b>Inspector Support.....</b>	<b>142</b>
Links and Online Information.....	142
Message Boards, Blog, News and Consumer Assistance.....	142
Inspector Safety Equipment.....	145
<b>Using a Trophy Office and Shop to Promote Your Inspection Business.....</b>	<b>148</b>
Rent or Buy?.....	148
Location.....	149
Expenses & Lease Terms.....	149
Commercial Real Estate Terms Inspectors Should Know.....	150
Inspectors and Commercial Leases.....	151
Utilities.....	152
Communications.....	153
Space & Use.....	153
Provisions for the Office & Shop.....	154
Office Maintenance.....	155
Comfort & Convenience.....	156
Security.....	157
Personal Safety at a Commercial Property.....	157
Miscellaneous Considerations.....	158
Running a Green Office.....	159
Affordable Ways to Outfit Your Business.....	161
Buy or Lease?.....	161
Financing a Commercial Equipment Loan.....	161
Financing a Commercial Equipment Lease.....	162
<b>Purchasing or Leasing the Right Truck.....</b>	<b>164</b>
Truck Signage.....	165
Three Words: Quality, Quality and Quality.....	165
Use Your Truck as a Billboard, Not as a Brochure.....	165
Make the Most of Your Mobile Billboard.....	166
If You Have a Fleet.....	167
Windshield Shades.....	167
<b>More Ancillary Inspections.....</b>	<b>168</b>
Become a HUD 203K Consultant.....	168
Seller Inspections: Streamlining Real Estate Transactions.....	170
<b>Why Inspectors Should Take Continuing Education Courses (even when it's not required).....</b>	<b>177</b>
Inspection Excellence Through Education and Camaraderie.....	178
Online Education: Better Than Classroom Education.....	179

Exams That Harm.....	183
Online Inspector Exam.....	184
InterNACHI's Free, Online Continuing Education Courses for Inspectors.....	184
Continuing Education for Real Estate Professionals.....	191
NACHI.TV.....	191
Exam Preparation.....	195
Join as a Student Member.....	195
Certificates of Completion and Education Transcript.....	196
Course Approvals & Accreditations.....	196
<b>Inspection Textbooks &amp; Reference Tools.....</b>	<b>200</b>
Inspection Textbooks.....	200
PDF Downloads.....	200
Flash Cards.....	201
Video on Flash Drive.....	201
Standards of Practice and Codes of Ethics.....	201
Inspection Glossary.....	202
Inspectopedia: InterNACHI's Inspection Articles Library.....	202
Inspection Graphics Library.....	202
Inspector Images.....	202
Image Library of Major Pests in America.....	202
Defect Recognition.....	202
Inspection Narratives.....	203
<b>More Benefits for Inspectors &amp; Their Businesses.....</b>	<b>204</b>
<b>Get Paid What You're Worth.....</b>	<b>212</b>
Ask: Is Your Home Inspector Blind?.....	212
Charging for Estimates.....	213
Remind Your Prospective Clients That Paying a Little Extra for an InterNACHI-Certified Professional Inspector® Pays Off!.....	213
That's a lot of money for only a few hours' work!.....	214
Pricing and Billing.....	214
3 Costly Mistakes.....	218
<b>One More Time: Why InterNACHI?.....</b>	<b>219</b>
<b>Become a Certified Master Inspector®.....</b>	<b>222</b>
<b>InterNACHI's Estimated Life Expectancy Chart for Homes.....</b>	<b>224</b>
<b>A Final Word: Re-Investing Revenue Back into Your Business.....</b>	<b>239</b>
<b>BONUS: Inspection Riddles.....</b>	<b>240</b>
<b>Notes.....</b>	<b>242</b>