



# WELCOME

**“Business & Marketing Tips  
for Home Inspectors” Class**

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[www.NACHI.TV](http://www.NACHI.TV)





What's the Point of Being in Business?

- General rule in business
- Commodity
- Home inspection business resources
- Home inspector marketing resources
- How to increase gross revenue and profit
- How to manage risk and reduce liability
- How to market to real estate agents and home buyers

- **General rule in business**
- **Commodity**
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# General Rule in Business & Commodity

If the perceived value is greater than the cost,  
then it's a good decision.

Is your inspection service a commodity?

[youtube.com/bengromicko1](https://www.youtube.com/bengromicko1)

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# Home Inspection Business Resources

How good of an inspector are you?

Home Inspector Exam

free, online, and open to everyone

Visit [nachi.org](http://nachi.org), click the menu.

# **Home Inspection Business Course**

free, online, and open to everyone

[www.nachi.org/education](http://www.nachi.org/education)

# Inspection Fee Calculator

[www.nachi.org/members-only](http://www.nachi.org/members-only)

Inspector Chapters

[www.nachi.org/chapters](http://www.nachi.org/chapters)

Inspector Mentors

[www.nachi.org/mentoring](http://www.nachi.org/mentoring)

[InspectorCoach.com](http://InspectorCoach.com)

Business & Marketing Coaching for Home  
Inspectors

[www.nachi.org/articles](http://www.nachi.org/articles)

[www.nachi.org/benefits](http://www.nachi.org/benefits)

Scroll down to “free inspection  
business documents.”

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# Home Inspector Marketing Resources

What's the purpose of marketing?

[www.nachi.org/marketing](http://www.nachi.org/marketing)

[www.NACHI.TV](http://www.NACHI.TV)

Click on the “website” page.

[www.nachi.org/inspection-leads](http://www.nachi.org/inspection-leads)

InterNACHI® provides members resources to develop their own **unique value propositions.**

- Differentiates
- Provides good reasons
- Provides peace of mind

# **Home maintenance book**

[www.nachi.org/now](http://www.nachi.org/now)

# **Infrared Certified®**

[www.nachi.org/ir](http://www.nachi.org/ir)

[www.nachi.org/certification](http://www.nachi.org/certification)

# **Buy Back Guarantee**

[www.nachi.org/buy](http://www.nachi.org/buy)

[www.bigbeninspections.com](http://www.bigbeninspections.com)



Joshua Whitney  
from Done Right Home Inspections  
[www.donerighthomeinspections.org](http://www.donerighthomeinspections.org)

300 inspections per year.

Open houses.

Real estate agent relationships.

[www.nachi.org/agentce](http://www.nachi.org/agentce)

[www.nachi.org/presentations](http://www.nachi.org/presentations)

[www.nachi.org/partnership](http://www.nachi.org/partnership)

[education@internachi.org](mailto:education@internachi.org)

John P. Pescatore  
[www.atthhi.com](http://www.atthhi.com)

“Find which agent in your local area handles most of commercial transactions. That's what I did and now I do at least 30 to 40 a year!”

[www.nachi.org/commercial-inspection-resources](http://www.nachi.org/commercial-inspection-resources)

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# How to Increase Gross Revenue & Profit

[www.nachi.org/stacks](http://www.nachi.org/stacks)

Increasing Gross Revenue

[www.nachi.org/ancillary](http://www.nachi.org/ancillary)

Offer the right service at the right time.

Profit is in the ancillary services.

[www.nachi.org/everything](http://www.nachi.org/everything)

Step #8

Check on how well your phone answering and scheduling team is doing. If they aren't meeting your expectations and converting phone calls and contacts into clients, shake things up a bit.

But remember, you're 90% there.

Free "Call Me Now" Buttons

<https://youtu.be/IOe0X3OiaEE>

Write down everything you do and categorize these tasks. Find tasks that you can delegate to others or outsource.

[www.facebook.com/benjamin.gromicko](http://www.facebook.com/benjamin.gromicko)

Check your accounts receivable, the money your clients owe you. Follow up with them.

One of the best ways to get paid is to collect the money right after the inspection and before the client downloads the report. You could also ask for a credit card to hold a reservation from your website's online scheduler.

[bigbeninspections.com](http://bigbeninspections.com)



Increase efficiency. Look at how you or your team of inspectors perform inspections. Are they following a standard checklist on a mobile device. Can they accomplish jobs and tasks more quickly?

Always improve. Two questions to ask: what's in the best interest for the company, and how can I do this task better?

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Audit your business listings on the Internet.  
Be sure listings are accurate.  
[www.google.com/business](http://www.google.com/business).

Check your Google reviews. People talk.  
Read and reply to reviewers.  
And get reviews on Google.  
[support.google.com/business/answer/3474050](http://support.google.com/business/answer/3474050)

Launch a customer referral program. Reward your existing and past clients for bringing you new business.

How about enrolling clients into your annual home maintenance check-up program, if they can provide you with one new client each year?

A free check-up inspection with each new client referral that results in a fee-paid inspection.

Contact your past clients. They're like gold. Don't just leave the gold there. Mine it. Keep in contact with past clients.

Every home should be inspected every year (annual check-ups). Home maintenance newsletter. Invite them to your backyard cookout. After a major weather event, offer to come over with your infrared camera and moisture meter.

Launch a customer loyalty program. Start by offering a bundled home inspection service that includes next year's inspection.

So, consider offering a home inspection for a new home-buying client, and bundle it with a home maintenance inspection scheduled one year from the date of the inspection.

Home Inspection \$400.

Annual Home Maintenance Inspection \$200.

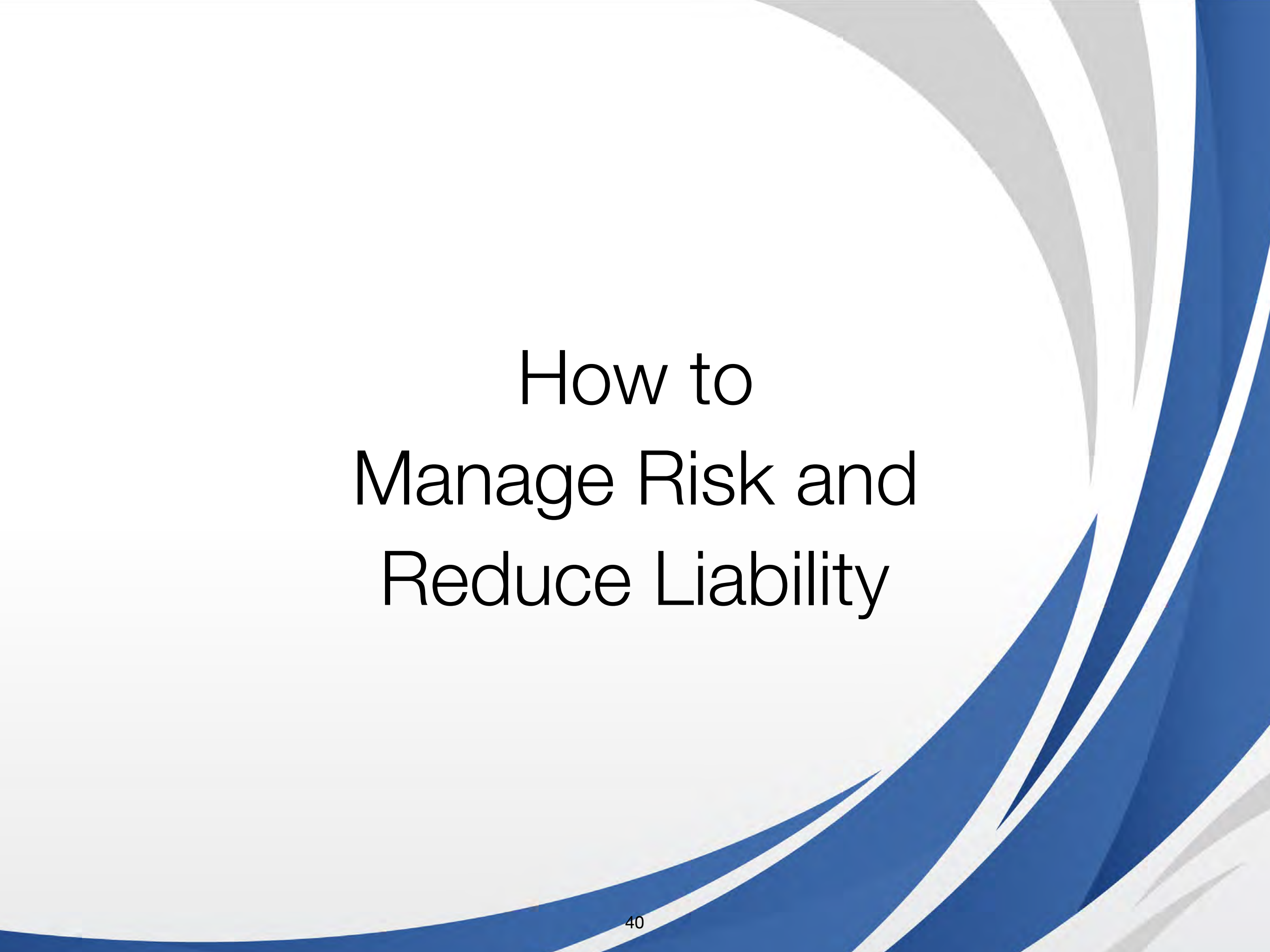
Home + Next Year's Check-Up \$499.

Research or “spy on” your local competitors.

Find out if any local inspectors are in trouble and may be interested in being hired or outsourced by your inspection company. Also check to see if you’re ahead or behind your competitors in providing value.

[www.nachi.org/certified-inspectors](http://www.nachi.org/certified-inspectors)

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# How to Manage Risk and Reduce Liability



[www.nachi.org/sleep](http://www.nachi.org/sleep)

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[www.inspectorcoach.com](http://www.inspectorcoach.com)

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# Homework

NACHI.TV

[www.nachi.org/education](http://www.nachi.org/education)

[www.nachi.org/marketing](http://www.nachi.org/marketing)

[www.nachi.org/everything](http://www.nachi.org/everything)

