



InterNACHI Inspector Boost 2017 Class Outline

1. Introduction
2. Marketing
 - a. Marketing Cycle slide Marketing – Sales – Operations – Marketing
 - b. Pie Chart of Marketing Campaigns
 - c. Broad Marketing Campaigns Overview
 - i. Online
 1. Directories
 2. Internet Organic SEO
 3. Pay Per Click
 4. Google Local
 - ii. Networking
 - iii. Social Media
 - iv. Direct Mail
 1. Agent Office
 2. Agents Directly
 3. New Listing
 - d. Real Estate Agent Marketing
 - e. Unique Selling Points
 - f. Sphere of Influence Campaign
 - g. Following up with Agents and Contacts
 - i. Contact Points
 - ii. Phone
 - iii. Email
 - iv. Mail
 - h. 12 point of 48 point Referral Marketing
 - i. Tracking Lead Sources and Campaigns ROI
 - i. Flyer tracking example
 - ii. Print media example
 - iii. Promo Codes
 - iv. Discount Codes
 - v. Phone Number Codes
 - vi. CRM Systems
3. Sales
 - a. Answering Every Phone Call
 - b. Phone system options

- i. Call routing
 - ii. Call recording
 - iii. Call centers
 - c. Closing the sale / Close Ratios
 - i. First phone call closes % reports
 - ii. Commonly Asked Questions
 - iii. Rebuttals
 - d. Follow up with every lead
 - i. Call Scripts
 - ii. Email template series
 - e. Increasing Your Prices
 - i. Qualifications and Certifications
 - ii. Ancillary Services
 - iii. Partnering and Subcontracting (discuss with Ben about ethics)
- 4. Operations
 - a. Inspector Presentation Prior to inspection
 - i. Initial Phone Call
 - ii. Follow Up and Confirmation Emails
 - iii. Access Information
 - iv. Permit Reports
 - v. Reminders
 - b. Inspector Presentation During Inspection
 - i. Inspection Initial Presentation
 - 1. Showing up early
 - 2. Vehicle presentation
 - 3. Uniform and personal appearance
 - 4. Tools
 - 5. Initial Introduction
 - 6. Agreements Payments
 - ii. During the inspections
 - 1. Talking to client
 - 2. Small talk vs. educational information
 - 3. Leaving the house in same condition
 - iii. Final verbal report and review
 - 1. Visual presentation
 - c. Inspector Presentation After Inspection
 - i. Report
 - ii. Customer Service Calls
 - iii. Turning complaints into lifelong customers
 - iv. Reviews
- 5. Master Your Market Course and Master Your Market Membership Description and Handouts