

March 28, 2017

Top 25 Marketing Tips,
Products, and Services for
Home Inspectors

www.nachi.org/contact

#1: Inspection Report

Step #11 at

nachi.org/everything

#2: Move-In Certified

moveincertified.com

#3: Business Cards

nachi.org/marketing

#4: Home Maintenance Book

nachi.org/now

#5: Website

Step #6 at
nachi.org/everything

#6: Flyer, Brochure,
Rack Card

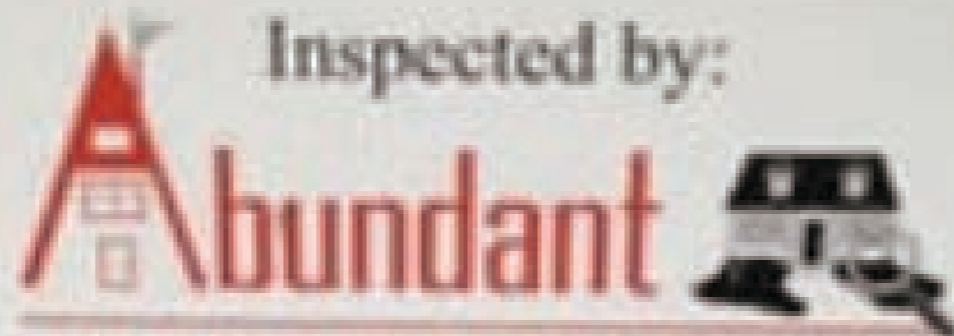
Step #5 at
nachi.org/everything

#7: Yard Signs

Customized Marketing
for Your Company.

All design work is free.

www.nachi.org/marketing



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Abundant

Home Inspection Services

Your Personal Building Companion For Life!

215-849-6671

www.AbundantHomeInspection.com

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MoveInCertified.com

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1 TO 3**

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MoveInCertified.com



Ask for a Copy of the
Inspection Report

#8: Real Estate Presentations

nachi.org/presentations

nachi.org/agentce

#9: Facebook

Post today's inspection image of a defect. Say, "I'm the only home inspector in [your town] to have found this. It's a [description of the defect]."

Hire your local certified home inspector at [your contact info]."

#10: Customized Newsletter

Stay in contact with all
past clients.

[nachi.org/home-maintenance-
newsletter](http://nachi.org/home-maintenance-newsletter)

#11: Certification Logos

More Than 45

nachi.org/certification

bigbeninspections.com

#12: Indoor-Only Shoes

nachi.org/leave-behind-letter

#13: Picnic Blanket



#14 Customer Service for Phone and Email

nachi.org/customer-service-communication

#15 Promo Video

nachi.org/school

While You're Here

#16 In-Action Photos

Put on your website.

BigBenInspections.com

#18 Events, Boosts, Chapters

Share and Learn.

nachi.org/events

nachi.org/forum

facebook.com/internachi

nachi.org/school

#19 Home Energy Score

nachi.org/homeenergyscore

#20 Your Brand

[nachi.org/home-inspection-
business-course-work-on-
branding](http://nachi.org/home-inspection-business-course-work-on-branding)

#21 Work on Your Name

A good company name lends itself to a good logo and marketing design.

inspectorseek.com

#22 Baskets of Peaches



#23 Small Local Real Estate Offices

#24 Sponsor Breakfast,
Coffee, Lunch Meetings

#25 Invite Past Clients to
Your Backyard

www.nachi.org/everything

NACHI.TV

nachi.org/school

