



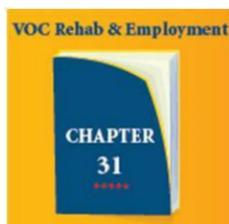
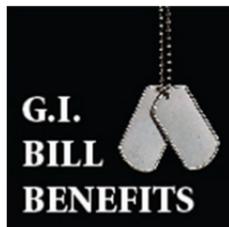
# First Thing

A Monthly Update from The American Society of Home Inspectors

September 2015



**Financing Now Available When You Attend The ASHI School**  
**Do you qualify for G.I. Bill Benefits or Chapter 31?**



**September & October**



## Registration is Officially Open!

InspectionWorld is the largest education conference and expo of the year for home inspectors. Earn your 20 ASHI CEs.

Begins at 12:30 pm, Sunday, January 24, 2016, Annual Luncheon-40th Anniversary Celebration Kick-Off.

A special raffle will be held on October 1st! Five lucky registrants will receive complimentary registration to IW San Diego. **REGISTER NOW!**

Go to [www.inspectionworld.com](http://www.inspectionworld.com) for details.

Click [here](#) to book your hotel reservation.

Town & Country Resort and Convention Center  
San Diego

\$148 room/per night. WiFi included



## 120 Hour Classes

[Cincinnati, OH: Sept 14-25](#)  
[Cumming, GA: Sept 14-25](#)  
[Cypress, CA: Oct 26 - Nov 6](#)  
[Des Plaines, IL: Sept 14-25](#)  
[Lakewood, CO: Sept 14-25](#)  
[Leesburg, VA: Sept 14-25](#)  
[St. Louis, MO: Sept 14-25](#)  
[Tampa, FL: Sept 21 - Oct 2](#)

## 120 Hour Classes (Evenings & Weekends)

[Des Plaines, IL: Sept 14 - Nov 7](#)

## 160 Hour Classes

[Bellevue, WA: Sept 14-25](#)

## 2-Day Infrared

[Minneapolis, MN: Sept 25-26](#)  
[Detroit, MI: Oct 2-3](#)

## Commercial Class

[Des Plaines, IL: Oct 24-26](#)

## Mold Class

[Des Plaines, IL: Sept 26-27](#)



## 9 Days Until SE Home Inspectors Conference

*There's still time to [register!](#)*

ASHI Georgia, host of the Southeast Home Inspector Conference, will open the conference on September 9 and officially close the show on September 13. Don't miss out on this *must attend* event of the year (the second largest home inspection conference in the U.S.)!

**[Register now](#)** to take advantage of the 25+ course offerings from refresher courses to advanced courses, business and marketing courses. Start the conference off right with two certification courses: [Radon](#) and [Thermal Imaging](#). And take the bonus courses on: [Mold Sampling](#) and [Improving Your Business](#).



## Beware of Unauthorized Housing Providers

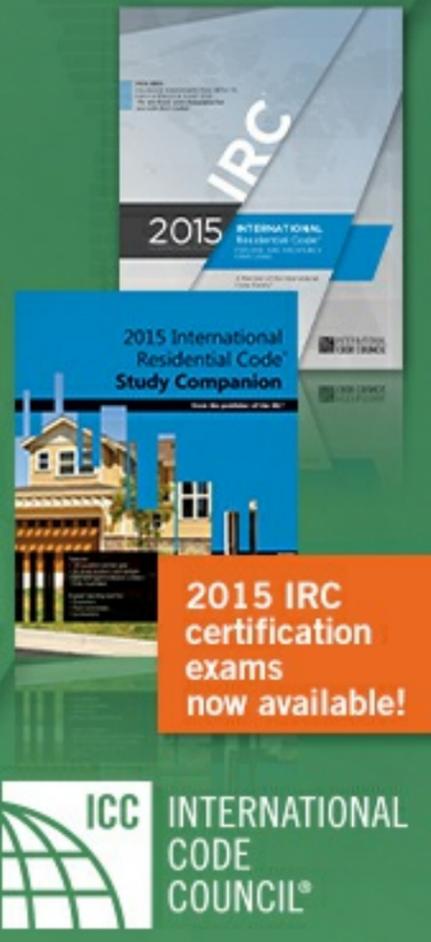
*You can only get a hotel room through the Town & Country Resort - No one will call you about booking rooms*

Town & Country Resort and Convention

## Get ready for New Exams on the 2015 IRC®

ORDER TODAY: 

- ✓ the latest residential code
- ✓ illustrated self-study guide



Center, 500 Hotel Circle North, San Diego, CA 92108, is the only official housing company for ASHI & InspectionWorld. You can call the hotel directly to book your rooms or follow this link to reserve hotel rooms for InspectionWorld 2016 San Diego.

The following companies have reportedly contacted ASHI exhibitors to secure hotel rooms for InspectionWorld. These companies are not authorized to represent ASHI, nor do they have access to officially contracted hotel room blocks or rates on behalf of ASHI.

GE Group Travel: 888-467-7279

National Travel Accommodations/NTA: 877-595-7666

Allied Acquisition Services: 888-908-8155 or 212-441-3140 or 855-987-4400

A&C Marketing: 352-375-0086 or 352-264-0044

Convention Housing Authority: 212-441-3140

Expo Housing Services/EHS: 866-319-3976

Exhibition Housing Management/EHM Travel: 866-367-4414

Global Housing Management: 877-410-9927

Tira Convention Travel Management/Group

Tira: 877-607-3888

CH Planners: 800-801-4174

Executive Events: 888-393-5217

Exhibitor Housing Services: 800-217-4402

Trade Show Housing: 877-577-1806

Calls from the number 661-748-0240. This is a Skype account that does not appear to be affiliated with any company but is widely associated with complaints of scams and malware phishing attacks.

For your own protection, please do not make reservations through any unknown housing or travel company. If you receive a call or e-mail from any company that is not our official housing provider (and you will not receive emails from them), please contact us immediately at [davek@ashi.org](mailto:davek@ashi.org).

There are many reported situations of false or deceptive activities by some of these third-party room block marketers. Here are some things to be aware of...[READ MORE](#)

TAKE YOUR BUSINESS  
TO A NEW LEVEL

[Learn More](#)

Join the home inspection leaders.



 **PILLAR TO POST**  
HOME INSPECTORS

**Tip #57: A Better Way to Hang a Heavy Mirror**



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**Inspections**

Home Commercial Environmental

A FIDELITY NATIONAL FINANCIAL, INC. COMPANY

Check out our  
**TRADE SHOW  
CALENDAR**

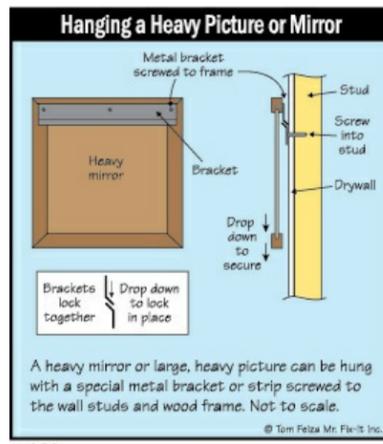
**Sept 9-13**  
**Southeast Home  
Inspector  
Conference**  
**Duluth, GA**

**Oct 1-2**  
**Remodeling Show /  
Deck Expo / JLC Live**  
**Chicago, IL**

**Oct 11-14**  
**Inspection Universe  
2015**  
**Las Vegas, NV**

**Oct 22-23**  
**ASHI Leadership  
Training Conference**  
**Des Plaines, IL**

**Jan 24-27, 2016**



M055

I have done this, and I bet you have too: You work hard to hang a heavy picture or mirror on the wall using several heavy-duty picture hooks. The picture is tough to align in just the right position

because of its size and weight, complicated by the hanging wire and multiple hooks.

Then, during the night, you hear a crash. You jump out of bed to discover that the mirror has fallen. The floor has a big gouge, the frame is broken, and you've got lots of broken glass to pick up.

You can prevent this problem with a unique picture-and-mirror-hanging bracket available at larger frame shops. This metal device comes in two parts. One bracket is attached across the back of the picture frame with a few screws. A matching bracket is screwed to the wall with long screws that reach the studs. Because the wall bracket is wider than 16 inches, it can easily be screwed into several wall studs.

Then you just hang the mirror by slipping the frame bracket over the wall bracket. It's easy to level the frame and place it in the right location with just a few measurements when you first attach the bracket to the wall.



**The origin of  
KritterCaps® -  
products for pest  
control**

In 2001 I retired from a family business of 40 years and I started Stouffer Technologies,

**InspectionWorld  
San Diego, CA**



**2015-2016  
MEMBERSHIP  
RENEWAL**

It's ASHI Affiliate Membership Renewal time. If you haven't renewed your membership in the most respected home inspection association, then you're missing out!

As a member, you receive a ton of benefits that places you in front of our home inspector members (the movers and shakers of the industry) in print, online and through social media.

[Download the Affiliate Membership Form](#), fill out and turn back in to Dave Kogan at [davek@ashi.org](mailto:davek@ashi.org).

And now you can get involved with The ASHI School with the additional TAS+ program. Get in front of students while they are starting their

Inc. Since I had designed and patented several ideas for the family business I decided to help entrepreneurs develop and patent their ideas.

A couple of friends had given me a prototype of the original 3" corner insert that they thought would help solve the mice problem in their attics. I thought that was a very good idea and I helped them finish a prototype and apply for the patent. After which they wanted me to build the molds and take charge of the product and in return they would get a royalty for product sold.

I had a design company help me design my logo and product identification. I sent several hundred brochures and samples to home builders, building supply stores and the vinyl siding manufacturers in the US and Canada; none of which were interested. I then sent samples to several pest control companies after which I started getting some responses. In the meantime I had built a web site and posted my product on the Internet. I started getting orders from housewives who were tired of hearing the mice scratching in the attic at night. This was very encouraging and even more encouraging was the fact that I had received responses from some of the pest control companies who began ordering KritterCaps®.

I knew I had a good product but I only had one size and it only would fit 3" corner posts. I started getting requests for 3.5" and 4" corner posts of which I could not make. It took me a year to come up with the idea and design a combination insert that would fit the 3", 3.5" and 4" corner posts. I had a prototype made on one of the first 3-D CAD printing machines in the area. This eliminated the costs of reworking the mold which was a problem on the first go around of the 3" corner insert. The 3-D sample gave me a working prototype and I immediately knew what changes I needed to make in order to make a good product. My patent was approved with the changes and I went to work.

I had a web design company redesign my website and included the combination corner insert. I immediately began receiving orders that required a 3.5" and 4" corner insert. The combination SCI - 354 corner insert has become a very good reliable product. It is shipped individually, in bulk or in packages of six and it is ready to fit into a 4" corner post. By breaking off one leg on

career in home inspection.



[Target Professional Programs](#)

[Home Owners Network](#)

[Millionaire Inspector Community](#)

[Quill.com](#)

[LegalShield](#)

[Porch.com](#)

[MoverThankYou.com](#)

[HomeAdvisor](#)

[OneSource Solutions](#)

[Liberty Mutual Insurance](#)

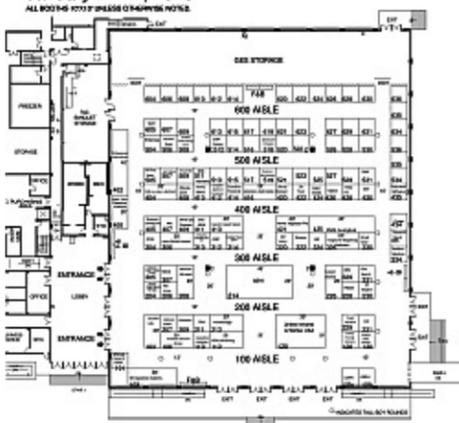
[InspectionContracts.com](#)

[GEM Marketing](#)

[BuildFax](#)

[ASHI@Home](#)

Inspection World Annual Conference 2016  
January 24-27, 2016



If you plan on exhibiting at InspectionWorld 2016

each side and one base section on each side it will fit the 3.5" corner post. By breaking off two legs and two base sections on each side it will fit the 3" corner post. The SCI 354 corner insert is designed to stay put when properly installed in the corner post. It is environmentally friendly and requires no screws or caulk to hold it in place.

In the next articles I will describe some of the surprises I had which involved critters other than mice and how the ridge vent EndCaps™ came about.

John Stouffer  
[KritterCaps.com](http://KritterCaps.com)

P.S. Please stop and see us at InspectionWorld 2016 in Booth #504



### 3 Ways a Home Inspector Can Eliminate Anxiety and Sleepless Nights

As a professional home inspector who cares about your craft, the anxiety center in your brain likely never turns off. It causes you to sit up or pace the halls at 2 a.m. unable to sleep and left wondering if you missed a leaky pipe or something else critical during a home inspection the preceding day.

A client, who is all too interested in whether you are insured, is likely to trigger this anxiety center. And this client isn't an anomaly, but rather the type A client you see and hear from time and time again.

How can you reduce this anxiety and work without worry? Follow a few simple cardinal rules I outline in this week's ClaimsAcademy video blog.

San Diego, then wait no further to reserve your exhibit space as booths are going fast!

We are currently 60% full and it's just the beginning of September!

[Download](#), fill out, and turn in your Exhibitor Registration today!

Looking to beat out the competition at InspectionWorld 2016 San Diego?

Consider a [sponsorship](#).

Get your name on signage, in special call-outs in the Program Guide and in the official InspectionWorld app; or sponsor an item such as the tote bag, coupon book, program guide, Wi-Fi service, entertainment or meal/breaks, classes, tent cards, special annual luncheon giveaway or special booth giveaway.

This is your chance to get noticed at North America's largest home inspection conference.

**GET NOTICED**

Our fiscal year is coming to a close and that means our publication year is also coming to a close.

If you want to get your company or business noticed, advertise with ASHI.

There are many ways to Get Noticed when you advertise in:

- *ASHI Reporter*. our



## It's Just an Envelope...Make it Sizzle!

Don't make the mistake of thinking your direct mail envelope is "just an envelope". In direct mail, the mighty envelope is multi-facted. It is a billboard, a store front, a response generator, the first impression someone has of your business.. It can make your mail (and response rates) sizzle.

Studies show that your mail has 3 seconds to stand out from the rest. You need to be able to understand the strategies that help convince the recipient to open the envelope and learn more about your offer, your information, or to take action. The first trick is to keep the envelope (and your message) out of the trash. How? By optimizing the 3-second rule.

### Here are 6 strategies to optimize the 6-second rule:

- **Know your audience.** Understand what motivates the recipient. Know what other mail they are flipping through - bills, letters, postcards, self-mailers. What motivates the

monthly print publication

- *First Thing*: our monthly e-newsletter
- *ashi.org*: Banner ads on our website
- *InspectionWorld*: exhibit and sponsor or just sponsor or just exhibit - but the only way to Get Noticed is to be visible.

[Download our 2015-2016 Media Kit](#), fill out pages 7 & 8, and send in to Dave Kogan at [davek@ashi.org](mailto:davek@ashi.org).

Advertising is on a first come, first serve basis.

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recipient to move your mail from the trash pile to the open pile?

- **Stand out.** Size, shape, color and paper texture make a difference in setting your mail apart from its competition.
- **Captivate the Curious.** Use an intriguing teaser or question to pull your reader inside the envelope, to find out more about your message.
- **Invite Action.** Involvement devices invite your reader to take action. Zip strips, pull-reveals and post-it notes are a few involvement devices that require the recipient to spend more time with your mail.
- **Energize your Message.** The use of print-to-mobile, QR and AR codes, can make your message come alive. Use it on your envelope for a preview of what's inside.
- **Ask an Expert.** Check with local marketing companies or free-lancers to help you maximize the 3-second rule and make your mail and response rate sizzle.

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932 Lee Street, Des Plaines, IL | 847.759.2820

