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# First Thing

A Monthly Update from The American Society of Home Inspectors

February 2017

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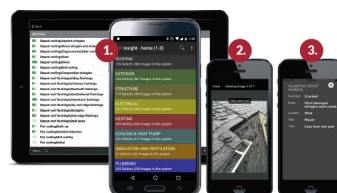
FOR YOUR  
INFORMATION

InterNACHI sued and sought a default judgment against NAHI, an entity that had already voluntarily gone out of business and was not defending itself. Since ASHI was also negatively mentioned in the suit (but not as a named party), ASHI has vigorously opposed...[READ MORE](#)



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## Inspect With Confidence.

*Quickly Reference Common Defects, What They Look Like, and How to Report Them. An On-Site Resource That Helps You Look Like The Expert You Are.*

Alan Carson has developed a new app that may revolutionize the home inspection profession. Because of



**93 Hour Class**  
**Austintown, OH - Mar 20-25**

**120 Hour Class**  
**Cincinnati, OH - Feb 6-17**  
**Cypress, CA - Feb 6-17**  
**Cumming, GA - Feb 13-24**  
**Des Plaines, IL - Feb 13-24**  
**Leesburg, VA - Feb 13-24**  
**Tampa, FL - Feb 13-24**  
**Baltimore, MD - Feb 27-Mar 10**  
**Columbus, OH - Mar 6-17**  
**Creve Coeur, MO - Mar 6-17**  
**Lakewood, CO - Mar 27-Apr 7**

**160 Hour Class**  
**Bellevue, WA - Feb 27-Mar 10**

**4-Point Inspection & Wind Mitigation**  
**Tampa, FL - Feb 18**

**16 Hour Residential Radon Measurement Webinar**  
**Live Webinar - Feb 15-16, 2017**

**Mold Class**  
**Des Plaines, IL - Feb 25-27**

this new creation, we place Alan is a class with Steve Jobs and Mark Zuckerberg. Jobs didn't invent the cell phone, music player or computer, but he did put them into one easy-to-use machine that revolutionized our lives. Zuckerberg didn't invent chat rooms, social media or sharing inane conversations, he just combined them in one convenient, ubiquitous product.

Like those two innovators, Alan did not invent inspection photography, nor was he the first to categorize deficiencies in properties. But, because of his years of experience, he's organized over 10,000 photographs, coupled with descriptions of the underlying problems they depict, and produced an app that's both intuitive and germane to our profession.

It's called "Insight by Carson Dunlop", and it's available exclusively to ASHI members for a limited time only...that means it's FREE right now!

Here's how it works. First, go to [www.carsondunlop.com/Insight](http://www.carsondunlop.com/Insight) to register. A short video explains what the app does. Then download the app (for Android or Apple products) at [www.carsondunlop.com/FreeInsight](http://www.carsondunlop.com/FreeInsight).

Once you've downloaded the app, just open it and click on one of the menu items (e.g. Roofing or Electrical). A list of deficiencies comes up along with photos that depict those issues. This is an app that both experienced and newer inspectors can use when they're struggling to identify and explain a problem area. It's about as simple to use as can be, and a wide range of information is right at your fingertips. Whether you want to know about swamp coolers or boilers, you'll find what you need, when you need it. This is a deal you cannot pass up. Try it - we're sure you'll like it.



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**The ASHI Chapter  
Incentive Plan has  
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December 31, 2017!**

The details of the plan are as follows:





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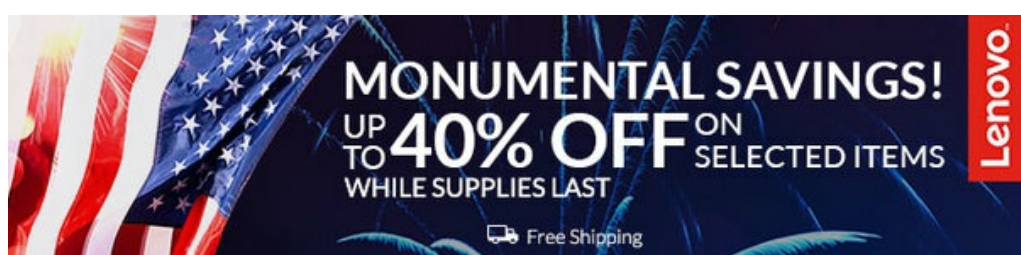
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In order to show the value of chapter membership to unaffiliated inspectors, anyone who has ***NEVER*** been an ASHI or NAHI member may join an ASHI chapter and receive a ***one-year complimentary membership*** to ASHI.

Chapters are encouraged to seek out inspectors who have never been members of ASHI or NAHI in order to give them a taste of how valuable it is to belong to a chapter. To download the Application form, [click here](#).



**Service Philosophy:**  
**Customer-Centric**  
**Business**

"We've previously encouraged you to describe benefits, rather than features, in your marketing pieces.

Benefits highlight your service from the customer's perspective. This perspective should pervade all that you do, ensuring that the big picture encompasses a customer-centric philosophy.

Remember that the customer may include real estate professionals of all descriptions, as well as anyone else who might send business your way.

**You should evaluate everything you do with the following thought process:**

- What's the benefit, or perceived benefit, to the customer?
- What can I do to make the benefit, or perceived benefit, more visible?
- Does this benefit result in a significant marketing advantage to me?



# HOME INSPECTORS

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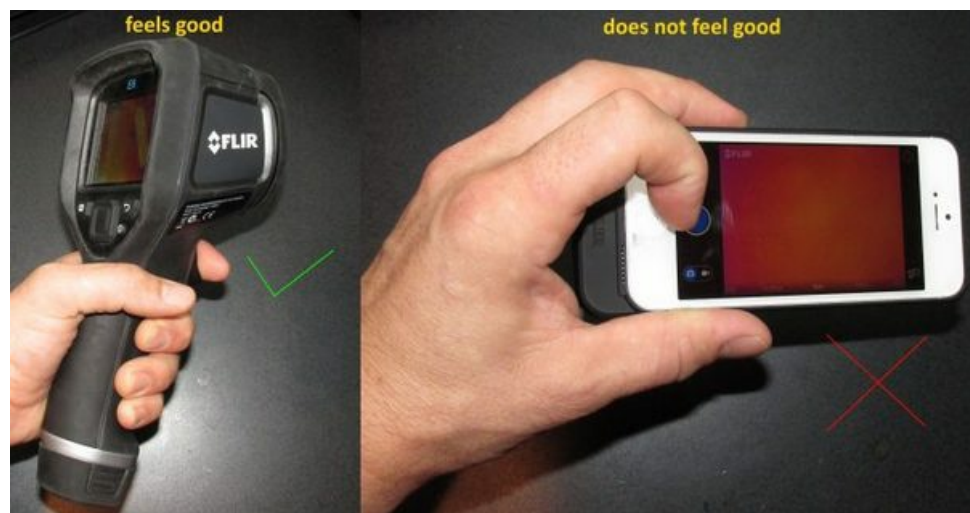
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## Chapter Chat

What's going on with your chapter? Got an event coming up? Something interesting happen at your last meeting? What did you learn about? We want to know and we'll post it here. Email your news to Dave at

## Perceived Benefits Have Greater Impact

*Let's define the term "perceived benefit" because it goes to the root of a customer-centric business. A perceived benefit is something that may or may not be a real benefit to your client, but is something that the client thinks it is important...[READ MORE](#)*



## FLIR E6: the best infrared camera for home inspectors

By [Reuben Saltzman](#)

Originally posted at the [StructureTech Blog](#)

I've been using the same infrared camera, the FLIR E6, for the past three years. Today, it's still my infrared camera of choice as a home inspector. I'm basing my decision on a combination of price and performance, which equates to value. I've mentioned this camera several times in past blog posts (Seek Thermal review, FLIR ONE review, Infrared cameras and home inspections) but I've never taken the time to explain why this one has become the camera of choice for me and so many other home inspectors. Here goes.

### *Size, shape, and feel*

The E6 has a handle and a trigger, making for easy one-handed operation that feels



[davek@ashi.org](mailto:davek@ashi.org)

Here's what's going on in  
a chapter near you...

February 5-7, 2017  
Heartland ASHI Winter  
Seminar  
Sportman's Lodge  
Baudette, MN  
Contact: [Bill Oelrich](#)  
8 ASHI CEs

February 6, 2017  
Heartland ASHI  
Frankie's Pizza  
New Hope, MN  
Contact: [info@ashiheartland.org](mailto:info@ashiheartland.org)

February 9, 2017  
Golden Gate ASHI Meeting  
Truitt & White Conference  
Room  
Berkeley, CA  
[Register Now](#)

February 11, 2017  
Indiana ASHI 2017 Winter  
Seminar & Meeting  
Microtel Inn & Suites  
Indianapolis, IN  
[Register Now](#)

February 18, 2017  
Great Plains ASHI  
Heating Seminar  
Anthony Heating,  
Plumbing & Cooling  
Lenexa, KS  
[Register Now](#)

February 22, 2017  
PRO ASHI Event  
Vangura  
North Huntingdon, PA  
Contact: [Michael Ashburn](#)  
2 ASHI CEs

February 24, 2017  
Arkansas ASHI Chapter  
Meeting  
St. Vincent Auditorium  
Little Rock, AR  
Contact: [Lonnie Moore](#)

February 24-25, 2017  
Arkansas Real Estate  
Inspectors Association  
St. Vincent Auditorium  
Little Rock, AR

natural. While it's not small enough to slip into a shirt pocket, that's no concern of mine. When I inspect houses, I wear a tool belt. I don't expect my tools to fit into shirt pockets. If an infrared camera were shaped like a traditional camera with some nice curves to wrap my fingers around, I'd go for that style, but there is currently nothing like that available today.

***Field of view***

The E6 has a 45º x 34º field of view, which is great for being able to scan large areas at one time. The images below show comparisons between the E6 and FLIR i7.

***Built-in camera, simultaneous images***

The E6 comes with a built-in optical camera that gives it the ability to take optical images at the same time that IR images are taken, with the angle and perspectives always being identical. I absolutely love this feature. Before this camera, I'd always hold my regular camera right up next to my IR camera while taking pictures because I wanted the angles to be exactly the same. With the E6, I don't need to mess with that anymore.

***MSX imaging***

This feature blends all of the high-contrast lines from images taken with the actual camera into the IR image, making everything seem to really 'pop'. While this doesn't make the infrared camera any more accurate, it does make it much easier to understand what you're looking at, which has enormous value. I don't think I'd ever go back to a camera that doesn't have this feature. The image below shows a comparison of the same image with and without MSX turned on. I don't think I need to say which is which...[READ MORE](#)

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To Register: Visit  
[www.aareihome.com/](http://www.aareihome.com/)

February 25-26, 2017  
Ohio South ASHI Spring  
Seminar  
DoubleTree Hotel  
Cincinnati, OH  
Contact: [Kevin Davidson](#)  
16 ASHI CEs

February 28, 2017  
Rocky Mountain ASHI  
Brooklyn's atSports  
Authority Field  
Denver, CO  
Contact: [info@rmc-  
ashi.org](mailto:info@rmc-ashi.org)

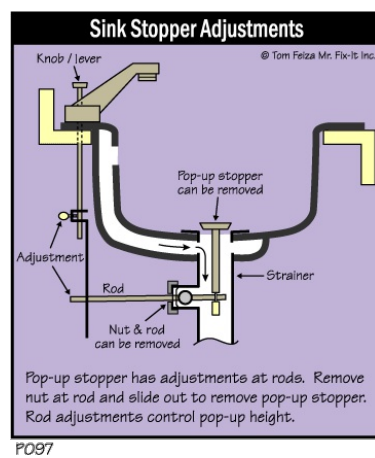
March 4, 2017  
Central PA ASHI  
Education Conference  
Park Inn by Radisson  
Harrisburg West, PA  
Contact: [Patrick Reilly](#)  
8 ASHI CEs

March 9-10, 2017  
St. Louis Spring Seminar  
& NADRA Deck Class  
St. Louis Association of  
Realtors Conference  
Center  
St. Louis, MO  
Contact: [Mark Goodman](#)  
NADRA Class: 4 ASHI CEs  
Education Seminar: 8  
ASHI CEs

March 10-12, 2017  
Ohio Chapter of ASHI  
March Expo  
Quest Conference Center  
Columbus, OH  
Contact: [George Basista](#)  
[Download PDF](#)  
[Registration Form](#)  
8 ASHI CEs

March 18, 2017  
Western Washington  
Chapter  
Spring Seminar  
LeMay-America's Car  
Museum  
Tacoma, WA  
Contact: [Brad Albin](#)  
7 ASHI CEs

March 18, 2017  
NOVA ASHI Spring



### Quick Tip #26: Pop-Up Stopper Sticks

Most bathroom sinks have a “pop-up” sink stopper that opens and closes when you operate a small knob or lever built into the faucet. Push it down and the stopper pops up to drain the sink; lift it up and the stopper closes.

Most of these mechanisms need adjustments from time to time, and many are never set just right in the first place.

Take a look at the illustration.

The rod at the rear of the sink will allow adjustment where the metal strap with holes attaches to the stopper rod. The rod can be placed in holes at different heights to raise or lower the mechanism. The perforated rod also allows a sliding adjustment where it is attached to the solid rod that goes up through the sink. If the sink is plugged, place a bucket below the sink, then loosen the nut and pull back the rod for the pop-up stopper at the tail piece of the sink drain. (A little water may leak out.)

This will disconnect the pop-up stopper, and you can remove it to clear out debris that always collects here.

By Tom Feiza, Mr. Fix-It

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## Inspector Recruiting Plus



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Waterford at Fair Oaks  
Fairfax, VA  
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[Millionaire Inspector Community](#)

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## Home Inspector Needed: Southern Maryland

A Southern Maryland home inspection firm, in business for 18 years, is seeking to add a home inspector to their staff in preparation for a busy Spring season. Their home inspectors provide residential inspection services, including identifying mechanical and structural defects, as well as informing and educating the home buyer in verbal and written format about the condition of the property. This is a well-established and fast-growing home inspection operation looking for top-notch people living in Southern Maryland, particularly in Calvert, Prince George's, and Anne Arundel Counties...[READ MORE](#)

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**InspectionWorld 2017 Las Vegas is over...now on to InspectionWorld 2018 Orlando!**

InspectionWorld ended just a few short days ago, but we wanted to keep it fresh in everyone's mind what an awesome event it truly was. From the awesome conference app to the spectacular courses, the wonderful pre-conference courses to the jam-packed expo hall. It is truly a conference that cannot be missed.

For home inspectors, it is the ***must attend*** event of the year. You get ASHI CEs and state CEs, education and networking, and loads of fun...all in one conference and expo.

If you want to exhibit, the time is now to get in on the action. Just fill out this [form](#) to get



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in line to reserve your booth. While the floor plan is not out yet, you'll want to be one of the first to make your space selection. Take advantage of sponsorships as your name is blasted throughout the conference and beyond.



***LegalShield  
Announced Today  
That Its***

***Affordable Legal Plans and Identity  
Theft Solutions Are Now Available  
in All 50 States Across America***

LegalShield, one of North America's leading providers of affordable legal plans and IDShield identity theft solution for individuals, families and small businesses, announced today that its legal protection services are now available in all 50 states across America. As the company enters its 45th year of operation, it has an all-time high number of memberships that offers easy access to justice for all.

"LegalShield's business model connects members with a network of accountable, responsive and dedicated law firms in all 50 states and four Canadian provinces. We offer legal assistance for whatever people need, as often as they need it," said Jeff Bell, Chief Executive Officer of LegalShield. "Moreover, the LegalShield mobile app makes for easy access to legal resolutions, for it puts a law firm in the palm of your hand," continued Bell.

By all accounts, hiring a lawyer at a time of need can be a confusing and often inefficient process, entailing the checking of lawyer directories, searching online for legal specialists or asking friends or family for referrals. Members of LegalShield have the distinct advantage of having legal help available and on call. Most of LegalShield's services involve landlord-tenant disputes, estate planning, traffic issues, divorce,



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*Contact any of the above  
Affiliates and Endorsed  
providers and mention  
that you are an ASHI  
member for a special  
discount.*



We have many benefits and member perks for our ASHI members, but aren't vain enough to list them all one by one. Here are a few links that showcase many of our benefits:

- [Find An Inspector](#)
- [Membership Perks](#)
- [Free Education for ASHI Members](#)
- [Benefit Programs](#)
- [Affiliate Specials](#)
- [Marketing Materials](#)
- [Free Logo Design](#)
- [ASHI Reporter](#)

Log in at [www.ashi.org](http://www.ashi.org) to see all the benefits

separation, adoption, name changes and civil litigation, often in consumer finance issues.

LegalShield was founded 45 years ago on the premise that democratizing access to justice for all would satisfy an ever-growing need for Americans who face significant exposure to legal and identity theft issues, exponentially, every day. Today, LegalShield provides such access to more than 1.6 million families and serves over 4.2 million individuals. The company's leading IDShield service provides identity monitoring, and both consultation and restoration services by the industry's only dedicated team of licensed private investigators. In addition, LegalShield and IDShield serve more than 141,000 businesses.

LegalShield is a subscription-based legal service which helps citizens live free under the law. A Covered Person has toll-free telephone access to a Provider Attorney on a 24-hour per day basis for covered legal emergencies.

"When you think of the growing marketplace of businesses like Uber, Yelp and PayPal, who connect consumers to a crowd of suppliers, we see LegalShield fitting in quite the same way, as we match our members with law firms who remain accountable to us. Like PayPal, we also provide many helpful DIY tools for our members," said Bell. "The color of justice should not be green and, in making legal help affordable, we forged the concept of equal access to equal justice for all."

### **About LegalShield**

LegalShield is one of the North America's leading providers of legal safeguards for individuals, families and small businesses. The company also offers one of the industry's most affordable and comprehensive identity theft plans, IDShield. LegalShield plans provide protection to more than 4.2 million individuals, and IDShield



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**3 Days of Secrets**  
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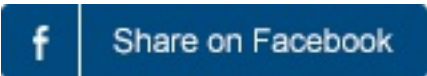
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NEHA 2017 Annual  
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Expo  
July 10-13, 2017  
Grand Rapids, MI

provides identity monitoring and restoration services to more than one million individuals across North America. In addition, LegalShield and IDShield serve more than 141,000 businesses.

For as low as \$20 per month, LegalShield members get access to attorneys with an average of 19 years of experience in areas such as family matters, estate planning, financial and business issues, consumer protection, tax, real estate, benefits disputes and auto/driving issues. Unlike other legal plans or do-it-yourself websites, LegalShield has dedicated law firms in 50 states and four provinces in Canada that members can call for help without having to worry about high hourly rates.

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