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A Monthly Update from The American Society of Home Inspectors

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Yellow CSST
Safety Campaign

An Important Safety Message

Do you have this fuel gas piping product installed in your home or business? This product, known as corrugated stainless steel tubing (CSST) should be properly bonded and grounded in order to reduce the risk to your house or business caused from lightning activity.

See back for details about what you should do if you have this product in your home or business

For more information concerning the safety of CSST go to CSSTsafety.com

Legislative Update Regarding Yellow Coated Stainless Steel Tubing (CSST)

A bill recently passed both the Virginia House and Senate, VA [SB 812](#) 2016. The bill provides that whenever a home inspector observes the presence of any shade of yellow shaded corrugated stainless steel tubing during a home inspection, his observation must be included in the inspection report along with the following statement: *"Manufacturers believe that this product is safer if properly bonded and*

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grounded as required by the manufacturer's installation instructions. Proper bonding and grounding of the product can only be determined by a licensed electrical contractor." The bill was amended on January 26, 2017 such that if a home inspector observes the presence of any shade of yellow corrugated stainless steel tubing during a home inspection in a home that was built prior to the adoption of the 2006 Virginia Construction Code, effective May 1, 2008, he shall include that observation in the report along with the following statement: *"Manufacturers believe that this product is safer if properly bonded as required by the manufacturer's installation instructions. Proper bonding of the product should be determined by a contractor licensed to perform the work in the Commonwealth of Virginia."* The Governor's action deadline is midnight, March 27, 2017 in which to enact this bill....[READ MORE](#)



Deadline for submissions is March 15, 2017.

[Click here to download a Call for Presentations IW 2018 form.](#)

InspectionWorld will be held at Caribe Royale Resort in Orlando, FL, January 21-24, 2018.

InspectionWorld provides a forum for attendees to learn the profession's best practices and to expand their knowledge to improve their professional skills and explore emerging issues relevant to the profession. We invite skilled speakers, experienced professional home inspectors, and industry experts to submit proposals for consideration. The IW Education Committee will review all applications and will select the program in April 2017.



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The ASHI Marketplace for Insurance

Lately, we've been seeing a lot of forum posts about the availability of supplemental insurance for certain home inspectors. As an ASHI member, you shouldn't feel like you've been left out in the cold. We have worked diligently on your behalf and an offer you everything from healthcare to auto care, home, life, supplemental, vision, dental, discount prescription drugs, E&O and more. Just visit www.ashimarketplace.com and get the insurance you need now for you, your family, business and peace of mind.

8 REASONS YOUR BUSINESS SHOULD SPONSOR AN EVENT



If you want to get the most “bang” for your marketing buck, you should consider event sponsorship. To be a sponsor means to support an event, product, charity, team, individual, organization or venue either financially or in kind. Here are a few reasons why you should use your marketing budget on sponsorships rather than renting billboard space.

1. The Media Exposure Works

In 2013, worldwide sponsorship spending was \$51 billion, so businesses who avidly support events such as the Olympics, The World Cup and even NASCAR know that sponsorship works better than taking out a whole page ad on a glossy magazine. You don't have to go that big, but the bigger the event is, the bigger your exposure will be.

2. Increase your Company's perceived Image

If you sponsor big events that have a wide



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 davek@ashi.org

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

March 4, 2017
Central PA ASHI
Education Conference

enough base, public perception of your brand will be as big as your sponsee. Your target audience will be under the impression that if your company can sponsor such a big, professional and reputable event, then your own company is a big, professional and reputable one. By sharing the spotlight (with the event), you can gain the respect and credibility of your target market.

3. Brand Recognition

By sponsoring a high profile event that has mass appeal, the people who frequent the event will associate your brand with the event you're sponsoring. Frequency breeds familiarity, and the more exposure you get, the more your brand will be liked. Look for a local event that has a large following and become a sponsor. Your logo will be seen on all flyers, billboards, posters, tickets, giveaways, the event sign up page, and more. If you don't yet have a business logo, try using an online logo maker to design one.

4. The Best Venue to Hand Out Freebies

What better place to distribute company freebies than at an event that you sponsor? Your brand will be all over the place and you'll be giving away tangible marketing products to a crowd that more or less makes up the brunt of who you want to market to, which brings us to the next part...

5. Targeted Marketing

Before you sponsor an event, do your research first. What type of event is it? Ask the organizer about the makeup of attendees. If the event is in line with what your business does or if you can see your product as a fit for event goers, then pull the trigger and sponsor it. You'll have the opportunity to reach out directly to your target market, instead of traditional ads such as billboards and commercials that cast a wide net and can only run for a certain period of time.

Park Inn by Radisson
Harrisburg West, PA
Contact: [Patrick Reilly](#)
8 ASHI CEs

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

March 10-12, 2017
Ohio Chapter of ASHI
March Expo
Quest Conference Center
Columbus, OH
Contact: [George Basista](#)
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March 11-12: 14 ASHI CEs
March 10 (*optional*): 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
Seminar
Waterford at Fair Oaks
Fairfax, VA
Contact: [David Rushton](#)
8 ASHI CEs

March 25, 2017
PRO-ASHI Peer Team
Review
2599 Brandt School Road
Wexford, PA
Contact: Michael@AshburInspections.com
5 ASHI CEs

April 13, 2017
North Central Ohio ASHI
Chapter Seminar
Independence Library

6. An Opportunity for Lead Generation

Events are excellent opportunities for your business to grab some leads. Find a way to get attendees to sign up for a chance to win prizes, or maybe you can get their information in exchange for some of the items you’re going to give away. Coordinate with the organizer. Maybe they have something online already set up that you can tap into.
For tips on the best giveaways for events, check out “What to Bring to Your Next Conference”.

7. Get a Chance to Know Other Businesses

Networking is probably one of the best aspects of event sponsorship. If you’re not the sole sponsor, you’ll get to meet other decision makers or fellow vendors from various industries that you can do business with in the future.

8. Sponsorship is Affordable

Running an ad campaign can be expensive. TV, radio and print ads can cost thousands of dollars. When paired together, these traditional advertising channels work well, but the cost steep and the time frame to run them is short. The shelf life of an ad is it’s biggest flaw, and again, you’ll be casting a wide net. With event sponsorships, your target market is right there in the event with you. You don’t need to look high and low for them.

Sponsorship is a great way to get your business out there and be seen by a large audience. You’ll be hitting a lot of birds with one stone when you choose to sponsor, saving you time and valuable resources.

5 B2B Lead Generation Tactics Used by Top Growth Marketers

Every business needs leads to create revenue and stay ahead of the competition. Getting those leads, however, is not so

Independence, OH
Contact: [Paul Wancata](#)
3 ASHI CEs

April 20, 2017
Northern New England
ASHI Spring Event
The Yard House
Restaurant
Manchester, NH
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easy. "A lot of getting 'leads' has to do with a lifestyle of consistent marketing efforts, a constant cultivation of industry relationships, and the organic mashup of all kinds of interactions, activities, behaviors, and efforts," says conversion consultant Jeremy Smith of [crazyegg.com](#). Because leads are so important to a business, finding new ways to generate them is one of the primary goals of B2B marketers. Sometimes, however, it is best to take the tried and true approach and follow in your successful competitor or peer's footsteps. If you are looking for a way to improve your B2B lead generation, consider implementing one or more of these tactics used by top growth marketers:

Be Consistent in your Message

Content marketing has taken off as a way to engage your audience and hammer home your message in a format that will hold their interest long enough to be effective. When it comes to content marketing, consistency is key. Chances are your message won't really start to take hold until your target audience has seen it multiple times, meaning that your blog posts, social media posts, and newsletters all need to be consistent in what they are communicating to your customers. This doesn't mean you need to be repetitive. It means that you must constantly find new and interesting ways to drive home the same basic points. The more ingrained your audience becomes with your brand's key message, the more effective all of your lead generation tactics will be.

Install Live Chat on your Website

Having a live chat system in place is equivalent to having a salesman present for every customer that visits your site, 24 hours a day. Best of all, you can program your chat system to automatically engage a customer after a certain amount of inactivity, drawing them back in and generating leads out of a lot of customers who might have otherwise been lost. According to [Hubspot](#), the conversion rate for sites implementing live chat is double those that are not. While installing a chat system on your website may sound complex, programs such as [Olark](#) have made it simple, allowing small businesses to



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make use of a system once only available to large companies.

Identify and Address your Customer's Pain Points

Few things motivate a buyer more than having a problem they need addressed. Some of the best B2B marketing strategy revolves around identifying these needs and addressing them both in the content you publish and in the product itself. If you want to ensure that the leads you are generating will be valuable and likely to convert, identify their pain points and lure them in with content that addresses them. Promise a product that addresses their problems even further and you've got a sale...**[READ MORE](#)**



Webinar: How to Profit with Google AdWords

We're always looking for valuable information we can share with our members to help your home inspection businesses become more successful.

And that's why we're inviting you to attend our free webinar with Phil Frost of Main Street ROI about how to grow your home inspection business using online advertising:

"5 Simple Steps to Profit with Google AdWords!"

Thursday, March 9, 2016 at 12pm Eastern

Click the link below to sign up and register:

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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](#)
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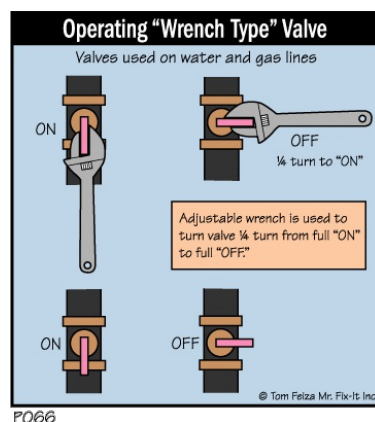
<https://www.mainstreetroi.com/adwords-webinar-ashi/>

Phil is a digital marketing expert based in New York, and during the webinar, he'll share practical strategies you can use to attract more customers from Google.

Plus, he'll stay on the line to answer all of your questions.

Here's the page again when you can register for free:

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Quick Tip #25: Turn That Gas Off!

If your home has natural gas or propane appliances, you should know where the gas valves are located and how to turn them off. All

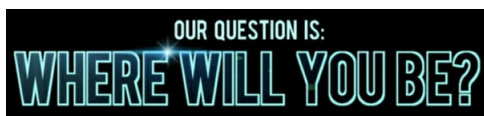
gas appliances are required to have a special valve located on the pipe near the appliance.

Look at your gas cooking range – you should see a valve just behind the unit where the flexible connector connects to the pipe. Also, there should be a valve on the side of a gas furnace or gas water heater.

The illustration shows a typical gas valve that is operated with a small wrench. The valve may have a larger handle you can operate with your hand, and in some newer installations there may be a valve with a large handle. In essence they all work the same: when the handle is parallel to the pipe, the gas is on; when perpendicular to

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ASHI HQ Conference Schedule

Where will you be?

[East Coast Builders Conference](#)

May 4-5, 2017

Atlanta, GA

[NEHA 2017 Annual Education Conference & Expo](#)

July 10-13, 2017

Grand Rapids, MI

the pipe, the gas is off. Make sure the valves are off and the pipe is capped if your home has a gas supply line with no appliance connected to it.

If you ever smell gas in your home, leave immediately. Call for help from outside your home – you can call the local gas utility or the fire department.

By Tom Feiza, Mr. Fix-It

(c) Copyright 2009 by Tom Feiza, Mr. Fix-It, Inc. | misterfix-it.com | htoyh.com Helping you operate and maintain your home



We're Gearing Up for InspectionWorld 2018 in Orlando!

It's hard to believe that InspectionWorld 2017 ended barely over a month ago. Especially since we are fielding a ton of calls and emails about home inspectors wanting to sign up now for next year's conference.

If you haven't seen the Caribe Royale, our destination for InspectionWorld 2018, then you must check it out [here](#)!

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

throughout the conference and beyond (got an idea you'd like to share about sponsorships, contact Dave at davek@ashi.org).



Robly