



First Thing

A Monthly Update from The American Society of Home Inspectors

ASHI First Thing

October 2017

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TAS Continues to Grow
Thinking About Business
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ASHI.org
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[Online Education](#)
[InspectionWorld 2018](#)
[InspectPAC](#)
[Inspective: ASHI Blog](#)



**Register for InspectionWorld
before Nov. 1st to be entered
to win FREE REGISTRATION for
the Orlando Conference!**

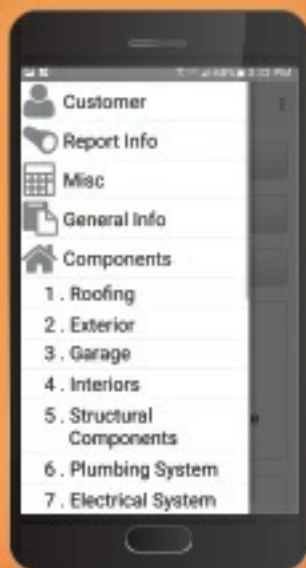


As The ASHI School continues to grow, we believe it is important to remind our new and seasoned inspectors of the training the school provides with regards to ancillary services. Please find below current and NEW training opportunities that will be available in the coming years.

The school currently provides, mold, radon, commercial inspections, and 4-point wind mitigation training. Please visit the school's website at www.theashischool.com for details.

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The ASHI School's Upcoming Classes

[60-Hour Online Class](#)

93-Hour Class

[Creve Coeur, MO 10/30-11/4](#)

[Brentwood, TN 11/6-11/11](#)

[Cincinnati, OH 11/6-11/11](#)

[Des Plaines, IL 11/6-11/11](#)

120-Hour Class

[Creve Coeur, MO 10/30-](#)

[11/10](#)

[Baltimore, MD 11/6-11/17](#)

[Cypress, CA 11/6-11/17](#)

[Des Plaines, IL 11/6-11/17](#)

[Cumming, GA 11/27-12/8](#)

[Lakewood, CO 11/27-12/8](#)

[Leesburg, VA 11/27-12/8](#)

[Tampa, FL 11/27-12/8](#)

160-Hour Class

The school has identified that there is more training needed for the home inspectors to be a one stop shop for their potential clients. We are working on curriculum to provide the following classes.

REGISTER FOR A COURSE TODAY

Don't let clients
gamble with radon.



***Thinking about
Business
Building.....How
far do you take
your referral
source?***

Many inspectors,
especially when they
are new, spend valuable time visiting real
estate offices, meeting agents at trade
shows, participating in Board of Realtor
events, networking, emailing, and other
activities to build business. Then. Boom!
They get an inspection or two. Awesome!

My observation over the last 30 years in this
profession, first as a business owner of an
inspection company and then working for
national firms, is that once an inspection is
done, few circle back to the referral
sources. Most will head back out to find that
next new agent; that next inspection. Every
agent and customer you touch is a referral
source with future potential. Many take the
referral source to a certain point (the
booked inspection) and then that's it.
Getting the customer is a huge investment
of time – not to mention print materials,
snacks, treats, and other goodies. If you
don't nurture those relationships with
meaningful follow-up, you'll likely spin your
wheels in this career, waste time, and
money and eventually be gone.

[Bellevue, WA 11/6-11/17](#)

**16-Hour Residential
Radon Webinar**

[Live Webinar 10/11-10/12](#)

[Live Webinar 11/6-11/7](#)

Mold Class

[Des Plaines, IL 10/21-10/23](#)

Commerical Class

[Des Plaines, IL 10/21-10/23](#)



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You’ll need referral sources in this relationship business; there’s no way around it. A vital part of building your business – and maintaining your business – is continuing to build relationships. It amazes me how many inspectors have agents who use them ONE time (I call them the “onesies”). Ever track the onesies? Those “onesie” agents may not remember your name the day after the inspection; part of the reason could be that many inspectors fail to cultivate, build and leverage relationships. In a relationship business, that’s fatal.

I heard recently in a sales podcast – “*follow up or fall on your face*”. A text or an email that says thank you is, in my opinion, lazy and weak and overlooked. A handwritten note powerfully reminds them of who you are. A phone call (even if it’s a friendly voice mail message) is a good practice. And don’t just send ONE note – follow up with them routinely. Get wild and even ask them for their feedback about your service and how you can improve. That’s what successful business owners practice. Listen to podcasts to increase training on retaining customers – and get it from places other than other home inspectors. You may find something that works better for you.

Don’t fool yourself into thinking when you get an inspection that they are now *YOUR* agent. There’s really no such thing. Other inspectors are vying for their business so you must never take any referral source for granted regardless of how long you’ve been in business. It’s all up for grabs. If you’re an experienced inspector, I hope you’re not underestimating your referrals.

Many have their eye on the wrong prize – the inspection. And while that’s obviously important, your eye should always be on the relationships. Day in. Day out.

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Stand Out.

As an exhibitor at InspectionWorld (or any conference for that matter) your goal is to walk away with as many leads and new business as possible. To do that, you need to stand out from the rest of the crowd, Stand out from your competitors, other exhibitors and even the attendees.

How far do you take your referral source?

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Inspector Training & Development Manager

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Faith.Greenwell@bpgwi.com



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ASHI Members and Home Energy Score Candidates and Assessors!

The ASHI and Home Energy Score Chapter Challenge has been fierce! To date we have a 3-way tie among our local chapters spanning the purple mountains and shining seas;

**3 WAY TIE BETWEEN;
LA VENTURA ASHI - OHIO SOUTHERN
ASHI - CENTRAL OHIO ASHI**

All of you have registered with I.D. Energy's Virtual Mentorship and Training program but many of you have NOT disclosed if you are affiliated with a local chapter! Please email bloya@inspectiondepot.com with your local affiliation to get credit for being a part of the Chapter Challenge.

On the line are Free Passes to Inspection World 2018, Marketing Packages from ASHI

It's up to you to make your time worthwhile. Which is why you should seriously consider sponsoring InspectionWorld Orlando. There are numerous opportunities to choose from, including:

- Tote Bag
- Umbrella w/special case
- Conference Pens
- T-Shirt
- Tote Inserts
- Special Events

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A deal that passes inspection.

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October 1st ushers in the new year for ASHI. And you know what that means...Time to renew your ASHI dues.

Some inspectors pay monthly and some on their anniversary date, you pay early because you know it's easier on ASHI HQ. Nothing says, "keep me listed on Find An Inspector" like a quick swipe of a credit card or a check sent in to renew your dues now! ASHI membership staff make lots of calls to other members. But not you. You paid your dues. Early, in fact. So unzip your jacket and

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[Joe Ferry, LLC](#)
[LegalShield & ID Shield](#)

show your ASHI membership badge with pride, O' Checkbook Author. You may pay to be a member, but you'll always bleed ASHI Gold and Blue. Are you a "Real Inspector of Genius"? Pay your dues before September 30th and find out.

You can pay online at <http://www.ashi.org>, mail in a check, or enroll for our monthly auto debit program. If you have and question, reach out to us at 847.759.2820.

[RENEW NOW](#)



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Please review the schedule and details below.

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- [Mover Thank You](#)
- [OneSource Solutions](#)
- [Porch.com](#)
- [Quill.com](#)
- [Target Professional Programs](#)

**Upcoming
Chapter Events:**

- 10/6
 - [Mid-Missouri Fall Seminar](#)
 - 10/13 - 10/14
 - [Keystone ASHI Inspection Seminar](#)
 - 10/13 - 10/14
 - [Great Lakes Chapter Fall Conference](#)
 - 10/19 - 10/20
 - [ASHI's Leadership Training Conference](#)
 - 10/26
 - [Southern New Jersey Fall Seminar](#)
 - 10/26-10/27
 - [St. Louis Fall Seminar](#)
 - 11/4
 - [MAC ASHI Educational Event](#)
 - 11/4
 - [New Mexico Fall Seminar](#)
 - 11/18-11/19
 - [Ohio Southern Fall Seminar](#)



We're starting to hear from exhibitors (and a couple of us were called at HQ as well) about how they have received calls from

Register now... space is limited.

Increase your income...

Business is growing for inspectors offering radon testing services. If you are not already state licensed, NRSB or NRPP certified to perform radon tests, you cannot afford to miss out on the added income this valuable ancillary service can bring.

Radon Measurement Certification Course

This course is specifically designed to prepare students for successfully completing national certification and state licensing examinations. Participants will also be equipped to conduct radon measurements in homes with confidence and success.

This 16 hour class meets entry level requirements for all state licensing programs as well as the two national certification programs: National Radon Proficiency Program (NRPP) and National Radon Safety Board (NRSB).

On completion of the course home inspectors receive 16 ASHI CE credits,16 NRSB CEUs, 16 NRPP Category I Credits, and 16 OHDH CE Credits.

REGISTER NOW


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ASHI's InspectPAC

InspectPAC raises money to help elect and re-elect candidates to Congress who have an understanding of the home inspection profession, and who

Travel Business Partners and other companies stating that they are working with ASHI to book hotel rooms at the Caribe Royale for InspectionWorld 2018.

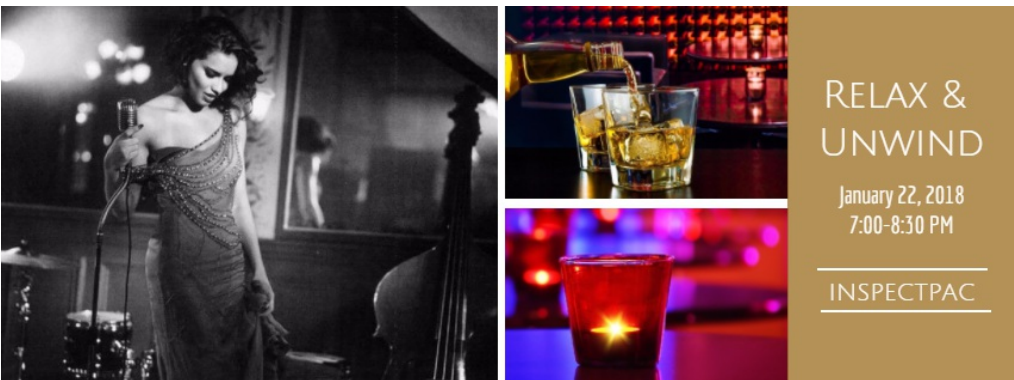
ASHI has never, nor ever, worked with independent travels brokers to book hotel rooms. We work directly with the hotel. If you're attending IW, follow this link: [Book a Room Now](#)

are supportive of the profession. At InspectionWorld 2018, we're planning something new. After a long day of classes, expo hall and networking, come relax and unwind with us with music, hors d'oeuvres, and signature drinks. It's just \$50 to get in (money to support InspectPAC). While relaxing and enjoying the relaxing vibes, help us raise donations for the Political Action Committee on Monday night, January 22 from 7:00-8:30 PM.

This is a "signature" event you won't want to miss out on. Purchase tickets when you register for InspectionWorld or pay at the door.

If you won't be at InspectionWorld, or want to donate now before IW rolls around. Download this [form](#) to contribute. Personal checks and credit cards highly preferred as business checkers/credit cards cannot go directly to lobbyist.

[Download Donation Form](#)



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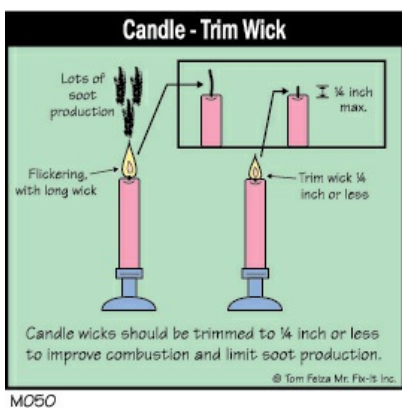


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M050

Candles, Yes; Soot, No

If you've noticed ghostly smudges and stains on your walls and ceilings, the culprit may be something you'd never suspect: candles you burn indoors. Most candles produce soot, which can create stains on walls and ceilings. Just a few candles burned in a brand new home can leave soot deposits on surfaces. The soot is easily suspended in the air. It deposits as a gray stain wherever air changes direction, like on horizontal surfaces, at picture frames, or under doors.

Soot also deposits wherever the air slows because of cooling: at framing (where there is less insulation to the outdoors) and, in general, anywhere on exterior walls and ceilings. The result is ghostly stains outlining framing and fasteners. Candles in glass jugs are the biggest soot generators. The jug limits air flow to the flame and this inhibits combustion, causing extra soot. I also have a sneaking suspicion that the composition of some candles (maybe the ingredients responsible for their sweet aroma) creates extra soot. If you must burn candles – and who doesn't like their sight and aroma? – buy higher-quality candles and keep wicks trimmed to about $\frac{1}{4}$ inch. This allows for a better controlled flame and minimal soot production.



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