Call for Speakers: IW2019 San Diego

Deadline for submissions is March 15, 2018

InspectionWorld San Diego - January 20-23, 2019 will provide 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.

ASHI invites those interested in presenting at InspectionWorld San Diego to submit a proposal for review by the ASHI IW Education Committee. Please feel free to submit your own proposals, and also to forward this email invitation on to presenters who you believe could make a great contribution.

The IW Education Committee is searching for will review all proposed presentations based on relative content and technical merit.

It is understood that not all submitted presentations will be selected for a session. This form must be fully completed for consideration.
How to Work with More Realtors

Wondering how to start working with more agents? We asked brokers for the qualifications they seek and inspectors for the strategies they employ. But before we get into tips for home inspection marketing to realtors, let’s establish why such marketing may be beneficial.

Why work together
Research suggests that home inspector-realtor relationships benefit inspectors. According to the National Association of Realtors® (NAR), 88 percent of buyers and 89 percent of sellers purchased and sold their homes through realtors in 2016. While many buyers and sellers do their own research to find home inspectors, it’s common for realtors to make recommendations. And most of the time, those recommended inspectors get the job. In 2001, NAR and the American Society of Home Inspectors (ASHI) commissioned a study that revealed that 69 percent of home buyers nationally chose their home inspectors based on their realtors’ recommendations.

So what’s in it for agents? Linda J. Page, National Association of Realtors® Region 2 Vice President—which covers New Jersey, New York, and Pennsylvania—states that having multiple home inspector relationships is to the advantage of the realtor. Her company recommends clients more than one home inspector to give them a choice. In her 40 years of experience, she’s found that it’s important to base recommendations on inspectors’ characters and approaches.

“Everyone has a different personality, and we like to make sure that the personalities
mesh,” Page said. “If we have a first-time home buyer, then perhaps they need a home inspector who is more hand-holding than the home buyer who’s bought and sold multiple homes and has a very good sense of what buying and owning a home is all about.”

Thus inspectors benefit from having differing personalities to meet the needs of a dynamic clientele...

Dear inspectors,

For those I haven’t had the privilege of meeting yet, my name is Matt Ehrlichman and I am the CEO of Porch.

We invited 12 respected and independent inspectors (see the list at the bottom of this letter) to create and serve on an Inspector Advisory Board to ensure Porch is forever a strong partner to inspectors and providing the right products to help your businesses grow. We had our first quarterly meeting at an industry event a couple of weeks ago, and these inspectors requested I write an open letter to all inspectors to provide an update.

What you likely know:

• Porch has made a strategic longterm decision to partner deeply with inspectors. We believe homeowners need help moving into their homes just as they do ongoing with home maintenance and repairs. Porch fills this void effectively and in doing so, helps our inspector partners in meaningful ways.

• We provide Home Assistant Gold (usually priced for consumers at $350/year) for free to every inspector we are partnered with. You get to provide this service to each of your customers for free forever.

• In addition, we will provide you with $100 of Porch Handyman Service coupons to provide to each of your customers to give them strong value. (We are seeing...
My name is Dave Czarnecki and I am a board member of the Great Lakes Chapter of ASHI.

After 13 years in the inspection business I am retiring and am selling my business.

I am located in Grand Rapids, Michigan and have been in business for 13 years. I am an ASHI member, a member of ASHI-GLC and a member of the Michigan Association of Home Inspectors. The sale includes inspection tools, office equipment, laptops, Realtor lists, and more. I can be reached at: InspecteX Property Inspection Service 616-550-0707 dave@inspectexgr.com www.inspectexgr.com

inspectors using this value as a longoverdue opportunity to raise their prices by $10 to $25.)

- The Home Assistant will help your customer with whatever they need, from changing over their utilities (gas, trash, water, electricity), arrange service or mounting their TV, painting a room, security, or making repairs that come up from the inspection report.
- If you are signed up for Home Assistant Gold, we create great marketing value for your business whether that is providing you full ISG Benefits such as RecallChek and/or 90 Day Warranty (and maybe even free ISN as well for qualified ISG customers), providing you with an Inspection Guarantee, paying for your full ISN fees (or $’s back to you), providing an extra $100 of handyman services (for $200 in total), or other options.

What you perhaps don’t know:

Homeowners like the experience:

- We don’t harass your customer nor ever will. The Home Assistant who is assigned to make your customer’s move easier, will send an email to introduce themselves the day after the inspection is finished. If a customer doesn’t want to be called, they won’t be called. A day later, the Home Assistant introduces themselves and helps with whatever the homeowner needs.
- Reasons calls are needed? For one, the first value the Home Assistant provides is as a 3rd party independent review service for your business. We want to cut off the bad reviews before they are posted online (we surface these to you to followup with the customer), and we encourage happy customers to post reviews online. Another reason we want to speak with each homeowner is to find out exactly what help they need. We don’t do anything unless the customer tells us to.
- Homeowners get called an average of 2 times. On average, 52% of homeowners are using their Home Assistant to help with service requests. On average, a homeowner uses their Home Assistant to help with 2 or more services.

We provide more inspections to your business:

- Based on feedback from members of our Inspector Advisory Board (in particular you can thank Preston Sandlin and Dave Klima), as of the start of 2018...READ MORE
What Do You Do When You Hit The Wall?

by Faith Greenwell
Inspector Training & Development Manager

EVERYONE hits a wall in their professional journey. New inspectors. Experienced inspectors. You get that license or finish that course, design a logo, get your truck detailed, get business cards and imagine that business will roll in magically. Or, maybe you do what all inspectors do when they are starting out...get visible in the real estate community and start building referrals and business. This is the part where patience, consistency and hard work needs to be part of your DNA.

Rarely does success happen quickly. You do all the right things and, well, life happens. Bills need to be paid. Discouragement sets in. Success appears to be unattainable. It feels hopeless. You give up. You step back.

Discouragement allows you to set aside strategies – your dreams – or – not even consider a strategy. You stop listening. You become unteachable. When life happens and our focus is robbed, it doesn’t necessarily need to cause a major setback or a loss of long term focus.

We can all use a shot of encouragement – we all need a plan – a strategy – we all need to rely on and focus on certain basics that produce inspections and set the foundation for a very nice career path. It takes time, it takes boots on the ground, it takes rolling up your sleeves and getting visible.

Here are some quick suggestions if you’ve hit a wall.

• Take a deep breath. Give yourself a break. Rome wasn’t built in a day.
• Reach out and stay connected with
others. Talk with mentors, other inspectors, attend chapter meetings. Find that “someone” who you can bounce ideas off of and bend their ear.

- **Consider and reconsider all the opportunities.** This could be marketing opportunities or employment opportunities as an inspector.
- **Pay Attention.** There’s training and opportunities going on around you.
- **Conduct an honest assessment and beef it up.** This may be the most important bullet point. Does something need to be tweaked? Improved? If you’re doing all the “right” things and you’re not getting business – what’s the reason? Appearance? First Impressions? Breath? Technical skills? Communication skills? Identify those weaknesses and improve. It could turn things around.

Obviously, there’s more you can do when you hit a wall – the point is – don’t give up!

Faith Greenwell
Inspector Training & Development
BPG Inspections
faith.greenwell@bpgwi.com

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**Top 5 Tasks for March**

If during March you have a client or Realtor that asks you "what are the top home care tasks that I should be doing this month?" . . . here are the top 5 for March that we would suggest that you could tell them, that will help them protect their home and keep their families safe.
Attic Inspection

If you were to take a flashlight and go up into your attic space, what do you think you might find? Evidence of pests? Water stains from leaks? Blocked vents? Left alone, problems like these can turn into bigger and more expensive problems. This is why at least once a year you should go up in your attic and look around. March is a particularly good month to inspect your attic because it won’t be too cold or too hot up there. But if you are uncomfortable doing this yourself, then you might want to consider contacting a home inspector or handyman service. For more information about inspecting your attic, you can read our article: "Why Would I Ever Want to Go Up in My Attic???"

Smoke Detector Cleaning

Hopefully you already know the importance of routinely testing your smoke detectors and replacing their batteries. But did you also know that you should also routinely clean your smoke detectors as well? For your smoke detectors to operate properly, the sensor in your smoke detectors must be clean so that they can properly test the air that is circulating through them. To learn why and how to clean your smoke detectors, you can see our article: "Why and How to Clean Your Smoke Detectors."

Ceiling Fan Care

If you have a ceiling fan, March is a good month to do routine maintenance for this great home energy-saver. First, you should switch the direction of your fan’s rotation. In the winter it is better to have your ceiling fan blowing upwards, so that it pushes the warm air from the ceiling up and then gently down your walls, without creating a “wind chill effect.”
In Case of Emergency

It's a great idea for every homeowner to set up an emergency plan and create a list of things everybody in the household should know. Your safety plan could involve maintaining a list of emergency shut-offs, information sources, and basic tools. You may need to find an expert to help you locate, repair, or maintain some of these valves and switches. Locating and tagging them would be a helpful exercise for any homeowner. I suggest you put a tag on each item and take a tour with all family members explaining what these items do and how to operate the controls. In addition, develop a list of emergency numbers and an escape plan. Here is a checklist to help you get started.

Main Electrical Disconnect
This will be located at the main fuse box or breaker panel. Usually there is one main switch or fuse block, but on older systems there can be multiple disconnects.

Water Main Valve
This valve turns off all the water in your home. If the valve looks worn, old or rusty, have a plumber check it out for proper operation. If you use a municipal water supply, the valve will be located in the basement on the "street side" of your home near the water meter. If your house has its own well, the valve will be near the pressure tank. In this case, to disable the system, you must turn off the valve and the electrical switch for the well pump... READ MORE
Vero is a three-year-old app that's suddenly become a popular alternative to established social media platforms. It has a platform that promises to show you what your friends and network are posting, in chronological order — and with no ads.

It does sound alluring. Tons of users signed up for the Instagram-wannabe before anyone read the fine print and noticed the small detail that your account linked with your name and phone number is difficult to delete.

But the Vero micro-scandal serves as a useful reminder: It's always a good time to go through your social media app settings on Facebook, Twitter, Pinterest, and all the rest to check how your data is being used. This is especially necessary when it's your content getting exploited for the
benefit a company, usually for targeted advertising.

Looking across top social platforms, like Instagram, Facebook, Twitter, Snapchat, Google, and, yes, Vero, here are all the check boxes you should probably click (or un-click) to stop your content and data from getting used, abused, and monetized.

FACEBOOK
Facebook knows a lot about you, but you can mitigate at least some of the constant tracking.

Within settings, you can get very specific about ad settings and decide how targeted you want ads to be. For example, you can turn off an option to have ads based on your general internet browsing...READ MORE