



## AMERICAN SOCIETY OF HOME INSPECTORS

[www.ASHI.org](http://www.ASHI.org) | [www.HomeInspector.org](http://www.HomeInspector.org) | [www.ASHIReporter.org](http://www.ASHIReporter.org)

# Congratulations

December 17, 2018

Test Member  
123 Main St  
Chicago, IL 60601

Dear Test Member:

We are pleased to notify you that your application to the American Society of Home Inspectors has been accepted for ASHI CERTIFIED INSPECTOR status.

As you know, ASHI® is a professional society focused on the interests of the professional home inspector. The Society is dedicated to improving home inspection activities through education and research; maintaining a professional code of ethics and technical standards of practice; and enhancing cooperation among individuals in the inspection profession.

As an ASHI Certified Inspector you may participate in all educational programs at member rates; may advertise as a Certified Inspector of ASHI and use the logo of the American Society of Home Inspectors; may order ASHI consumer-oriented publications at bulk rates for distribution to potential clients and current clients; will receive ASHI's monthly magazine- the *ASHI Reporter*, containing timely information about ASHI activities, chapter activities and technical information; and may vote and hold office in ASHI, thus participating in the conduct of ASHI's business and policy-making.

Just a reminder that all ASHI Certified Inspectors, Inspector with Logo Use and Associates are required to earn 20 CE's (Continuing Education Credits) a year. If you are unsure of your CE due date, please contact ASHI HQ at: 847-759-2820 and we will be happy to help you.

Welcome, and best wishes for continued success in your professional career.

Sincerely,

Tim Buell  
President

James Thomas  
Executive Director

# AMERICAN SOCIETY OF HOME INSPECTORS

*Hereby certifies that*

## Test Member

*has met the high standards of education, experience  
and demonstrated knowledge set forth by the  
ASHI Certification Committee and is recognized as an*

## ASHI CERTIFIED INSPECTOR, ACI

*and is entitled to all the rights, privileges and benefits thereof,  
in accordance with provisions of ASHI's Bylaws,  
this 17<sup>th</sup> day of December 2018.*



ACC Chair



ASHI President



# **POLICY FOR USE OF THE NAME AND LOGO OF THE AMERICAN SOCIETY OF HOME INSPECTORS, INC.®**

*Adopted: October 26, 1996  
Approved: December 6, 1996  
Amended: October 24, 1998  
Amended: January 11, 2006  
Amended: April 16, 2013*

## **A. STATEMENT OF PURPOSE**

The purpose of this policy is to regulate the use of the LOGO and NAME of the American Society of Home Inspectors, Inc. (the acronym ASHI, or the Society). The LOGO and NAME of the American Society of Home Inspectors, Inc. are the assets of the American Society of Home Inspectors, Inc. The use of the LOGO and NAME is regulated solely by the policies of the Board of Directors. No Certified Inspector, Inspector, Associate, other individual or group has any right to the use of the ASHI LOGO or NAME except as stated in this Policy. Compliance with this policy is mandatory for any individual who accepts the privilege of using the ASHI LOGO or NAME. Note: the ASHI Name and acronym ASHI shall be collectively referred to as the NAME.

This policy shall govern the use of the ASHI LOGO and NAME by ASHI Certified Inspectors, Inspectors, and Associates. The restrictions in this policy do not apply to use by the staff of the American Society of Home Inspectors (ASHI National), or official use by the American Society of Home Inspectors, Inc., or the appropriate use by its approved Chapters.

## **B. DEFINITIONS:**

**ASSOCIATES:** an applicant for Candidacy who has sent in his dues but has not yet attained the requirements of ASHI INSPECTOR or CERTIFIED INSPECTOR below. Associates of the Society are individuals who meet the requirements determined by the Board, and who may be eligible to become Certified Inspectors of the Society upon satisfaction of all Certified Inspector requirements.

**ASHI INSPECTOR:** an Associate who has successfully passed the ASHI Membership Exams, passed the ASHI Report Verification program, and performed a minimum of 75 fee paid home inspections.

**CERTIFIED INSPECTOR:** Certified Inspectors of the Society are those individuals who themselves perform inspections of residential real estate and who have met the requirements and been approved for Certified Inspector status as determined by the Board of Directors.

**ASHI LOGO:** The official graphic symbol of the American Society of Home Inspectors, Inc.

**CERTIFIED INSPECTOR LOGO:** The ASHI LOGO with the words Certified Inspector and the Certified Inspectors' name listed below or adjacent to it.

**INSPECTOR LOGO:** The ASHI LOGO with the Inspectors' name below or adjacent to it.

**ASHI NAME:** Where the term "ASHI NAME" is used in this policy, it shall mean the "American Society of Home Inspectors, Inc." and/or the acronym "ASHI" or "A.S.H.I."

**PRINT ADVERTISING:** Any materials that promote the individual, their company, or services provided by either. This would include flyers, brochures, letterhead, business cards, print media, electronic media, and facsimile.

**ORAL COMMUNICATIONS:** Advertising or promotion that is verbally transmitted over the phone, or directly to the listener by mouth, answering machine, tape or other electronic voice systems.<sup>2</sup>

**FRIENDS OF THE SOCIETY:** Friends of the Society are individuals who are not eligible to be Certified Inspectors, Inspectors, Associates, or Affiliates and who are nominated by the Board. Friends do not have Logo use privileges.

**AFFILIATES:** Affiliates of the Society are individuals or companies providing products and or services to home inspectors and the home inspection profession. Affiliates cannot use the LOGO, and shall only have name use privileges as specified by the Board.

**NON-MEMBER:** One who has no affiliation with the American Society of Home Inspectors, Inc.



### **C. WHO CAN USE THE ASHI LOGO AND NAME?**

1. The privilege to use the ASHI LOGO or NAME in advertising, promotional activities, and stationery is granted to Certified Inspectors and Inspectors who comply with the requirements and restrictions set forth in this policy. This privilege can be revoked at any time by the Board of Directors, at the Board's discretion. This policy is subject to revision at the Board's discretion.

2. Certified Inspectors are permitted to use the ASHI CERTIFIED INSPECTOR LOGO or ASHI NAME.

3. Inspectors are permitted to use the ASHI INSPECTOR LOGO or ASHI INSPECTOR name.

4. Associates as defined in section B of this policy are not permitted to use the ASHI LOGO in any form. They may, however, accurately identify themselves as Associate members of ASHI orally and in all written formats.

### **D. HOW CAN THE ASHI LOGO AND ASHI NAME BE USED?**

1. The ASHI LOGO and NAME can only be used in accordance with this policy. Any use, which does not comply with this policy, is strictly prohibited. This policy shall be automatically superseded by any applicable law if and to the extent that it is in conflict with local, state or province, or federal laws.

2. Any use of the ASHI LOGO or NAME must not create the impression that the inspection service is being provided by the American Society of Home Inspectors, Inc. The ASHI LOGO or NAME shall not be displayed in a manner that would be misleading to the public as to the user's relationship to the American Society of Home Inspectors, Inc.

3. The ASHI NAME may only be used in advertising, promotional activities, and stationery in the form of the following statements. (No other use of the ASHI NAME is permitted with the single exception that the acronym "ASHI" may be substituted for words "the American Society of Home Inspectors").

a. The Statement "Certified Inspector of the American Society of Home Inspectors" or "ASHI Certified Inspector" shall be used by Certified Inspectors only.

b. The Statement "Inspector of the American Society of Home Inspectors" or "ASHI Inspector", shall be used by Inspectors only.

c. The Associate Statement "Associate member of the American Society of Home Inspectors" or "ASHI Associate", shall be used by Associates only.

4. The following restrictions apply when the ASHI LOGO or NAME are displayed:

a. The registered trademark symbol ® should be displayed at the lower right position of the LOGO. If the logo is used repeatedly in the same document the ® should be at least on the first and the largest of the logos used.

b. The registered trademark symbol ® should be displayed at the end of the NAME or acronym ASHI. If the name or acronym is used repeatedly in the same document the ® should be at least on the first and the largest of the names or acronym used.

c. The words "Certified Inspector" must be printed immediately below the ASHI LOGO when used by a Certified Inspector. The name of the Certified Inspector must be printed immediately below or adjacent to that.

d. The word "Inspector" must be printed immediately below the ASHI LOGO when used by an Inspector. The name of the Inspector must be printed immediately below or adjacent.

e. The ASHI LOGO or NAME shall not be altered, defaced, incorporated into any design or drawing, or be utilized in such a way as to imply that the ASHI LOGO or NAME is part of the Individual or any Company name.

f. Printing of the logo must follow the restrictions as defined by the official ad slick.

g. A company that has an ASHI Certified Inspector at each office location (including branch, franchise, and similar type offices) whose home inspectors are all ASHI Certified Inspectors, ASHI Inspectors, or Associates may use the ASHI logo in promotional activities. Additionally, any company wishing to use the ASHI logo must list all home inspectors operating in each office on the ASHI registration form. The ASHI logo shall be used without the words Certified Inspector or Inspector when used in company promotional material.

5. Oral Communications: Associates may identify themselves as Associates verbally to the public. Associates orally promoting their affiliation with ASHI must identify themselves as Associates. Certified Inspectors may identify themselves as Certified Inspectors and Inspectors may identify themselves as ASHI Inspector. ASHI-National and Chapters when asked shall identify the membership categories (or ranking of its membership). Affiliates may identify themselves as having Affiliate Membership. Note: *Oral misrepresentation of membership category is a violation of the Code of Ethics and may be grounds for discipline and other remedies.*

**E. HOW WILL THIS POLICY BE ENFORCED?**

Violation of this policy shall be cause for disciplinary action as provided by the ASHI bylaws. Misuse of the ASHI trademark is a violation of the United States trademark and service mark laws. Misuse complaints will be referred to the ASHI Complaints Committee for investigation and handling when in regard to Certified Inspectors, Inspectors, or Associates. Use of the ASHI NAME or LOGO by any non-member may be referred to ASHI Legal Counsel for action.

***Associates who violate this policy in any manner will be expelled from ASHI. Penalties for misuse of the ASHI LOGO will be referred to the Complaints Committee for appropriate enforcement and/or disciplinary action.***

SAMPLE

## COMPANY REGISTRATION FORM FOR LOGO USE

Should your company wish to use the ASHI logo without the words "Inspector" or "Certified Inspector" below it, please use this form to request approval (see requirements below).

*Please use a separate form for each office*

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Office Fax: \_\_\_\_\_

Main Contact: \_\_\_\_\_

Company Owner: \_\_\_\_\_

Office Location(s): \_\_\_\_\_

### LISTING OF HOME INSPECTORS USED BY COMPANY

<i>Last Name</i>	<i>First</i>	<i>ASHI Membership Level</i>	<i>Membership #</i>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

**Note: The ASHI Logo may be used by a company for promotional purposes only if it has an ASHI Certified Inspector at each office location (including branch, franchise, and similar type offices) and whose home inspectors are all ASHI Certified Inspectors, Inspectors, or Associates.**

***This information must be updated whenever there is a change within the company.***

***There will be absolutely no exceptions to this rule. See ASHI Logo Use Policy for additional information.***

### COMPANY CERTIFICATION

I certify on behalf of \_\_\_\_\_ (company) that all home inspections performed by the company are performed by Certified Inspectors and Associates of the American Society of Home Inspectors, Inc., (ASHI) and that all home inspections performed by the company are performed in accordance with the current Code of Ethics and include all applicable systems and items in the Standards of Practice of American Society of Home Inspectors, Inc. I hereby release and remise the American Society of Home Inspectors, Inc. (ASHI), its Board, Officers, employees, and agents from any and all claims, damages and liability (including but not limited to contract, tort and negligence) in connection with or arising from ASHI's Code of Ethics and Standards of Practice.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

*Please return the completed form to ASHI, 932 Lee Street, #101, Des Plaines, IL 60016. Fax - 847/759-1620*



# How to Use a Press Release

## Is your achievement newsworthy?

When you pay to have your message published in a newspaper or magazine, that's advertising. When your message appears as editorial content, that's public relations. Public relations has two significant advantages over advertising:

1. Your name or message appears without having to buy space
2. It conveys your message with credibility.

Audiences tend to regard advertising with a great deal of skepticism and consumer awareness. A clever phrase catches their attention, but they recognize it as a hard sell. Advice or information reported as news implies at least a certain degree of editorial endorsement, giving it greater value.

The downside is public relations placements are dependent on the needs or perceptions of editors, while ads appear when and where you want them.

## Formatted to appeal to editors

Press releases can be used to catch the attention of editors, but must be in the accepted format to be considered:

1. Clearly identified as a press release
2. Name and phone number of the person to contact for more information on the front page
3. Typed with double spaced lines and at least one-inch margins all around to allow for editing
4. Two or three pages maximum (500-600 words)

## Where to find releases

Use press releases to help build a relationship with your local real estate editors. Write your own, or visit the media section of [www.ashi.org](http://www.ashi.org) to download one of ASHI's official press releases. Members are encouraged to distribute them and are invited to add local news.

## Announce your achievement

Now use the New Member press release enclosed and available electronically to announce your recent achievement and to kickoff your own public relations campaign.



## **For Newly Approved ASHI Certified Inspectors**

### **News Release**

Contact (Name of Inspector)  
(Phone Number)

### **(Name of Inspector) Admitted to American Society of Home Inspectors®**

(Your Town), (Date): (Name of Inspector) of (Name of Company), a local firm which conducts pre-purchase home inspections, has just been accepted as an ASHI Certified Inspector within the American Society of Home Inspectors®.

The American Society of Home Inspectors®, founded in 1976, is one of the oldest, and most respected professional organizations of independent home inspectors in North America. Its Standards of Practice and strict Code of Ethics are benchmarks of Professional performance in the field.

To become an ASHI Certified Inspector, an inspector must meet rigorous professional and technical requirements, including the successful completion of one examination and a education module about our Standards of Practice and Code of Ethics. In addition, he or she must perform at least 250 fee-paid home inspections that meet or exceed the ASHI Standards of Practice.

### **(Name of Inspector) Admitted to ASHI**

Once admitted to ASHI, inspectors must comply with the Society's Bylaws and Code of Ethics, including a requirement to obtain continuing education credits every year. Members are not allowed to actively engage in real estate sales or to have a professional interest in the sale or maintenance of any property they inspect.

Real Estate professionals and government housing officials recommend that all homebuyers have their prospective property examined by an independent home inspector before the final purchase commitment. These experts recognize that ASHI membership is assurance of an inspector's competence and professionalism.

(Name of Inspector) has been an inspector for (#) of years, and conducts pre-purchase inspections in the (specify) area. Further information about (Name of Inspector)'s home inspections is available by calling (phone #) or visiting the inspector's Web site at [www.XXXX.com](http://www.XXXX.com).

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