



JANUARY 2020

REPORTER

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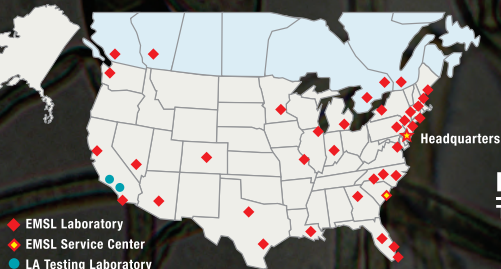
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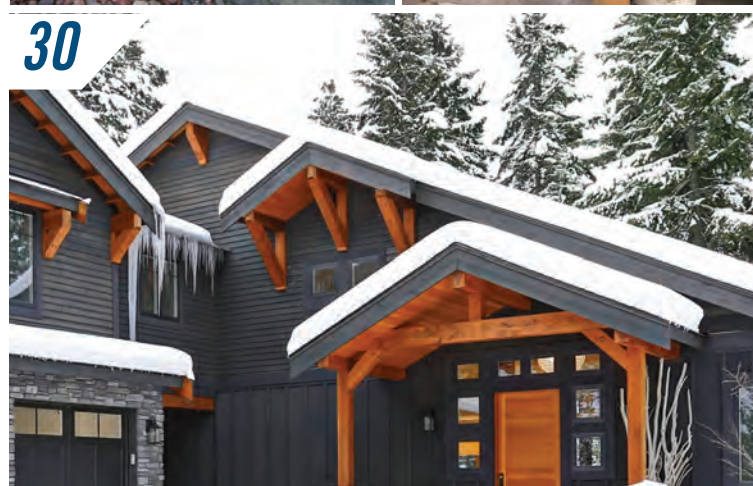
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Managing Risk

Your Pre-Inspection Agreement: Your First Line of Defense

By Stephanie Jaynes, Marketing Director
at InspectorPro Insurance

Note: The Managing Risk column reviews the most common allegations in the industry and provides tips to make inspectors better equipped to prevent claims. The following is a real home inspector errors and omissions insurance claim from our archives. To protect the insured's identity, all identifiable characteristics—including names, associations and locations—have been omitted or removed. This article was originally published on the InspectorPro website on September 1, 2018.




Stephanie Jaynes is the Marketing Director for InspectorPro Insurance, ASHI's one and only Premier Insurance Partner (<http://ipro.insure/ASHI-partner>). Through risk management articles in the ASHI Reporter and on the InspectorPro website, InspectorPro helps inspectors protect their livelihood and avoid unnecessary risk. Get peace of mind and better protection with InspectorPro's pre-claims assistance and straightforward coverage. Learn more at www.inspectorproinsurance.com (<http://ipro.insure/ASHI-column>).



In California court case *Moreno v. Sanchez*, the home buyers sued their home inspector for breach of contract, negligence and negligent misrepresentation. The buyers had discovered dust and asbestos, an inoperable drain, defective windows and wall cracking. They believed that the inspector should be responsible for the damage.

The inspector's primary defense: his inspection agreement, which included a one-year statute of limitations that required claimants to file any complaints within one year of the inspection. Based on just one line of the inspector's contract, the court dismissed the charges.

"Generally, the reason you get a signed writing is because the contract the [client] signs is going to have a variety of terms in it that are beneficial to the home inspector to give them some light legal coverage," said Mark Gergen, professor of tax law and policy at University of California, Berkeley.



“THE BUYERS HAD DISCOVERED DUST AND ASBESTOS, AN INOPERABLE DRAIN, DEFECTIVE WINDOWS AND WALL CRACKING. THEY BELIEVED THAT THE INSPECTOR SHOULD BE RESPONSIBLE FOR THE DAMAGE.”

While not required by the statute of frauds nor by all 50 states, Gergen explained, signed contracts can be advantageous to inspectors because they provide some protection of inspection terms, like the standards of practice and the scope of the inspection.

In *Moreno v. Sanchez*, even if the statute of limitations clause hadn't held up in court, the agreement would have provided additional defense. According to court documents, the contract “specified the home inspection was limited to a visual inspection” and “excluded, whether or not concealed, soil conditions and asbestos.”

WHAT IS A PRE-INSPECTION AGREEMENT?

Your pre-inspection agreement is your first line of defense. It is your contract between you (the home inspector) and your client (the person[s] for whom you are performing a property inspection). The agreement's purpose is to protect both you and your client by setting correct inspection expectations, including services you'll perform and the payment they'll make.

The Definitions section of most home inspection insurance policies outlines parameters for what basic elements inspectors' contracts can or must include to qualify for coverage. The following is the definition of “inspection agreement” found in the InspectorPro with the ASHI Advantage insurance policy:

“Inspection agreement” means a written contract between you and your client(s) for whom “inspection services” are being performed, provided that the written contract:

1. Specifically identifies the premises, including systems and components, that are the subject of “inspection services”;
2. Is signed, which shall include electronic signatures, by your client(s) or such client(s)' authorized agent before “inspection services” are commenced;
3. Requires the client(s) to pay a fee for the specified “inspection services”; and
4. Is in the form attached to this policy as provided in the Inspection Agreement Schedule for all examinations performed.

INSPECTING WITHOUT AN AGREEMENT, OR HAVING CLIENTS SIGN YOUR CONTRACT AFTER YOU BEGIN THE INSPECTION, ISN'T WORTH THE COST.

IDENTIFIES THE PREMISES: Providing the address of the inspection property is your first step in identifying the inspection premises. By elaborating on which systems and components are included and excluded from your inspection, you will set client expectations and limit your liability.

Is signed: To adequately protect inspectors against claims and preserve insurance coverage, inspectors must get their agreements signed prior to the inspection 100 percent of the time. (In a future article, we will explore the legal reasons why contracts need to be signed prior to inspections.) This section of the policy also specifies who can sign and how. Read this definition to answer questions like “Does my policy allow real estate agents to sign my pre-inspection agreements on my clients’ behalf?” and “Can I obtain digital contract signatures and still receive coverage?”

REQUIRES THE CLIENT(S) TO PAY A FEE: Note that many home inspection insurance policies do not provide coverage for free inspection services. However, most policies do not dictate how much a home inspector needs to charge so long as the client pays something.

IS IN THE FORM ATTACHED TO THIS POLICY: Ever wonder why insurance providers ask for a copy of your pre-inspection agreement when you make your initial purchase or renew? It’s because insurance carriers make your contract an official policy document. As such, you must update the insurance company whenever you modify your agreement so that they can revise your policy.

WHY ARE PRE-INSPECTION AGREEMENTS IMPORTANT?

According to Clayton Somers of A Premier Home Inspection, LLC, in Virginia, there are three primary reasons why home inspectors need to obtain signed inspection contracts prior to every inspection:

1. **Contracts set expectations.** By putting inspection parameters in writing, clients are more likely to understand the benefits and the limitations of their home inspections.
2. **Some regulated states require inspectors to obtain signed contracts.** Check the laws affecting your state and region to confirm.
3. **Most insurance carriers won't cover claims arising from inspections lacking a signed pre-inspection agreement.** This policy condition is due in part to how difficult it can be to limit liability without a contract. **No contract means no parameters, and the client can demand almost anything. Furthermore, the cost of such a suit has the potential to make an inspector uninsurable, which can put them out of business.**

Additionally, when confronting allegations, claims professionals often use signed pre-inspection agreements as the home inspector’s first line of defense by emphasizing the limitations of liability and inspection scope outlined therein. Frequently, claims adjusters can dismiss frivolous allegations against a home inspector with the help of the inspector’s pre-inspection contract—much like the California court dismissed *Moreno v. Sanchez*.

MAKE YOUR PRE-INSPECTION AGREEMENT A PRIORITY.

According to *Moreno v. Sanchez* court documents, when the buyers arrived at the home inspection, they didn’t want to sign the pre-inspection agreement. In fact, they asked the inspector to remove the statute of limitations clause from the agreement. Imagine how different the case would have played out if the inspector had dismissed the clause or, worse, the entire contract.

Inspecting without an agreement, or having clients sign your contract after you begin the inspection, isn’t worth the cost. Make your pre-inspection agreement a priority by getting it signed before every inspection. And read the Managing Risk column throughout this year to get additional tips on how your contract can protect your home inspection business.



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ADDRESS RADON ISSUES

By Bruce Snead, Radon Programs Administrator and Director,
Engineering Extension at Kansas State University

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Radon testing will become more challenging as state and federal governments continue to introduce radon-specific disclosure requirements. The awareness of these issues often arises during real estate transactions, which makes it an issue of special interest to home inspectors. In addition, if federal housing finance entities adopt radon testing and mitigation requirements for single-family housing, similar to HUD multi-family requirements, demand for testing services could expand dramatically.

Engineering Extension at Kansas State University ("K-State"), as provider of national public radon technical assistance for the United States Environmental Protection Agency (EPA) since 2009, has processed more than 100,000 calls and inquiries about radon. The range of questions is interesting to say the least, and led us to design our website (www.sosradon.org) to address the most frequent questions.

Bruce Snead is Director of Engineering Extension at Kansas State University ("K-State") and has been a state extension specialist in residential energy, radon and indoor air quality since 1982. He has conducted radon industry training since 1989 and currently directs the Midwest Universities Radon Consortium at KSU, with the potential to serve 33 states: www.radoncourses.com. Bruce has also led K-State's role in the Kansas Radon Program for 28 years and has conducted the National Radon Program Services activities for the EPA since 2009, providing technical assistance through nationwide toll-free phone lines and online at www.sosradon.org. The K-State Radon Chamber recently opened under Bruce's direction and provides secondary radon chamber services to the US radon industry as AARST-NRPP Certified Chamber Number SC-1006: www.ksuradonchamber.org. Contact Bruce at Engineering Extension at Kansas State University, 2323 Anderson Ave. Suite 300, Manhattan, KS 66502, bsnead@ksu.edu.



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We often find ourselves in a conversation among citizens, home inspectors and real estate agents; citizens, mitigators and real estate agents; or buyers or sellers and their real estate agents. Our goal is to provide an unbiased and practical source of information for everyone on all sides of the conversation, share EPA and state guidance, provide access to certified measurement and mitigation professionals, and assist callers in understanding and reducing their risk of radon exposure.

As one of the original 1980s EPA regional radon training centers, we have trained thousands of home inspectors and mitigators; these folks are achieving real radon risk reduction and saving lives by testing, fixing and building radon-resistant new structures. Helping radon professionals with real-world testing quandaries and mitigation mysteries is also a frequent task of our radon technical assistance, and we share and receive lessons learned from these interactions with both the professional community and the public.

While some home inspectors and real estate agents think that radon testing is required (which is not a bad thing), it really is only required in Montgomery County, Maryland, in rental housing in Maine, and in some multi-family projects financed by the US Department of Housing and Urban Development (HUD). In many locations, especially those states and area with higher radon potential, radon testing is standard procedure, even though it is not required. Unfortunately, in many other locations, agents may say, "Radon is not a problem in our area," which is, of course, not true, and leads to a reduction in testing and lack of recognition of the risk posed by long-term exposure to elevated radon levels. The Surgeon General has repeatedly recommended that all homes be tested for radon.

Regardless of the views of the participants involved in real estate transactions, it is critical that home inspectors conduct appropriate and accurate radon measurements so that clients have a sound basis for the mitigation decision negotiation. That means following quality assurance steps and conducting quality control measurements to assure all clients that results are valid and representative of the potential for elevated radon in the home being tested.

It would be wonderful if protocols and standards provided answers to all the test placement challenges encountered in the field, but that is not possible in the real world of residential testing. Professional judgment will always be at play; documentation of placement decisions and interpretation of results are part-and-parcel of every measurement.

Test results under real estate testing options (especially when the result is at or exceeds 4.0 picoCuries per liter of air [pCi/L]) often are challenged as non-representative for any number of reasons. It is crucial that the testing professional evaluate the results and, assuming he or she determines the results to be valid and substantiated, then stand behind the results without casting doubt on the measurement. Conducting a second measurement simply because a participant in the transaction takes some issue with the result should be avoided as much as possible if the home inspector has no reason to doubt the initial measurement. While radon professionals understand there is uncertainty in every measurement, the standards outline what we do to minimize that for every measurement. Following device operation and placement instructions, ensuring annual CRM calibrations, and conducting duplicates and cross-checks are fundamental to assuring quality measurements. In addition, taking steps to minimize violations of closed-house conditions during short-term measurements is fundamental.

What happens to the house during the test has far more influence on the results than the specific device used to conduct the test. This is the reason why short-term tests must last for a minimum of 48 hours. If you need results quickly, a short-term test of less than four days may be used to decide whether to fix the home if closed-house conditions have been in place 12 hours prior to starting the 48-hour test. Another option is to conduct a minimum four-day test after closed-house conditions are in place. Radon professionals do all they can to provide reliable results, but are also aware that the natural variability of radon may lead to a result of 3.9 at the time of this sale, and a result of 4.1 when the same house is sold in another year.





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State and industry members working together to increase radon awareness led to the recent passage of specific radon disclosure requirements in Illinois and Minnesota. These requirements have resulted in dramatic increases in testing and mitigation activity and commensurate risk reduction. While the holy grail of radon legislation is required testing in every home sale, it is not likely to be achieved anywhere soon. Disclosure laws are a logical step, especially for those states with more significant radon potential.

While state radon programs and the EPA appropriately seek increased awareness of radon, as evidenced by congressional guidance emphasizing outreach to physicians and schools, the greatest opportunity for home inspectors may be working with the radon industry on efforts to influence radon policies being considered by HUD and other federal housing finance agencies. Were those agencies to require radon tests in all of their associated single-family housing transactions, the demand for testing and mitigation services could outstrip industry capacity in the near-term. People living in areas of the United States where radon potential is low but the frequency of real estate transactions is high would experience the most significant change in radon testing and the need for testing and mitigation services.

When testing results lead to mitigation, properly installed systems have proven capable of reducing any level of radon to below 4 pCi/L and, in most cases, below 2 pCi/L and even 1 pCi/L. The key phrase is properly installed, which means according to the mitigation standard adopted in a certifying state in which the house is located or the standard that the National Radon Proficiency Program (NRPP) or the National Radon Safety Board (NRSB) certified mitigator has agreed to follow.

In states without regulations (and in states with regulations, for that matter), systems may be installed by those who are untrained, ignorant or willing to do a least cost system that may have negative effects in terms of radon levels, indoor air quality and energy use. A review of states with regulations will reveal numerous mitigation system inspection checklists, and it is important to access the state checklist as a reference when working in that jurisdiction.

ASHI recently completed its own comprehensive mitigation system inspection checklist that includes 69 items (https://ashiwebstorage.blob.core.windows.net/files/membersonly/docs/ashi_radon_checklist_2018.pdf). This checklist is an excellent resource for home inspectors to assess existing systems for safety and compliance with the minimum of national standards should your state not offer its own checklist. During our 4-hour and 8-hour continuing education courses on inspecting the mitigation system, instructors use this and several other inspection checklists to review case studies and installed systems, as well as "hall of fame" and "hall of shame" examples from across the country.

As ASHI members encounter field testing and mitigation challenges, representatives at the National Radon Program Services at Kansas State University are available to respond to you and your clients to help resolve situations based on practical knowledge and experience with these issues. Our website is www.sosradon.org, and the national radon helpline number is 1-800-557-2366. We can also be reached at radon@ksu.edu for assistance. Please don't hesitate to call on us if we can be of service.

SMART INSPECTOR SCIENCE

THE MYSTERIOUS LEAKING GARAGE

This leaky garage is tucked into a hill beneath living space and a concrete patio (*Photo 1*). The home, built about 1945, underwent expansion in 1977 to create more living space atop the patio/garage roof. In 1983, the homeowners added another 1½ inches of concrete over the garage roof in an attempt to stop leaks.



Photo 1. Patio addition over garage.

The garage ceiling leaks continued until 2014, when the extra 1½-inch concrete layer was removed. Installed in its place was a waterproof membrane, topped off with a new layer of concrete.

Well, the leaks stopped for a short time, but then they returned in the central area of the garage. Now, every time it rains, water leaks into the garage (*Photo 2*).



Photo 2. Leaks into center of garage

THIS IS NO ORDINARY LEAK

Several contractors who looked at the issue didn't have an answer. Eventually, a basement repair consultant suggested that the owners should ask me to have a look. I reluctantly agreed because I thought it was a simple leak through the garage walls buried below grade.

But I found something quite different. Heavy water intrusion was occurring near the central support for the garage roof/patio slab, below the 1977 addition. Minor leaks also occurred near the east and west walls, with "stalactites" hanging from the ceiling.

GOOD CONDITIONS FOR DETECTIVE WORK

The slab over the garage had been pressure-washed before I arrived, and several inches of rain had fallen the previous night, so this was a good time to look for leaks. The slab was in great condition and pitched to the outer edge of the garage with the membrane visible at the edge. There was no ponding water or cracks (*Photo 3*).



Photo 3. Side view, patio, garage roof

The wall of the 1977 addition over the garage ceiling/patio slab had newer vinyl shakes and visible metal flashing over the capstone of the adhered masonry veneer.

THE MYSTERY HAS BEEN SOLVED

The new slab and membrane were placed on the side of the adhered stone (*Photo 4*). Water drawn into the adhered stone runs down to the original garage roof slab, beneath the new membrane. From there, it spreads on the slab.

Tom Feiza has been a professional home inspector since 1992 and has a degree in engineering. Through HowToOperateYourHome.com, he provides high-quality marketing materials that help professional home inspectors educate their customers. Copyright © 2019 by Tom Feiza, Mr. Fix-It, Inc. Reproduced with permission.

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Photo 4. Edge of patio, roof of garage

The adhered stone is missing a weep screed and should be spaced about 2 inches above the slab/membrane. The membrane should extend up the wall of the addition, under the stone. The stone wall also needs base flashing. A difficult and expensive repair will be required to rebuild the adhered stone and the membrane over the garage.

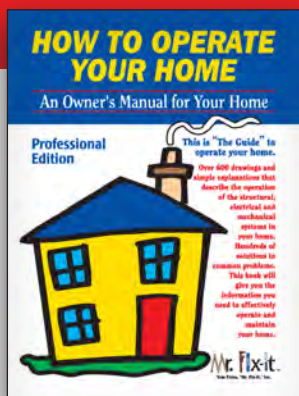
During your inspections, always look for problems with adhered stone. Remember: All siding leaks.

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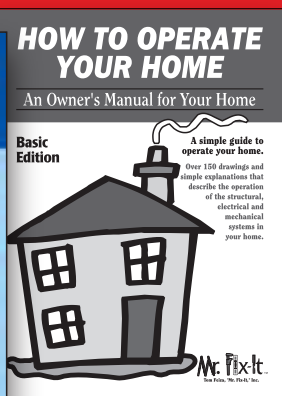
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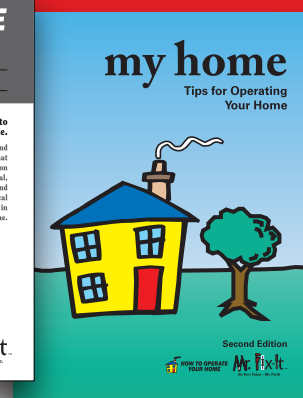
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Power Tool Review

SCREWDRIVER

By Rick Bunzel, ACI



Rick Bunzel is the principal inspector with Pacific Crest Inspections and an ASHI Certified In-spector. He holds a BA in Business Marketing, and in the past, he chaired the marketing and public relations committees for a national home inspection organization. Locally, he is an active member with the North Puget Sound Board of Realtors and has been a firefighter for 42 years. Visit his website at <http://www.paccrestinspections.com>.

DEWALT 8-VOLT GYROSCOPIC SCREWDRIVER

POWER TOOL REVIEW

BY RICK BUNZEL, ACI





**QUICK RELEASE
1/4-INCH HEX SOCKET**

LED ALIGNED WITH THE BIT

For years I have been a purist and always avoided having power tools in my inspection toolbag. But as we all know, rechargeable tools have been creeping in, starting with our flashlights. Two years ago, my son gave me a DeWalt 8-volt Gyroscopic Screwdriver. My first thought was "Ugh! Something else to carry."

My go-to screwdriver had been a Husky 6-in-1 screwdriver that I used during every inspection. But when I started to use the DeWalt, my opinion changed, especially when I would encounter those 2.5-inch fine thread screws on a power panel that take forever to remove.

The DeWalt screwdriver ticks several of my "must haves" for my rechargeable tools; it has a removable battery, a state of charge indicator, lightweight and designed for one hand operation. This tool has the quick release 1/4-inch hex socket which accepts most of the bits available. A bonus is that it has a LED aligned with the bit to light up the area where you are working. That's handy when you are putting the screws back in a panel cover and trying to line up the holes.

**VARIABLE SPEED AND
REVERSING CONTROL**

**8V BATTERY
TYPICALLY HOLDS
TWO WEEK CHARGE**

What makes this screwdriver unique is that it has a gyroscope to determine direction and speed of the bit rotation. To operate, simply hold the tool with the black "run" switch down—depress the switch and the tool will "growl"—that's the signal that it's ready to go. While still holding the switch "on," very slowly turn your wrist outward to start slow rotation. It need not be a fast twist. To gain speed, simply keep twisting your wrist in the same direction. To reduce speed, just turn your wrist back. At the start or "zero" point, rotation will stop and the tool will again "growl" at the start position for as long as the button is depressed.

The full speed range is accessible with about 0 to 45 degrees of wrist rotation. The control is sensitive, repeats nicely and changes steadily as the wrist is turned. Same is true for opposite turning direction. The torque that this tool has is impressive for an 8-volt device. I regularly use it to remove 2.5-inch sheetrock screws from hatches. If the screw is really stuck, I will break it loose with the DeWalt manually, as the bit is locked when it's off, and then hit the trigger to back it out. So far, there hasn't been a screw that I haven't been able to remove... except for screws with a head that is stripped.

After using this tool for the past two years, I've found that it is reliable and the battery holds up. Typically, I can go two weeks between charges. The battery will recharge within an hour in the included DeWalt charger.



A HOME INSPECTOR'S GUIDE TO GOOGLE ADS (FORMERLY GOOGLE ADWORDS)

By Andy Patel, CEO, K-3 Technologies



Andy Patel is the CEO of K-3 Marketing, an internet marketing firm located in Atlanta, GA. Working directly with Google, Andy has got the "art" of internet marketing down to a science. Since 2005, K-3 Marketing has helped many home inspectors attract qualified visitors and convert them into optimal leads. He believes in ethical practices and doesn't think anyone should pay for a service which doesn't yield some sort of return on investment. For more information on how to use Google Ads or Bing Ads for your business, contact K-3 Marketing at www.k3.marketing, or contact Andy directly with any questions at andy@k3.marketing or connect on twitter @andyk3marketing.

This Article was first published in the August 2018 issue of the ASHI repoter

If you are looking to grow your home inspection business and attract new customers, Google Ads is a great marketing tool to consider. Each day, Google processes 3.5 billion searches, which translates into thousands of potential customers looking for home inspection services. In this article, we break down some common questions regarding Google Ads and explain why search engine marketing (SEM) has the highest return compared with traditional advertising methods.

WHAT IS GOOGLE ADS?

Simply put, Google Ads (formerly Google Adwords) is Google's online advertising platform. It works with Google's algorithm to target potential customers and strategically place ads before top organic listings, without extensive search engine optimization (SEO).

Here's an example: You have a home inspection business and you want to attract people in your service area who need an inspection on their home. A potential customer types in "home inspectors." Google combs through billions of web pages, blogs and other listings to find the most relevant results. The search query returns thousands of pages of organic results, many of which are other businesses offering similar home inspection services. Research shows that the first page of results gets over 75 percent of the clicks. Google Ads allows you to take advantage of these searches by prominently displaying your ad above relevant search results.

HOW DOES GOOGLE ADS WORK?

The concept is simple: You define the words or phrases most relevant to your services, and Google Ads lets you choose when and where you want your ads to show. Google Ads offers incredible tools for audience targeting and segmentation. You can target ads to show only to a certain demographic, during a certain time, on a specific device and to people in a particular state, region, city or even zip code.

You can be as detailed or vague as you like. For example, you can target the following subgroups:

- only males
- between 35 and 65 years old
- in the top 50% of the national household income level
- on Tuesday between noon and 4 pm
- in a specific zip code

Any time a search query matches the keywords and audience criteria, the ad will be displayed.

WHERE CAN MY AD APPEAR?

Your ad can appear in more than just search results with Display Ads. Google's Display network shows your ad across thousands of apps, websites, blogs and YouTube.com. Every day, millions of people access the web from their smartphones. According to Statista.com, American adults spent almost three hours a day on their mobile devices in 2016 (www.statista.com/chart/9539/smartphone-addiction-tightens-its-global-grip/). They search products and services and local businesses. Your customers are on the move and with Google Ads, your business can be wherever your customers are.

HOW DOES GOOGLE ADS GROW MY BUSINESS?

In terms of return on advertising investment, home inspectors see the greatest return from internet marketing when it is done correctly. Also, Google Ads helps you manage and control how much you spend on online advertising. You set the maximum amount you are willing to spend, and you only pay when someone clicks on your ad and visits your site. This is called Pay-Per-Click (PPC) advertising. You can set your PPC budget based on the potential revenue earned per lead.

Remember, you only pay per click.

The goal with Google Ads is to...

- show up for the right keywords
- create catchy ads that make sense for each group of keywords
- create high-converting landing pages

With search engine algorithms always changing, it is essential for businesses to implement up-to-date best practices to claim high search rankings. Internet marketing has expanded beyond SEO and Google Ads has proven success in the home inspection industry.

Ready to take your online marketing to the next level? For more information or to schedule a free Google Ads review, call Andy Patel at 404-441-3539.

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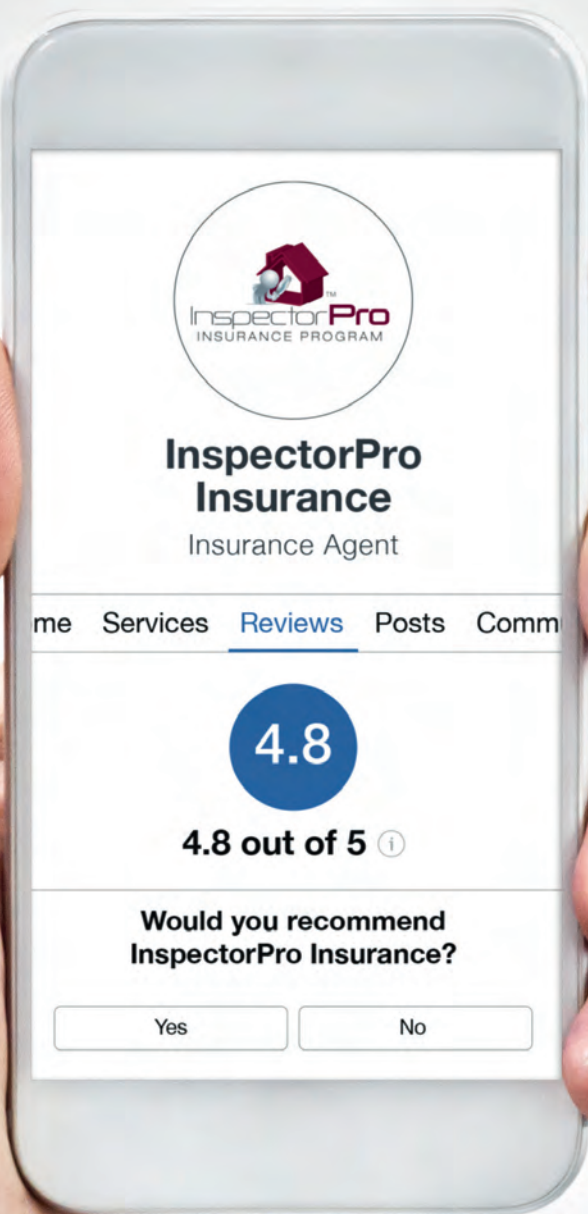


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Russell Hensel recommends
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Stephanie Leard recommends
[InspectorPro Insurance](#)



The staff were extremely helpful in answering all of my questions and walking me through setting up my coverage. I highly recommend InspectorPro to anyone looking to get into the inspection industry



Bronson Anderson recommends
[InspectorPro Insurance](#)



Their attention to detail, coupled with individualized service, makes InspectorPro Insurance stand out amongst the crowd. I really feel like I extended my family when I joined.



INSPECTIONWORLD® FOCUS BEST PRACTICES FOR ATTENDING INSPECTIONWORLD® (OR ANY CONFERENCE)

By Dave Kogan, Director of Marketing, ASHI


JANUARY 19 – 22, 2020
NEW ORLEANS,
LOUISIANA



INSPECTIONWORLD

NEW ORLEANS 2020

There are many reasons to attend a conference. In my experience as a longtime ASHI staff member, home inspectors' approaches to deciding whether or not to attend an event like InspectionWorld® are split down the middle between those who see and enjoy the value of attending a conference event and those who prefer to get their home inspection industry education in different ways, such as by attending a smaller conference, getting education online or directly contacting a speaker via email, phone or mail.



It's my opinion that those who find value in attending conferences are ultimately the ones who benefit the most from the education and networking they do on site. So, for anyone who is attending IW this year (or plans to attend any conference, for that matter), here are some things to keep in mind.

BRING PLENTY OF BUSINESS CARDS.

I've been saying this for a long time, but it remains true today. Avoid the awkward moment of reaching into your pocket, wallet or purse to discover you are out of business cards. You never know who or what vendor will want to get your card so they can follow up with you after IW.

True story: I've had plenty of inspectors call or email me after IW inquiring who this vendor was or who that person is, and we play 20 Questions until we discover who they met. By the time the inspector reaches out to the person they met, the special that was being offered at the show is usually over, leaving the inspector disappointed. The easy way to avoid this is to have plenty of business cards with you throughout the conference.

TAKE NOTES.

I used to think it was important to take down exactly what the speaker was saying, but over the years I've realized that isn't the most important thing. When you listen to a speech, jot down notes that inspire potential actions or brainstorming that might work for you or your business. With notes like these to reflect on when you are back home, you'll have your own words to empower yourself, and they'll have much more meaning.

Listen. Be in the moment. We spend a lot of time in a state of distraction. At a conference, turn off your cell phone, your tablet and your computer whenever you can. Texts, email and voicemail all will be there for you when you plug back in. The only way to let your own thoughts in through the gateway the speaker creates for you is to focus on what you are hearing.

Say "Hello" and introduce yourself. When you take your seat before a program or event begins, greet the people around you, especially the ones you don't know already. Everyone can feel overwhelmed or outside their comfort level, but instead of waiting for someone to come to you, take the first step. You might be making a lifelong friend in that moment.

Find a seat and settle in about five minutes before any program begins. You don't want to be the person who is rushing around looking for a seat when a speaker is starting the program from the platform.

Use the #IW20 hashtag. Type in #IW20 (or IW20 on Twitter) to post the golden nuggets you hear and be connected with others who are following the hashtag.

Tell the organizers if you really like something. The IW staff wants to make the conference experience special for you and they want to know your thoughts about the experience. Share the specifics—for example, if you had a great experience at registration, explain why it was so great. If a speaker inspired you to change something in your business practice, state what it was that person said or did that was a game-changer for you. Every comment is greatly appreciated by the IW meeting planners.

Drink plenty of water. I know I sound like your mother, but the truth is that you probably will be eating later than usual and possibly having a few drinks. That, coupled with less sleep, is a recipe for dehydration.

Attend as many parts of the conference as you can. You are at IW to get immersed in the whole event, not only the outstanding education offerings. The networking you do will be a crucial component of your success after the conference—so take part in the activities, support the fundraisers and have fun at the evening social events. Having some fun while being a part of it all will make the conference all the more memorable and meaningful.



Visit the exhibits as often as you can. You have no idea what the vendors (familiar ones or new ones) may be offering unless you go to the exhibit hall to chat with them. In addition to their products and services, they are full of knowledge about your profession that you can easily tap into and use to your advantage. Some vendors may even become your lifelong friends. You know the phrase, "You don't know what you don't know," so make it a priority to find out what you don't know and add to your knowledge whenever and wherever you can.

Don't share negative stories. Try to avoid sharing "woe is me" stories about an inspection, your business or your personal life. Those stories tend to encourage others to share theirs, and pretty soon, people are so focused on thinking about their own hard luck story that they aren't really in the moment listening to the other person.

Instead, ask someone, "What are you most proud you did this year?" That's a great way to open a window of contact, and you'll also be able to share what you are most proud of. It could be your new logo, your grandson's wedding or going on a dream vacation. If you talk about something you are most proud of, you'll be smiling and engaged, and that's all that's needed to make a new friend.

Don't immediately analyze. If you didn't like something about a speaker or program, try to find some specific idea that you got from it and tell others what that was. You'll find more people will be encouraged and glad they spent that time listening and connecting with you.

Don't sit with the same people you always do. Sure, find time to go to dinner and connect with your friends, but remember that a new friend could be waiting to meet you in another aisle.

Don't "retail" with a vendor on the fly. It's tempting to ask your vendor about an order or another dealer about a delivery when you happen to see them between sessions. I encourage you to save those questions for emails that you both can track. Hallways between sessions are not the best places for current business transactions.

It's my opinion that those who find value in attending conferences are ultimately the ones who benefit the most from the education and networking they do on site

WRAP IT UP.

Before you leave the conference, sit down with a pen and paper. Write out two things you plan to change when you get back to your business and why. If it is "fire the person you know is not cutting it," write it down and why you think you need to do it. If you have four customers to follow up with who might not be raving fans of yours but now you have ideas of how to make them more interested in you, write their names down and what you need to do to bring them around. These are your words, your concerns and your solutions.

Place the paper in an envelope and address it to your home, put a stamp on it and give it to the front desk at your hotel. When you receive it at home a few days later, it will be your personal reminder of what you felt so strongly about as a result of attending the conference, and it can help you move forward.

Remember, the only currency any of us has is time. Conferences are a great resource for you and your business, especially if you leave with new ideas that were fostered by some excellent presenters on how to change and grow.

PRE-LISTING INSPECTIONS CAN ENHANCE YOUR BUSINESS:

By David Klima

Cofounder and President of Aardvark Home Inspectors, Inc.,
and Cofounder of www.inspectedhouses.com

Dave Klima is the cofounder and president of Aardvark Home Inspectors, Inc. Along with his cousin Steve, Dave founded Aardvark more than 20 years ago, and the business has evolved into a thriving home inspection business that has 42 employees serving Mishawaka and Fort Wayne, Indiana, and the surrounding areas. Dave has spoken at various home inspector conferences and enjoys giving home inspectors ideas and advice. He cofounded InspectedHouses.com, which offers innovative technology to help market houses, captures buyer leads for home inspectors and real estate agents, drives leads to the listed house and drives leads to the home inspector's and the listing agent's website via automated marketing capabilities. Contact Dave at dave.klima@inspectedhouses.com.

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ADVICE FROM AN EXPERT

Did you ever stop to consider how and when the inspection phase fits into the home-buying process? A house is put on the market, an offer is accepted and then you get a call to perform an inspection for the buyer. Your inspection inevitably reveals the house's deficiencies, which leads the buyer and the seller to negotiate the cost of repairs.

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REPORT AVAILABLE

With this process, real estate transactions are essentially negotiated twice—once on the price of the house and a second time for the price of repairs. Never has the price of the house increased or the seller netted more money at the end of these transactions. This process costs the seller money because the buyer will want a repair or replacement of an item or a reduction in price. In addition, this process can cost the buyer money, too, because they can be blindsided with unexpected costs and unforeseen deficiencies. In fact, some buyers will walk away from the deal and lose all the money they spent on inspections, environmental testing, appraisals, well and septic testing and so on. Truly, the way real estate is sold can be improved, and home inspectors can be recognized as leaders and innovators who bring easier, less stressful and more certain transactions to the real estate industry.

I started thinking about how motivated home inspectors, marketing to like-minded real estate agents, could help address this problem by offering pre-listing inspections that provide information on the condition of a property before the parties involved even begin to negotiate a purchase. The goal would be to end the anger, anxiety and uncertainty that often accompanies the home buying and selling process.

I also started thinking about how home inspectors could not only use the pre-listing inspection process to connect with buyers and sellers directly (versus simply relying on real estate agents for referrals), but also be a more valuable resource to real estate agents who are looking for leads on buyers.

So, by working with home inspectors from across the United States, I created an innovative lead capture and marketing platform for home inspectors who believe in working with real estate agents and sellers. The lead capture and marketing technology can be used on any house that is for sale, but the platform specializes in the concept of pre-listing inspections.

What is a pre-listing inspection?

Pre-listing inspections are the same as a typical home inspection, but they're done for the seller of the home instead of the buyer. To help promote the concept of pre-listing home inspections, I started a business called InspectedHouses.com. The website features a video and information that explores the concept of pre-listing inspection, and how they can be helpful to home inspectors' businesses in many ways.



Benefits of offering pre-listing inspections

1. Drive new leads to your business.

Currently, home inspectors only get one inspection per real estate transaction, but we can use the pre-listing inspection process to create two inspections per real estate transaction. For example, in my market in Indiana, real estate agents tell me that even when a pre-listing inspection is performed, the buyer will still get their own inspection 80 percent of the time.

That means if one home inspector performs a pre-listing inspection for a client, eight times out of 10, the buyer will also request another home inspection closer to the time of sale, all within a single home-buying transaction. This means our industry went from 1 inspection per transaction to 1.8 inspections per transaction. How can anyone argue with promoting a concept that increases the number of inspections per real estate transaction for the home inspection industry?

2. Market your business in the community.

When performing pre-listing inspections, we can use technology (such as The Inspected Houses System) to help market the house, capture buyer leads, drive leads to the listing, drive leads to the real estate agent's website and drive leads to the home inspector's website. When a home inspector gets a lead from a buyer, it becomes their opportunity to market to the buyer directly versus relying on the real estate agent for a referral.

Also, with this technology, home inspectors are able to put lead capture signs in yards, which enables the home inspector to have their business logo in a yard for 30 to 90 days. Never in the history of our industry have we been able to market our companies in the yards of houses that are for sale, but with pre-listing inspections, we can. As a result, anyone driving by the house sees the inspector's logo, any buyer walking up to the house sees the inspector's logo and any real estate agent walking up to the house sees the inspector's logo. It is cheap advertising, and it is a heck of a lot better than having fliers sitting in offices that buyers never see.

3. Generate new and repeat inspections.

Using this pre-listing inspection concept, coupled with lead generation, can change the relationship between you, the inspector and real estate agents. Instead of viewing you as a deal killer and a hindrance, the real estate agent might be more likely to view you as helping to streamline the real estate process. They might see that you are someone who helps them market the house for the seller, and this could make you stand out among other home inspectors in your region as a leader and innovator.

Also, by using this pre-listing model, a home inspector can turn one inspection into many. For example, first, the inspector does the pre-listing inspection for the seller. Then, the inspector may be asked to perform an inspection for the seller on the house he or she is going to buy. And when the potential leads come in for a buyer of the seller's house, the inspector may be recommended to do that inspection as well or for any other house they may be considering.

With the Inspectedhouses.com platform and the technology it offers, home inspectors can actually help market all houses and capture leads for buyers. There are ways that the platform can be used with or without real estate agents or with or without being associated with a real estate transaction.

Try pre-listing inspections and see results

Home inspectors who use this platform will have a niche that is different from other inspectors in their market. Using the tool helps your message sound unique during presentations to real estate agents, and it provides a way to help "pick up" new agents.

I encourage you to check out the website and consider the ways in which adding pre-listing inspections to your business model could help your business' bottom line. If you'd like to learn more, please send me an email or a Facebook friend request, and I will provide more information and do a lead capture demonstration with you so you can learn more about the platform. As you can see, my enthusiasm for the benefits of pre-listing inspections is boundless, and I look forward to talking with you about it.

BENEFITS OF PRE-LISTING INSPECTIONS

Inspected Houses offers benefits to all parties in the home buying and selling process. Learn more at InspectedHouses.com.

HOME INSPECTORS

- Pre-listing inspections will increase the number of inspection opportunities.
- Home inspectors receive potential buyers leads with a customer relationship management (CRM) tool to manage all opportunities.
- This program gives inspectors a tool to convince agents that pre-listing inspections are good for everyone involved in the home buying and selling process.

REAL ESTATE AGENTS

- Agent members will receive free leads that typically include a potential buyer's contact information and whether they are working with another agent.
- Agents who use the pre-listing program have a tool to get more "care-free" listings, get more buyers, sell houses faster, have happier clients and are increasing their chances of getting both sides of the transaction.

HOME BUYERS

- Buyers do not have to worry about spending weeks of months looking for houses, getting an accepted offer, and then have an unforeseen issue found during the home inspection process kill the deal.
- Purchasing a home inspection report will allow buyers to know about some deficiencies before they make an offer on the house and then they can price their offer accordingly.

HOME SELLERS

- Home sellers know the true condition of their home prior to accepting an offer, and this allows the home seller to plan accordingly and puts them in a position of strength during the negotiation.
- Sellers have an opportunity to post the pre-listing home inspection report, offer it for sale, and recover some of the money spent on the pre-listing home inspection.



MEMBERSHIP CORNER

SET YOUR GOAL ON THE GOLD!



By Jen Gallegos, Manager of Membership Services

We are beginning a new decade, and opportunities are at the horizon. Many of you have been part of ASHI for 10 years or more, while others are brand new to our association. The ASHI team is thankful for the opportunity to have such a vast membership filled with experience and new ideas.

ASHI has been around for 44 years and has seen much change throughout that time. We continue to strive to better our services, to help our seasoned inspectors remain relevant and to assist new inspectors to rise to the next level.

With every new year, we make new resolutions and set new goals. Some are for personal growth, and others are business endeavors and budgets. For us, as our ASHI Mission statement states, our goal is ***"to set and promote standards for property inspections and to provide the educational programs needed to achieve excellence in the profession and to meet the needs of our members."***

The goal of the ASHI Membership Department is to help our members move up to the ASHI Certified Inspector Level and to educate all members on the importance of being an ASHI member. So, let's dive in!

“CLIENTS SHOULD KNOW THAT WHEN THEY HIRE AN ACI, THEY ARE HIRING AN INSPECTOR WHO IS SEASONED AND CONTINUES TO GAIN MORE EXPERTISE IN THE PROFESSION.”

WHAT IS AN ASHI CERTIFIED INSPECTOR?

An ASHI Certified Inspector is a member of ASHI who has fulfilled the following requirements:

- **Taken and passed the ASHI Standard of Practice and Code of Ethics module;**
- **Passed the National Home Inspector Examination (NHIE);**
- **Completed a verification process to ensure that the ASHI Standard of Practice and Code of Ethics are being fulfilled; and**
- **Completed at least a minimum of 250 home inspections and had an affidavit notarized that the inspector has indeed completed that minimum number of inspections.**

Once the ASHI inspector has fulfilled these requirements, the inspector receives a certificate and a membership badge that recognizes the member as an ASHI Certified Inspector (ACI). The certificate bears the seal of the National Commission for Certifying Agencies (NCCA), which accredits certifications for many professions, including mechanics, nurses and home inspectors. It is a true certification that ASHI Certified Inspectors receive, and it should be a source of pride.

Besides being able to use the ASHI gold logo and the acronym ACI after your last name, what does this certification mean? To the ASHI community, it means that you are interested in growing your business and the profession. But what does it mean to a client who may not know what ACI stands for? Well, we hope that you as an ASHI member will understand and share the importance of having that key differentiator—and explain to your clients why “ACI” sets you apart from your competitors who do not have it after their name.

An ASHI Certified Inspector not only has completed the basic requirements for the state, they also have voluntarily decided to join an association that requires a minimum of 20 continuing education hours a year. In addition, they have passed an exam that can take up to four hours to complete and that covers all spectrums of home inspection. Other requirements also have been fulfilled. Clients should know that when they hire an ACI, they are hiring an inspector who is seasoned and continues to gain more expertise in the profession.

In states with licensure requirements, being licensed is the minimum not the maximum—this is why it’s even more important for home inspectors who work in these states to become ACIs. By doing so, you demonstrate to your clients that you are an expert in the field who can help them make the biggest purchase of their life. All ACIs should communicate this information to your potential clients and real estate agents. The gold seal means something!

SET YOUR GOAL ON GOLD FOR 2020

To all ASHI members who have not reached ACI status, I challenge you to reach ASHI Certified Inspector status and to make it happen this year. Every year, ASHI recognizes approximately 250 members who achieve ASHI Certified Inspector status. Let’s make that number even higher in 2020.

HOW CAN YOU START?

- **Prepare for and sign up to take the NHIE.**
- **Book inspections so that you hit the 250-home inspection mark.**
- **Submit your home inspection reports through the verification portal.**

Take action and get it done—we are here to help you along the way. ASHI chapters can also help you with the process, so reach out to your local chapter and speak with those ACIs who have been doing home inspections for years and are willing to help you get there, too.

We want ASHI members to be the best and the home inspection profession to be elevated to the next level. Take this challenge and make it happen! It’s your year, and ASHI is here to help you reach that goal.

NORTH CENTRAL

ASHI Central PA

www.ashicentralpa.com
Second Monday, 6 pm, except Jan. & July, Hoss's Steakhouse
61 Gettysburg Pike, Mechanicsburg, PA
Kevin Kenny, 717-226-3066
info@midpennhomeinspections.com

Keystone (PA)

www.keystoneashi.org
First Monday, 5:30 pm
Double Tree, 10 N. 5th Street
Reading, PA 19601
Robert H. Conner, 610-375-9675
rhconnerbcs@yahoo.com

Ohio

www.ohioashi.com
Ken Harrington, 614-507-1061
ohioashi@yahoo.com

North Central Ohio

www.ncOhioashi.com
Paul Wancata, 216-571-1074
inspectionsunlimited@cox.net

OHIO SOUTH ASHI

Meeting: Third Tues. every month,
6:30 pm @ Kriemer's Bier Haus, OH-128
Cleves, OH 45002
P.O. Box 532197
Cincinnati, OH 45252
Chris Green, 513-939-4036
Email president@ohsoashi.com

Pocono-Lehigh (PA)

www.pocono-lehighashi.org
Third Tuesday, Tannersville Inn
Tannersville
Ronald Crescente, 570-646-7546
amerispec@pa.metrocast.net

PRO-ASHI (PA)

www.proashi.com
Second Wednesday of
Jan., March, May, Sept. & Nov.
Ray Fonos, 412-461-8273
southpittsburgh@hometeam.com

Tri-State (DE, NJ, PA)

www.tristateashi.org
Second Tuesday except April,
Aug. & Dec., Dave & Buster's
Plymouth Meeting, PA
Gary Kershaw, 215-295-2030
pluckem@verizon.net

MIDWEST

Great Lakes (IL, IN, IA, KY, MI, MN, OH, WI)

For monthly meetings:
www.greatinspectors.com/schedule-of-events/
Janni Juhansz, 734-284-4501
greatlakes.president@gmail.com

Greater Omaha (NE)

www.ashiomaha.com
Jon Vacha, 402-660-6935
jon@hsinspections.com

Heartland (IA, MN, ND, SD, WI)

www.ashiheartland.org
Second Monday, 6:30 pm, except
Nov. & April. Frankie's Pizza
3556 Winnetka Ave. N., New Hope, MN
Matt Butcher, (612) 361-3116
matt@minneapolisishomeinspections.com

Indiana ASHI

www.inashi.com
Quarterly
Bill Halstead, 765-465-6185
hhinspect@outlook.com

Iowa ASHI

www.iowaashichapter.org
Fourth Tuesday, 6:00 - 8:00 pm
Iowa City Area Assoc. of Realtors
Education Center
847 Quarry Road, Coralville, IA
Craig Chmelicek, 319-389-7379
elitehomeandradon@gmail.com

Northern Illinois

www.nicashi.com
Second Wednesday (except Dec.)
5:30 pm - 9:00 pm
Allegra Banquets, 237 W. St. Charles Rd.
Villa Park, IL 60181
Joe Konopacki, 630-283-2248
joe@insightpsinc.com

SOUTH MIDWEST

Arkansas

Kyle Rodgers, 479-599-9314
kyle@aplus-inspection.com

Great Plains (KS, MO)

www.ashikc.org
Second Wednesday of every month
The Great Wolf Lodge, Kansas City
Randy Sipe, 913-856-4515
randy@familyhomeinspections.com

Midwest PRO ASHI (KS)

David Mason, 316-393-2152
david@allprohomeinspect.com

St. Louis (MO)

www.stlashi.org
Second Tuesday, 5 pm
Creve Coeur Government Center
Multi-Purpose Meeting Room
300 N. New Ballas
Creve Coeur, MO 63141
Mark Goodman, 636-391-0091
mark@homeinspectstl.com

Lone Star (TX)

www.ashitexas.org
Bud Rozell, 214-215-4961
goodhomeinspection@att.net

MOUNTAIN

Arizona

www.azashi.org
Bryck Guibor, 480-442-2660
arizonaashi@gmail.com
Quarterly education on
azashi.org

New Mexico

www.ashinm.org
Bi-monthly meetings are held on the
second Saturday of the month at
Drury Hotel (Jan., March, May, July,
Sept.) located at 4630 Pan American
Freeway NE in Albuquerque.
Meeting starts at 8:30 am.
Lance Ellis, 505-977-3915
lellis@amerispec.net

Northern Rockies (ID, MT)

Steve Jenicek, 406-949-6461
Steve@taskmasterinspections.com
Secretary: Kelly Campeau
877-749-2225
Kelly@inspectormt.com

Rocky Mountain

Fourth Tuesday, 6:30 pm
Bob Kadera, 303-588-2502
bob@360degreeinspections.com

Southern Colorado

www.ashi-southerncolorado.org
Second Thursday each month, 6:30 pm
Valley Hi Golf Club, 610 S. Chelton Rd.
Colorado Springs, CO 80910
Aaron Hunt, 719-334-5455
aaron@huntpropertyinspections.com

PACIFIC

Alaska

Meeting dates: Jan. 1,
March 1, Aug. 1, Nov. 1
Location varies each meeting
David Mortensen, 907-243-4476
dave@discoveryinspect.com

ASHI Hawaii

www.ashihawaii.com
Oscar Libed, 808-330-2302
oscar@inspecthawaii.com

California

Randy Pierson, 310-265-0833
randy@southbayinspector.com

Central Valley CREIA-ASHI

Peter Boyd, 530-673-5800
Boyd.p@comcast.net

Golden Gate (CA)

www.ggashi.com
Brian Cogley, v 510-295-8021
f 510-355-1073
CogleyInspections.com

Inland Northwest (ID, WA)

Vince Vargas, 208-772-3145
vince@vargasinspections.com

Orange County CREIA-ASHI (CA)

www.creia.org/orange-county-chapter
Third Monday, 5:30 pm
Hometown Buffet
2321 S. Bristol, Santa Ana
Bill Bryan, 949-565-5904
bill@rsminspections.com

Oregon

www.oahi.org
Fourth Tuesday, 6:30 pm
4534 SE McLoughlin Blvd.
Portland
Jon Nichols, 503-324-2000
housedetective@hotmail.com

San Diego CREIA-ASHI

First Tuesday each month
Elijah's Restaurant
7061 Clairemont Mesa Boulevard
San Diego, CA 92111
Ray (Cliff) Sims Jr., 619-334-1138
cliffsims@cox.net

San Joaquin Valley (CA)

Third Thursday, 6 pm
1736 Union Avenue, Bakersfield, CA
Raymond Beasley, 661-805-5947
rbinspector@aol.com
Mail: 3305 Colony Oak St.
Bakersfield, CA 93311

Silicon Valley ASHI-CREIA (CA)

www.siliconvalleyinspector.com
Tammy Nicholas, 408-771-4939
tnicholas490@gmail.com

Southwestern Idaho

Second Monday
David Reish, 208-941-5760
dave@antheminspections.com

Los Angeles-Ventura County ASHI-CREIA

Third Wednesday, 5 pm
Holiday Inn, Woodland Hills
Bob Guyer, 805-501-0733
guyerinspections@roadrunner.com

South Bay (CA)

Webinar meetings
Randy Pierson, 310-265-0833
randy@southbayinspector.com

Western Washington

www.ashiww.com
Chapter Meetings held at chapter seminars in March and Sept.
Dylan Chalk
orcainspect@gmail.com

NEW ENGLAND

Coastal Connecticut

www.coastalctashi.org
Third Thursday, 6 pm, Westport VFW
Lodge, 465 Riverside Avenue, Westport
John Hamlin, 203-912-1917
john.hamlin@pillartopost.com

New England

(ME, MA, NH, RI, VT)
Third Thursday (usually), 5 pm
Hilton Garden Inn, Waltham, MA
Alex Steinberg, 617-924-1028
alex@jbsinspections.com

Northern New England (NNEC) (ME, MA, NH, VT)

www.ashi-nnec.org
Third Thursday of Jan., April,
June and Sept.
Tim Rooney, 603-770-0444
homeviewnh@comcast.net
nnec.ashi.2016@gmail.com

NEW YORK/JERSEY/ DELAWARE

Central New York

www.cnyashi.com
Third Wednesday each month, 6 pm
Tony's Family Restaurant, Syracuse
Richard Alton, 315-415-4847
dick@altoninspect.com

First State (DE)

www.firststateashi.org
Third Wednesday, 7 pm
The Buzz Ware Center
2121 The Highway, Arden
Mark Desmond, 302-494-1294
mark@delvalleyhome.com

Garden State (NJ)

www.gardenstateashi.com
Second Thursday
The Westwood, Garwood
Kevin Vargo, 732-271-1887
gsashipresident@gmail.com

Greater Rochester (NY)

www.ashirochester.com
Second Tuesday, 6 pm
Jeremiah's Tavern, 2200 Buffalo Rd.
Gates, NY 14624
Jim Brennan, 585-520-5575
jbrennan@independentinspection-service.com

Hudson Valley (NY)

Second Tuesday, 6 pm
Daddy O's Restaurant
3 Turner Street
Hopewell Junction, NY 12533
Michael Skok, 845-592-1442
ashistatewide@yahoo.com

Long Island (NY)

www.liashi.com
Third Monday, 6 pm, Domenico's
Restaurant, Levittown
John Weiburg
516-603-5770
john@greenlinkhi.com

New York Metro

www.nyashi.com
Last Thursday, 5 pm
Travelers Rest
25 Saw Mill River Road
Ossining, NY 10562
Chris Long, 914-260-8571
pres@nyashi.com

Southern New Jersey (NJ)

www.southernnjashi.com
Third Wednesday, 6:30 pm
Ramada Inn, Bordentown
Rick Loble, 609-208-9798
rick@doublecheckhi.com

MID-ATLANTIC

Central Virginia

www.cvashi.org
Second Tuesday, 6:30 pm
Independence Golf Course
600 Founders Bridge Blvd.
Midlothian, VA 23113
John Cranor, President
804-873-8537
cranorinspectionsservices@gmail.com

Hampton Roads (VA)

Second Thursday, 7 pm, Cypress Point
Country Club, Virginia Beach
Gregory Murphy, 757-535-4355
gmurphy@coastalinspect.com

MAC-ASHI (DC,MD,VA)

www.macashi.org
Second Wednesday, 6pm
Rockville Senior Center
1150 Carnation Drive
Rockville, MD 20850
Welmoed Sisson, President
201-208-8289
welmoed@inspectionsbybob.com

NOVA-ASHI (MD, VA)

www.novaashi.com
Fourth Tuesday, Associate hour 6-7 pm,
Membership meeting 7-9 pm, Northern
Virginia Resources Center, Fairfax
Tony Toth, 703-926-6213
tony_toth@msn.com

SOUTH ATLANTIC

ASHI Georgia

www.ashigeorgia.com
Brent Drake, 770-778-81076
drakesinspection@gmail.com

East Tennessee

www.etashi.org
Third Saturday of Feb.,
May, Aug. and Nov.
Paul Perry, 866-522-7708
cio@frontiernet.net

Mid-Tennessee

Ray Baird, 615-371-5888
bairdr@comcast.net

Mid-South (TN)

Steven Campbell, 901-734-0555
steve@memphisinspections.com

North Carolina

www.ncashi.com
Meeting TBA
Bruce Barker, 919-322-4491
bruce@dreamhomeconsultants.com

South Carolina

First Saturday of Feb., May,
Aug. & Nov., 8 am
Roger Herdt, 843-669-3757
herdtworks@msn.com

GULF

ASHI South (AL)

www.ashisouth.org
Quarterly, Homewood Library
Homewood
John Knudsen, 334-221-0876
jgknudsen111@gmail.com

Florida Wiregrass

www.ashiwiregrass.org
Second Wednesday, 6:30 pm
Sleep Inn Hotel, Wesley Chapel
Nancy Janosz, 813-546-6090
ProTeamInsp@aol.com

Gulfcoast (FL)

First Thursday, 7 pm, The Forest
Country Club, Fort Myers
Len Gluckstal, 239-432-0178
goldenrulehi@comcast.net

Louisiana

Quarterly Meetings
Michael Burroughs
318-324-0661
Mburroughs2@comcast.net

Suncoast (FL)

www.ashisuncoast.com
First Tuesday, 6:30 pm; Please see our
website for meeting locations.
Neal Fuller, 727-858-2975
nealf.ma@yahoo.com

Southwest Florida

www.swashi.com
Serving Manatee, Sarasota & Charlotte
Second Wednesday, 6 pm
Holiday Inn, Lakewood Ranch
6321 Lake Osprey Drive, Sarasota
Michael Conley, 941-778-2385
FLinspector@outlook.com

CANADA

CAHPI Atlantic

www.cahpi-alt.com
Lawrence Englehart
902-403-2460
inspections@eastlink.ca

CAHPI Ontario

www.oahi.com
Rob Cornish, 613-858-5000
robcb@homexam.ca

Alberta Professional Home Inspectors (APHIS)

www.aphis.ca
Meetings held 3 times a year
Alan Fisher, 403-248-6893
admin@aphis.com

Quebec AIBQ

www.aibq.qc.ca
Pascal Baudaux, 450-629-2038
info@almoinspecton.ca



NORTHERN NEW ENGLAND CHAPTER WINTER EDUCATIONAL SEMINAR

When: January 15, 2020

Where: Puritan Conference Room,
Manchester, NH

CEUs: 7 ASHI Ces

Contact: nnec.ashi.2016@gmail.com

**TO HAVE YOUR
CHAPTER SEMINAR
LISTED HERE, EMAIL
ALL INFORMATION
ABOUT YOUR
CHAPTER
SEMINAR TO:**
micheleg@ashi.org.

ASHI HAWAII CHAPTER MEETING

When: January 25, 2020

Location: University of Hawaii (Manoa),
Holmes Hall (Engineering Building),
Room 287, Second Floor, Diamond
Head side of building.

Contact: Oscar Libed, P.E INSPECT HAWAII, LLC
808-330-2302

email: oscar@inspecthawaii.com

Parking: For the Neighbor Islands, Oscar Libed
will provide a webinar login to participate re-
motely. A Conference Bridge number will be
provided for you to call in and enable 2-way
audio communications.

Schedule: 10:00 am: Introductions
10:15 am: Speaker Horst Brandes on
"Typical Structural and Geotechnical
Problems for Residential lots". Click
on this link for his background:
Horst Brandes
11:30 am: Free Lunch
(Pizza and drinks)
12:00 pm: Speaker Aaron Menlove
on "Why Do Buyers Sue Home In-
spectors?". Click on this link for his
background: Aaron Menlove
1:30 pm: Discussion on ASHI
Chapter Activities

Please RSVP to Oscar Libed via email if you are
attending in person or via webinar

LONG ISLAND ASHI CHAPTER WINTER SEMINAR

When: February 6 & 7, 2020

Where: Domenico's Restaurant, Levittown

CEUs: 12 ASHI CEs

Contact: Mitchell Allen (516) 662-1746

ASHI CENTRAL PA CHAPTER

When: February 29, 2020

Where: Radisson Hotel Harrisburg
1150 Camp Hill Bypass
Camp Hill, PA 17011-3734

CEUs: ASHI and Maryland 8 CEs

Contact: Pat Reilly, pwreilly@comcast.net

IMPORTANT REPORTER DEADLINES:

- FEBRUARY 2020 ISSUE - 12/7/19
- MARCH 2020 ISSUE - 1/7/20
- APRIL 2020 ISSUE - 2/7/20
- MAY 2020 ISSUE - 3/7/20

The Reporter is produced 6-8 weeks ahead of
the week it arrives in your mailbox.

ASHI'S REPORTING SOFTWARE SHOWCASE SERIES

View Dominic Maricic's HomeInspectorPro webinar available
on the ASHI Online Learning Center, anytime 24/7.

<http://www.homeinspector.org/onlineeducation>

"Live" monthly webinars begin at 7:00 pm Central time

Don't miss these upcoming sessions!

November 12th - Horizon

December 3rd - Home Inspector Tech

January 14th - 3D Inspection

February 11th - HomeGauge

March - Palm Tech

- Free to ASHI members.
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- Ask questions, get answers.

Go to www.ashi.org, click on the webinar banner and register.



Thirty-Five Years

Patrick Casey
Roman Paul Korobij
Jack H. Milne
Michael J. Poli, P.E.
Ernest Simpson
Phillip Thornberry

Thirty Years

Louis Cozzi
Wynne Hyatt
Albert Innamorati
Chris Keeling
Donald Lawn
Thomas Rooney

Twenty-Five Years

Matt G. Cantor
Richard L. Davis

Twenty Years

Rich Able
Sergio Angione
Don Cessna
Jeffrey Donaldson, P.E.
Douglas Kaufman
Roger Priest
Robert Reese
Kenneth Schutter
Craig Smith

Fifteen Years

Eric Babcock
Tom Carter
John Clason
Jason Gruhn
Aaron Mainelli
Robert Major
Stephen Sutton

Ten Years

Fred Alati
John J. Blough
John R. Fordyce
Ryan Goeglein
James R. Kelly
Devin Lehmann
Dan McPhee
Karl A. Sanders
Glenn Schwartz
Pete Sutch
Mark A. Ward

Five Years

Robert G. Alexander
Bob Ashbrook
David E. Beck
Sean Boyle
Paul Breitkopf
Michael Conley
Chris Cook

Richard Costello
Wayne Defino
Troy Galloway
Larry Grove
Eric Gulotta
Dustin Hagar
Matthew Hix
Michael J. Howard
Anders Hyatt
Kory R. Keith
David Kniptash
Kevin Lantaff
Donald A. Masters
Sean P. McDevitt
Mark Montonati
Jere W. Moyer
Robert Nason
Andrew Nightingale
Michael O'Malley
Terry T. Peirano
Bryan J. Poe
Stephen Rager
Charles Rhoades
Louis Rinaldi
Casey Slaten
Jason A. Sobol
Michael P. Stepnick
Charles Sullivan
Richard Taylor
David A. Teter
Robert Twaddle
Scott Wharton
Todd White

CURRENT ASHI MEMBERSHIP

ASHI Certified Inspectors: 3,312

Inspectors: 213

Associates: 2,975

Retired Members: 114

Affiliates: 85

Total: 6,699 Members as of 12/10/2019

**FREE ASHI Member access
to past IW sessions.**

1. Go to www.ASHI.org
2. Under Education & Training
3. Click on:

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Visit the Online Learning Center

www.homeinspector.org/onlineeducation



In this column, ASHI's Ethics Committee addresses dilemmas faced by home inspectors.



Jamison Brown is the owner of Home Inspections by Jamison & Company, Poquoson, VA. Before becoming an ASHI member in 1988, Jamison was a project manager, and supervised the construction and remodeling of more than 10,000 housing units for the U.S. Department of Defense (DoD) and the U.S. Department of Housing and Urban Development (HUD). Jamison is a former member of the Carpenters and Joiners of America, and a former licensed plumber in the state of Virginia. He is a member of the International Code Council, International Association of Electrical Inspectors (IAEI) and a certified member of the American Society of Home Inspectors (ASHI). He has been a member of ASHI's Technical and Membership Committees, and was chair of the CEPP Committee. Currently, he chairs the ASHI Code of Ethics Committee. Jamison has personally inspected more than 18,000 residential and commercial properties. Contact him at jamison.brown@gmail.com.

Are These Violations of the ASHI Code of Ethics?

By Jamison Brown, ASHI Ethics Committee Chair

Know the Code: The ASHI Code of Ethics can be found at [this link](https://www.homeinspector.org/Code-of-Ethics): <https://www.homeinspector.org/Code-of-Ethics>

Know the Standard of Practice: The ASHI Standard of Practice can be found at [this link](https://www.homeinspector.org/Standards-of-Practice): <https://www.homeinspector.org/Standards-of-Practice>

QUESTIONS & INTERPRETATIONS

QUESTION: WHEN AN ASHI MEMBER PERFORMS A HOME INSPECTION, WHAT FEE-PAID SERVICES DOES ITEM 1F OF THE ASHI CODE OF ETHICS PROHIBIT THE INSPECTOR FROM PERFORMING?

RESPONSE: Item 1F of the ASHI Code of Ethics: "1. Inspectors shall avoid conflicts of interest or activities that compromise, or appear to compromise, professional independence, objectivity, or inspection integrity. ... F. Inspectors shall not repair, replace, or upgrade, for compensation, systems or components covered by ASHI Standards of Practice, for one year after the inspection."

The purpose of this prohibition is to ensure that a home inspection and a report are not used to generate compensation for certain services that represent a conflict of interest and could harm a consumer. These services involve repairs, replacements or upgrades that would be performed by an ASHI member on a home that has been inspected by that same ASHI member.

The ASHI member is prohibited from providing these services for compensation.

Compensation refers to any reward or consideration paid for services rendered, whether it is money or other compensation.

The prohibition refers to repairs, replacements or upgrades to all systems and components that are covered by the ASHI Standard of Practice (SoP), regardless of their condition. Services other than repairs, replacements or upgrades to systems and components covered by the ASHI SoP are not prohibited.

Repairs, replacements or upgrades to systems and components beyond the scope of the SoP are not prohibited.

The prohibition lasts one year. The one-year period begins on the day the home inspection begins and expires one year after the home inspection ends.

QUESTION: IS IT A VIOLATION OF ASHI CODE OF ETHICS, ITEM 1C, TO OFFER GIFTS OF LOW MONETARY VALUE (LESS THAN \$15 SUCH AS MOVIE TICKETS OR CARWASH PASSES) TO REAL ESTATE AGENTS AS THANKS FOR REFERRALS OR FOR THE TIME SPENT AT THE INSPECTION? HERE ARE THREE EXAMPLES FOR YOUR CONSIDERATION:

- **EXAMPLE A:** Provide movie tickets to real estate agents as thanks for their time at the inspection.
- **EXAMPLE B:** Provide movie tickets to real estate agents as thanks for the referral.
- **EXAMPLE C:** Offer to provide movie tickets to real estate agents for every referral they make.

RESPONSE: The committee finds that these offers do constitute a violation of item 1C of the ASHI Code of Ethics.

Previous rulings have found that providing meals are a normal and accepted part of the business culture and do not constitute a form of compensation for future referrals; however, in each of the examples in which movie tickets are provided to the real estate agent, the tickets are offered as direct compensation for referrals.

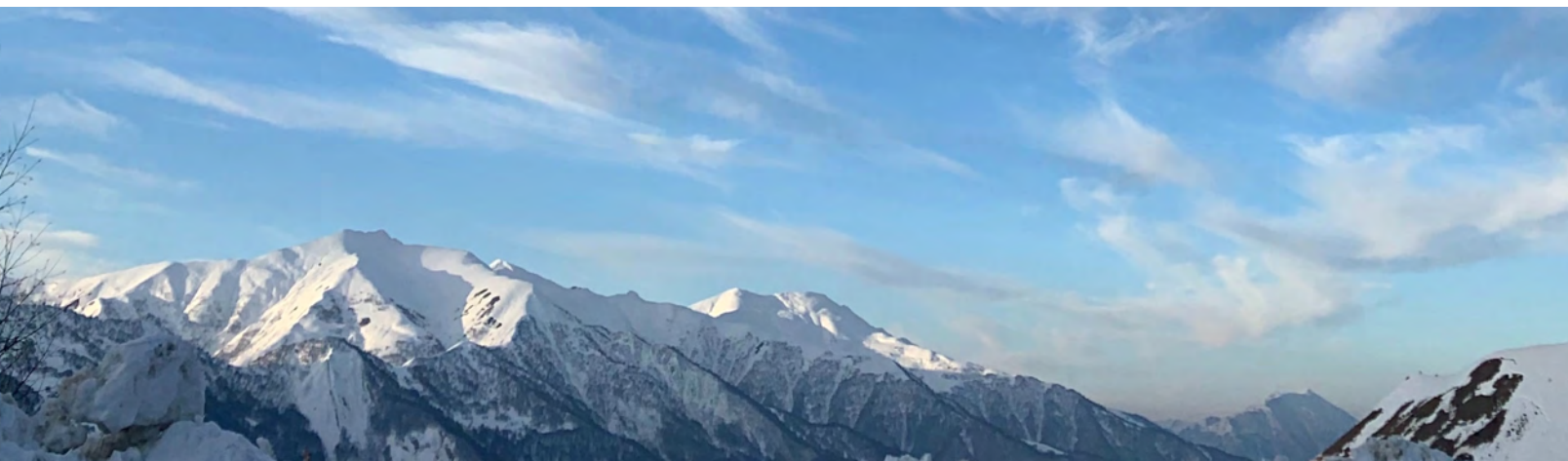
Even though the monetary value may be low, direct inducements for inspections are not allowed by the ASHI Code of Ethics. A home inspection is a part of a client's due diligence in purchasing real estate. Acceptance of a referral by a client is a statement of faith by the client in the source of the referral. It is important to the client that there be no doubt that a referral for home inspection services is based on the quality of services provided. Offers of direct payments of cash or other items having a cash value in exchange for the referral will undermine the trust placed in the professionals involved.

ELEVATE YOUR BUSINESS.



**Take your home inspection
business to new heights.**

Inspectionsupport.net/elevate





Postcards from the Field

NEW POSTCARDS EMAIL!

Please send your name, city, state, photos, headings & captions to: postcards@ashi.org

Note: By sending in your postcard(s), you are expressly granting ASHI the right to use the postcard and your name with it in the ASHI REPORTER and in other publications ASHI may select.

Maybe Organic Looking Desiccant



JAMES BROCK,
Boston Home Inspectors,
South Boston, MA

Seller said there was a slight roof leak.



MATTHEW STEGER
WIN Home Inspection
Elizabethtown, Lancaster, PA

Let's play hide and seek for the breaker panel.



AARON MAYER,
Housewarming Home Inspections,
St. Louis, MO

Why do I need to cap off the holes?

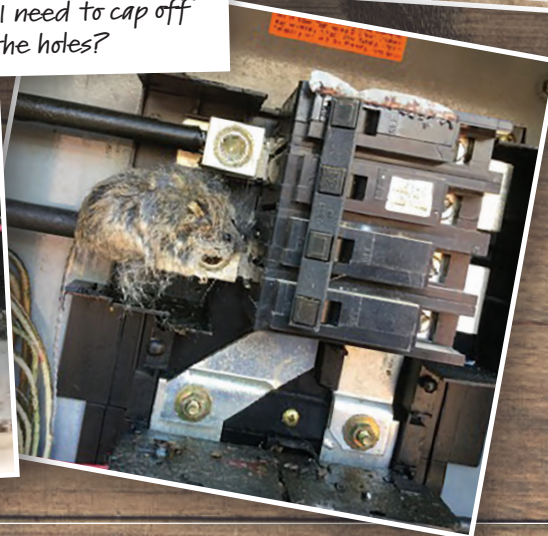


MATTHEW STEGER
WIN Home Inspection
Elizabethtown, Lancaster, PA

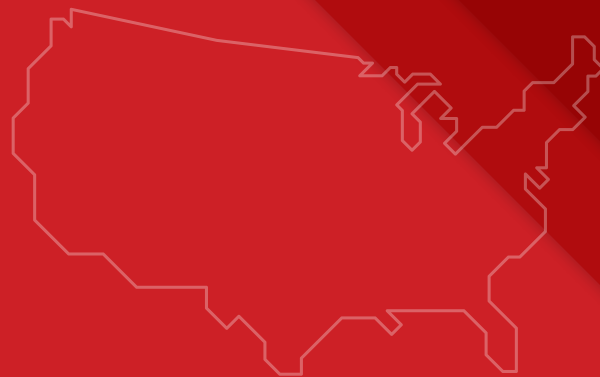
Why do I need to cap off the holes?



MATT LEAHY
The Edge Home Inspections,
Tucson, AZ



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Make it easy for potential customers to find you by registering in our online **Inspector Database**.

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Grow professionally and connect with other home inspectors through our **Facebook Page @NationalHomeInspectorExam**.

Join the conversation about the home inspection profession, business development, questions from the field, and more in our private **Facebook Group "NHIE Home Inspectors"**.



National Home Inspector
Examination®

For these resources and more, visit
NationalHomeInspectorExam.org.



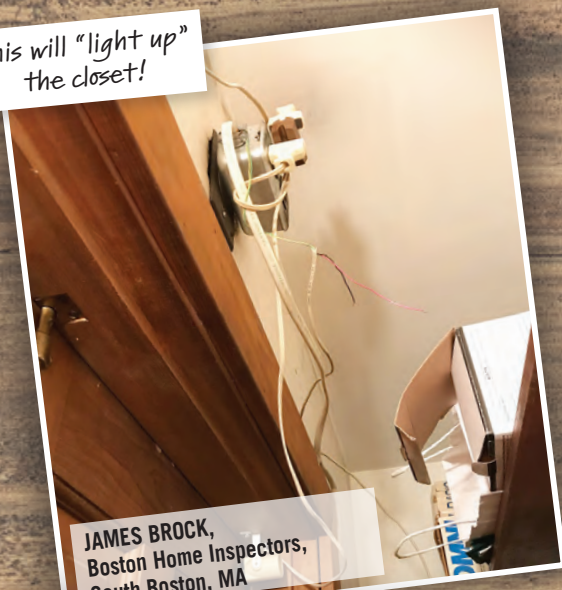
Postcards from the Field

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Please send your name, city, state, photos, headings & captions to: postcards@ashi.org

Note: By sending in your postcard(s), you are expressly granting ASHI the right to use the postcard and your name with it in the ASHI REPORTER and in other publications ASHI may select.

This will "light up" the closet!



JAMES BROCK,
Boston Home Inspectors,
South Boston, MA

The electrical tape gave it away.



RON ASHE,
Ashe Inspection Services LLC,
Newington, CT

I wonder if I should lock my inspection vehicle?



ROGER D'ANGINA,
RTD Home & Building
Inspections, Crooksville, OH

"Cool" light switch



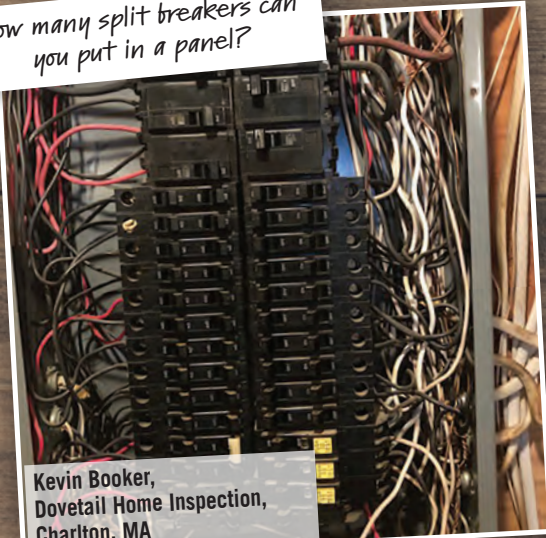
JON TOMICH,
Savvy Home Inspections,
Missoula, MT

Why use one elbow when you can use three?



ANDY HILTON,
Hilton Home Inspection, Inc.,
Lewisville, NC

How many split breakers can you put in a panel?



Kevin Booker,
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FROM THE EXECUTIVE DIRECTOR

ENTERING A NEW DECADE OF HOME INSPECTION

By James Thomas, Executive Director



We have reached the year 2020. This particular year always seemed so far away when I was younger. I may have watched one too many episodes of "The Jetsons," but I expected flying cars, robot maids and colonies in space by this year. In fairness, the Jetsons would still be 40 years away, as the cartoon was set in the year 2062.

Other than the flying cars and space colonies, we've done pretty well from an advancement standpoint. All of us have a phone in our pocket with more processing power than the computers that were used to send the first astronauts into space. We have access to information online at any time.

This doesn't mean, however, that we've always been the most productive with using these technological advancements. I've been curious about what great minds such as Newton and Einstein would accomplish if they were given the same resources we have today. I doubt they would spend time on fruitless conversations on the different outlets available.

The American Society of Home Inspectors (ASHI) started in 1976, and 2020 begins the 44th year of operations. If you think of the Society as a person, middle age is approaching fast. For most people in this age group, perspectives start to shift as experience now matches knowledge.

As an organization, ASHI has seen a lot of changes that have led to its collective experiences. From political, economic and social standpoints, tremendous shifts have occurred that have fundamentally changed society. ASHI has not only survived these shifts but continues to impact the profession.

It's incredible to think that not only does ASHI provide constant input about "all things home inspection" to legislative bodies at all levels in North America, but key decision makers and influencers from around the world contact ASHI to tap into our collective keen insight. Many countries don't have the consumer advocates in the home-buying process that many in the United States and Canada take for granted, and they look to ASHI as a resource to help navigate the road ahead.

ASHI has always had the foresight to build on strengths gained from experience and to learn about and understand the potential areas of opportunities. Decisions have to be made to build momentum and adapt to changes.

Many industries have been disrupted by innovations that meet the needs of consumers in more productive ways. Uber and Lyft not only transformed a marketplace for consumers but upended the profession of owning and driving taxis across North America and now most of the world.

Large corporations with numerous resources at their disposal are now beginning to disrupt the real estate industry. I believe there will be more difficulty for other professions in the industry, but home inspection absolutely will be impacted, too. ASHI's capable Board is thinking through these things and will continue to work with legislators and other experts to ensure that the home inspection profession is included in all conversations about this industry.

ASHI serves its members who, in turn, serve their clients to the best of their ability. In 2019, we focused our efforts on ways to continue to improve the ASHI member experience, and we will continue this focus in 2020. This is a moving target, so we try to improve what we do and how we do it.

As part of this process, we've updated our member database system and accounting systems to allow for different departments to redistribute time to focus on interactions with members, innovate in the education space and be more responsive to the changing needs of our members.

We're also in the process of complete overhauling the ASHI website. The new website will focus on members, attract consumers and serve as a beacon of educational content for all home inspectors. A lot of time and energy has been focused on this project, and we look forward to rolling it out to you in 2020. We will no doubt encounter some learning curves; however, we are certain that ASHI's refreshed website will be easier for both our members and consumers to understand and use.

As always, thank you for your support of ASHI. ASHI doesn't exist without its members, and we do not take you for granted. We are also grateful to the hundreds of ASHI volunteers who work tirelessly on behalf of the organization.

Let's all work together to ensure that 2020 is another great year. I hope to see many of you in New Orleans for InspectionWorld®. Happy New Year!



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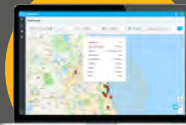
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