



MARCH 2020

REPORTER

INSPECTION NEWS & VIEWS FROM THE AMERICAN SOCIETY OF HOME INSPECTORS, INC.

WELCOME
2020-2021
ASHI PRESIDENT
MIKE WAGNER

FROM THE PRESIDENT

ASHI 2020—CHANGE
P10

HOME INSPECTION RESOURCES
**WHERE IT CAN RAIN,
IT CAN FLOOD**
P10

INSPECTIONWORLD® 2020:
**LEARNING &
GROWING**
P18

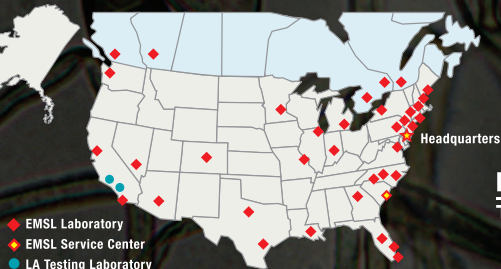
TECHNICAL FOCUS
VACUUM BREAKERS
P26

TESTING LABORATORIES

- ✓ MOLD
- ✓ ASBESTOS
- ✓ RADON
- ✓ LEAD
- ✓ WATER QUALITY
- ✓ BACTERIA
- ✓ VERMICULITE
- ✓ ALLERGENS
- ✓ VOCs/ODORS

FOR PRICING CALL
888-958-8170

United States and Canada Locations



- ◆ EMSL Laboratory
- ◆ EMSL Service Center
- ◆ LA Testing Laboratory

EMSL

EMSL ANALYTICAL, INC.
TESTING LABS • PRODUCTS • TRAINING

www.emsl.com

Mold Sampling Basic Kit **\$299** USD #8706301



Air-O-Cell Cassette/50 PK **\$199** USD #8715301B



Zefon Bio-pump Plus Kit **\$699** USD #8706002



FREE Swabs & Tape Lifts For EMSL Tests!



FHA/VA Water Test Kit Basic+2Day TAT Prepaid
\$110 USD #FHAB+2DPPCOMKIT



Radon Gas Test kit **Call For Pricing!**



On the Cover



FEATURES

- 6** **MANAGING RISK**
Your Pre-Inspection Agreement: Exclusions
By Stephanie Jaynes, Marketing Director at InspectorPro Insurance
- 10** **HOME INSPECTION RESOURCES**
Where It Can Rain, It Can Flood
By the National Flood Insurance Program Content Team
- 16** **SMART INSPECTOR SCIENCE**
Low-slope Roof Needs Special Attention
By Tom Feiza, Mr. Fix-It, Inc. HowToOperateYourHome.com
- 18** **INSPECTIONWORLD® 2020: Learning & Growing**
By James Thomas, ASHI Executive Director
- 20** **FROM THE PRESIDENT**
ASHI 2020 – Change
By Mike Wagner, ACI CRP, 2020 ASHI President
- 26** **TECHNICAL FOCUS Vacuum Breakers**
By Reuben Saltzman
- 30** **MARKETING FOCUS Is Video The Missing Piece in Your Marketing?**
By Brad Williams

16



26



18



DEPARTMENTS

- 22** **ASHI LEADERSHIP & AWARDS**
- 40** **Are These Violations of the ASHI Code of Ethics?**
By Jamison Brown, ASHI Ethics Committee Chair
- 42** **Postcards From the Field**
It's Wacky Out There
- 46** **CHAPTER NEWS**
North Carolina ASHI Annual Conference and Chapter Meeting
By Bruce Barker

30





ASHI National Officers and Board of Directors

Educated. Tested. Verified. Certified.

ASHI MISSION STATEMENT

*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.*

OFFICERS

Mike Wagner, President
Westfield, IN, 317-867-7688
mwagner@ralis.com

Bruce Barker, President-Elect
Cary, NC, 919-322-4491
bruce@dreamhomeconsultants.com

Blaine Swan, Vice President
Columbus, OH, 614-506-0647
trueprohomeinspections@gmail.com

John Wessling, Treasurer
St. Louis, MO, 314-520-1103
john@wesslinginspections.com

Lisa Alajajian Giroux, Secretary
Milford, MA, 508-634-2010
homequest1@comcast.net

Scott Patterson,
Immediate Past-President
Spring Hill, TN, 615-302-1113
scott@traceinspections.com

DIRECTORS

Bronson Anderson 2018-2020
Waynesboro, VA, 540-932-7557
2inspect4u@gmail.com

Eric Barker 2018-2020
Lake Barrington, IL, 847-408-7238
ebarker@morainewoods.com

Michael Burroughs 2019-2021
Monroe, LA, 318-376-0482
mike.qedservice@gmail.com

Rob Cornish 2019-2021
Ottawa, ON, 613-858-5000
robc@homexam.ca

Shannon Cory 2018-2020
Fayetteville, GA, 770-461-3408
shannon@rainbowhomeinspections.com

Steve Cross 2019-2021
Ortonville, MI, 248-342-4205
crossinspectionservices@gmail.com

Mark Goodman 2020-2022
Manchester, MO, 314-409-3991
mark@homeinspectstl.com

Doug Johnson 2020-2022
Mobile, AL, 251-295-7254
inspectmobile@gmail.com

Scott Johnson 2020-2022
Marietta, GA, 678-232-6769
whpis@me.com

Nashaat Roufaiel 2019-2021
Ottawa, ON, 613-823-7706
nr1990@hotmail.com

Bob Sisson 2018-2020
Boys, MD, 301-208-8289
Office@inspectionsbybob.com

Jim Vaughn 2020-2022
Arlington, VA, 703-675-5452
jim@homeauthority.biz

Publisher: James Thomas
Editor: Carol Dikelsky
Art Director: George Ilavsky

American Society of Home Inspectors, Inc.
932 Lee Street, Suite 101
Des Plaines, IL 60016

847-954-3179 Reporter calls only

847-299-2505 (fax) Reporter only
Email: jamest@ashi.org

Advertising: Dave Kogan
Phone: 847-954-3187, Email: davek@ashi.org

ASHI STAFF

Main Phone: 847-759-2820, 8:30 am - 5:00 pm
Mon. - Fri., CST

EXECUTIVE DIRECTOR

James Thomas, *Executive Director*
847-954-3182, jamest@ashi.org

Bonnie Bruno-Castaneda, *Executive Assistant*
847-954-3177, bonnieb@ashi.org

EDUCATION, CE APPROVAL, ASHI ONLINE LEARNING CENTER, INSPECTIONWORLD, CHAPTER RELATIONS

Michele George, *Director of Education, Events and
Chapter Relations*, 847-954-3188, micheleg@ashi.org

MEMBERSHIP & PRODUCT ORDERS

Jen Gallegos, *Manager of Membership Services &
U.S. DOE Home Energy Score Assessor Coordinator*
847-954-3185, jeng@ashi.org

George Herrera, *Membership Services Coordinator*
847-954-3196, georgeh@ashi.org

Michael Krauszowski, *Membership Services Administrator*
847-954-3175, Michaelk@ashi.org

Gaby Nava, *Membership Services Administrator*
847-954-3176, Gabyn@ashi.org

ACCOUNTING

Beverly Canham, *Financial Assistant*
847-954-3184 beverlyc@ashi.org

WEBSITE, INFORMATION SYSTEMS, DATABASE

Mike Rostescu, *Assistant Executive Director & Director of IT*
847-954-3189, miker@ashi.org

COMMUNICATIONS

Dave Kogan, *Director of Marketing & Business Development
Advertising, IW Expo Hall, Public Relations*
847-954-3187, davek@ashi.org

Kate Laurent, *Creative Director*
"ASHI Reporter" *Art Director*, 847-954-3179, katel@ashi.org

Chris Karczewski, *Brand Manager & Content Strategist*
847-954-3183 chrisk@ashi.org

George Ilavsky, *Art Director*, georgei@ashi.org

THE ASHI SCHOOL

Michelle Santiago, *Education Manager*, 847-954-3198
Michelle@theashischool.com

Rhonda Robinett, *Marketing and Communications Specialist*
847-954-3194 Rhonda@theashischool.com

ASHI REPORTER – ISSN 1076-1942 – the official publication of the American Society of Home Inspectors, Inc. (ASHI), 932 Lee St., Suite 101, Des Plaines IL 60016, is published monthly. Annual subscriptions: \$44.95 to non-members. Periodical postage paid at Des Plaines, IL 60016 and additional mailing offices. POSTMASTER: Send address changes to ASHI Reporter, 932 Lee Street, Suite 101, Des Plaines, IL 60016-6546. Copyright© 2018, ASHI. None of the content of this publication may be reproduced, in any manner, without the prior written consent of the publisher. Inclusion of or specific mention of any proprietary product within does not imply endorsement of, nor does exclusion of any proprietary product imply non-endorsement, by the American Society of Home Inspectors, Inc. Opinions or statements of authors and advertisers are solely their own, and do not necessarily represent the opinions or positions of ASHI, its agents or editors. See above for information pertaining to submission of articles, advertising and related materials.



Better coverage for less cash

InspectorPro with **the ASHI Advantage** gives you our acclaimed service and protection with a new inspector or ASHI member discount.



InspectorPro™
INSURANCE PROGRAM

Not available in New Jersey. Some restrictions apply. Talk to an InspectorPro broker for details.

Call **855-588-ASHI** Email: ashi@inspectorproinsurance.com
Website: www.inspectorproinsurance.com/ashi-advantage

Managing Risk

Your Pre-Inspection Agreement: Exclusions

By Stephanie Jaynes, Marketing Director
at InspectorPro Insurance



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 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/ashiadvantage.



Note: The Managing Risk column with InspectorPro Insurance provides home inspectors with tips to protect their businesses against insurance claims and examines best practices for crafting effective pre-inspection agreements.

Exclusions are items of risk specifically not covered by a contract to avoid excessive liability. In pre-inspection agreements, exclusions limit or eliminate your responsibility to inspect for certain defects or examine certain systems and components.

By outlining the conditions and circumstances your inspection does not cover within your agreement, you can better serve your clients and manage your risk. Steven Rinehart of Rinehart Real Estate Inspection Service (<https://www.realestateinspection.net>) makes sure that the exclusions that may or have come up in client interactions have a prominent place in his pre-inspection agreement.

"I've tried to answer the most common questions before they get asked in my contracts," Rinehart said. By addressing the exclusions that most often spark questions in his pre-inspection agreement, Rinehart improves and enhances his communication with customers.

THERE ARE SEVERAL TYPES OF EXCLUSIONS, INCLUDING THE FOLLOWING:

- items you never inspect
- items you usually inspect but you may exclude due to extenuating circumstances
- items you only inspect if the client adds the optional service for a fee

ITEMS YOU NEVER INSPECT

Since they are limited, non-invasive surveys of homes and their systems and components, home inspections aren't technically exhaustive. There are some things you just cannot or will not find because discovering such defects reaches beyond your inspection capacity.

Due to the state of Texas' additional licensing requirements for ancillary services such as termite inspections, Rinehart underscores his inability to report on certain issues in his contract.

"I don't do wood-destroying insects. I don't do septic tanks. I don't do hazardous materials, like asbestos. So, it's very clear in the contract that those [services] are not part of the inspection, and those [services] are not things that I can even offer," Rinehart said.

The following excerpt from a pre-inspection agreement used by Fritz Kelly of Kelly Home Inspection in Arizona (<http://www.kellyhomeinspection.com/>) highlights how you might list items you never inspect within your contract:

THE FOLLOWING ITEMS ARE NOT INCLUDED IN AN INSPECTION:

- Window air conditioners
- Portable appliances
- Freezers
- Landscaping/fences
- Solar heating systems
- Septic systems
- Sprinkler systems
- Private wells
- Water softeners/filters
- Alarms or intercoms
- Humidifiers
- Landscape lighting
- Swimming pools
- Built-in hot tubs

Portable appliances such as washers, dryers, and refrigerators are not part of the real estate transaction and are not inspected.

Such items that you never inspect need to be excluded from your pre-inspection agreement so that clients have appropriate expectations. For Emerson Treffer of Pro Home Inspection Services, Inc. (www.prohomeinspectionss.com) in South Carolina, such communication is essential so that clients have the opportunity to hire specialists for additional examinations or testing if they so desire.

"I want [my clients] to understand where my liability starts and where it ends, and I want them to know that I'm a generalist, not a specialist," Treffer said. "[For example, if they have stucco concerns,] they need to hire an outside expert who's trained to look at the drainage behind the EIFS."

ITEMS YOU USUALLY INSPECT

Sometimes, items you'd typically inspect are not accessible or are otherwise off-limits. In these instances, it's important to underscore your inability to inspect—both by case in the report and in a blanket statement in the agreement.

SEE AN EXAMPLE, AGAIN FROM KELLY, OF HOW TO ADDRESS SUCH EXCLUSIONS IN YOUR CONTRACT:

Ensuring that the utilities are turned on for the inspection is the responsibility of the Agent or Seller and extra charges will apply for return trips to the property....

Wet crawl spaces or those with very low head room are not entered but are examined from the access hatch. Attics are entered if an access opening is readily accessible. The inspector will not enter any area which he considers dangerous.

Electrical or mechanical systems that have been shut down are not inspected. In addition, if these systems do not respond to the normal controls, then the system cannot be activated or operated. The inspector does not examine any systems whose utilities are off.

By explaining what systems and components you may not inspect due to extenuating circumstances, you prepare clients for the possibility of a re-inspection or an incomplete inspection. In so doing, you may be able to alleviate some of the disappointment clients may feel if you are unable to examine certain items.

Better yet, your contract may remind your clients of their duties to, say, ensure the electrical systems are on, so that you can perform your inspection without unnecessary delays or impediments.

ITEMS YOU INSPECT FOR A FEE

Many home inspectors offer add-ons to their standard home inspections. Under such circumstances, it's important to recognize which services are optional rather than automatically included.

See another example from Kelly:

THE FOLLOWING ITEMS ARE NOT INCLUDED IN AN INSPECTION UNLESS SPECIFIED (EXTRA CHARGES APPLY):

- *Portable hot tubs*
- *Outbuildings*
- *Guest houses*

By listing what services are available for a fee in your contract, you can limit your liability. If a client attempts to argue that you included, say, radon testing in every inspection, you can point to your agreement, in which they opted not to pay for the additional service.

Listing services that require additional payments also increases your likelihood of an up-sell. Thus, your inspection agreement can help increase your profitability.

In addition to underscoring that some inspection items are optional, you may decide to include additional agreements for additional services. Such agreements don't replace your standard pre-inspection agreement. Instead, they serve to add more terms specific to the extra service.

MAKE YOUR PRE-INSPECTION AGREEMENT A PRIORITY.

Contract exclusions benefit both you and your clients. On the one hand, they help you limit your liability and mitigate risk. On the other, they aid your clients' understanding of the inspection services you're providing.

"A lot of times, we come across clients who either haven't had a home inspection in 10 to 20 years or it's their first time," said Nick Calero of CR Pro Home Inspections in Florida (www.crproinspections.com). "By us letting the client know our responsibilities, that really allows us to gauge them, number one, and number two, put them in the right state of mind."

Knowing your responsibilities will help clients have realistic expectations, which can make them less litigious and more satisfied by your services. Be sure to include a comprehensive list of all three types of exclusions within your pre-inspection agreement.

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.

If homeowners could see radon gas, you wouldn't need us.



Are you testing with the **most trusted name** in continuous radon monitors?

- ✓ lab-certified, guaranteed test results
- ✓ 1-hour report turnaround after upload*
- ✓ highly accurate, proven technology
- ✓ full-service equipment maintenance



We want your radon inspection business to thrive.

So, we're here for you at every step. Our monitor program includes test report processing by experts at our certified lab, and are accompanied by complimentary repair and annual calibration services.

With our helpful staff, online tools, and apps for mobile devices, you will find working with us to be a breeze.

Call or visit us online today!

* 1-hour turnaround during most business hours. High volume times may take up to 2 hours.

Call 1-800-295-4655 or visit Radalink.com

WHERE IT CAN RAIN, IT CAN FLOOD

Homes at risk of flooding can still be
your client's dream home.

By the National Flood Insurance Program Content Team



**Just 1 inch of water
can cause \$25,000 of
damage to your home.**

GET FLOOD INSURANCE



FEMA



The Federal Emergency Management Agency (FEMA) observes National Flood Safety Awareness Month in March to promote resources, build awareness and educate families and communities about mitigation, flood risk and the need for flood insurance. FEMA aims to build a culture of preparedness through its National Flood Insurance Program (NFIP), which insures more than 5 million Americans (FEMA, Policies in Force by Month: <https://www.fema.gov/policies-force-month>). To close the insurance gap, FEMA recommends home inspectors talk with their clients about becoming more prepared homeowners.



Where it can rain, it can flood. Just 1 inch of water in an average-sized home can cause \$25,000 of damage. As a home inspector, your role in the flood protection story begins with your ability to identify deficiencies that are not visible to home or building owners and convey those concerns. Consulting with your clients about flood insurance—even if it's not required—could inform their decision to protect their properties from flood damage and potential economic devastation.

BEING CONFIDENT AND SHARING INFORMATION ON WAYS YOUR CLIENTS CAN PROTECT THEIR LARGEST INVESTMENT WILL BUILD YOUR CREDIBILITY AND EASE THEIR MINDS.

DETERMINING FLOOD RISK

A property does not need to be near water to flood. More than 20 percent of all NFIP flood claims come from outside high-risk flood areas. Floods can result from storms, melting snow, hurricanes, changes to the landscape as the result of new construction or wildfires and urban drainage systems overwhelmed by excessive water flow.

The Flood Insurance Rate Map (FIRM), which communities must officially adopt as part of their floodplain management ordinance to participate in the NFIP, identifies the Special Flood Hazard Areas (SFHAs) in each community. FEMA's Flood Map Service Center (MSC) (<https://msc.fema.gov/portal/home>) is the official public source for FIRMs, produced in support of the NFIP. The MSC allows you to enter an address and learn the property's flood zone.

In the "Frequently Asked Questions" section of the MSC, there are several resources to help you locate and use products to assess the level of flood risk for a specific zone. In some zones, there is a required or mandatory purchase by a lending institution. Overall, FEMA encourages people to purchase flood insurance to protect their properties and belongings.

WHAT SHOULD HOME INSPECTORS DO WITH THIS INFORMATION?

Your clients trust you to help them during the exciting—yet sometimes overwhelming—home-buying process. Being confident and sharing information on ways your clients can protect their largest investment will build your credibility and ease their minds.

MITIGATION If a house is in a flood zone, it can still be your client's dream home. There are steps they can take to protect their homes from the devastation flooding can bring.

A 2018 National Institute of Building Sciences (NIBS) study found that every \$1 invested in disaster mitigation through federal government grants saves society \$6 in future disaster costs (NIBS, National Institute of Building Sciences Issues New Report on the Value of Mitigation: <https://www.nibs.org/news/381874/National-Institute-of-Building-Sciences-Issues-New-Report-on-the-Value-of-Mitigation.htm>). While these hazards cannot be prevented, mitigation planning focuses on reducing the impact of such events when they do occur.

FLOOD-PROOFING MEASURES CAN BE TAKEN TO HELP PREVENT OR MINIMIZE THE IMPACT OF FLOODING ON A HOME AND ITS CONTENTS. EXAMPLES INCLUDE:

- Reduce flooding risks in the home by elevating critical utilities such as the furnace, water heater and other appliances and electrical panels, switches, sockets and wiring.
- Install "check valves" to prevent floodwater from backing up into the drains of the home.
- Construct barriers (levees, berms, floodwalls) to stop flood water from entering the home. Sandbags can provide a temporary levee in an emergency and can also be reimbursed up to \$1,000 with an active flood insurance policy.
- Apply waterproofing compounds in the basement to seal walls.

Listed below are several resources to help your clients decide the right method to mitigate potential damage and prevent loss by considering various factors, such as hazards to their home, technical limitations, and costs. Keep in mind, permits are required for any construction on all properties located in high-risk flood zones.

PURCHASE FLOOD INSURANCE A key piece of the preparedness puzzle is having the proper insurance coverage. Property owners may think their homeowner's insurance policy covers damage caused by flooding. In most cases, it does not. Purchasing flood insurance, however, will protect most people from the financial devastation flooding can cause. This is true whatever the cause of the flood—heavy rains, a blocked creek, inadequate drainage or an overtopped levee.

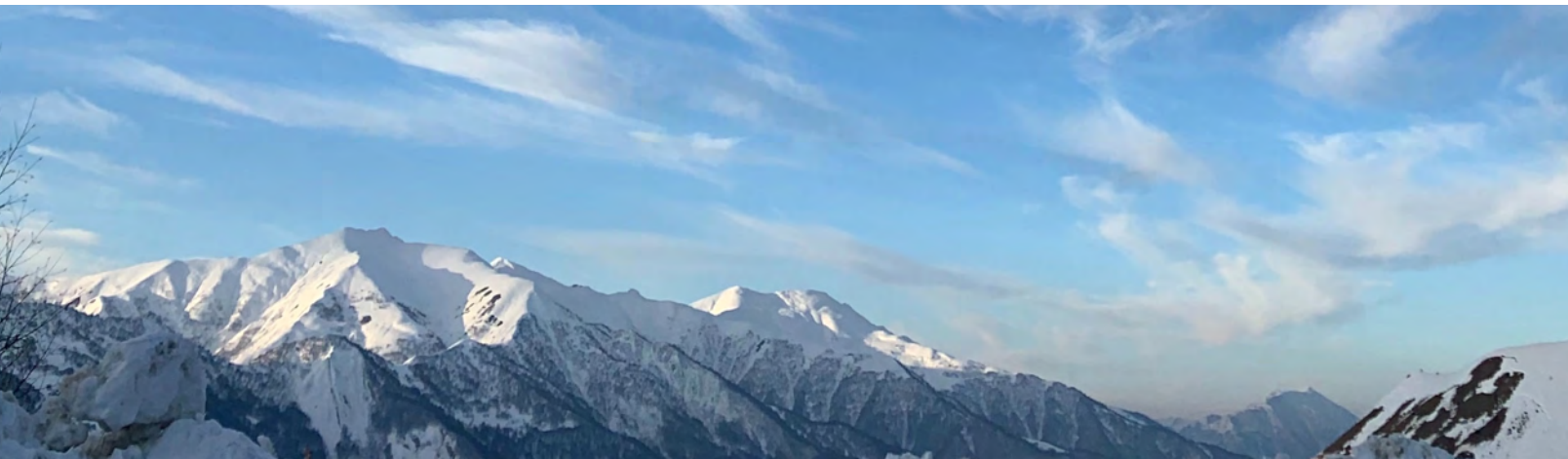
Buying flood insurance is one of the most important steps homeowners can take to protect their investment before an unpredictable weather event. Typically, it takes 30 days for a flood insurance policy to go into effect. Tools for finding local agents who sell flood insurance and estimating insurance premiums can be found at [FloodSmart.gov](https://www.floodsmart.gov).

ELEVATE YOUR BUSINESS.



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

Inspectionsupport.net/elevate



BEFORE A SEVERE WEATHER EVENT

Natural disasters are often unpredictable. Homeowners should take the necessary precautions to reduce the potential for flood damage to their homes.

- **Keep important documents (birth certificates, passports, etc.) in a safe, dry place.**
- **Clear debris from gutters and downspouts, make sure basements are waterproofed, and ensure the sump pump is working.**

These are just a few examples of precautions to take. For more information about preparing for a natural disaster, visit [Ready.gov](https://www.ready.gov).

WHAT TO DO WHEN THE WORST HAPPENS

A home that's been flooded after a natural disaster—such as a hurricane, tornado, or flood—may be contaminated with mold or sewage, which can cause health problems. Drying the home and removing water-damaged items is the most important step in repairing this damage. Refer to [FEMA.gov](https://www.fema.gov) for information on filing a flood insurance claim and clean-up information, especially about preventing the growth and spreading of mold.

Please note that it is your responsibility to do all you can to prevent mold contamination, including clean-up and remediation. NFIP flood insurance policies will not cover mold damage if a policyholder fails to take action to prevent the growth and spread of mold.

In some instances, it's just not possible for a policyholder to get to the property and clean up and remove the mold. The damage may be covered when:

- **A legally authorized official has banned entrance into the area (possibly as a result of downed trees and power lines, washout/destruction of roadways, and any other reason the official may restrict entrance); and/or**
- **Floodwaters remain around the home or in the area impeding the policyholder's ability to inspect and maintain the insured property.**

Before discarding items, policyholders should document any damage with photos and/or videos. Keep samples of carpeting, wallpaper, furniture upholstery, window treatments and other items to give to an adjuster where type and quality of material may impact the amount paid on a claim.

Recovering after a flood can be difficult and overwhelming. It doesn't matter the amount of water that has entered the structure, homeowners and business owners with flood insurance will recover faster and more fully.

ENCOURAGE YOUR CLIENTS TO VISIT THESE WEBSITES FOR MORE INFORMATION:

- [FloodSmart.gov](https://www.floodsmart.gov): Find an agent, understand flood risk, access useful resources, including the interactive Cost of Flooding tool.
- [FEMA Flood Map Service Center \(https://msc.fema.gov/portal/home\)](https://msc.fema.gov/portal/home): View and download flood maps.
- [Ready.gov](https://www.ready.gov): A resource designed to raise awareness and empower people to prepare for, respond to and mitigate emergencies, including natural and man-made disasters.



Serving Radon Pros Since 1986



CERTIFIED BY
NRSB
National Radon Safety Board
Certified Radon Professionals

RADON TESTING CORPORATION OF AMERICA



**CONTINUOUS
RADON MONITORS**



**CHARCOAL
CANISTERS**



**WATER
TESTS**

**TAMPER
CONTROLS & TRAINING**

**THE ONLY SHORT-TERM RADON TEST
RECOMMENDED BY LEADING CONSUMER GROUP**

and Featured on NBC's The Today Show!

TRAINING: RADON MEASUREMENT OPERATORS COURSE

LONG TERM ELECTRETS TEST STANDS DOOR HANGERS TAMPER LABELS

WWW.RTCA.COM 1-800-457-2366



Calling All Home Inspectors!

HOME INSPECTION CONFERENCE 2020

March 10-12, 2020

**14 New York State &
ASHI Education Credits**

Sign Up Today!
www.netinspect.us

Cost: \$179

Online purchase only. Not accepted at door.

Held at the prestigious
Turning Stone Resort Casino



www.turningstone.com

Tue, March 10

7:00pm-9:00pm

Free Beer on Tap & Buffalo Wings
at Upstate Tavern

Wed-Thu, March 11-12

7:30am-5:30pm

Conference Sessions
Lunch provided!

Sign up! Don't miss out!



2020-2021 ASHI BOARD MOTIONS

These board motions have been passed by in January 2020.

MOTION: To disqualify Mid South as an ASHI chapter. *PASSED*

MOTION: To create a Special Committee called the Member Relations Committee (MRC) Implementation Committee. *PASSED*

MOTION: to appoint Robert Peterson to the ASHI Certification Committee, effective at the conclusion of the 2020 ASHI Annual Meeting. *PASSED*

MOTION: to combine the Standards Committee and the Ethics Committee into one committee to be called the Standards and Ethics Committee. *PASSED*

MOTION: to dissolve the Public Relations Committee. *PASSED*

MOTION: To create Three Special Committees; Chapter Relations, Membership and Legislative. These Special committees will be dissolved when the ASHI President and the Chairperson of the Membership Relations Committee (MRC) determine the MRC is operational and able to effectively undertake the management of the responsibilities associated with these three committees. *PASSED*

MOTION: Establish a taskforce to be called the Background Review taskforce, effective immediately. This taskforce shall work with the ASHI staff in the management of the Background Verified Inspector (BVI) program as stated in the ASHI Policy Manual Section 5. *PASSED*

MOTION: to approve the President's Committee Chair and Board Liaisons appointments. *PASSED*

SMART INSPECTOR SCIENCE

LOW-SLOPE ROOF NEEDS SPECIAL ATTENTION

During your inspections, it's important to determine the roof slope. If the home has a low-slope roof, you must mention it in your report and determine whether appropriate materials and precautions are in place.

PROPER MATERIAL VARIES WITH ROOF SLOPE

The type of roofing material required will vary with the slope of the roof (Illustration R013). A flat roof requires a special covering, such as rubber membrane, built-up (hot tar and gravel) or single-ply roll, while a standard slope between 4/12 and 12/12 can be covered with asphalt shingles. But "low-slope" roofs in the middle of this continuum can develop problems—and can get you into trouble if you don't recognize and report them.

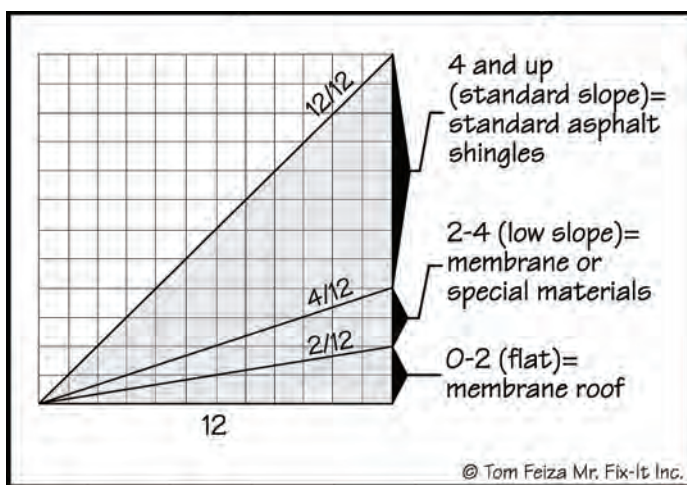


Illustration R013. Roof Slope—Roof Material Type

SHINGLES MIGHT BE AT RISK

The shingle manufacturer's instructions require special precautions under the shingles on a low-slope roof—typically, several layers of roofing paper with large overlaps and sealed joints. You won't be able to see whether the installation was done correctly. If it wasn't, the asphalt shingles will leak (Illustration R069).

Most manufacturers require special underlayment at slopes less than 3½/12. This special underlayment is not a bituminous membrane such as W.R. Grace Ice and Water Shield®.

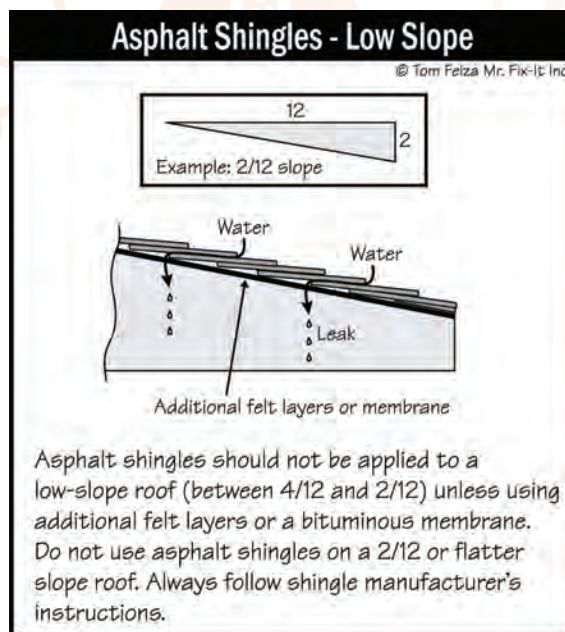


Illustration R069. Asphalt Shingles—Low Slope

CHECK THE SLOPE DURING INSPECTIONS

I always visually check the slope. Sometimes it's fairly obvious in contrast to a roof with normal slope. In one case (Photo 1), the dormer toward the back looks like it has a low-slope roof. Whenever I suspect a low slope, I measure with a 4-foot level.



Photo 1. Low slope

TWO WAYS TO MEASURE

The standard measurement uses a 4-foot level (Photo 2). In this case, the roof drops about 6½ inches over 4 feet; for simplicity, let's call it 6 inches. Over 12 feet, the roof drops 18 inches, which means the slope of the roof is 1½ ft/12 ft. You can't use asphalt shingles on this roof, so the shingles as installed are a major defect.

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.

By Tom Feiza, Mr. Fix-It, Inc.
HowToOperateYourHome.com



Photo 2. Measure roof slope

Today you can use an excellent smartphone app called Pitch Gauge to measure the slope of the roof from the ground or from the roof. You simply line up your phone with the slope of the roof and take a picture to document the measurement. The app shows the slope in the picture.

WHAT YOU MUST DO

Understand that different types of roofing material are required based on the slope of the roof. If you find a low-slope roof, you should identify this in your report and note that you can't see the underlayment. Also, since this situation requires special installation, note that the homeowner and their contractor must confirm the actual installation. And remember: asphalt shingles can't be used on a slope under 2/12.

Take some time to read the installation instructions on manufacturers' websites. Print them and carry them with you as a reference. The instructions vary, and they may be different for the climate in your area.

TO LEARN MORE, ATTEND TOM'S TECHNICAL PRESENTATIONS AT EDUCATIONAL SESSIONS FOR ASHI CHAPTERS.

Tom can also provide his knowledge for your educational event; contact him at Tom@HTOYH.com.

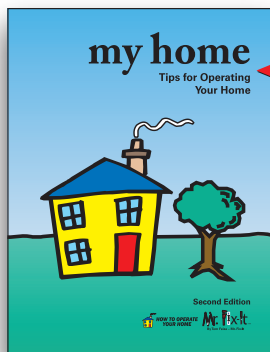
Promote your business with customized books!

- Your information on the front, back and spine of our comprehensive guides.
- A high-quality, customized book sets you apart from the competition.
- The content-rich book helps your customers, impresses the realtors and reflects the quality of your inspection.
- Cost as low as \$2.50 per book.
- Minimum order 500 books.



HOW TO OPERATE YOUR HOME

Visit - www.HowToOperateYourHome.com



mail@htoyh.com • 262-303-4884



INSPECTIONWORLD® 2020: LEARNING & GROWING

By James Thomas, ASHI Executive Director

NOLA
2020

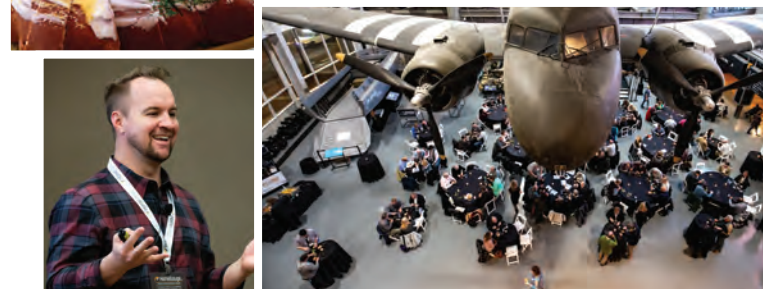


It was an honor for the ASHI staff to help orchestrate InspectionWorld® 2020 as it once again showed itself to be the premier Home Inspection Conference in the world. The Hyatt was a beautiful facility that created a wonderful environment to host this monumental event.

It was incredible to meet so many members who have done so much to add to the storied history of ASHI. It was also refreshing to interact with members working to move ASHI forward today. In addition, I enjoyed getting insight from all members on the future of ASHI. I was able to discuss collaborations that could benefit our members even more in 2020.

The Annual Meeting started the conference off right as ASHI 2019 President Scott Patterson reflected on the successes of the past year. ASHI 2020 President Mike Wagner expounded on the excitement in store for the upcoming year and the opportunities ahead of us. The Annual Meeting was also a formal launch point of the ASHI Advantage insurance program powered by InspectorPro. It was incredible to hear how this is already benefitting members with incentives and coverages available only to ASHI members.

The partnership between The ASHI Foundation and Folds of Honor was also highlighted at the Annual Meeting. Folds of Honor is a 501(C)(3) organization that provides educational scholarships to families of military men and women who have fallen or been disabled while on active duty in the United States Armed Forces. Their educational scholarships support private education tuition and tutoring for children in grades K-12, as well as higher education tuition assistance for spouses and dependents. Folds of Honor recipient Ashley Schafer spoke on behalf of the organization and how it impacted her life. After she finished her presentation, there was a flag presentation ceremony to honor the veterans that was powerful and uplifting. The Annual Meeting ended with a parade led by a live brass band that led right to the Exhibit Hall.

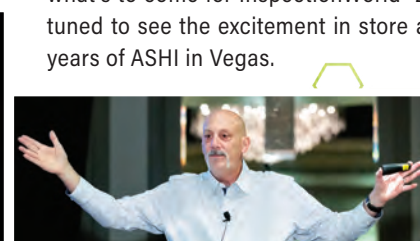
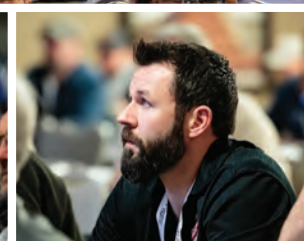
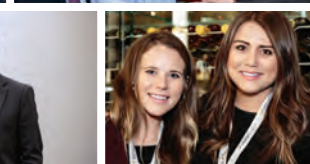
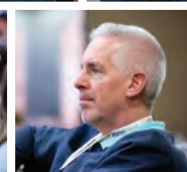
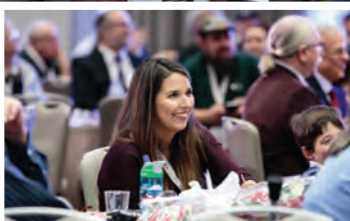




The Exhibit Hall was bustling with activity as many exhibitors offered products and services to impact the businesses of the attendees. There were raffles and sponsored contests that kept everyone smiling and engaged. The size of this Exhibit Hall allowed for the inclusion of Tech Talk Rooms that allowed for diverse subjects and products to be discussed and explored whenever the hall was open.

Every day was filled with engaging educational content curated by the ASHI Education Committee. It was wonderful to see the variety of topics presented by speakers from all over the country. Everyone quickly realized that the educational offerings provided at IW always set the standard on what quality education looks like. This year saw six educational tracks offering 54 classes across three days. In between the sessions, as always, many of our attendees used the time to network with others and build relationships that will last far beyond the time spent in New Orleans.

The fundraiser for InspectPAC was designed differently than the last few years. InspectPAC is how ASHI works on behalf of members to ensure that our voices are heard at the highest levels in regard to legislation that could impact this profession. This year's InspectPAC fundraiser was held at the historic Napoleon House in the French Quarter. Even though Napoleon never got to take advantage of this building for himself, everyone at ASHI was able to thoroughly enjoy the beautifully designed space. This was one of the highest attended InspectPACs in recent history.



The Annual Party was also hosted off site this year. It was incredible to have the National WWII Museum completely booked just for IW attendees. The exhibits on display were educational and inspiring. Many gave of themselves and sacrificed beyond belief in order to serve their country and their fellow man. The displays, artifacts and videos helped everyone in attendance to realize that the number of lives impacted weren't just those on the battlefield, but the family and loved ones they left behind.

I would be remiss if I didn't state that the ASHI Foundation is still raising funds for Folds of Honor. This year we wanted the fundraising to continue past IW so we can impact more families of those who served and sacrificed on our behalf. We are still getting checks from ASHI Chapters that felt moved to challenge their members to give. If you would like to give to this worthy organization, please text ASHI at (833) 843-1313.

I returned from New Orleans feeling rejuvenated and excited by the spirit of ASHI. It is not only because we are the oldest home inspection association or because we have the industry-defining conference, but it is also because ASHI members impact their communities, protect their clients and do what is right when called upon. I always leave an ASHI event with a greater appreciation of ASHI leaders, staff, volunteers and, most importantly, ASHI members. I'm already excited about what's to come for InspectionWorld® 2021 in Las Vegas. Stay tuned to see the excitement in store as we will celebrate 45 years of ASHI in Vegas.

FROM THE PRESIDENT

ASHI 2020 – CHANGE

By Mike Wagner, ACI CRP, 2020 ASHI President



2020 is primed to be an outstanding year for ASHI, its members and our profession. Real estate markets across the country remain positive, and new construction has been a consistent driver behind a robust economy. Inspectors are busy, many businesses are growing and our profession is expanding with exciting new products, services and opportunities.

In my opinion, the consistent theme behind these opportunities is change. The evolution of our profession never sleeps, and the astute businessperson recognizes and embraces the concept of change as an advantage.

Businesses are rarely static; they are either growing or shrinking. Both categories experience change, and both come with challenges and opportunities. Your business goals might be focused on growth. Hiring more employees, expanding market area, adding new products or services and creating a new marketing plan all require change. Your business goals might be the opposite as you consider slowing down, reducing overhead and refocusing your work-life balance. Regardless of your business goals, embracing change will play an important role in achieving your definition of success.

In December 2019, ASHI as an organization and our members embraced change by supporting the bylaws revision that will better position ASHI for the future. This substantial and historic change will provide ASHI staff and leaders with the flexibility to adapt more quickly and compete more effectively in an ever-changing market.

This change encourages more diversity as leadership positions are now available to a much broader range of voting members. Membership value will expand as new and creative tangibles centered around education, exclusive business products and services and brand recognition are implemented to drive business to ASHI members and push ASHI awareness to the consumer. The benefits associated with the new ASHI Advantage insurance plan and our pilot program with Consumer Reports are just a few of the awesome opportunities that will add value to ASHI membership in 2020 and beyond.

The real estate industry is shifting, and our inspection profession is in a constant state of change. Disruption has become the norm as the competitive race to be the first to reach the consumer continues at an incredible rate and will continue to evolve for years to come. This reality impacts each of us, and it is up to us to implement a vision that will promote increased relevance. This is not just important to ASHI and its members—staying relevant is critical to our profession as a whole.

Some say, “The more things change, the more they stay the same.” I agree to some point with this statement in that our value, our reputation and our relevance has been built by qualified, ethical and professional individuals one inspection at a time. We are in the people business, and it is the people along with the product we deliver that makes the difference. There is no substitute for that, and I believe the consumer will continue to place a high value on the services we offer. Our challenge is to maintain our underlying fundamentals while being creative, taking risks and having the vision to progressively change as the inspection landscape continues to evolve.

ASHI started off 2020 with an outstanding InspectionWorld® in New Orleans. Well over 1,000 inspection professionals, old and new, gathered to learn, grow professionally and share in fellowship at this one-of-a-kind event.

A highlight for me was the privilege to share dinner with two new inspectors who were full of energy and excitement about their future in our profession. This was a “full circle experience” for me, as I started my ASHI and inspection journey 22 years ago at InspectionWorld® 1998 in the same New Orleans hotel.

It might be considered an overused phrase, but I believe this is true with ASHI, as well as life—the more you give, the more you receive. I encourage each of you to get involved, volunteer, be a mentor and invest in others by sharing your time and talents. The rewards might not be instant, but they are powerful.

These are exciting times, and it is my honor to serve as your 2020 ASHI President. My 20-plus years of continued learning as an ASHI member has enabled me to build business relationships and great friendships with hard-working professional inspectors throughout North America. I have been enriched personally and professionally through my ASHI experience. I look forward to the challenges and opportunities that 2020 will bring, and I consider it a privilege to be associated with and represent this great organization.

A handwritten signature in black ink that reads "Michael G. Wagner". The signature is fluid and cursive, with a large, stylized 'M' and 'W'.

Mike Wagner ACI CRP
2020 ASHI President



FOUNDATION

Helping People in Need Through Giving and Education

The ASHI Foundation provides an avenue for home inspection professionals to support charitable giving that makes a difference.



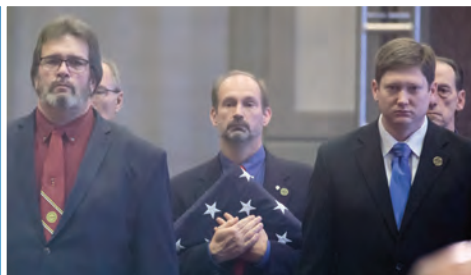
FOLDS of HONOR

Support our Military Families

Through education WE empower our recipients to step into a brighter future.

This year the ASHI Foundation is partnering with Folds of Honor for this InspectionWorld. Folds of Honor is a 501(C)(3) that provides educational scholarships to families of military men and women who have fallen or been disabled while on active duty in the United States armed forces. Their educational scholarships support private education tuition and tutoring for children in grades K-12, as well as higher education tuition assistance for spouses and dependents.

Folds of Honor is proud to have awarded more than 20,000 scholarships in all 50 states, as well as Guam, Puerto Rico and the Virgin Islands, including more than 4,000 in 2019 alone. The ASHI Foundation is excited at the prospect of being able to give back to the community in New Orleans by reaching the children in need here.



Help us impact this community through the generous spirit of ASHI members and give to this worthy cause!

Text ASHI to (833) 843-1313 or visit www.ashifoundation.org/donate



MEET YOUR NEW ASHI LEADERS FOR 2020

2020-2021 OFFICERS



MIKE WAGNER
President
Westfield, IN



BLAINE SWAN
Vice President
Columbus, OH



BRUCE BARKER
President-Elect
Cary, NC



JOHN WESSLING
Treasurer
St. Louis, MO



LISA ALAJAJIAN GIROUX
Secretary
Milford, MA



SCOTT PATTERSON
Immediate Past-President
Spring Hill, TN

NEW DIRECTORS



MARK GOODMAN
2020-2022
Manchester, MO



DOUG JOHNSON
2020-2022
Mobile, AL



SCOTT JOHNSON
2020-2022
Marietta, Ga



JIM VAUGHN
2020-2022
Arlington, VA

Alternate **TAMELLA NICHOLAS,**
Mountain View, CA

Four New Directors and one Alternate will take their seats at the April Board Meeting for three-year terms.



2020 ASHI AWARDS

All awards were presented during the Annual Business Meeting & VIP Reception

IRONMAN AWARD



MARK GOODMAN

Accepting special assignments and working behind the scenes, he was the perfect fit for an award described as follows: Every organization has its unsung heroes, who labor quietly in the background, but with great dedication. The Ironman Award, established in 1998 by John Palczuk, recognizes an individual member who has given time, energy, talent and determination to ASHI over a long period of time and with little recognition.

JOHN E. COX AWARD



SHANNON CORY

John Cox served on a national committee, taught week-long seminars and routinely inspected homes, although numerous operations on his legs due to diabetes meant using crutches and a wheelchair to do so. Nevertheless, it was dedication and service to two ASHI chapters that earned the greatest respect from his peers.

FROM THE DESK OF SHANNON CORY ACI

On Sunday at the ASHI Business Annual Meeting in New Orleans I felt like I had been struck by lightning when James Thomas our ED started to read off the information for the recipient of the coveted John E. Cox Award. I had no idea that I would be so honored. As many of you know I'm never lost for words, until that moment. As I walked to the stage to receive this award tears filled my eyes, and I had a lump in my throat and almost tripped on the steps leading to the stage. The feeling that I had at that moment brought back to me the memories that I had the first day I joined ASHI at the IW at Disney's Coronado Springs Resort in Florida some 22 years plus earlier. I realized that when I joined our coveted society that I was joining the best inspectors in the world.

PRESIDENT'S AWARD



BRENDAN RYAN

The President's Award, which is given for outstanding service to the President and the Board of Directors for a specific year.

PHILIP C. MONAHON AWARD



DON NORMAN

ASHI members take pride in receiving the award created in memory of the man who led the society in its early years as Executive Director. Described as a visionary who maintained the organization's focus on valid standards, combined with strict conscientious business practices, Philip C. Monahan set the bar high for the leaders who have followed. In addition to recognizing an outstanding member every year, ASHI donates \$500 to the Newton-Wellesley Hospital, Newton, Mass., in the name of deceased member Philip C. Monahan.

Yes Paul Signore representing the COR, presented me the John E. Cox Award and I was speechless and almost fell when leaving the stage without uttering more words, other than, thank you. The pride of being an ASHI member throughout my career, I know this feeling also is shared by the other nominees of this award. As an ASHI member and throughout my life journey, I have tried to live with these five core values in my life and in my actions:

1. Integrity 2. Accountability 3. Focus on the needs of others 4. Education 5. Teamwork

I want to thank the COR Members and ASHI Membership who chose to honor me and support me as friends and colleagues over the years.

The best coverage and service for an even better price

InspectorPro with **the ASHI Advantage** gives you our acclaimed service and protection with a new inspector or ASHI member discount.

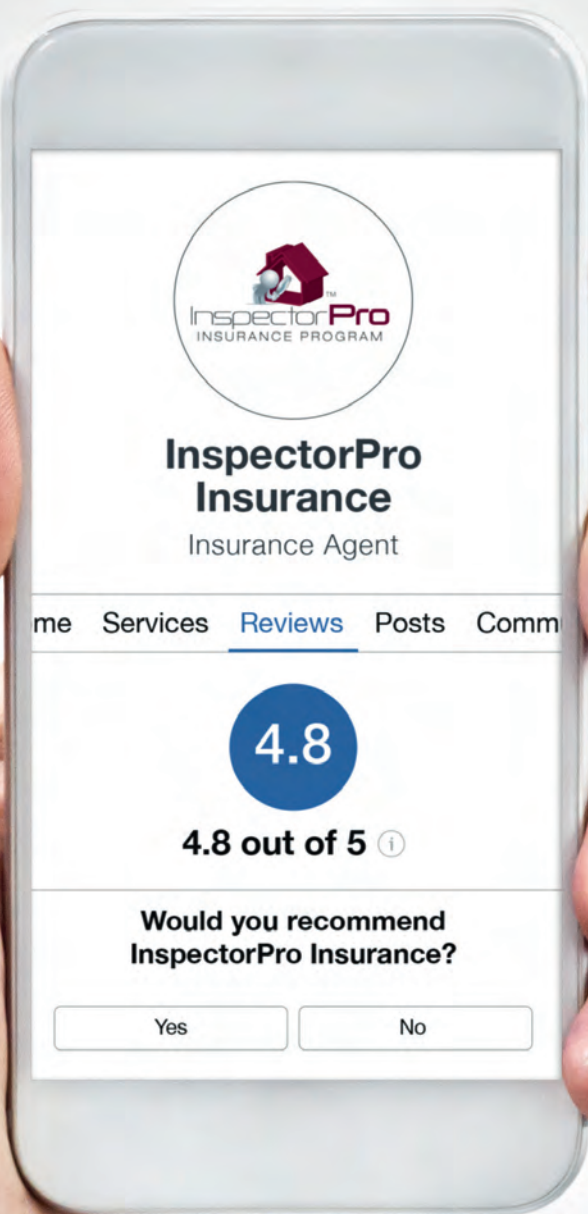


InspectorProTM
INSURANCE PROGRAM

Not available in New Jersey. Some restrictions apply. Talk to an InspectorPro broker for details.

Call: **855-588-ASHI**

Email: **ashi@inspectorproinsurance.com**



Russell Hensel recommends
InspectorPro Insurance

I don't look at other companies and have no reason to. Why would I? I get impeccable service, answers super fast. That has a value to me.



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.

Vacuum Breakers

By Reuben Saltzman



Reuben Saltzman is a second-generation home inspector and the owner of Structure Tech, where he has worked since 1997. Visit his website to find his blog, podcast or YouTube channel at www.structuretech.com.

The opinions expressed in this article are those of the author only and do not necessarily reflect the opinions or views of ASHI. The information contained in the article is general and readers should always independently verify for accuracy, completeness and reliability.

Home inspectors need to be aware of a relatively new non-frost-free outdoor faucet with an integral vacuum breaker called the Arrow-Breaker faucet, made by Champion-Arrowhead, Los Angeles, CA (<http://champion-arrowhead.com/>). Note: Other commonly used terms for an outdoor faucet include lawn faucet, sillcock and hose bib.

Because it has an integral vacuum breaker, the Arrow-Breaker faucet has taken over the non-frost-free faucet market, at least for new construction, where I live in Minnesota. The most obvious identifying characteristic is the orange tag that comes attached to the faucet stem (Photo 1).

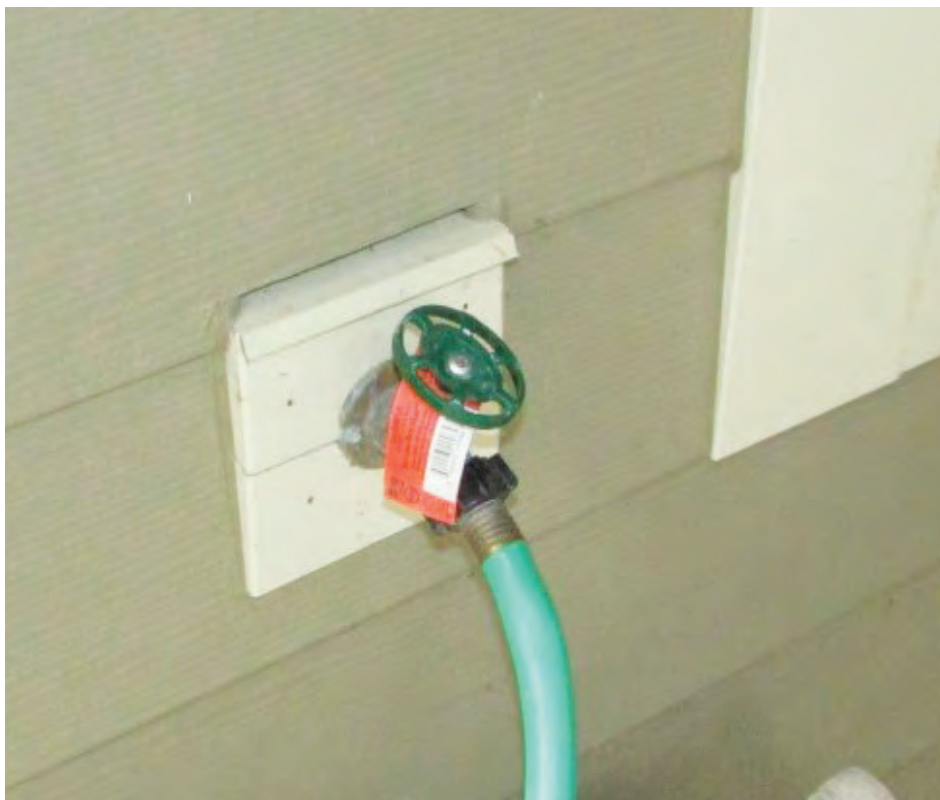


Photo 1. Example of a non-frost-free outdoor faucet with an integral vacuum breaker

In addition to the orange tag, it has the words “anti-siphon” cast into the product. Again, the unique feature is a built-in vacuum breaker, on both the frost-free and non-frost free versions of the product (Photo 2). By contrast, a standard faucet without a built-in vacuum breaker doesn’t have the thick neck (Photos 3).

It is important to note that the Arrow-Breaker faucet is not the only non-frost-proof faucet with an internal vacuum breaker; however, it is the only one that seems to have made its way to Minnesota. I learned that Woodford Manufacturing also makes a product that looks identical to every other frost-free faucet that I’ve ever seen, complete with the distinctive mushroom cap at the top (Photo 4). By the way, I learned about the Woodford product after I submitted this article to the ASHI Reporter (Thank you, Technical Review Committee!). You can search the internet for “Woodford 101” to learn more information about this product.

The most important thing to know about these faucets is that there is no need for an external vacuum breaker, a device designed to help prevent cross-connections.

For more information on vacuum breakers and cross-connections, refer to Kenny Hart’s article, “More Straight Talk About Cross-Connections,” published in the August 2006 issue of the ASHI Reporter (<http://www.ashireporter.org/Homelnspection/Articles/More-Straight-Talk-About-Cross-Connections/932>).

Another important thing to know about these faucets is that it might be difficult to winterize them. (Note to inspectors who live in southern climates: You can stop reading this article now, unless you are interested in what your home inspector colleagues in the northern regions of the country need to know.)



Photo 2. Cutaway image of the integral vacuum breaker, Arrow-Breaker, manufactured by Champion-Arrowhead



Photo 3. Standard faucet without a built-in vacuum breaker

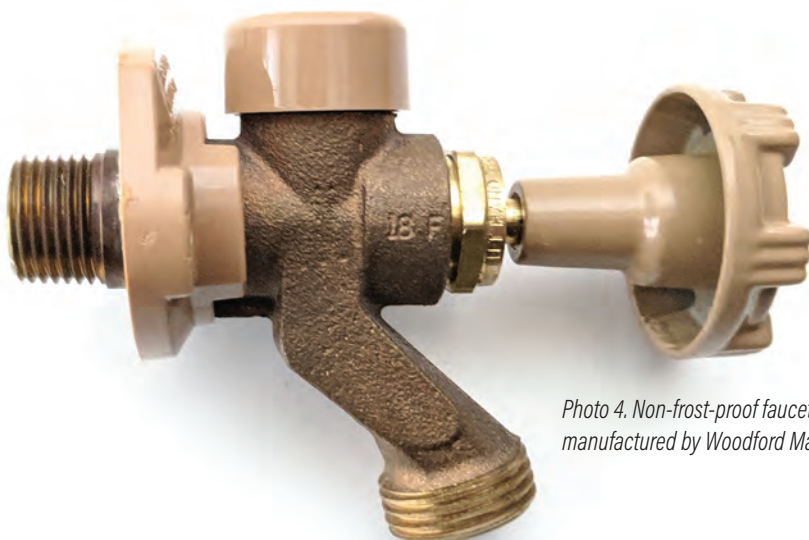


Photo 4. Non-frost-proof faucet with an internal vacuum breaker, manufactured by Woodford Manufacturing

As you probably already know, there are two possible ways to winterize an exterior faucet:

1. If the interior drain valve for the faucet is located higher than the faucet, the faucet is opened and then the drain valve is opened to allow air into the pipe. Air replaces water in the pipe, and water drains out of the faucet. No problem there.

2. If the interior drain valve is located lower than the faucet, however, the faucet needs to be winterized by having water drain out of the interior drain valve. Air must enter the exterior faucet to replace the water in the pipe.

With an Arrow-Breaker faucet, this can't happen. The integral vacuum breaker prevents air from getting into the faucet. I've emailed the manufacturer about this, and they were somewhat baffled. They said that the only way to get water to drain out of the pipe with these faucets would be to use a wrench on the flats of the bonnet to take it apart, thus allowing air into the pipe (Photo 5).

Of course, that got me thinking about external vacuum breakers, and the same applies to those; in their normal state, they also won't allow air into the pipe to replace water. They need to either be removed in the fall or manipulated to allow air in, to replace the water. The good news is that on most new installs, the Arrow-Breaker faucet will be installed below the interior shutoff valve, so there won't be any problems.

Arrow-Breaker faucets can be purchased through licensed professional plumbers, wholesale plumbing supply distributors, retail hardware dealers and internet sources for plumbing products.

Other resources: How to prevent your outside faucets from freezing, by Reuben Saltzman (<http://structuretech1.com/how-to-prevent-outside-faucets-from-freezing-2/>)

TIP FOR HOME INSPECTORS

Consider using this language in your home inspection report:

“Winterize any exterior faucets every fall to help prevent freeze damage.”



Photo 5. Winterization technique

MARKETING FOCUS

IS VIDEO THE MISSING PIECE IN YOUR MARKETING?

By Brad Williams



Brad Williams is a speaker, educator, second generation builder and inspector. He's the co-founder of Social Video Marketing University and The Closing Guys, a movement to assist and empower quality real estate service providers and agents through strategic, educational and marketing content. With a lifetime of real estate experience, Brad has worked as a custom home builder, general contractor, co-owner of Exceptional Home Inspections and ASHI and Real Estate CE Instructor. He participated in the award-winning Linville Office Center and Gold Parade winning custom homes. Brad aspires to be a connector, educator, problem solver, small business champion and servant to his community. He seeks to challenge the standard of normal and break through barriers while lifting up those around him.

Two years ago, I became convinced that we needed to walk away from the inspection business we had worked so hard to build.

The insurmountable challenges we faced disheartened me. I just could not see a way to win the pricing war; so much competition was willing to inspect for so little.

Just before we were about to give up, something crazy happened. An accidental discovery with a GoPro and a selfie stick transformed our business nearly overnight.



Photo Credits Gustavo Rodriguez, Triad media

FROM INSPECTING TO VIDEO CREATION

You are right to be skeptical, or to think that this is just another marketing gimmick. I assure you—it's not. It pains me to think that other great business owners might be where we were two years ago: doing a great job at their craft, but struggling to grow. It has become our mission to help other inspectors and small business owners understand how they can use the amazing tool we've discovered to grow their own businesses.

The soft spot in my heart for small business owners comes from being the son of a custom homebuilder and a real estate agent. I grew up with houses in my blood, and I never really had any choice but to follow in my dad's footsteps. When the housing market crashed early in my building career, turning a flourishing sector into a ghost town overnight, Dad and I decided to apply our knowledge and skills to becoming licensed home inspectors.

Fortunately for us, we already had a good reputation in the local industry. Over the first few years of our inspection business, we saw slow, steady growth. We used all the normal marketing strategies: paying for lunches at real estate offices, hiring social media management and enlisting the services of a few search engine optimization (SEO) and lead companies. These never yielded anything but subpar leads—and often had a negative return on investment (ROI). While that was frustrating, our hard work still gave us steady growth in our business.

But in late 2017, the business started to decline; many of our real estate friends were cutting back or retiring, and new work stopped coming in. To add to the stress, we had decided to bring my wife home from her marketing career at a large corporation (in other words, steady income) to take care of our newborn. The added pressure on me, combined with a stagnating business, took its toll. That is when we finally decided that home inspections were not our future.

IN MY SEARCH FOR A NEW WAY TO SUPPORT MY FAMILY, I FOUND THREE THINGS TO BE TRUE:

- Most small business owners, even if excellent at their craft, are not great at marketing to their potential customers.
- Most of us—myself included—rely heavily on organic referrals and an excellent reputation to stay in business.
- Organic, word-of-mouth marketing converts extremely well, but small business owners have little control over it.

Based on these facts, I needed to find an effective way for small business owners to market to their customers while retaining complete control over the distribution of their message. The answer seems obvious in retrospect: video. Video greatly influences our purchase decisions. At the same time, small business owners—again, including me—completely underutilize video. And by “underutilize,” I mean that we don't use it at all.

With this conclusion in mind, we started to create educational content videos for service companies, using our own inspection company as Exhibit A. At first, we applied the theory almost haphazardly. Nearly instantly, however, business began to pick up—then explode. In the fourth quarter of 2017, we doubled the revenue of our best quarter to date. Read that again.

Again, you're probably wondering if it was just a fluke: so did I. After a year and a half of using our current video strategy, though, our rate of growth has only increased. Every month this year has been our best month ever in our business. Even during the months that are traditionally slower for inspections, business has continued to roll in.

We have even seen real feedback from agents and clients on our videos. Inspection clients often know me before we even meet. On a recent inspection, a client enthusiastically greeted me, saying, "I'm so happy to finally be meeting you!" Another time, a client told Dad that she was surprised he was actually there in real life—she was so sure we were just actors. While those stories are fun, the real blessing for us has been the tremendous growth in our inspection business this year.

Over the past two years, we have learned a lot about what works and what doesn't in the use of video for small businesses. We have grown our skillsets, and heading into 2020, we expect to see our best results with video marketing yet. Now, we want to share with you what we wish we had known 10 years ago. If you keep reading, you will discover how to use video to grow your own small business.

THE NUMBERS SPEAK FOR THEMSELVES

Over the past few years, video has seen a dramatic rise in consumption, especially internet and social media-based video. Did you know that by next year video will represent over 80 percent of all internet traffic? Video is the format in which people want to consume.

WHY VIDEO?

In today's online world, it's imperative for small businesses to have an online presence.

01 EVERYONE IS LEARNING ABOUT COMPANIES ONLINE BEFORE THEY CONNECT:

97%

of people learn more about a local company online than anywhere else. (Source: SEO Tribunal)

Nearly **46% of all Google searches** are seeking local information. According to research on www.hubspot.com



By 2021, mobile devices will influence more than **1.4 trillion in local sales.** (Forrester, 2017)

02 THE BEST CONTENT THAT WORKS IS VIDEO CONTENT:

Video drives a 157% increase in organic traffic from SERPS. (Wordstream, 2018)

YouTube services **95% of all internet users.** (Omnicores, 2018)



Video will represent 82% of all IP traffic in 2021. (Business Insider 2017)



20% of people will read the text on a web page.



80% will watch a video (Forbes, 2017)

47%

of buyers view at least **3 to 5 pieces of content** before deciding to speak with a sales rep. (Demand Gen Report, 2016)

 **64%**

of consumers say a video on Facebook has **influenced a purchase decision** of theirs in the last month. (Animoto, 2017)



100 million hours of video content are watched on Facebook daily. (Facebook, 2016)



Studies show that people have the ability to recall **65% of the visual content** that they see almost three days later. (HubSpot, 2017)



THE REAL BLESSING FOR US HAS BEEN THE TREMENDOUS GROWTH IN OUR INSPECTION BUSINESS THIS YEAR

WHAT'S STOPPING YOU NOW?

Cost:

Having professional videos made is expensive. Businesses often only have enough money in their budget to create a single video. That's not enough.

Confidence:

Video cameras can make small business owners nervous. After all, we're home inspectors, not Hollywood actors.

Gear:

Until fairly recently, it took a lot of expensive equipment to produce a high-quality video. Only professional videographers had everything necessary to take on this task.

Distribution:

Video as a promotional tool used to require paying for TV commercial spots. And any video is useless if no one actually sees it.

The good news is none of that has to be true anymore. We all carry around powerful smartphones with everything necessary to make a high-quality video: an HD camera, an excellent microphone, and incredible connectivity. And networks like Facebook, Instagram and YouTube give us free, easy-to-access platforms where we can share our message directly with consumers and agents.

Unfortunately, there is no app that can give us confidence. Using our phones, however, means we can say goodbye to hot lights with a camera crew waiting and watching while we fumble with our lines. We can take as much time as we like to practice and get our message down until we nail it—and once we do, it can be broadcast to nearly anyone in the world with just a couple clicks.



TIPS TO AVOID COMMON PITFALLS

- Regularly posting video content can increase your ranking in Google and on search engine results pages.
- To save time, use an automated scheduling app to post your videos for you.
- Be in the video. People will feel the authentic connection to you and your business. They don't want to see generic "Happy Groundhog Day" posts from a hired social media management company.
- Post video often—daily, if possible. It takes more than a single piece of content to stand out from the crowd. You need a stream of videos being regularly published to gain and retain the attention of prospective customers and realtors.
- Use video throughout your sales funnel including upsells and email nurture campaigns.

FIVE STEPS FOR A BULLETPROOF VIDEO STRATEGY

After taking classes, seminars, reading dozens of books, lots of trial and error and a ton of market research, we have identified five simple steps your video strategy needs to help your small business grow in 2020.



1

CREATE A CONTENT PLAN

To increase your success and execute content well, look out over the next quarter and year for your business/sales initiatives. Highlight the themes that your content will support. Drill these themes down to actual topics for each week to help you know what you will talk about.

2

POST REGULAR VIDEO OFF THE CUFF CONTENT

For maximum reach and engagement, you have to post content regularly, if not daily. To improve your chances of success, you need to lower the barrier of making content so that you can do it all the time without causing too much disruption to your business. Off the Cuff style videos are the best solution for your time and budget and they have the added benefit of helping you make personal connections with your audience.

3

FEATURE KEY POLISHED EDITED VIDEOS

When you couple these with your Off the Cuff Videos in your content strategy, you are able to focus your limited resources on presenting your most important points in a more polished, visual way. It reinforces your professionalism while still allowing you to connect personally. Your website Hero Video is a great first spot to focus on.

4

GIVE VALUE IN VIDEO CONTENT

If you do nothing else on this list, this is the most important thing to do in your videos. People won't remember what you say, but they WILL remember how you made them feel. Giving value in your content makes a huge impression on your audience, creates reciprocity, and establishes you as the expert. Every video has to provide some value to your viewers BEFORE you ask for the sale!

5

POST EVERYWHERE

There is no single magic platform to post to catch all potential audience members, so if you aren't posting on all of them you are missing potential clients and limiting the reach for each piece you create. Focus on several of the big key ones to start, but be ready to expand quickly as you get the hang of creating content.



WE'VE FOCUSED OUR COURSES ON WHAT TO SAY AND HOW TO MAKE THE PROCESS QUICK AND EASY.

VIDEO IS THE SMALL BUSINESS "EASY BUTTON"

Video-driven content marketing may be the easiest way to improve your online marketing and advertising efforts with the biggest ROI. It's also one of the least-used marketing methods, which means the competition is incredibly low. And the best part is that it complements every other strategy you may already be doing.

The benefits of online video marketing are so much greater than just getting more business today. This strategy will help you position yourself as a trusted expert who gives value to their community first, creating reciprocity that will return business to you far into the future.

Our mission is to help other small businesses grow their revenue through video. That's why we recently launched Social Video Marketing University, an online portal to teach and help small business owners create and use video successfully.

We've focused our courses on what to say and how to make the process quick and easy. We teach our students how to film a video, and we've provided a resource for affordable professional editing that is as simple as a few clicks. If you would like to learn how to create a professional-looking video in just a few steps, please visit www.socialvideomadesimple.com.

If you're like us, using video to reach more customers can do way more than just keep you from going under. It will certainly help you break from the cycle of same-old marketing strategies that just never seem to yield results. And it will definitely give you the chance to create a new, easy habit that will grow your business in 2020.





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@minneapolishomeinspections.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@allprohomeinspec.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
Best Western Plus (Jan., March, May, no
meeting in July, Sept.) located at 4630
Pan American Fwy NE,
Albuquerque
Meeting starts at 8:30 am.
Miles Dyson, 575-202-2457
mdyson@ICEnergyRate.com

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@huntproperty
inspections.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@rsmnspections.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 Lobley, 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
Eric Fountain, 757-536-3025
insideoutinspectorhr@gmail.com

MAC-ASHI (DC,MD,VA)

www.macashi.org
Second Wednesday, 6 pm
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@outlookcom

CANADA

CAHPI Atlantic

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

CAHPI National

www.cahpi.ca
President : Peter Weeks RHI, NCH, ACI
1-888-748-2244
President@cahpi.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@almoinspection.ca



CHAPTER EVENTS

NOVA ASHI CHAPTER

When: April 3 & 4, 2020

CEUs: ASHI 16 Ces

Topic: Plumbing, Mechanical, Gas & Electrical Fundamentals
Furnaces & Water Heaters

Where: Oakton United Methodist Church, Oakton/Vienna, VA

Contact: www.novaashi.org

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

SUNCOAST ASHI ANNUAL SUNTECH

Technical Training for Home Inspectors is coming soon.

When: May 7th, 8th and 9th. 2020

Where: Hampton Inn in Oldsmar Florida.

CEUs: up to 13 to 15 ASHI and FABI CEU's and Florida CEU'S or the Friday and Saturday sessions and additional 6 ASHI / FABI and State CEU'S for the Thursday class.

Topics: include, but not limited to

Stucco Failures

Report writing by Mark Cramer

Introduction to Florida Building Code

by Glen Stephens

Wind Mitigation Training.

Thursday—

Advance Mechanical Inspection

by Jeff Clair

Contact: Neil Fuller, 727-858-2975

nealfuller60@gmail.com,

IMPORTANT REPORTER DEADLINES:

• MAY 2020 ISSUE - 3/7/20

• JUNE 2020 ISSUE - 4/7/20

• JULY 2020 ISSUE - 5/7/20

• AUGUST 2020 ISSUE - 6/7/20

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

CHAPTER EVENTS

ASHI'S REPORTING SOFTWARE SHOWCASE SERIES

Will Singer

Will Singer is the creator of Palm-Tech and has been working with home inspectors since 1998 listening to their needs and creating now the ninth version of Palm-Tech!

Adam Singer

Adam has worked at Palm-Tech for over 15 years and is THE expert in implementation. He has helped many home inspectors get up and running with the program.

Using Palm-Tech Version 9 - Get the most out of your reporting time!

March 10th, 2020 — ASHI's 1 hour Webinar

This webinar will show you how you can save time and hassle when creating your home inspection reports in the field by using Palm-Tech Home Inspection Software. You'll see the recently released Version 9 which includes a brand new app and online business portal.

Thousands of home inspectors use Palm-Tech every day to create easy to read and understand home inspection reports. Attending this webinar will help you evaluate if Palm-Tech is the right software for you.

THIS WEBINAR WE'LL COVER:

- What makes Palm-Tech different than other programs
- What's new with Version 9
- The new online business portal
- How to do an inspection in the field with Palm-Tech
- What can be customized
- Questions that come in from attendees

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

Forty Years

Bruce Funk

Twenty-Five Years

Randall Via

Twenty Years

Gary A. Boesker
Michael Edmonds
Reid Guthrie
Robert W. Guyer
Bob Haley
Richard Healy
Michael Healy
John P. Jennings
John Lynch
Charles Melocco
Holly Rankin
Frank Turner
George H. Van Horn
Ronald Werder
Michael Wilhelm
Roger Williamson

Fifteen Years

Scott Barnett
George Blair
Thomas W. Blythe
Dylan Chalk
John Crampton
Scott Devers
Scott Emerson
Jeff Frishof
Terry Haynie
John Humphrey
Bradley Huntington
George A. Jellison
William Long
Ronald Lottig
Charles Mann
Edward Neyland
Mark Pepin
Steve Rush
Kirk A. Thomas
Dennis J. Whelan
Mark Zeller

Ten Years

Fred Alati
Daniel J. Doyle
Michael Gonzalez
Mike Hosseini
Matthew M. Jardine
Craig D. Limbach
Tom McDonald
Duane Morrison
James Porter Elder
John M.B. Ray, Jr.

Five Years

Robert S. Bales
Stephan Bourne
Bob Brander
Rob Cornish
William J. Dare
David R. Gibbs
Rob Hermann
Dana Hillerby
Ed Hopkins
Robert M. Morrow
Scott Slaven
David A. Teter
ScottWharton
Jim Young

CURRENT ASHI MEMBERSHIP

ASHI Certified Inspectors: 3,378

Inspectors: 205

Associates: 2,972

Retired Members: 113

Affiliates: 68

Total: 6,756 Members as of 2/9/2020

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

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

**ASHI ONLINE
LEARNING CENTER**

EARN ASHI CE and State-Approved CEs

VISIT THE NEW ASHI ONLINE LEARNING CENTER

MEMBERS CAN EARN ASHI APPROVED CEs FOR FREE!

**COURSES AIMED TO ENRICH YOUR
PROFESSIONAL DEVELOPMENT
ALL YEAR ROUND.**

HOW TO GET STARTED:

Visit the new ASHI Live Learning Center,
click "Login" and enter your
member access details.

Visit the Online Learning Center
www.homeinspector.org/onlineeducation



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

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>

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

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.



QUESTIONS & INTERPRETATIONS

QUESTION: Is it a violation of the ASHI Code of Ethics to allow a real estate agent or homeowner to accompany the inspector and overhear the verbal results of the inspection without asking the client's permission first? Also, should this question to the client be asked in private?

RESPONSE: Item 2.C of the ASHI Code of Ethics states: "Inspectors shall not disclose inspection results or client information without client approval." It is the opinion of the ASHI Ethics Committee that the Code requires the inspector to specifically seek approval from the client prior to discussing findings, that a tacit approval of the disclosure of inspection findings during an inspection, based on the lack of objection by the client, is insufficient, and that, to ensure against undue pressure on the client, it is best to inquire as to the client's wishes in private in advance, as feasible. Incidentally, several state home inspection laws also support the client's right to control the disclosure of inspection information.

QUESTION: Is it a violation of the ASHI Code of Ethics for an inspector to pay for advertising space, such as for placing brochures on a table in a real estate agency's office? There would be no guaranteed referrals or endorsement by the real estate agency.

RESPONSE: Nothing in the ASHI Code of Ethics specifically prevents an inspector from paying for the placement of advertising, such as placing inspection brochures in a real estate office. This situation is similar to paying to place an ad in a real estate agent's brochure.

However, as with any payments for services or advertising with real estate agencies, there is a thin line between merely paying for a service, or paying for referrals. If the opportunity to pay to place brochures is limited to only selected inspectors, or if the payment is out of proportion for the service provided, then the placement fees would be more likely to represent a form of payment for referrals, which is in violation of the Code.

QUESTION: I am in a land development business with two real estate agents. Is it okay to accept referrals from them for my inspection business if I properly disclose the business relationship?

RESPONSE: There are many opportunities for ethical lapses in any business relationship. These are magnified when a business partnership is between a home inspector and a real estate sales agent; however, there is no inherent violation of the Code of Ethics involved in accepting referrals for inspection work from a business partner.

Nonetheless, if you or your development business would stand to profit from a particular outcome of the inspection, the arrangement would violate Item 1.A of ASHI Code: "Inspectors shall not inspect properties for compensation in which they have, or expect to have, a financial interest." The impartiality of the inspector and consumer confidence in the integrity of the inspection is vital.

Coverage Features

PROFESSIONAL LIABILITY HIGHLIGHTS:

- ✓ **PII Pro Plus** and **PII Pro** offer two tiers of coverage.
- ✓ Automatic coverage includes lead paint, termites, radon testing, mold defense and coverage for real estate referring parties.
- ✓ Experienced claims counsel driving better outcomes.
- ✓ Policy limit option from \$100k to \$3m.

GENERAL LIABILITY HIGHLIGHTS:

- ✓ Stand alone or shared limit option.
- ✓ Premiums starting at \$320.



866.268.1327 | Scott Burns
www.PropertyInspectorInsurance.com

ASHI MEMBERSHIP BENEFIT MEMBER LOGO DESIGN

ASHI.org/LogoDesign



EAGLE EYE
INSPECTION





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.

The sweet smell of a condensate drain line!



JOHN S. GAMACHE,
Capstone Home Inspection Service
Escondido, CA

08/20

Easy access for cleaning and repainting the walls



DUTTON SMITH,
HomeSmith Services, LLC,
Vermont

A rare find: A ball-shaped, 275-gallon underground oil tank discovered during an inspection, installed in 1972 and removed in 2019.



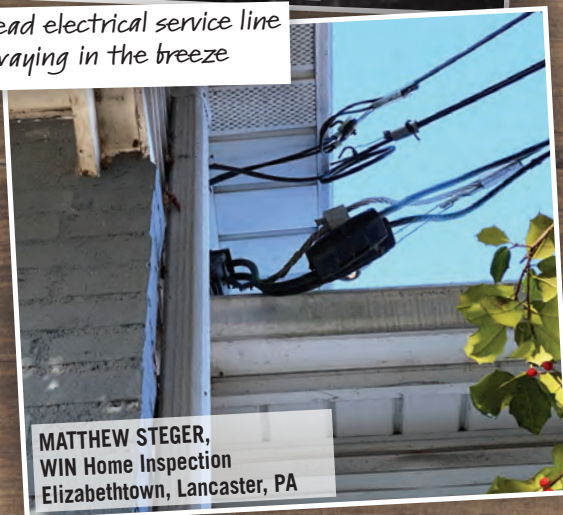
DAVID GRUDZINSKI,
Advantage Home Inspections & Pest
Control Services, Cranston, RI

Don't let that pig scare you.



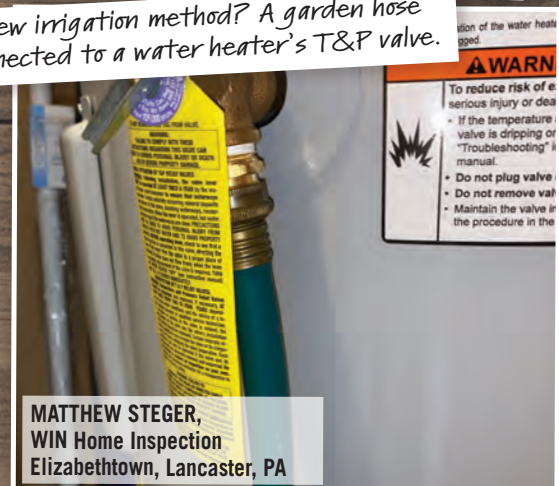
JIMMY KONK,
Start @ Home Inspections,
Smithtown, NY

Overhead electrical service line swaying in the breeze



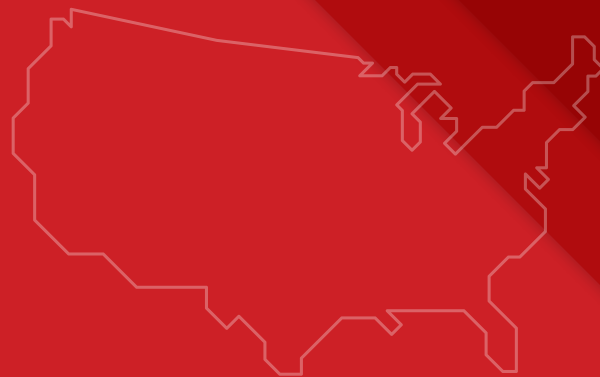
MATTHEW STEGER,
WIN Home Inspection
Elizabethtown, Lancaster, PA

New irrigation method? A garden hose connected to a water heater's T&P valve.



MATTHEW STEGER,
WIN Home Inspection
Elizabethtown, Lancaster, PA

YOUR NATIONAL STANDARD FOR HOME INSPECTION. **YOUR NATIONAL NETWORK.**



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

You'll be listed as a qualified home inspector in your area and receive a **free marketing toolkit** to help promote your business. From talking points to social media posts, it has everything you need to stand out.



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.



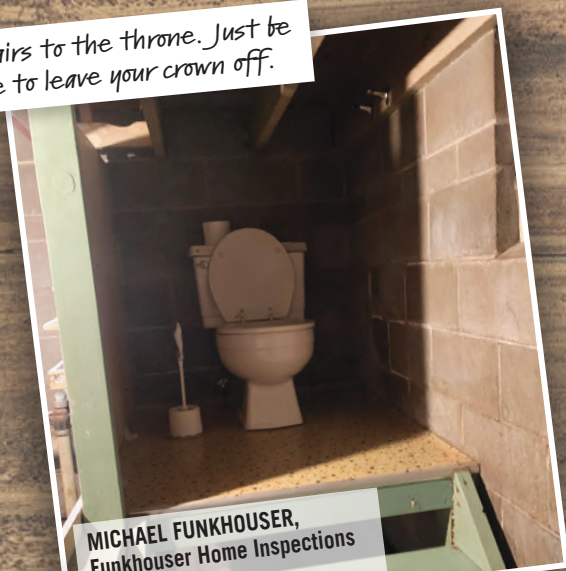
Postcards from the Field

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.

Upstairs to the throne. Just be sure to leave your crown off.



MICHAEL FUNKHOUSER,
Funkhouser Home Inspections
Columbus, NE

Almost childproof outlet



NATE PALING,
Castle and Cottage Home
Inspections LLC, Wilton, ME

"The vent was working fine last time I checked."



STEVE SPECHT,
InSPECHTions, Huntington
Beach, CA

Ready for some fried squirrel?



MATTHEW STEGER,
WIN Home Inspection
Elizabethtown, Lancaster, PA

If at first you don't succeed...



MATTHEW STEGER,
WIN Home Inspection
Elizabethtown, Lancaster, PA

So Close



BILL SROCK
Wolverine Home & Property Inspections
LLC, Prescott Valley, AZ

POSTCARD CORRECTION

NEW E&O AND GENERAL LIABILITY POLICY

Expanded Coverages • Reduced Costs

Competitive pricing with a \$1,500 Deductible

- **Errors & Omissions and General Liability**
(each within it's own limits)
- Residential and Unlimited Commercial Inspectors
- Water and Septic Testing
- Pool & Spa Inspections
- **Real Estate Agent Referral Coverage**
- Termite Inspections
- Carbon Monoxide (poisoning from)
- EIFS Inspections
- Prior Acts

Even more coverages included at no additional costs:

- **Mold Testing**
- Energy Audits
- Infared Inspections
- Occupancy/Insurance Inspections
- Drone Roof Inspections - **NEW!**
- **Indoor Air Quality**
- Radon Testing
- Asbestos Testing
- 203K Counselling
- Sewer Line Inspections - **NEW!**

Another Benefit:

Complimentary enrollment in the RWS "0" Deductible Program

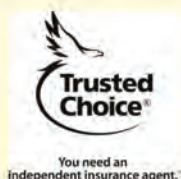
The Best Claims Management:

Mike Casey with Michael Casey Associates performs our claims analysis and expert work
Our policy requires your consent to settle a claim

Financing Available • Credit Cards Welcome

To Learn More: Contact bob@allenins.com or Bob Pearson at (800) 474-4472, Ext. 201

www.allenins.com



CHAPTER NEWS

NORTH CAROLINA ASHI ANNUAL CONFERENCE AND CHAPTER MEETING

By Bruce Barker



The North Carolina ASHI chapter held its annual education conference and chapter meeting on January 10-11, 2020, at the Tar Heel Basement Systems training facility in Winston-Salem, North Carolina. Thirty-four inspectors from North Carolina, South Carolina and Virginia attended. Bruce Barker was the instructor.

Twelve hours of education were provided, and topics included gas appliance inspections, foundation inspections, metal roof covering inspections and the North Carolina Home Inspector Licensure Board mandatory update course. There was a bonus class to prepare new inspectors to take the National Home Inspector Examination (NHIE), and experienced inspectors were encouraged to attend as a refresher.

Longtime friendships were renewed. New friendships were begun. A good time was had by all.





SunRADON

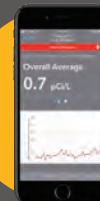
Home Inspectors rely on **SunRADON**,
founded by the team from Sun Nuclear.

In the 1980's, Sun Nuclear developed the world's first affordable Continuous Radon Monitor. Today, with **SunRADON**, we renew our focus on the avoidance of Radon-induced cancer. Our mission: To advance innovation of affordable, reliable, and robust indoor Radon and Indoor Air Quality monitors.

To learn more about what's new, and to prepare for a successful testing season, visit **sunradon.com**.

ARE YOU READY FOR RADON TESTING SEASON?

WHAT'S NEW & WHAT'S NEXT



OneRADON™
Software Suite



1028™ XP CRM



Cloud Services



lüft
Plug-in Monitor
Coming soon



SunRADON

sunradon.com
+1 (321) 255-7011



RUN YOUR BUSINESS LIKE A **BOSS.**

Standout reports

Customize reports to reflect your unique value, and bring them to life with expandable videos and 360° images.

A better buyer experience

Impress clients with branded reports delivered on your site, the ability to create a repair addendum right from the report, and timely notifications.

Hello, cash flow

Stay organized with business management tools that make scheduling and invoicing more efficient.



REPORTING



MANAGEMENT



MARKETING

Let's do this. Download a free 30-day trial at HomeGauge.com.