



REPORTER

Inspection News and Views from the American Society of Home Inspectors, Inc.

Lessons Learned

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and insight from
some of ASHI's top
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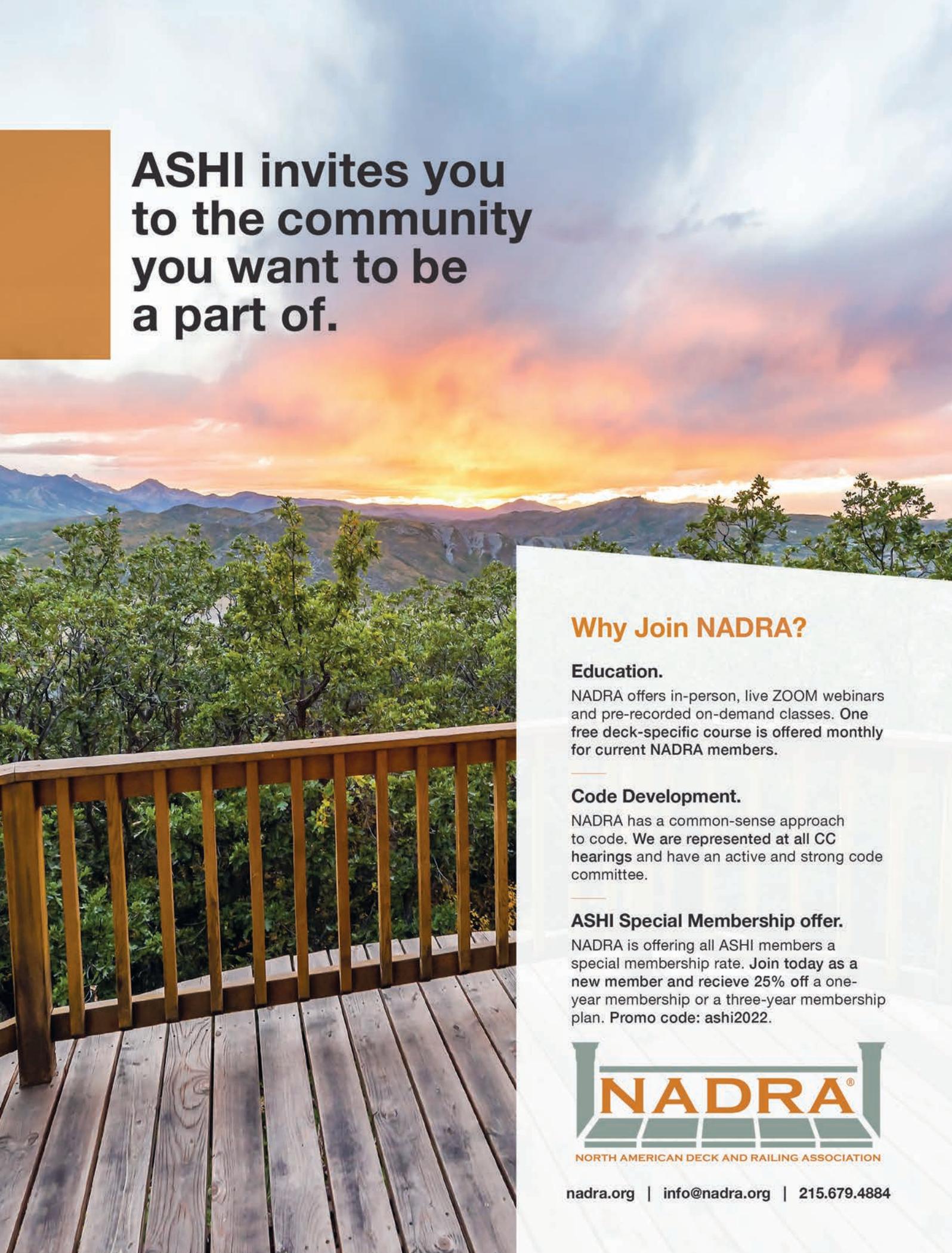
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Left: Lisa Alajajian Giroux mentors Sharon Anthony (above) in the field.

Mentorship in Action

By Sharon Anthony

ASHI President-Elect Lisa Alajajian Giroux is currently mentoring Sharon Anthony, who's licensed in New Hampshire but, having moved to Massachusetts, does not meet the minimum requirements to obtain her license, so she's started the required apprenticeship. Read on to hear about some of her experience.

I am a licensed home inspector in New Hampshire with very little on the job training until I finally found an amazing person who took the time to mentor me. This is honestly a huge weight off of my shoulders. I'm a very confident person with a construction background. I thought I would be an amazing home inspector but was nervous to make a mistake that could cost a home buyer a large sum or miss something truly dangerous and critical to the workings of a home.

I recently moved to Massachusetts, and the laws I have much stricter requirements to do a legal home inspection. You might think I was upset that I now had to find someone to agree to take me on. Wrong—it actually relieved my stress.

Now that I am being mentored by a veteran home inspector in Massachusetts (ASHI President-Elect Lisa Alajajian Giroux), my confidence has increased, my knowledge has increased, and my desire to become a full-time skilled home inspector is becoming a reality.

In New Hampshire all you need to do to get your license is pass a class and a test. While convenient, it's not very smart, but finding anyone who will let you train under them is ridiculously hard—with very little say. And to beg another to train you is disheartening.

I understand how one may feel threatened by teaching another inspector, considering the chance they are training the competition, but they forget that competition is also great for business. Having a person or team of other home inspection professionals to reach out to for clarification, opinions, or expertise is so beneficial to the trade. I truly wish all states required a mentor-mentee training relationship before starting your own business. ■

➤ Find out more about the ASHI Mentorship Program at homeinspector.org/Resources/ASHI-Mentorship-Program

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MONDAY
January
30

ESSENTIAL

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Report Writing Follies
— Michael W Casey

2023 AC and Heat Pumps: Keeping it Cool — Bryck Guibor and Harris Breit

ADVANCED

Inspecting the Exterior... the Hidden Problems — Mark Parlee

Basement Inspections, Reports and Identifying Defects
— Tom Feiza

Water, Vapor and Dew Point for Home Inspectors — Tom Feiza

MULTI-INSPECTOR AND BUSINESS

Multi Inspector Panel — 2023 Business Development and Marketing — Michael Rowan

How to Sell your Multi-Inspector Company — Brian Eisenman

Inspector Injuries and How to NOT Repeat Them — Brian Eisenman

INDUSTRY

Inspection of CSST Piping Systems — Jonathan Sargeant

Advancement in Smart Home Technology! — Greg Rhoades

Inspecting a Tile Roof: What You Can See, and What You Can't
— John Jensen

TUESDAY
January
31

ESSENTIAL

Roofing: The Devil is in the Details — David Rushton

Electrical Service Inspections: Knowledge to Use Every Day
— David Rushton

Sewer Lines: a Problem You Can't Flush! — Istvan Zsako

ADVANCED

Electrical Inspections...Solving the Mystery — Mike Twitty

* **Healthy Home**
— Dr. Joseph Lstiburek

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— Dr. Joseph Lstiburek

Exclusive LIVE events, see back cover for more info

MULTI-INSPECTOR AND BUSINESS

Home Inspection Software and Client Data — Joshua Steffan

How Claims Get Resolved: An Inside Look Into Dispute Resolution — Will Colton

Drones in the Real Estate Inspection Industry — Michael and Kevin Hesterberg

INDUSTRY

GFCI and AFCI Technology and Requirements — Joseph Wages Jr.

WEDNESDAY
February
01

ESSENTIAL

Evaluating Pools and Spas
— Michael Conley

Evaluating Seawalls, Boatdocks and Boat Davits — Michael Conley

ADVANCED

Inspecting Masonry
— Michael Bryan

Digging Deep into Crawlspace
— Michael Conrad II

MULTI-INSPECTOR AND BUSINESS

Building a Multi-Inspector Brand
— Michael Conrad II

Whatever Happened to Your Engineering Referrals?
— John Weiburg

INDUSTRY

Water Quality Standards, Problems and Treatments — Paul Friot

Structural Engineering and Home Inspection — Graham Clarke



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Inspecting Fireplaces

By Laura Rote

As part of new educational programming on the ASHI Edge, home inspectors can now further their knowledge of fireplaces and chimneys even more. The new "Inspecting Fireplaces and Chimneys" course will teach inspectors what is and isn't in scope when inspecting fireplaces, accessories, and vents.

The EPA estimates there are more than 175 million fireplaces nationwide. According to the National Fire Protection Association (NFPA), 1,490 injuries are caused by home heating equipment fires every year. And an estimated 17,920 fires are caused by wood-burning appliances every year, the NFPA says.

The interactive ASHI Edge course will help inspectors identify common defects of different types of solid-fuel fireplaces and decorative appliances. Students will also review the necessary dimensions of hearth extensions and throats, as well as important fireplace clearances and the requirements for outside combustion air in both traditional and modern solid-fuel systems.

Chimney inspections are vital because they allow a professional to check a homeowner's entire system and look for any potential issues or hidden flaws, according to the Chimney Safety Institute of America (CSIA). The Institute estimates an average chimney sweep and inspection will take an hour or two, though times can vary.

This ASHI Edge course is free to ASHI Home Inspector Members or \$89 for non-members. ASHI members will earn three free CE at the completion of this course. ■



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Don't Miss Out!

Registration is now open for home inspectors and early bird pricing is available through November 19.

Home Inspector ASHI Members pay \$600, Non-Member Home Inspectors \$1,000, and ASHI Retired Members \$275.

Regular IW 2023 pricing for home inspectors runs from November 20 through February 1, 2023.

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360 Cameras: Capturing a Fuller Picture

By Stephanie Jaynes, Marketing Director,
InspectorPro Insurance

In the age of virtual home tours, it's commonplace for home buyers to survey potential purchases through clicks and drags of their computer mice. But even before the coronavirus pandemic and the accompanying competitive housing market seen in the past few years, some home inspectors were utilizing 360 cameras to better serve customers and manage risk.



Stephanie Jaynes is the Marketing Director for InspectorPro Insurance, which offers ASHI members exclusive benefits through its program: InspectorPro with the ASHI Advantage. Through risk management articles in the ASHI Reporter and on the InspectorPro website, InspectorPro helps inspectors protect their livelihood and avoid unnecessary risk. Get peace of mind and better protection with InspectorPro's pre-claims assistance and straightforward coverage. Learn more at www.inspectorproinsurance.com/ashi-advantage.





The Managing Risk column with InspectorPro Insurance provides home inspectors with tips to protect their businesses against insurance claims, craft effective pre-inspection agreements, offer additional inspection services, and use new tools and equipment.

What are 360 Cameras?

Built with 180-degree forward- and rear-facing fisheye lenses, 360 cameras capture omnidirectional still photos. By placing a 360 camera in the center of a room, a home inspector can photograph the whole space with the push of a button. The camera shoots images of its surroundings in every direction. Some home inspectors use 360 cameras to document property exteriors and roofs, too.

By capturing an entire space at once, 360 cameras give inspectors and their clients a macro view of the property. From a risk management perspective, such a view can thwart frivolous claims by proving what was (and wasn't) there on inspection day.

"The images from a 360-degree camera add a lot to my report's overall presentation and protect me against potential complaints. For me, that's

a win-win," said Brian Derewicz of Realistic Home Inspection Services in Wisconsin. "Should I ever have a customer or homeowner allege something, I have a 360-degree image to substantiate the actual condition of each room I enter. The more I use it, the more it backs me up should anything be questioned."

We counsel inspectors to take photos of *everything*. As such, 360 cameras can relieve some of the pressure by making photographing non-defect areas quicker and easier.

"They're great for documenting rooms—especially when they are full of belongings. Taking pictures from different corners of a room—even with a wide-angle lens—doesn't always capture the entire room," said Greg Liebig of 4-Square Home Inspections in Wisconsin. "A 360 view can get you everything—including the floors and ceilings."

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Limiting Your Liability

Since 360 cameras do more to limit liability than increase it, you don't need to do much to manage your risk while using a 360 camera. We discuss the few things to keep in mind below.

Know how to use it.

Like any tool or piece of equipment, a 360 camera won't do you much good if you don't know how to use it. Knowing how your camera behaves—and what happens when it isn't working properly—can help you take better photos. It may also help you avoid surprises (like blurry or otherwise unusable pictures) when you review your 360 photos later.

Review your 360 photos.

To avoid mistakes—from minimal misspellings to complete oversights—we discourage writing your inspection reports onsite. Furthermore, we encourage you to review your 360 photos while you write your reports. Reviewing the photos with fresh eyes and more context, you may be surprised to find additional information or defects you can share with your clients.

Still take other photos.

Just because you took a spherical photo of the entire room does not mean you're done taking photos. Your 360 camera is just another tool and doesn't replace your traditional camera. Since 360 cameras are not meant for capturing distant objects in high definition, it's

important that you take additional representative photos of components and systems and photos of the defects you discover.

Save your photos.

Liability doesn't end when you deliver your inspection report. If you need

“KNOWING HOW YOUR CAMERA BEHAVES—AND WHAT HAPPENS WHEN IT ISN'T WORKING PROPERLY—CAN HELP YOU TAKE BETTER PHOTOS.”



to defend your inspection against a claim, have your 360 and other photos saved with your signed pre-inspection agreements and reports. At InspectorPro, we recommend keeping inspection photos for a minimum of five years—even if state laws imply that you can keep them for less time. Keeping photos and documents longer never hurts.

Carry equipment coverage.

Formally known as inland marine coverage or a commercial property floater, equipment coverage insures your inspection tools and equipment. Unlike standard property insurance, inland marine coverage protects your tools and equipment regardless of their location. This is important in the home inspection industry since, rather than housing your tools and equipment in an office, you usually have your materials in your work vehicle or on inspection sites.

Through InspectorPro with the ASHI Advantage, ASHI members can get up to \$20,000 in equipment coverage for \$200 annually. When

you consider that the average 360 camera costs about \$500, equipment coverage can provide significant peace of mind. To learn more about inland marine coverage, read the InspectorPro article “How to protect your tools and equipment” online. Current clients can request equipment coverage by contacting their InspectorPro brokers. Prospective clients can apply for insurance via InspectorPro’s online application.

360 Cameras and Home Inspectors

Want to give yourself and your clients a fuller picture of your inspections? Consider using a 360 camera to capture spherical overviews of each room in the properties you inspect.

“Having the whole, inspected house in a series of 360-degree images reduces your liability,” said Luis Guzman of Pillar To Post in Arizona. “I would never go back to just standard photos.” ■



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Water Softener: The Basics

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



Tom Feiza has been a professional home inspector since 1992 and has a degree in engineering. Through HowToOperateYourHome.com (htoyh.com) he provides high-quality books and marketing materials that help professional home inspectors educate their customers. Copyright ©2022 by Tom Feiza, Mr. Fix-It, Inc. Reproduced with permission.

Understanding water softening systems and including basic information in your home inspections is important. The units must be set up and maintained, and the regeneration discharge must be handled properly. Most standards exclude water softeners, but your customers need basic information when they operate their homes.

Hard Water is the Rule

The majority—85%—of homes have “hard water,” the common term for water with excess minerals. Hard water creates a buildup of deposits that can corrode piping and various fixtures. It leaves spots on dishes, makes surfaces hard to clean, and interferes with laundry detergent and shampoo.

Water Softener Provides the Solution

A water softener removes the offending minerals (magnesium and calcium) and adds a small amount of sodium. Softeners can

also remove a small concentration of iron. The softener is often located near the water main (**Illustration P051**). Normally it is connected to pipes for hot water and bathroom fixtures. It is not routinely connected to tap water in the kitchen because of the slight amount of sodium added to the water. Also, the softener is not connected to exterior hose bibs.

In the illustration, note the bypass piping as well as the drain line to the laundry sink, which provides an air gap. It is important that the drain line does not create a cross-connection to potable water. The drain line should discharge above the rim of the sink or above an open “P” trap.

Two Kinds of Water Softener Tanks

Illustration P089 shows a softener with two tanks: a salt (brine) tank and a resin tank. **Illustration P090** shows a softener with a resin tank inside the larger salt brine tank. Both use the same principle; they’re just different tank arrangements. In each case, salt placed in the brine tank soaks in water, forming a saltwater solution called brine.

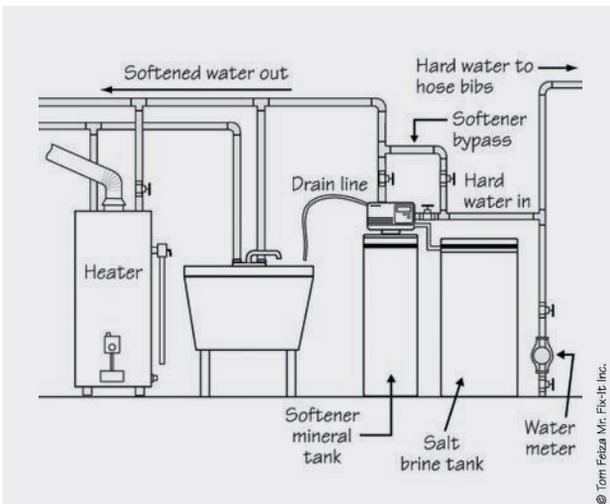


Illustration P051: Water Softener Installation—Typical

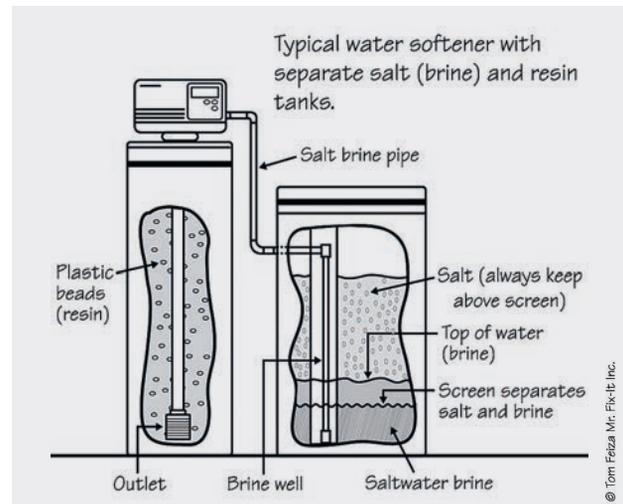


Illustration P089: Water Softener—Two Tanks

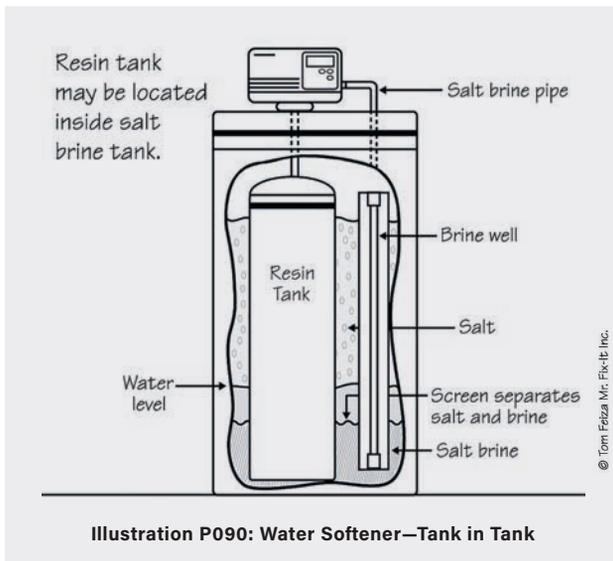


Illustration P090: Water Softener—Tank in Tank

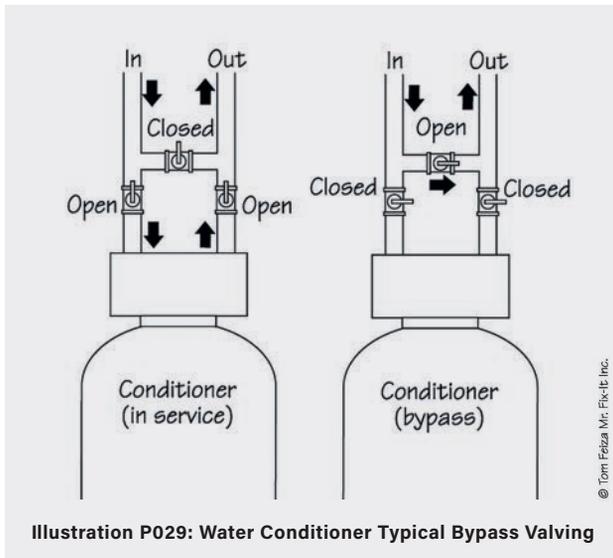


Illustration P029: Water Conditioner Typical Bypass Valving

Softener Operation

The brine is flushed through the resin routinely, based on a time clock or water usage meter. Salt ions attach to the resin. As hard water flows through the resin tank, elements such as magnesium and calcium precipitate onto the resin surface. In the process, a small amount of salt is added to the water.

When the resin is loaded with minerals, the system recycles with salt brine, removing the minerals and flushing them away with rinse water. To maintain the system, the homeowner must keep an adequate amount of salt in the brine tank. The homeowner must also set the time clock so the regeneration occurs as water is used. A metered system automatically recycles as needed, and there is no time clock. The system recycles when no one in the household is using water—usually sometime after midnight, another setting.

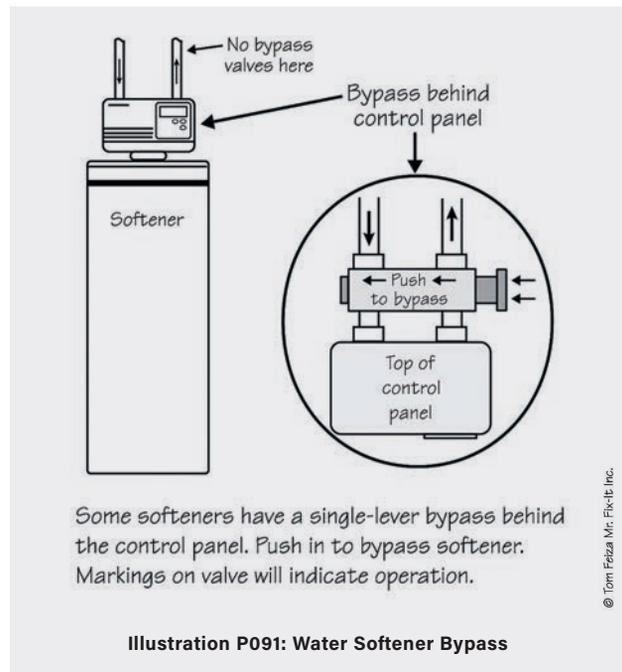


Illustration P091: Water Softener Bypass

Bypass Valves

Every softening system has a bypass setup for use during maintenance and repair. **Illustration P029** shows a system that uses three valves in the supply and discharge piping. **Illustration P091** shows a special valve/system in which access to the bypass lies behind the control panel.

The Takeaway

A basic understanding of water softeners helps you describe the systems to your customers. If they're unfamiliar with softener operation, a specialist should evaluate their water usage and set up the system accordingly. Homeowners also need to add the correct type and amount of softener salt and periodically monitor the system's operation. They should understand that the system cycles periodically at night and discharges a significant amount of water when recharging. ■

To learn more, attend Tom's technical presentations at educational sessions for ASHI chapters and local groups. Tom can also provide his knowledge for your educational event; contact him at Tom@htoyh.com. Tom will give presentations on Water, Vapor and Dew Point for Home Inspectors and Basement Inspections at ASHI Inspection World 2023.



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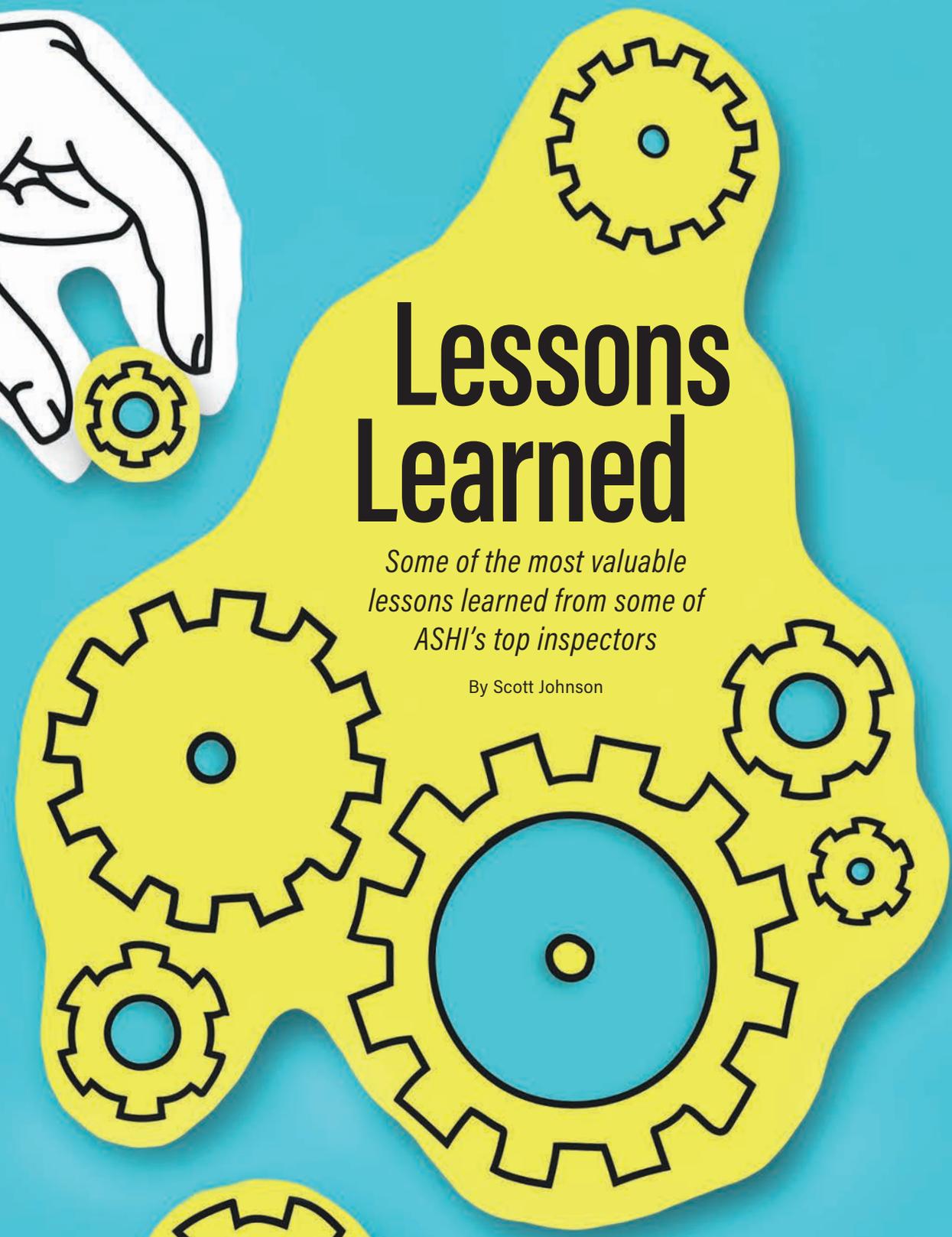
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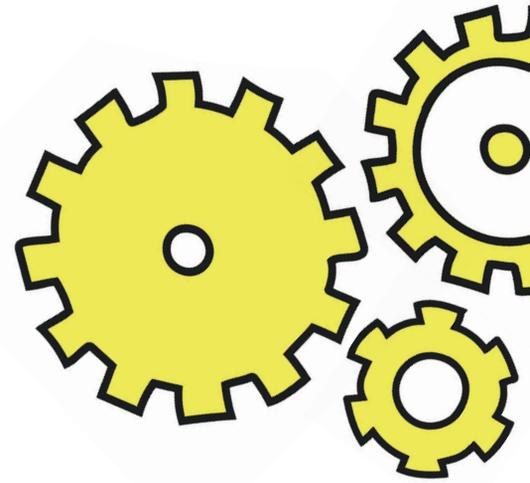


Lessons Learned

Some of the most valuable lessons learned from some of ASHI's top inspectors

By Scott Johnson





I have been a home inspector since 1996 and have always been a part of a multi-inspector firm. In 2012, a longtime friend and I decided to break out and start our own firm. It was a great experience, and I found that I enjoyed the entrepreneurial spirit. When I volunteered to write a “lessons learned” article, I thought it would be more beneficial to you, the reader, to get the sage advice of many as opposed to one top 10 list of lessons learned by one home inspector. So I reached out to several seasoned home inspectors I trust.

Picture Perfect

Personally, the greatest lesson many inspectors say they’ve learned was to take lots of photos during the inspection. We do not necessarily have to insert all images into the report. It is essential, however, to keep these records. Especially if there is a reason we cannot inspect an area we normally would. We have all seen the garage full of stored personal items preparing for moving.

The ASHI SOP does not require photographic documentation and reporting. However, we never know what hidden or latent defects might be concealed. I’ve carried that to an even greater extent. I take photos of each room and appliances, including their labels, attic, foundation, and exterior systems. This gives the client a photo diary of the home

and shows we were there and didn’t miss any areas. The only drawback is it considerably lengthens your narrative report.

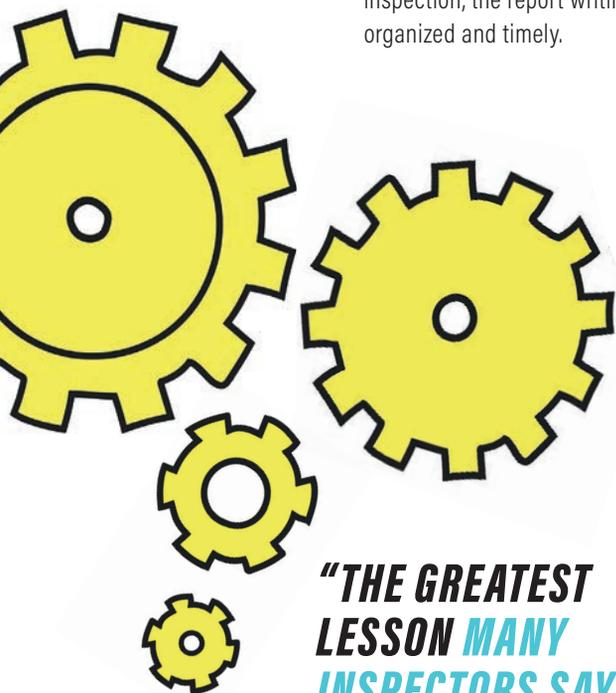
First and foremost, it is essential that home inspectors take photographs. Inspectors are very good about photographing the defects for their report, but what about the areas with no defects? Every inspection report should have photos showing a quick view of the attic conditions on the day of the inspection, so if a roof leaks or rodents show up in the future, we know they weren’t there that day. Did you crawl to the back of the crawl space? Then you better take photos from there to show your effort, even if there were no reportable conditions that day. Did you find a lot of stored belongings in the home? Then you better

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step back into the driveway to take a photo of that overcrowded garage—because that's the home where the buyers will find termite damage along the wall or a slab crack in the floor once items are removed. Photos show clearly that the inspector was in the right place to look for defects that day, and they often show that the defect in question today wasn't there back then.

The Right Software

Find an ergonomic report writing software to use. I've worked with antiquated software and felt like I needed a hammer and chisel. I've also worked with software that made me feel like I needed to be a software engineer to use. Excellent report writing software will help you incorporate your own comment library. We should not have to spend hours upon hours on a typical report. Just like an inspection, the report writing should be organized and timely.



“THE GREATEST LESSON MANY INSPECTORS SAY THEY’VE LEARNED WAS TO TAKE LOTS OF PHOTOS DURING THE INSPECTION.”

Get Involved

I would also say: Get involved. Join and participate in your local chapter. Participate in ASHI social media. I'm amazed at what I learn from friends across the nation. Become a leader in your local and national ASHI organizations. I have grown so much from the friendships that have stemmed from this involvement. I have become a better inspector and person because of ASHI.

Run More Water

John Bean, who has been inspecting properties for 35 years in St. Louis, says you should: “Run more water. The more water you run, the more likely you will identify leaks or blockages that may be present. That said, don't get caught up in a side conversation while you are running water, as that can result in a sink, tub, or shower pan that will overflow. Some inspectors won't walk out of a room with flowing water. If you won't, make sure you allow enough time to run water everywhere during your inspection.”

Take Your Time

John also says, “Don't get in too big of a rush. If you try to rush through any given inspection so you can be done quicker, squeeze more inspections in a day, or because you might run late to your next appointment, you'll miss things. Allow for an appropriate amount of time for your inspection based on the property, type of structure, and size. If you rush through, sooner or later you'll have claims that will turn up because you short-changed the time your inspection should have taken.”

Consider Your Costs

Finally, John says, “We should charge more for what we do. The sewer guy charges \$200 for a sewer lateral inspector and is there for about 30 minutes worth of work. We work for two to three hours on an average inspection, plus up to a couple of hours off-site writing a report, and charge \$450 or more. Who is making better money with less knowledge? Raise your price 10%. Even if you lose a few clients, you make more money.”

Change Perspectives

Mark Goodman, an ASHI Director and a St. Louis ASHI Director, says, "Look at elements of the property from different perspectives. When I used to teach wilderness search and rescue, we taught searchers to take several steps and do a 360 because they would walk past 50% of the clues they were looking for because of the way the light refracts or something obstructing their view. The same rule applies to doing home inspections. If you don't look at things from different points of view, you may miss some items, concerns, or defects. Walk around the outside of the house twice in two directions. Try to look at things from different perspectives in the house, on the roof, in the attic, or in the crawl space. You will be surprised at what you didn't see."

Listen Up

Bryck Guibor, a longtime home inspector and national speaker on various home inspection topics, says, "Listen to your client's concerns and make sure you discuss them and address them if warranted in your report. To the inspector, it's no big deal. But those items come back to haunt you later. If you don't listen and appropriately address them, you'll get a message from a client you did an inspection for two months ago saying, 'You didn't...'"

Communication

Brian Eisenman with BPG Inspections says, "One of the biggest misconceptions about risk management for home inspectors is that most complaints have nothing to do with something you actually inspect under the ASHI or state standards, but most complaints are about conditions that are outside of scope. These might be rodents in the attic or mold in the basement, or complaints might be about water leaking into a basement after a bad storm or rot in the subfloor that the contractor found during renovations. In practice, the home inspector is very knowledgeable about inspecting to their relevant standards and writing a report that gives a lot of very good information around those topics, but the home inspector might

struggle to communicate what is excluded from the inspection and why effectively. How do you train a client to better understand what they paid for? Similarly, how do you give them information to make sure that when something unforeseen comes up in the future, your report can effectively protect you from that future condition?"

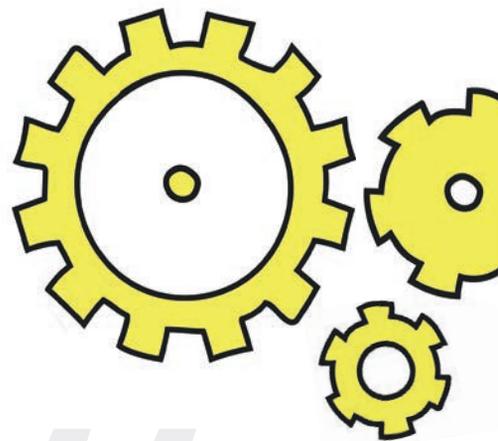
I also believe how the inspector communicates around the inspection is almost as vitally important. Inspection agreements are great tools, but you can't expect the client to actually read that contract.

You need to begin every inspection with a great "driveway presentation." This should set expectations with the client as to what will happen for the next two to three hours and give them a chance to ask questions and build their confidence in you. Did the client not show up until halfway through? No problem, but stop the inspection there and go spend time with the client before you resume.

Most inspectors like to be done with the client as soon as they click "send" on the report, but I'd urge you to make sure every client gets at least one more contact. You should always check in with the client 24 to 48 hours later to make sure they received the report and that they read the report. If they say "yes" to the second part, you should follow up with something like, "Did you have a chance to hire that plumber yet to get you a quote on that repair?" This is important because the client most likely didn't read the report, and they almost certainly haven't acted on anything before closing. By touching base with them when they can still negotiate with the seller, you set up the client to have the best possible experience as they purchase and move in to their new home. ■



Want to share some of your lessons learned? Email editor@ashi.org to contribute in a future issue!



**GET INVOLVED.
JOIN AND
PARTICIPATE
IN YOUR LOCAL
CHAPTER.
PARTICIPATE
IN ASHI SOCIAL
MEDIA."**



Scott Johnson is ASHI Director and ASHI Georgia Chapter President.

Jackpot!

*5 Reasons to Travel
to Las Vegas for
InspectionWorld 2023*

By Laura Rote



InspectionWorld 2023 is finally upon us. The in-person conference is scheduled to kick off Sunday, Jan. 29 and carry through Wednesday, Feb. 1 at Planet Hollywood Resort and Casino in Las Vegas.

General attendee registration opened in early September—accepting registration from ASHI members and non-members, current home inspectors, and anyone interested in the profession. To register or find out more about how you can earn Continuing Education credits at the conference, visit inspectionworld.com.

In the meantime, here are five reasons to travel to Las Vegas for InspectionWorld.

1 Money!

And we aren't talking about playing the slots. We're talking about a serious conference discount for ASHI members. ASHI has reduced this year's registration fee to \$600—**exclusively for ASHI members**. That's 40% off the regular

full price of \$1,000 for non-members. ***This offer is good through November 19, 2022.***

2 Camaraderie!

The festivities begin on Sunday, as the exhibit hall is set to officially open at 3pm. Catch up with old colleagues and make new friends in the industry at this evening's networking events, opening night reception, or award presentations.

3 Education!

Educational sessions and panels will take place Monday through Wednesday and cover everything from roofing to electrical to marketing and sales. Find a complete schedule at inspectionworld.com.

4 Entertainment!

The conference is located at Planet Hollywood Resort and Casino, so you'll also be steps from Zappos Theater, which regularly hosts major performing artists. You'll also be just a five-minute walk from Las Vegas' own Arc de Triomphe and, of course, the famous Bellagio Fountain, if you feel like sightseeing. The famous fountain display takes place every 30 minutes from 3 to 8pm on Monday to Friday and every 15 minutes from 8pm to midnight. Schedule can vary, and the outdoor display is dependent on the weather.

5 Food!

Food is easy to find from your home base of Planet Hollywood, too. Choose from casual favorites like Gordon Ramsay Burger inside Planet Hollywood or check out the 24-hour Earl of Sandwich at the casino no matter what time it is when you are hungry. For upscale options, check out the Japanese restaurant Koi or Strip House Steakhouse.



How to Get There

Harry Reid International Airport features nonstop service from 120 cities in the US. Planet Hollywood is less than three miles from the airport, and you can easily rideshare or catch a cab. Most hotels are within a 15-minute drive from the airport. The Vegas Strip itself is walkable, or you can hop on the Monorail to get many places quickly.

Registration is Open

Home Inspector Member

Early Bird, September 6 – November 19 | \$600
November 20 – February 1 | \$800

Non-Member Home Inspector

Early Bird, September 6 – November 19 | \$1000
November 20 – February 1 | \$1200

ASHI Retired Member | \$275

Spouse/Guest—Entire Event | \$325

A spouse/guest registration must be attached to a one full conference attendee—includes all, receptions and meals provided by the conference and entry to the exhibit hall. A spouse/ guest cannot receive CE or participate in educational sessions. Children under age 18 are not permitted in education, general sessions, or the exhibit hall.

To qualify for the member rate, must be current with ASHI dues.

➤ To book your room go to [Inspectionworld.com/About/Housing IW23](https://www.inspectionworld.com/About/Housing IW23)

Sponsorship Opportunities

Now more than ever, people appreciate experiential more than take-home items. Impress home inspectors by providing them with food and beverages in the exhibit hall at this year's IW23. You'll be increasing traffic into the hall and promoting your business simultaneously.

We will recognize our IW23 sponsors on the InspectionWorld website, mobile app, static notifications, on-site signage, and recognition in the Reporter post-event.

➤ To see a list of sponsorship opportunities, visit [Inspectionworld.com/sponsorships](https://www.inspectionworld.com/sponsorships)

Building Relationships

By Harry Morrell

I think it is important in 2022 to think about and evaluate the importance of building relationships in our industry. Some of the “old head” inspectors may be thinking, “I don’t need a relationship. I’ve been married for 43 years, and I am perfectly happy where I am.” No, no—relationship building is a relatively newer term.

Remember when you turned in a job application to the personnel department? Now that department is called Human Resources, and relationship building is along the lines of advertising, marketing, and promoting yourself and your business.

My relationship building (marketing) plan has always been the handshake and the one-on-one, person-to-person type of business plan. Twitter, tweeter, LinkedIn, or Linked Out has never been part of my *modus operandi*. I know Facebook, TikTok, Instagram, and all the other social media platforms are out there; I just never used them to build my business. I do have to admit, though. If I was just starting out, I would probably need to integrate the old with new.

But back to relationship building—or advertising, marketing, and promoting yourself and your business. Keep in mind that the following opinions on marketing and building a business come from

a construction guy born in 1949. My first construction job was in roofing in the summer of 1966. From 1967 to 1972 I served in the US Navy Seabees building firebases for the Marines as well as airports, bridges, and road construction projects. I came into the inspection industry in 1997, and I am fortunate to be still going strong inspecting homes and buildings.

I was fascinated by the inspection industry and quickly realized I could work this career well past the average retirement age if my health held up and I didn’t take a spill off a roof. Well, I’ve had no spills, I haven’t been electrocuted, and my health has held strong over the years. I am grateful, fortunate, and lucky.

I do very little marketing and relationship building now, but that

Opinions of authors are solely their own and do not necessarily represent the opinions or positions of ASHI, its agents, or editors. Always check with your local governmental agency and independently verify for accuracy, completeness, and reliability.

“THE INSPECTION INDUSTRY IN MY OPINION IS THE ULTIMATE SMALL BUSINESS.”

was not the case when I first started in the industry. I knew several inspectors, both public and private, and spent about six months doing research on the real estate inspection industry before I took the plunge. I knew I had the basic technical skills, but I needed some work and a plan to get a one-man operation off the ground.

My first step was to join ASHI. A week later I joined St. Louis ASHI Chapter. I knew from the beginning this is where I would learn not only the technical ins and outs of the business, but the relationship building aspect of the industry, too. I can remember three to four other inspectors in the chapter who were just starting out as well. None of us were certified yet, and we hadn't even performed our first inspections. We all had a lot in common, and we stayed late after meetings to bounce ideas and opinions off each other over coffee or lunch every week.

Our chapter allowed non-certified members to be on committees as well. We could not vote or chair a committee until we were certified, but that didn't matter to me; I loved being involved. My relationship building brought me into close contact with senior inspectors who loved the industry and built successful businesses. It wasn't long after that I was doing inspection ride-alongs. This was well before the parallel inspection program ASHI initiated years ago. Senior inspectors did not necessarily like rookies tagging along on their inspections. Inspectors were very helpful in answering any technical questions, but when it came time to ask the secrets of their marketing and promoting business, it was like, "Sorry young man. You are on your own." It really was not that difficult finding out the secrets of marketing. I just kept my mouth shut and watched the masters at work. I had excellent relationships with these senior inspectors and ended up being their #2 for their clients and real estate agents. Again, it's called building relationships. Most all have since left the industry and are enjoying a well-deserved retirement.

Getting certified through being involved with the chapter took one to two years. I have not stopped being involved to this

day. I have held all the elected board positions, including three times as President. I have chaired the education committee six times and currently chair the legislative committee. Serving the chapter always comes first, but I can't remember a time when I haven't picked up a referral by just being around at a meeting or an event. Arranging and meeting with educational speakers and contractors for our seminars and monthly meetings has directly or indirectly led to referrals. Going to the state capitol four times a year with the Missouri Housing Industry Alliance and representing our chapter on legislative issues has led to multiple referrals, indirect or direct, too.

I have worked with real estate agents, brokers, lawyers, investors, mortgage bankers, and contractors on a regular basis for more than 20 years. I provided one REALTOR® with an inspection on her very first transaction. We have been working together since 1998.

The inspection industry in my opinion is the ultimate small business. I know there are many fine multi inspector firms out there, but the industry is dominated by one- and two-person shops. The folks who send me business like our one-on-one relationship. They want to hear about how I conduct my business from me, not from a brochure or Instagram. And yes, I do have a website where clients can schedule an inspection. But there are still real estate agents out there who want to hear your voice. They want to know that if a complaint comes rolling down the road, you have the skills to put that fire out—and that means today, not next week. One of my favorite lines I use with my real estate agents is: "My goal is a smooth transaction with no lawsuits." Of course, the other side of this statement is that when an inspection goes smoothly, whether it was a clean house or a house with major defects, the buyer will be happy with the finished product.

From a baby boomer to the many millennials out there, use that social media as much as you can, but don't forget about those one-on-one, eyeball-to-eyeball, handshake-to-handshake connections and the gift of gab. Let it be the cherry on top of your business relationships. ■



Harry Morrell has been an ASHI Certified Home Inspector since 1998 and is the winner of the 2021 John E. Cox Member of the Year Award. He is the owner operator of Allied Building Inspections since 1997, serving a six-county area surrounding metropolitan St. Louis.



Make Your Nominations!

Nominations for two of this year's ASHI Awards are now open! All ASHI Certified Inspectors are encouraged to nominate an outstanding ASHI home inspector for the **Philip C. Monahon Award** or the **John E. Cox Award** today.

The Philip C. Monahon Award

The Philip C. Monahon Award recognizes an individual who has made exceptional and innovative contributions to the ASHI Membership. The recipient must be an ASHI Certified Inspector who is dedicated to the goals and ideals of ASHI as stated in ASHI's Code of Ethics and, as an ASHI Certified Inspector, has rendered outstanding contributions to ASHI for a minimum of five years. Contributions consist of time, talent, or expertise, which has been beneficial to the Society, its members, and the general public which ASHI ultimately serves.

Nominations for the Monahon award should include how the individual has contributed to ASHI as well as why the individual should be considered. Submissions received after December 10, 2022 cannot be accepted. Nominees will be evaluated by the Philip C. Monahon Award Committee, made up of three previous award recipients. The committee is chosen by the ASHI President from the

immediate past five living recipients, with the chairman to be chosen among themselves.

The John E. Cox Award

The John E. Cox Member of the Year Award is an annual award that recognizes an ASHI Certified Inspector Member who has made exceptional contributions to an ASHI Chapter. You can nominate an ASHI Certified Inspector who has rendered outstanding service to an ASHI chapter and the home inspection profession over a period of years or under circumstances that may not recur.

Each chapter may submit one nomination. The call for nominations will end on October 21, 2022 at 5pm CST or the next business day thereafter. Chapter Presidents will vote on nominees. The nominee receiving the highest number of votes shall be the award recipient.

Recipients of both awards will be announced at InspectionWorld 2023.

 Visit homeinspector.org/About/Awards for more information and to submit your nominations.

Vote open for 2023 Officers and Board of Directors

2023 Nominations

Ballots are now available to eligible voters (Inspectors and Certified Inspectors) for the 2023 Officers and Board of Directors. To view the nominee's applications visit:

[ashi.org/About/ASHI Leadership/Review Nominees](https://ashi.org/About/ASHI_Leadership/Review_Nominees).

Candidates listed alphabetically by last name

President-Elect

Steve Cross
*Mark Goodman

Treasurer

*Bryck Guibor

Secretary

*Scott Johnson
Mark Londner

Board of Directors (four openings)

*Rod Beacham
*John Cordell
*Charles Gifford
*Roger Herdt
Jerome Salontay
Blaine Swan

Certification Committee (three openings)

*Peter Fagen
*Ray Mayo
*Duane Morrison
*Lionel Thomas

Nomination Committee (two openings)

*Tim Buell
*Mike Wagner

** Slated by the Nominating Committee.*

Email links for electronic ballots were sent on Sept. 15 for the nomination of the 2023 Officers and Board of Directors to eligible voters (Inspectors and Certified Inspectors).

Do you have an idea for an article?

The *Reporter* is always looking for new articles, and we encourage ASHI members to call upon their experience and knowledge to submit articles to be considered for publication. Here are some upcoming topics being featured in future issues:

December

Scaling Up | Appliances
Deadline: Oct. 14

January 2023

Finding your voice in the industry
Mentorship
Deadline: Nov. 15

February 2023

Older Homes Vs. New Builds | DIYs
Deadline: Dec. 15

Submit your articles to
editor@ashi.org

 **REPORTER**

NEW MEMBERS

New Associate Members from July 16, 2022 to August 19, 2022

Alabama

Anthony Barajas, Headland
Dalton Penfield, Alabaster
Gary Smith, Dothan

Alaska

David Larsen, North Pole

Arizona

Ryan Peart, Phoenix

Arkansas

Nathan Cassidy, Cave Springs

California

Mike Doose, Napa
Erik Bryant, Sacramento
Abraham Fontanilla, San Jose
Christopher Briggs, San Jose
Mike Leydekkers, Yorba Linda

Florida

Fernando Santana, Saint Cloud
Pierre Fortin, Lady Lake

Georgia

Hunter Mcjenkin, Richmond Hill
Riley Thomas, Buford
Thomas Wheeler, Canton
Richard Horak, Toccoa
Kaleb Critten, Acworth
Chuck Kirby, Senoia

Hawaii

Prince Brown, Eva Beach

Illinois

Matthew Dwyer, St. Charles
Kathy Olson, Moline

Indiana

Robert Pillman, Crown Point

Kansas

Kip Pauls, Wichita
Matthew Bennett, Coffeyville

Kentucky

Timothy Garrett, Clarkson
Christopher Heard, Fordsville
Dakota Bell, Monticello

Maryland

Robert Tice Jr, Port Deposit

Michigan

Sharon Skeels, East Lansing

Minnesota

Pamela Erickson, Monticello

Mississippi

Clarence Williams, Abbeville

Missouri

Garrett Arasmith, Warsaw
David Painter, Kansas City
Melissa McGinnis-Russo, O'Fallon

Nebraska

Chadwick Holcomb, Fremont

New York

Kenneth Levy, Huntington
Dean Peirano, Poughkeepsie
Karen Shapiro, Staten Island
Marc Ouimet, LaGrangeville
Robert Albani, Glen Cove

Ohio

Vince Cappelli, Niles
Brett Kaiser, Hiram
Brant Newton, Canfield

Oregon

Chris Munley, Tualatin

Pennsylvania

Ryan Lebus, Oxford
Francis Thompson, Latrobe
Kevin Williams, Strabane
Kurt Riden, Etters

South Carolina

Jeffrey Johnson, Florence
Destine Hoover, Summerville

Tennessee

James Bowden, Jamestown
Keary Sampson, Morristown
Paul Malink, Germantown
Steven Epperson, Knoxville

Virginia

Patrick Fouse, Arlington
Ian Jones, Sterling
Ronald Murray Sr, Chesapeake

Washington

Roger Spain, Vancouver
Mathew Blaha, Valley
Philip Riggs, Pennsboro

SEPTEMBER MEMBER ANNIVERSARIES

30

David Hutcheson
Hutcheson Inc. T/A Gaddy
Home Inspections

25

Todd Kirkpatrick
A-1 Home Inspection

Neil Klein
Inspections Unlimited Inc.

G. Andrew Bauer III

Michael Burroughs
QED Service

20

Oscar Fregoso
BPG Inspection

Todd Moelker
Alert Inspection
Services

Glenn Trombly
Good Lookers Property
Inspections

Robert Gaudreault
Alliance Inspections

Michael Buckley
Essential Property
Inspections

Jeffrey Wise
Home Inspection Services

Donald Reese
Dependable Home
Inspections

15

Eric Fountain
Inside-Out, Inc. Professional
Home Inspections

Gregory Murphy
Coastal Inspection Services

Steven Goolsby
Top to Bottom Home
Inspection Service

Victor Hernandez
Golden State Property
Inspections

Tom Zakrzewski
House To Home Inspections

Kelly Quinn
D. Quinn Construction, Inc.

Ross Brown
Reliable Enterprises Home
Inspections & Appraisals

Mark Word
Mark Word Inspection
Services

Lance Ellis
AmeriSpec Inspection
Services NM

Ronald Crescente
AmeriSpec

Leslie Jansson
A-1 Professional Home
Inspector Consultants

10

Dan Jones
Still River Home Inspections

Peter Hopkins
Inspeccoc Inspection
Services

LaVaine Murphy
Nook-n-Kranny
Home Inspection

Michael White
HomePro Inspections

Daniel Sommer
Sommer Enterprises
Home Inspections

Ron Nokes
Supreme Home and
Building Inspections

Jeff Walsh
Long River Inspections

Ed Hopkins
Full Spectrum Home
Inspectors

Mike Farrelly
Call2Inspect

Michael Stoneman Jr.
Top Notch Inspection Services

Gregory Dennis

Andrew Call
Peninsula Property
Inspections

5

Michael Dockum
Above All Property
Inspections

Jake Barry
Pillar to Post

Peter Fagen
BPG Inspection

William Taylor
HomeInspect Enterprises

John Lodge
Hawaii Inspection Group

Christopher Palmer
Houseinspect

Lael Small
Encompass Home
Inspections

Scott Spicuzza
Pillar To Post The
Spicuzza Team

Jason Berger
Scott Home Inspection

Joseph Shyken
AmeriSpec of NE Florida

Benjamin Edwards
Richard Andrews
Andrews Property Inspections

James Sparks Jr.
Sparks Home Inspections

Michael Burns
Highland Home Inspections

David Payne
Oasis Restorations

Danny Bennett
Imperial Inspection Services

James Shelleby
Foundations Property
Inspections

Jose Gonzales
Home Probe

John Crary
HomeShield Inspection
Services

Joseph Tortorigi

John Babin

David Kramer
Carroll Property Inspections

Troy Castner
Pillar to Post

Phil Vitanzo
Veriguard Home Inspections

Santino Upchurch
WIN Home Inspection
(WIN Royalton-Ohio)

Kevin Moore
ShelBurn Inspections

Jonathan Quigley
San Juan Islands
Home Inspection

Michael Albright
Home Inspections
by Mr. Perfection

David Misyko
Musselman Home Inspections

Matt Homan
Pillar To Post Home Inspectors

Patrick Hester
Quality Home Inspections

David Lacey
American Home Inspections

Darrell Fann
Fann Enterprises LLC
dbs Housemaster

Edward Dickenson

Michael Daoust
BPG Inspection



Derek Speelman
Indy Pro Inspection
Carmel, IN

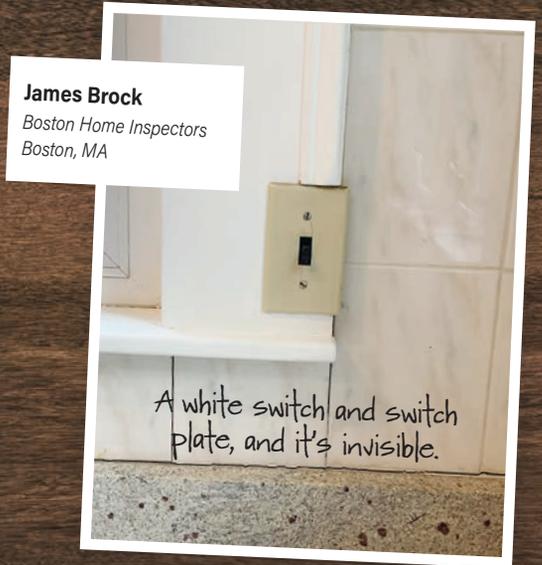


Cheaper by the half-dozen.



DIY flexible sediment trap.

Matthew Steger
WIN Home Inspection
Lancaster, PA



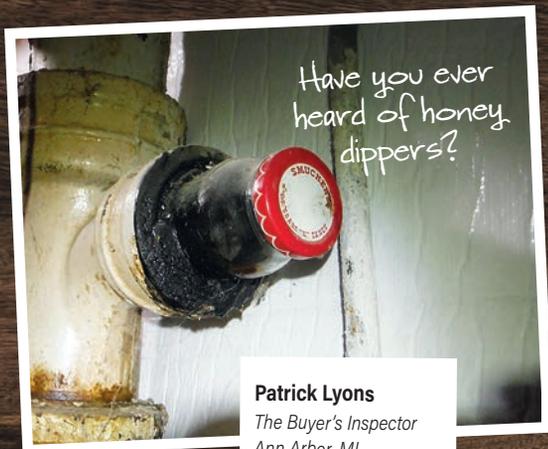
James Brock
Boston Home Inspectors
Boston, MA

A white switch and switch plate, and it's invisible.



Doron Bracha
Accent Home Inspection
Brookline, MA

It's only a problem when it rains.



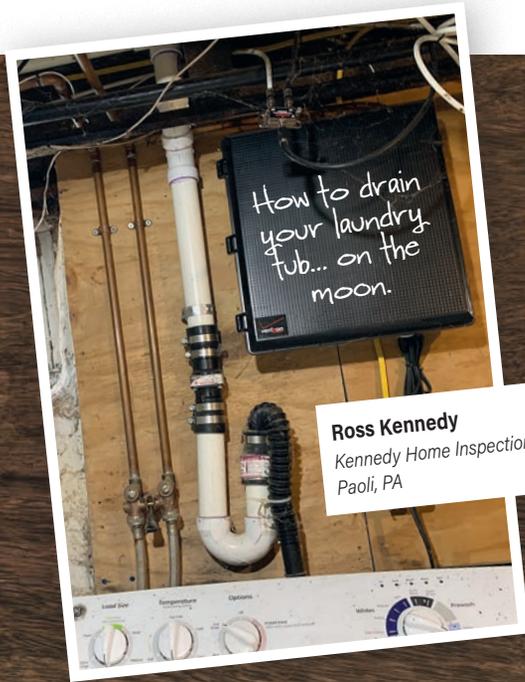
Have you ever heard of honey dippers?

Patrick Lyons
The Buyer's Inspector
Ann Arbor, MI



Original shark bite.

Frank Synnestvedt
First Choice Home Inspection
Huntingdon Valley, PA



Ross Kennedy
Kennedy Home Inspection
Paoli, PA



Matthew Steger
WIN Home Inspection
Lancaster, PA



Nash Roufaiel
All Over Home Inspection
Ottawa, ON

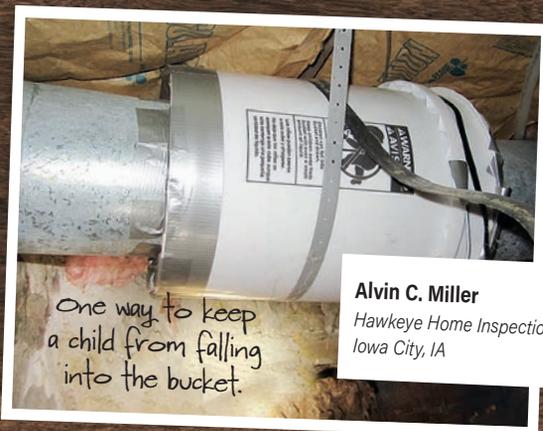


Ray Mayo
Mayo Home Inspections
Brunswick, ME



Ray Mayo
Mayo Home Inspections
Brunswick, ME

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



Alvin C. Miller
Hawkeye Home Inspections
Iowa City, IA

New for IW23!

For those unable to attend IW23 in person, we are happy to announce *two LIVE streaming sessions!*

Tuesday, January 31st, 2023

*Both sessions are part of the Advanced Track and offer **2 ASHI CE for each.*

1 Healthy Home

Streaming Live:

12:30 – 2:30 PT, 1:30 – 3:30 MT,
2:30 – 4:30 CT, 3:30-5:30 ET

2 Indoor Air Quality

Streaming Live:

2:45 – 4:45 PT, 3:45 – 5:45 MT,
4:45 – 6:45 CT, 5:45 – 7:45 ET



DR. JOSEPH LSTIBUREK,

Ph.D., ASHRAE Fellow,
and founding principal
of Building Science
Corporation, is an expert
in building codes and
practices.

Members pay \$35 for one
and only \$63 for both

Non-members pay \$65 for
one and only \$116 for both

*Please note that these are
LIVE sessions. You must be
available to attend at times
indicated, as there is no
option to view recordings.*



INSPECTION WORLD
LAS VEGAS • 2023

Register now at:
INSPECTIONWORLD.ORG