

The COA School
New-Age Modern
MARKETING
For YOUR
INSPECTION COMPANY

If I can learn to
Inspect
Can I learn to
Market?

- There are going to be a lot of ideas shown here today.
- Start with one, get it operating smoothly then add another idea.
- If you try too many ideas at once, you can be overwhelmed and the system will fail.
- Don't try to do too many things at once!
- Do Something!

Operate Smoothly

- Inspectors **FEAR** Marketing

F focus

E emotional commitment

A action

R responsibility

- Where to start
- Systems for Marketing
- Where to meet REALTORS™

Later we will discuss some of the ideas we have introduced with Social Networking!

Outline for this morning

What is the competition offering?

- ***Inspections 6 days or 7 days a week?***
- ***Inspection delivered at the end of the inspection or by e-mail?***
 - ***Do they take pictures and insert into the report?***
 - ***Use special tools or offer a guarantee?***

The Competition

How do I find out the above information?

- ***Call the competition.***
- ***Visit Real Estate Offices (ask for agent on floor duty.)***

The Competition

- ***Termite Inspection***
- ***Radon Testing***
- ***Mold Testing***
- ***Lead Base Paint Testing***
- ***Pool Inspection***
- ***Hot Tub Inspection***
- ***New Construction Inspection***
- ***Mobile Home Inspection***

What additional inspections are being offered?

Like a Business Plan, you need a
Marketing Plan!

- *Who do I want to meet, REALTORS, Attorneys, Bankers?*
- *Where do I meet these people?*
- *How many people do I need to meet in order to generate 1 inspection?*
- *What is the turn-over rate of the people I meet?*
- *Systems to keep track of marketing?*

Need a Plan

*In today's Market, it is not how
many people you know, it
is...*

***HOW MANY PEOPLE
KNOW YOU!***

- 1st you meet someone*
- 2nd they get to know you*
- 3rd they begin to trust you*
- 4th once the first through the third are accomplished that person can now do business with you.*

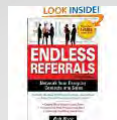
People will do business with people they trust and they will pay extra to do so!

Doing Business

- The E-Myth by Michael E. Gerber



- *Endless Referrals, Third Edition* by Bob Burg



Two Books to read at Amazon.com

- ***Before going out to meet Realtors, have a presentation about you and your company in place.***

Why they should choose **YOU...**

- ***Have a copy of your report.***
- ***What you have done in the past.***
- ***You have completed the _____ Home Inspection School or other credentials.***
- ***Practice on family and friends 1st before going public.***

Presentation

- Head Shot
- Logo
- Stationary with letterhead
- Web Site
- Business Cards
- Coupons
- Tri-folds
- E-Mail Marketing
- You want everything to look the same

Basics To Getting Started



There's a handsome inspector



Logo



About the Inspection
The home inspection we perform is limited to a visual inspection of the general systems and components of the home. Each system is operated and tested for normal trends and some of the systems are demonstrated. By offering an unbiased evaluation of the structural and functional systems of the home, a professional home inspection can enable you with confidence of the building's value. The primary purpose of the inspection is to fairly and accurately report the visual condition of the house compared to other houses of the same age. The average inspection takes about two to three hours, depending on the age and condition of the building.

About our Report
Our computer-generated reports are prepared to provide clients with the findings and recommendations of the home inspection. If a recommendation we make is typical for homes of the age or homes in that area we will notify you in writing. This report is confidential and is for the sole use of our clients. The inspection report is delivered at the end of the inspection and can also be accessed from our Web site anytime.

To view a sample report, go to RBSKInspections.com and click on View My Report. Home to Sample on the next screen for Inspector Hunter.

About RBS&K
We are a multi-inspector company with 175 independent Training Associates educationally trained inspectors. All RBS&K inspectors are ISA members or candidates and have been covering the entire Colorado front range for more than a decade and we consistently strive to provide thorough, competent and professional home inspections.

We inspect the following:

- Site overview
- Roof
- Storage
- Retaining Walls
- Plumbing
- Insulation
- Basement
- Deck
- Garage
- Hot Tub
- Water Heaters
- One Year Home Warranty
- Basics
- Kitchen
- Floors
- Foundation
- Heating
- Mech.
- Mobile-Home
- Apartment
- Electrical
- Crack Sealer
- Air Conditioning
- Commercial Properties
- Annual Maintenance
- Check Ups

Visit us online @ www.RBSKInspections.com
or contact us by phone
Office: 303-646-1131
Fax: 303-646-0283

Our office is open
Monday - Friday 9am to 6pm
Saturday 9am to 1pm
for scheduling.

Make Sure You Know Exactly What You're Getting Into

RBS&K
Home & Building Inspectors, Inc.

Tri-Folds

Trustworthy Inspectors
All RBS&K Inspectors are ISA members or candidates, as well as the industry's leading ISA for our inspectors' annual test and renewal. Continuous testing ensures the highest performance in the industry.

Early Accessible Reports
After our professional home inspection report is done a 24-hour 7-day a week service is available. www.RBSKInspections.com

Convenient Times for Busy Schedules
Our office is open:
Monday - Friday 9am to 6pm
Saturday 9am to 1pm
for scheduling.

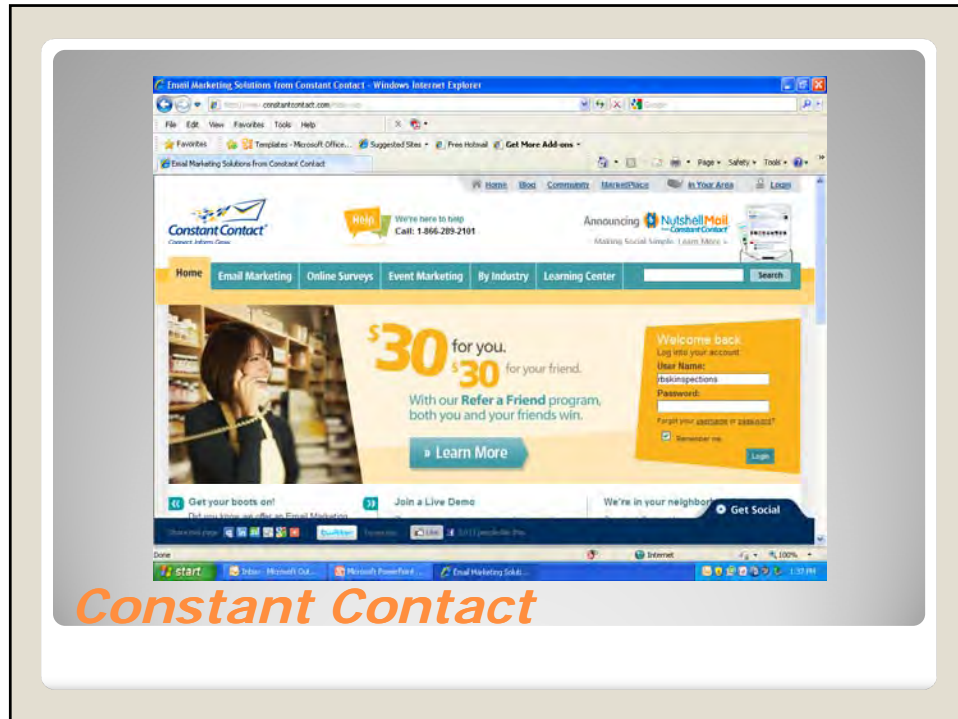
Insurance
Builder and lending institutions are approved by our comprehensive E&O errors and Omissions Insurance.

Exclusively Colorado
RBS&K has over 175 ISA members covering the entire Colorado front range.

Different Inspection Types
We can inspect all general home inspections, mobile homes, hot tubs, and more.

RBS&K
Home & Building Inspectors, Inc.

Tri-Folds



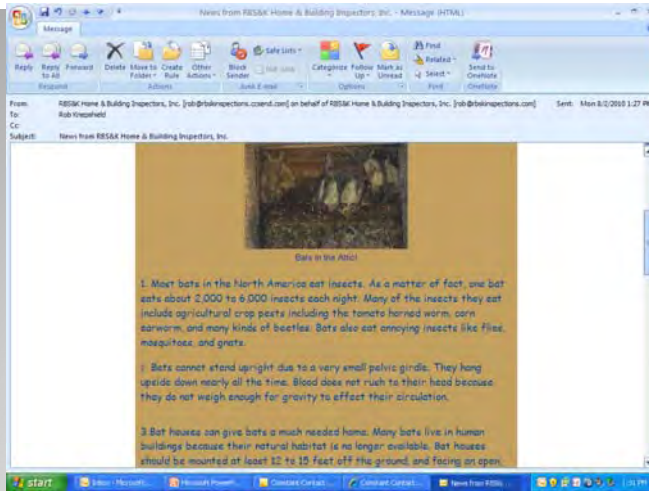
- *E-mail marketing*
- *Set up a template and you can put information about your business and hot topics out to your customer base (useful information).*
- *Get everyone's e-mail*
- *Send once or twice a month*

Constant Contact or i-Contact

- Constant Contact



E-Mail Marketing



Before you meet Realtors, there needs to be a system to keep track of them.

- **Microsoft Outlook**
- **Set up system in Excel or other CRM (Customer Relationship Manager – even QuickBooks has one)**
 - Time first met
 - Name
 - Company
 - Address
 - Phone #'s
 - E-mail
 - # of inspections agent has referred you, how did they find you?

Organize

Current Date: Monday July 19, 2010

Contact Manager

Date Entered: 07/16/2010 Access #: CT2170 Other Phone Numbers:

Contact (first last): Patrick Finney Title: Phone Number #:

Contact Title: E Mail: patfinney@homebaker.com

Company Name: RE/MAX of Cherry Creek The Finney Group

Address: 2772 Cherry Creek North Drive, Suite 801

City, State, Zip: Denver, CO 80209

Work Phone: 303 320-1558 Fax #: 303 760-1928 2710 3710 9210

Res. Phone: Other #: 303 329-1333 05.00 07.00.00

Contact Types: Interested by: Priority: High Med Low

RBS: Holiday Card: Yes No

Other Address: Card 05 Letter Sent Date:

City/State/Zip: Detail List

Notes: Letter

Envelope

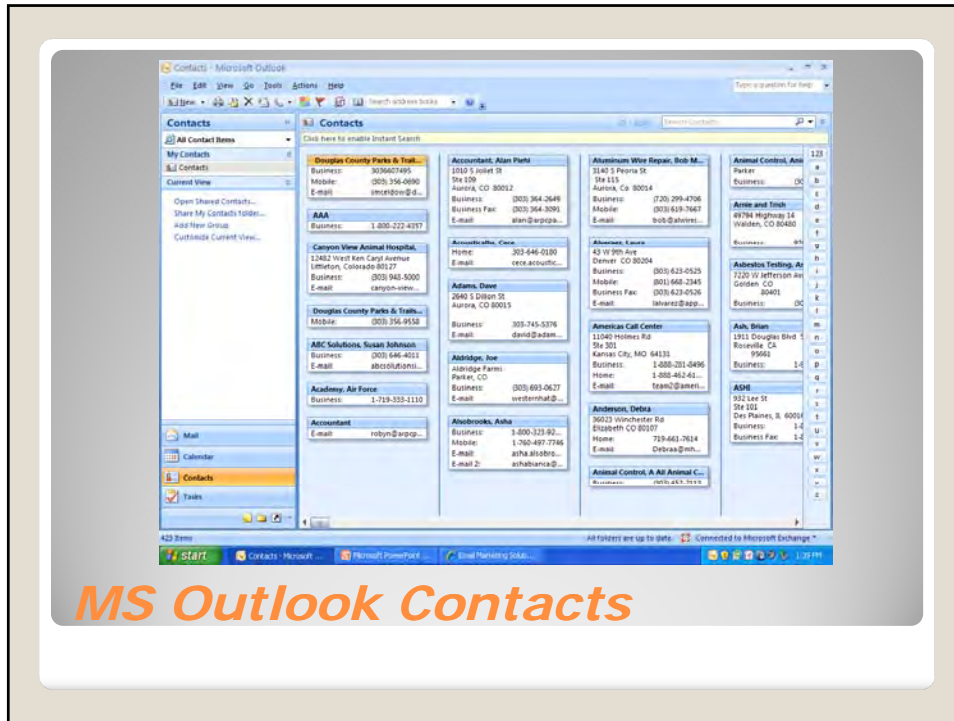
Fax

List

Labels

Call Log

Contact Information in HI software



*You have learned how to do the inspection,
you have your new Company name and logo,
your systems are in place,*

**IT IS TIME TO MARKET AND
MEET REALTORS!**

Time to Market!

Where to Start
Begin with your Circle of Influence.

- ***These are the people you know: relatives, neighbors, friends, and people you have worked with.***
- ***Let everyone know you have started a new business.***

Circle of Influence

- Your Circle of Influence took maybe one day to contact and now it is time to meet

Strangers !

- ***This might sound awful, but it is very easy and FUN.***

Circle of Influence

- Visit Open Houses
- Join Associations
- Join Trade/Prof. Organization
- Join Leads Groups

How To Meet People

Look in Sunday Paper, many Realtors will advertise the times of the open houses.

- *Most are held on the weekends.*
- *Look in Newspapers in the Real Estate Section for open houses.*
- *Have a copy of your inspection report with you.*
- *When entering house ask permission to visit*
- *Only spend about 5 minutes maximum doing presentation.*
- *Be sure to exchange business cards.*

Visit Open Houses

- **Join Realtor Organizations:**

- Local Realtor Board
- Woman's Council of Realtors

- **You have to be involved with the organization:**

- ASHI (National & Local)
- NAHI
- InterNACHI
- Local/state org

- **You have to give before you can receive:**

- Golf committee /Sponsor Hole In One
- Bowling committee
- Inaugural committee, etc.
- Affiliate Committees (consumer protection, etc.)
- Annual Inaugural for Realtor Board

Join Organizations

Join and be active!

- ***get on different committees***

- ***bowling, golf, inaugural, new member orientation***

- ***attend marketing meetings***

- ***really all this takes is time....***

Associations

Use your skills (*can you cook, draw, MC, design flyers?*)

 *BBQ - a terrific marketing effort*

REALTOR Rally/Convention

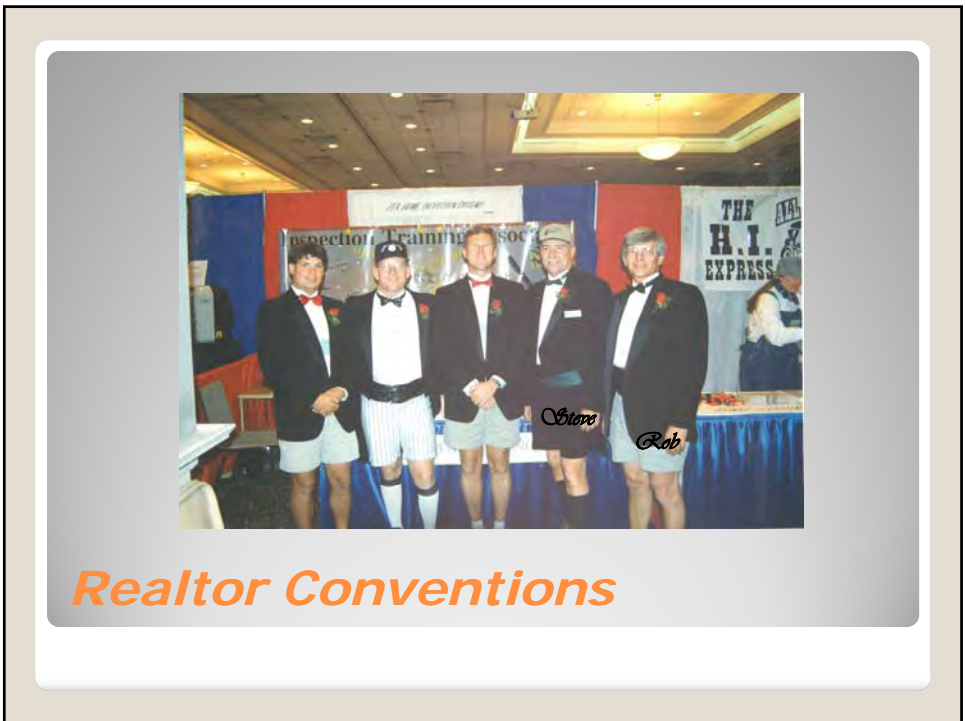
 *- Dress Up and Have Fun – collect agent cards for future marketing*

Web Site (COA, Trade Org., or make your own)

What are you a Master Of?



Barbecue





Bowling Tournament



 *Inaugural Events*





Golf Committee

- You are on the committee, now what do you do?
 - **Sponsor a hole.**
 - ***This will allow you to meet everyone that is playing that day and you can hand out your marketing material.***
 - ***Better know as Swag.***

Join Committees

Golf Committee

- *Really get their attention!*


➤ **Sponsor a HOLE IN ONE for \$10,000**

You can buy insurance from **Hole In One International 1-800-827-2249**. People have a chance to win big bucks and you are covered just in case they do. www.holeinoneinternational.com for more ideas.


Join Committees



Get the Picture???



Taking Care of Your Needs!



Get a website

Many potential clients search the web for home inspectors!

(get the site professionally created)

- A Web Site is available 24/7.
 - *You can do it yourself, but it is best to have a professional do it for you.*
 - *This is one place you do not want to cut costs.*
 - *Have capability to schedule online 24/7*
 - *Send people to your site to get their reports*

WEB SITE

- A Web Site is available 24/7.
 - *Be sure there is information about you and your company. Studies have shown that sites with the inspector's photo get more jobs closed.*
 - *Be sure to have your site professionally SE optimized and grab your Google Places name.*

WEB SITE



The screenshot shows the HomeInspection.com website in a Microsoft Internet Explorer browser window. The page features a search bar with a dropdown menu for "Search By" and a "Find" button. Below the search bar, it says "Welcome to the Internet's largest search engine for the Home Inspection Profession." There are also navigation links on the left side of the page.

 **Website – Inspector Finders**

What Else Can You Join?

- **Leads Group**
 - **Business Network International** www.bni.com
 - **LeTip International** www.letip.com
- **These are two of the larger ones.**

Leads Groups

How Leads Groups Work

- These do cost money to join \$300-\$400.
- They will have only one person per profession.
 - ***Need to be sure your power partner (RE Agent and Lender) is strong and will be able to give you enough referrals to cover cost and make a profit.***

Leads Groups

- Can get these on the Web
- Have a Professional design them.
 - ***If it looks home made, it says the business is not professional.***

Business Cards

- Realtor Association (Local Board)
- Woman's Council of Realtors
- Join and be active!
 - attend marketing meetings
 - get on different committees
 - bowling, golf, inaugural, new member orientation

Associations

A PENNY FOR YOUR THOUGHTS



CALL: (702) 786-9737
Serving Nevada & California



Don't be Penny Smart & Pound Foolish

Because You Deserve the Best
Call INSPECTIONS Plus.



The "Cent"-sible Choice

PUT IN YOUR TWO CENTS WORTH
INSPECTIONS Plus. recommends that you attend
 the Home Inspection with your client.

Hear What Your
Clients Hear



See What Your
Clients See



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Make Your Two CENTS Worth Count



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**THREE "CENTS"-ABLE REASONS
 TO RECOMMEND INSPECTIONS Plus.**

We pre  information in a fair and accurate manner.


We ac  uate the significant qualities of a home.

Fast effi  service 7 days a week by certified inspectors.



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Property Inspections & Consulting

The "Cent"-sible Choice

IT DOESN'T MAKE "CENTS" TO CALL ANYONE BUT INSPECTIONS Plus.



Don't take any wooden nickels!

For the highest quality and value!

CALL: (702) 786-9737
Serving Nevada & California



The "Cent"-sible Choice



July 19, 2010

20 Open Letter D [To look up letters, click on this button](#)

Dear

Thank you for visiting with me at your open house this last weekend. RES&K Home & Building Inspectors Inc. has completed over 12,000 inspections in the front range area since 1992. All of our experienced inspectors are ASHI members and take yearly education classes to maintain their ASHI Membership. Our inspectors are also educationally trained through Kaplan Inspection Training Associates. Realtors and lending institutions are protected with our comprehensive E&O (Errors and Omission Insurance).

We constantly strive to provide quality service and convenience for you and your clients. Our average inspection time is approximately 2-3 hours, and our computer generated reports are delivered at the end of the inspection. We prefer to have our clients attend the inspection, as an on-site consultation helps avoid potential misunderstandings. However, if the home buyer is unable to attend the inspection, the report can be retrieved from our web site, WWW.RES&Kinspections.com, 24 hours a day, 7 days a week. To view a sample report go to WWW.RES&Kinspections.com, click on Sample Reports, and then click on Home Inspection Report.

Our office is open Monday-Friday 7 am to 6 p.m., and Saturday 8 am to 1 p.m. for scheduling. We inspect properties seven days a week at your convenience. We accept cash, check, and Visa, MasterCard, and American Express.

RES&K prides itself on its prompt and courteous services. We provide competent and thorough inspection reports, and keep abreast of current inspection techniques and procedures while consistently striving to set higher standards for the inspection profession.

We look forward to working with you in the near future.

Sincerely,
RES&K Home & Building Inspectors Inc.

Open Letter sent to new agent!

- Send Out Cards
- This allows you to send a series of cards to the potential client.
- Can send a fast Thank You Card
- Set up a Campaign to go to New Realtor you met at a meeting or listing agent.

Theme Marketing

- Send Out Cards...



I am sure you already have a quality home inspection company. We would like to be 2nd on your list.

If your favorite inspection company is busy, try RBS&K Home and Building Inspectors, Inc.


We have completed over 12,000 inspections since 1992. Computer reports can be printed on site or e-mailed from our website. For more information, visit

www.RBSKinspections.com.

*Sincerely,
Robert Kneppshield
RBS&K Home and Building Inspectors, Inc.
Office: 303-646-1131*

Take a closer look at RBS&K and see why we are good LOOKERS!

To be sent: 10 days after immediate contact with Realtor



All our reports are computer generated with pictures and can be printed on site or e-mailed to you and your buyer.

RBS&K Home and Building Inspectors, Inc. schedule inspections 7 days a week!

The office is open M-F, 7 AM - 6 PM and Saturday, 8 AM - 1 PM. You will not get voice mail!

*Sincerely,
Robert Kneppshield
RBS&K Home and Building Inspectors Inc.
Office: 303-646-1131
www.RBSKInspections.com*

Take a closer look at RBS&K and see why we are good LOOKERS!

To be sent: 30 days after immediate contact Realtor

Let RBSK ride to your rescue!



Not all inspection companies are equal. RBS&K Home and Building Inspectors Inc. was founded in 1992 and has successfully completed over 12,000 inspections. We are among the few Inspection Companies that carry Errors & Omission Insurance. Two of our inspectors are instructors at Kaplan Professional Schools: Home Inspection division.

*Sincerely,
Robert Kneppshield
RBS&K Home and Building Inspectors Inc.
Office: 303-646-1131
www.RBSKInspections.com*

Take a closer look at RBS&K and see why we are good LOOKERS!

To be sent: 60 days after immediate contact Realtor



**NOW THIS IS SOMETHING
YOU
CAN GET EXCITED ABOUT!**

Not all inspection companies are equal. All of RBS&K Home and Building Inspectors Inc. Inspectors are Certified Members of the AMERICAN SOCIETY OF HOME INSPECTORS (ASHI).

To maintain our affiliation with ASHI we had to pass their rigorous tests, perform a minimum of 250 paid inspections and each year we must obtain 20 continuing educational credits, to keep us abreast of new changes in the Real Estate Industry.

Sincerely,
Robert Kneppshield
RBS&K Home and Building Inspectors Inc.
Office: 303-646-1131
www.RBSKInspections.com

Take a closer look at RBS&K and see why we are good LOOKERS!

To be sent: 90 days after immediate contact Realtor



*We Can't Spell
SUCCESS
Without...*

You
and your home buyer.
You will be in good hands with
RBS&K Home and Building Inspectors Inc.
Your computerized reports are delivered on site or e-mailed to everyone!

We are ASHI Certified Home Inspectors (www.ASHI.ORG) with over 12,000 inspections performed since 1992. Two of our inspectors teach future home inspectors through Kaplan Professional Schools.

Sincerely,
Robert Kneppshield
RBS&K Home and Building Inspectors Inc.
Office: 303-646-1131
www.RBSKInspections.com

Take a closer look at RBS&K and see why we are good LOOKERS!

To be sent: 120 days after immediate contact Realtor



As ASHI Certified Inspectors, only 20% of home inspectors carry E & O Insurance and we are part of that 20%!

We have a rider that also protects the referring Realtor. Computerized reports are printed at the end of the inspection or they can be e-mailed. Why not give RBS&K Home and Building Inspectors Inc. a try.

Bring this card to the inspection and save \$50.00 off the inspection fee.

Visit our web site www.RBSKInspections.com.

*Sincerely,
Robert Kneppshield
RBS&K Home and Building Inspectors Inc. Office: 303-646-1131*

Take a closer look at RBS&K and see why we are good LOOKERS!

To be sent: 150 days after immediate contact Realtor



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Advertise Yourself
Try monthly post cards by Sensations!





Use your car or truck

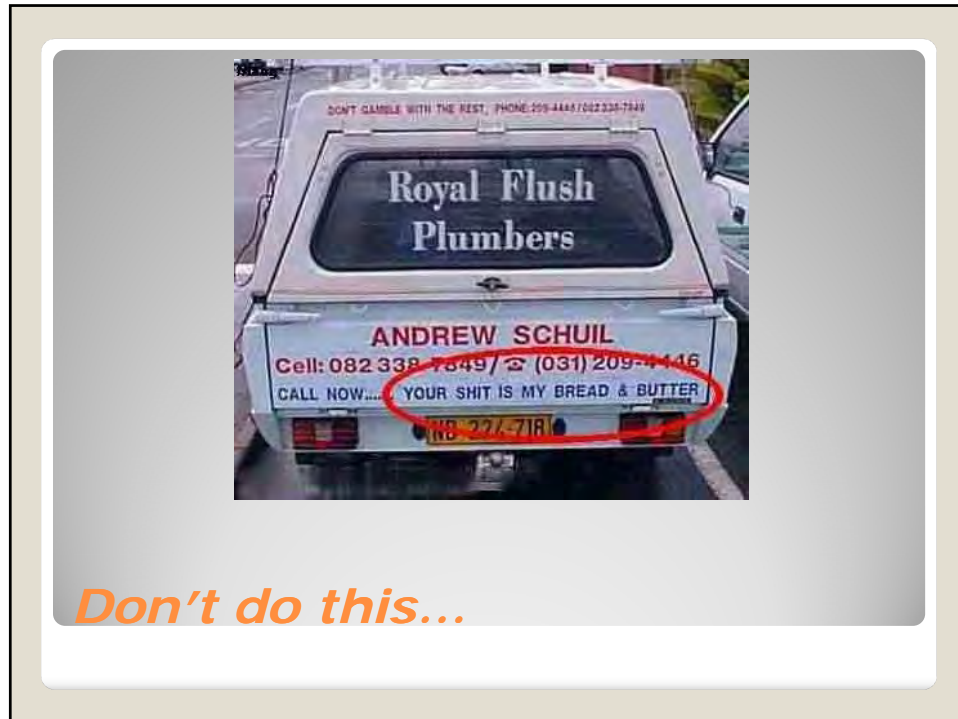


Logo Hats or Shirts/Jackets

Advertise Yourself!



Rose Inspections Co.



- *Contact Real Estate Commission and put together classes that offer Continuing Educational Credits To Realtors.*
 - *What to talk about? Everything you learned inspecting houses!*
 - **Aluminum wiring**
 - **Polybutylene Pipe**
 - **Federal Pacific Electrical Panels**
- Teach*

- Face Book – Get a Business Page, get “likes”
- Linked In – Again get a personal and business page
- Twitter – Somewhat effective, more for “stars” and followers; most people don’t care

Social Networking

• Thank You For Attending

