



**Casey O'Malley Associates
866-363-1330**

Course Synopsis
New Age 21st Century Marketing for Home Inspectors

Course Description

This session is a two hours course using narrated PowerPoint slides. The course introduces participants to the concepts of various marketing strategies and implementing those chosen. This class is applicable to anyone desiring to learn more about marketing their business.

Participant Profile

This course is primarily intended for home inspectors who wish to learn how to market home inspections. Other participants could include home inspection office managers desiring more knowledge about home inspections and marketing those services.

Learning Objectives

Upon successful completion, participants should know:

- (1) How and what to survey regarding competition,
- (2) the benefits of offering multiple services,
- (3) the rules of degrees of separation and people who know you,
- (4) how to meet referral sources and track them,
- (5) promoting by useful information, not self promotion,
- (6) conventional marketing, in person meetings and
- (7) using social networks, email campaigns, web sites

Books/Handouts

PowerPoint presentation by Mike Casey and Rob Kneppshield

Assessment

Class participation



Course Topics Timed Outline

New Age 21st Century Marketing for Home Inspectors

COURSE OVERVIEW	5 mins
MARKETING IDEAS	25 mins
Definition	
Survey the competition and see what services they offer and how much	
Benefits and Risks of each marketing method	
Choose a few and implement	
INSPECTION MARKETING	30 mins
Who do I want to meet?	
Where do I find them?	
How many people know me?	
Books to read	
Tracking systems	
Company promotion presentation, useful information	
Why hire me?	
COMMON METHODS	30 mins
Logos/brochures/cards/letterhead	
Keep the look consistent	
Direct mail - expensive	
Web site – attract not only RE agents but the actual client!	
Professional SEO for web site	
Where to start?	
Circle of influence and degrees of separation	
Inspector assoc. chapter cooperative marketing	
HI Association “find inspector” sites	
Join associations and organizations, leads groups	
UNCONVENTIONAL METHODS	30 mins
Real estate office drop-offs	
Email campaigns	
Banner web site to drive to your main site (helps SEO)	
Social network (like FB, Linked-in, etc) promotions	
Provide added value such as warranty or other benefit	
Other inspectors as referral sources	



Abstract:

Course Marketing Description With so many methods of marketing my business what do I choose? Try them all? This depends upon your resources – and your target audience. This course will review several tried and true marketing methods along with New Age methods such as viral social networks, email campaigns and other innovative lead generators.

Summary Instructor Biography: Michael Casey, ACL, MCI

Or other instructor approved by COA

Michael is a partner with Casey, O'Malley Associates; a national A.M. Best recommended consulting firm based in San Diego. Mike is a past president of the California Real Estate Inspection Association (1994/1995) and of the American Society of Home Inspectors (ASHI) (2002). Mike is multi-code certified by the ICC and IAPMO. He is a licensed general, plumbing and mechanical contractor in several states and a Virginia Certified home inspector. Besides co-authoring several books in the *Code Check* series, Michael has authored numerous other books, and has taught home and building inspection and has an expert witness and claims consulting practice throughout North America since 1987. Mike has inspected over 10,000 buildings in his over 25-years career in the inspection profession.

Michael can be contacted at
mike@caseyomalleyassociates.com