

Inspector Business Plan/Goals Basic Outline

1. Goal: Complete _____ Inspections
2. Gross Income: \$ _____
3. Pricing:
 - Residential Inspection 0 to 1500 sq ft = \$
 - 1501 sq ft to 2000 sq ft =\$
 - 2001 sq ft to 2500 sq ft =\$
 - 2,501 sq ft to 3000 sq ft = \$
 - 3000sq ft = \$
4. # Visits to and how often will you visit them:
 - Real Estate Offices
 - Mortgage Offices
 - Attorneys
 - Real Estate Investors
5. # of Presentations I will make = ____ per week
6. # of Realtors Boards to Join = 1
 - # of Activities I will participate in = _____committee/committee's
 - Affiliate Committee
 - # of Sponsorships = 1-2 for new orientations
 - (Prepare for Home Inspections and My USP's
 - Complete Leadership Course
7. List different services provided/what services to add in future:
Present Services
 - **New Home Inspections:** This type of inspection really has not been well marketed by most inspectors and it has not been fully tapped. With all the new construction going on in the different parts of the state and with some marketing by the inspector, this would be a potential niche market to tap into. Also the new buyer's neighbors will be inclined to have their new home inspected as well, so blanketing the neighborhood with flyers will bring in more inspection jobs.
 - **11th Month Warranty Inspection:** With the poor construction practices today there are plenty of unhappy new home buyers. Once the new home inspection has been done there is a great likelihood that the inspector will be asked back to do the 11th month warranty inspection. It is said that there is a real gold mine in doing new home inspections and the market really has not been mined. CREIA offers an 11th Month Inspection marketing

brochure to help you promote this service (check with your local professional association if they provide a similar brochure).

- **Listing Inspection:** A listing inspection is a “win-win” situation. Your client is now the seller rather than the buyer. The seller will have plenty of time to find a qualified inspector when he/she decides to list the home. With a completed inspection report, the seller will know of any objectionable conditions in advance. With this knowledge the seller can have less costly repairs made (because there is no time constraint) and/or set a realistic price for the property.

If adverse conditions are found by the seller’s inspector, the seller can stick with their original asking price and say with confidence, “We knew about the conditions and that is how we determined the selling price.” After all, the best defense is a good offense. If the condition was not found/disclosed and the buyer’s inspector found it, the buyer might say, “Because of this condition we need to renegotiate and/or repairs will have to be made, or we will back out of the deal.” In this case the sellers, agents and inspector all lose and the inspector is now labeled a “deal killer.” Listing inspections provide a powerful negotiating tool for the seller, and peace of mind to all.

- **Draw Inspections:** Draw inspections for construction loans are another area that the inspector can expand into. The fees that the different finance companies pay for this type of inspection range greatly so be careful when taking these types of inspections. The other downside to this type of inspection is that the finance company usually gives you a 48 hour window to do them so they become a primary inspection to be scheduled rather than a fill-in type of inspection between your better compensated buyer’s inspections.

Future Services

- Recall Check
- Radon
- Mold Service
- Green Inspections – Insulation and verification
- Terminate Inspections (Need to set this up via a 3rd party)
- Septic Inspections (Need to set this up via a 3rd party)
- Check with the local county to see if they have any open permits on the property to be inspected
- **Maintenance Inspections:** These are homes you have already inspected and are already somewhat familiar with. Recommend a general maintenance inspection for homes annually or at least every few years. A maintenance inspection shows the homeowner how conditions are now, and things to do to ward off more serious issues. It might even reveal a serious condition that has developed that is dangerous or life-threatening. It will cost considerably more to fix now, than if it had been discovered earlier.

Maintenance inspections on one’s home just make good sense. Send your past clients a

postcard, give them a call, or drop a flyer at their home. Remember they “know” you. You are not a complete stranger. If your client has moved, the current owner is still a good prospect. Remember to let them know that you are familiar with their home and its systems because you have inspected it before.

- **Foreclosure Inspections:** With the increase of foreclosures and the banks taking back properties, the demand for the bank property inspection has become popular again. These are usually a drive-by type of inspection and the inspector is usually just checking the exterior of the homes for broken windows and doors and if the yards are being maintained. The Bank Property Trust department is now requiring the services of home inspectors to evaluate the conditions of the properties that they hold in trust. These properties can range from residential properties to commercial properties.
- **Relocation Inspections:** Relocation inspections become more in demand when the buyer market slows down. When corporate America moves their employees, many times they will offer their employees a relocation package as an incentive to have them relocate. If the transferee employee cannot sell their homes within a usual 60 day period then the relocation company will buy the transferee’s home with a slight discount.

The relocation inspection is performed to see what the condition of the house is. Many times the relocation company will want the components of the house to be built to current building safety standards. The relocation company transaction allows the transferee to move on to his/her next employment assignment without having to wait for a buyer to come along to buy his/her home. You can do a Google search for relocation companies and send your resume to them. The major relocation companies rely on a nationwide network of inspectors so they need inspectors all over the country.

8. List my USP’s and future USP’s (Unique Selling Position)
 - Check other MIC Websites, TexInspect, Fox, US Inspect etc.
 - Check out Area Competition
 - **Present USP’s Examples**
 - Free 90day American Home Warranty Company
 - Free Home Security Inspection
 - 24/7 On-Line Scheduling
 - Agent Referral Protection
 - Have Suprakey
 - Statement “Give us 5% of your Confidence and We will Earn the Other 95%
 - Ensure we post to the website



- **Future USP's**

- ☐ Recall Check <http://www.foxinspectiongroup.com/>



- ☐ 200 % Guarantee

<http://www.uprei.com/>

**The Place for the
200% Guaranteed**



- ☐ Take Credit Cards
☐ How do I get this tool kit? How much is the kit?

FREE 141 Piece Toolkit With Every Inspection

Print Out This Coupon And Present It To The Inspector At The Time Of Inspection

TexInspec Home and Termite Inspections

- Computerized Report Printed Onsite
- One Page Summary
- Color Digital Photos
- Free Termite Warranty

200% Satisfaction Guarantee: If you are not completely satisfied, not only will we refund the inspection fee, we will also pay for another inspector of your choice.



A Variety Of Handy Tools!

Must Present At Inspection To Receive Your Free Toolkit. Offer Limited While Supplies Last

☐ Provide a link to real estate listings

<http://www.rodinspects.com/>



Realtor Information
CLICK HERE

[San Antonio Real Estate Listings](#)

Or tie this back to REALTOR BOARD listings

☐ Statement “We strongly encourage all of our clients to accompany us during the inspection. In fact, we do not feel that the inspection is complete until we have a chance to answer your questions at the site.”

☐ Consider the following USPs with the way they are worded.

<http://www.certifiedbuildinginspections.net/>

We Provide you with Advanced Technology at Affordable Prices as well as:

- 90 Day Written Structural and Mechanical Warranty \$85 value
- 200% Risk Free Guarantee
- Free Phone Support after Closing \$199 value
- Photo Journal of the Home \$25 value
- Convenient Summary Page
- Free Alarm Inspections (with prior notification) \$50 value
- Supra Key Access to the Home
- Free Home Maintenance Guide \$35 value
- On Site Reporting
- 90 Day Written Termite Warranty (with WDI inspections) \$60 value

☐ Check this out <http://www.abc-inspects4u.com/> On Site Computer Generated Report

☐ **Media and Communications Connection Service**

During these tough economic times, Fox Inspection Group is looking out for you! We have established a complimentary media and communications connection service for your new

home. About **two weeks after your home inspection** you will receive an email with a link to a system that will tell you all the **phone, cable, satellite and internet services** available at your new address and the **absolute best deals** available on those services. In addition, there are special giveaways, promotions and package deals popping up on the site all the time.

Now you can scratch that task off the list - and have a great move!

9. Professional Organizations/Network Groups

- **Current Memberships**

- BNI
 - Complete 4 Dance cards per month
 - Update BNI Web page
 - Get referrals to the other members (1 per week)
 - Sub for other Chapters
- Board of Realtors
- MLS Meetings held weekly? Usually, different locations
- Complete the Leadership Course (Then become an instructor)

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- InterNACHI

- See what I need to do next

- Future Memberships

- American Construction Association?
- ASHI?
- Local TAREI Chapter?

11. Certifications/Licenses

- Current Certifications/Licenses:

- Licensed with TREC (#)
- Approved by
 - ?- PARR- FEMA Inspector
 - ?- Pool (CPI)
-

- Obtain the following Certifications:

- ICC Code - IRC (Building,(do this one first) Electrical, HVAC, Plumbing)
- Green Residential Examiner
- IECC Energy
- CPI Certified Pool Inspector

12. FEMA (Disaster Inspections)

- PARR
 - Complete on-line training
 - Retake On-line Test Monthly
 - Retake Advance Class every 6 months
- PB Disaster Services
 - Complete all required training

13. Draw Inspections

- Granite Construction/Inspection
- Follow-up Leads with Other Draw Inspections Companies
 - Digital (DDN)
 - www.drawnet.com
- Trinity Inspection Service <http://123trinity.com/becomeAnInspector.asp>
- <https://www.lcnetwork.com/opportunities.htm>
- Northwest Construction Company

14. Develop Emergency Plan

- Backup Plan of phones and internet
- sell/offer special inspections
- Press Release
- web page

15. Develop a business plan (using this document) the business plan should include the following (In this order):

1. Mission Statement

The mission statement is a concise, one- to three-paragraph description of your business objectives

2. Executive Summary

this is a one- to two-page summary of your business.

3. Product or Service Offering

Create a section describing your product or service offerings in detail.

4. Target Market

Present your primary and secondary target markets, along with any research that demonstrates how they will benefit from and purchase what you're offering.

5. Marketing Plan

Present your marketing plan, which should show in detail how you'll reach your target market.

6. Industry and Competitive Analysis

include a complete and thorough industry and competitive analysis that includes all stakeholders in your business.

7. Financial Statements

these must be complete, accurate and thorough. Each number on your spreadsheets must mean something.

8. Resumes of Company Principals

include the bios and professional backgrounds of all significant employees of your business.

9. Your Offering

Present what level of investment you're seeking and for what purposes you will use the funds. Once you've put together all of this key information, make sure to present your plan professionally.

Miscellaneous Improvements

Inspection Future Business Planning

January

- ☐ _____ # Inspections Goal
- ☐ _____ # Office visits
- ☐ _____ # Presentations

- ☐ _____ REALTOR BOARD Activities

- ☐ _____ Update Website
 - URL's (easy to remember)
 - On-Line Scheduling
 - Place USPs on front page
 - Upload Sample Report
 - Reduce the # of pages
 - Place "Schedule Now" on every page
 - Contact information on every page
 - Check E-mail accounts thru IMS

- ☐ _____ Update Monthly Promotion Program
 - Discounts
 - Gifts
- ☐ _____ Update Two Week Schedule

- ☐ _____ Review Goal Progress

- ☐ Renew License based on expiration date

- ☐ Update Accounts

- ☐ Renew E/O Insurance based on expiration date

- ☐ Accept Credit Cards

- ☐ Get certified for FHA, HUD, VA, Concrete, First American Field Services

- ☐ Identify/Update USPs (See Word Document)

- ☐ Develop Yearly Goals

- ☐ Get # of Inspections by category from previous years

- ☐ Check my Task List
- ☐ Report Writing System
- ☐ Prepare Tools for Inspections
 - ☐ Prep Tool Bag
 - ☐ Prep items for customers to use (ruler, paper, camera etc)
- ☐ Align up with a Pest Control Company
- ☐ Color Folders
- ☐ Review/Update USPs
- ☐ Check outlooks task list – Delete and combine
- ☐ Update Web page
- ☐ Develop Marketing Packages (Make 10 copies)
 - Flyers/brochures
 - Sample Inspection report
- ☐ Provide Presentations
 - Develop a Presentation Book for listing presentations

February

- ☐ _____ # Inspections Goal
- ☐ _____ # Office visits
- ☐ _____ # Presentations
- ☐ _____ REALTOR BOARD Activities
- ☐ _____ Update Website
- ☐ _____ Update Monthly Promotion Program
 - Discounts
 - Gifts
- ☐ _____ Update Two Week Schedule
- ☐ _____ Review Goal Progress
- ☐ Identify all Realtor Offices in your zip code area
- ☐ Add Radon Service
- ☐ Load Realtor Business cards into your contact management
- ☐ Research URL's (Setup Professional e-mails etc)
- ☐ Who are the Top 100 Agents
- ☐ Get IRC Combo Certified
- ☐ Just for Fun Newsletter and Monthly News Letter
- ☐ Start Blog and get a youtube channel

March

- ☐ _____ # Inspections Goal
- ☐ _____ # Office visits
- ☐ _____ # Presentations
- ☐ _____ REALTOR BOARD Activities
- ☐ _____ Update Website
- ☐ _____ Update Monthly Promotion Program
 - Discounts
 - Gifts
- ☐ _____ Update Two Week Schedule
- ☐ _____ Review Goal Progress
- ☐ Update Accounts
- ☐ Specialty Advertisement
- ☐ Get number of Inspectors in your city
- ☐ Buyers Maintenance Tips
 - Send via Constant Contact
 - Facebook
 - Blog
- ☐ Start Constant Contact weekly e-mails
- ☐ Specialty Advertisements
- ☐ Pdf's Files for Home safety

April

- ☐ _____ # Inspections Goal
- ☐ _____ # Office visits
- ☐ _____ # Presentations
- ☐ _____ REALTOR BOARD Activities
- ☐ _____ Update Website
- ☐ _____ Update Monthly Promotion Program
 - Discounts
 - Gifts
- ☐ _____ Update Two Week Schedule
- ☐ _____ Review Goal Progress
- ☐ Update Accounts
- ☐ Sign-up Call Service (Communication Station)
- ☐ Write Articles for local publication
- ☐ Donate to charity coat drive, habitat humanity, food drive

May

- ☐ _____ # Inspections Goal
- ☐ _____ # Office visits
- ☐ _____ # Presentations
- ☐ _____ Realtor Board Activities
- ☐ _____ Update Website
- ☐ _____ Update Monthly Promotion Program
 - Discounts
 - Gifts
- ☐ _____ Update Two Week Schedule
- ☐ _____ Review Goal Progress
- ☐ Update Accounts
- ☐ Business Cards w/Photo

June

- ☐ _____ # Inspections Goal
- ☐ _____ # Office visits
- ☐ _____ # Presentations
- ☐ _____ Realtor Board Activities
- ☐ _____ Update Website
- ☐ _____ Update Monthly Promotion Program
 - Discounts
 - Gifts
- ☐ _____ Update Two Week Schedule
- ☐ _____ Review Goal Progress
- ☐ Update Accounts
- ☐ Get number of inspectors in your city

July

- ☐ _____ # Inspections Goal
- ☐ _____ # Office visits
- ☐ _____ # Presentations
- ☐ _____ Realtor Board Activities
- ☐ _____ Update Website
- ☐ _____ Update Monthly Promotion Program
 - Discounts
 - Gifts
- ☐ _____ Update Two Week Schedule

- ☐ _____ Review Goal Progress
- ☐ Update Accounts
- ☐ **Setup up a recovery Fund (25.00 dollars plus per inspection into a savings account)**

August

- ☐ ____ # Inspections Goal
- ☐ ____ # Office visits
- ☐ ____ # Presentations
- ☐ ____ REALTOR BOARD Activities
- ☐ ____ Update Website
- ☐ ____ Update Monthly Promotion Program
 - Discounts
 - Gifts
- ☐ ____ Update Two Week Schedule
- ☐ ____ Review Goal Progress

September

- ☐ _____ # Inspections Goal
- ☐ _____ # Office visits
- ☐ _____ # Presentations
- ☐ _____ REALTOR BOARD Activities
- ☐ _____ Update Website
- ☐ _____ Update Monthly Promotion Program
 - Discounts
 - Gifts
- ☐ _____ Update Two Week Schedule
- ☐ _____ Review Goal Progress
- ☐ Update Accounts
- ☐ Get number of inspectors in your city/local area
- ☐ Thanksgiving/Christmas Cards Top 20 Agents

October

- ☐ _____ # Inspections Goal
- ☐ _____ # Office visits
- ☐ _____ # Presentations
- ☐ _____ REALTOR BOARD Activities
- ☐ _____ Update Website
- ☐ _____ Update Monthly Promotion Program
 - Discounts
 - Gifts
- ☐ _____ Update Two Week Schedule
- ☐ _____ Review Goal Progress

November

- ☐ _____ # Inspections Goal
- ☐ _____ # Office visits
- ☐ _____ # Presentations
- ☐ _____ REALTOR BOARD Activities
- ☐ _____ Update Website
- ☐ _____ Update Monthly Promotion Program
 - Discounts
 - Gifts
- ☐ _____ Update Two Week Schedule
- ☐ _____ Review Goal Progress

December

- ☐ _____ # Inspections Goal
- ☐ _____ # Office visits
- ☐ _____ # Presentations
- ☐ _____ REALTOR BOARD Activities
- ☐ _____ Update Website
- ☐ _____ Update Monthly Promotion Program
 - Discounts
 - Gifts
- ☐ _____ Update Two Week Schedule
- ☐ _____ Review Goal Progress
- ☐ Get number of inspectors in your city/area