

5 THINGS TO BETTER EXPLAIN TO YOUR HOME INSPECTION CLIENTS

1 WHAT A BASIC INSPECTION COVERS

It was so unclear what the inspection was including and not including. If I had known that you checking my pipes was just trying to see if the faucets ran, that's maybe not the inspection I would've ordered. Maybe I would've ordered something that was a little more in-depth.

RECENT HOME BUYER

CALL TO ACTION

Make sure you set clear expectations that define your inspection services. If you have multiple packages, make sure to explain the differences by price-point. Most buyers will assume that extras like sewer scope, mold, and termite are included until you offer them as add-ons.

2 WHAT QUALIFIES INSPECTORS

CALL TO ACTION

Include bios on your website that share your inspectors' backgrounds and training. Post copies of any licenses and certifications they may hold. And if they have training uncommon to your area, emphasize how that skill makes your business unique.

I can remember trying to figure out what makes them qualified. Who are these people? And what allows them to say that they're inspectors? What allows them to get into the house and say, 'You're good to go'?

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3 WHAT TO EXPECT WHEN YOU INSPECT

[The inspector] just walked in and started going around the house. There was no social interaction to help us develop a working and trusting relationship. I wasn't sure what he was doing, where he was going, and how he was identifying issues.

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CALL TO ACTION

Before you start your inspection, make sure to ground your client. Your explanation of the inspection doesn't have to be technically exhaustive, but they should have a general idea of what areas you'll be traversing and what technologies you'll be using.

4 WHAT ALL THE JARGON MEANS

CALL TO ACTION

While it's important to be accurate in your reporting, it's also important to be clear. Make sure that, whenever you use a technical term, you explain that word in layman's terms. That way, your client can understand your findings, regardless of their background.

When we were talking to our home inspector, he would use information that we really didn't understand. It's the same thing as if I were to use medical terminology with someone without that education or background or experience. It just goes right over your head.

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5 HOW TO FIND YOU TO BOOK YOU

Being a person who doesn't necessarily know where to search, I guess I would start on the internet. I'd try to find reviews for home inspectors. And I'd really be looking at customer service: how they communicated and represented themselves.

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CALL TO ACTION

Since people buy homes relatively infrequently, most buyers aren't sure where to find home inspectors. Most turn to their realtors for recommendations and then the internet. Make sure you have good realtor relationships and that you have multiple positive reviews as those are the two main resources buyers use.

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