

# 7 WAYS

TO ENCOURAGE CLIENTS TO READ REPORTS

## ESTABLISH EXPECTATIONS

"I take some time at the inspection to talk to about the report, what to expect [in it], and the importance of reading it entirely."

Jameson Malgeri, Another Level Inspection

## INCLUDE A SUMMARY

"There are not too many people that want to read [a long] report. That's why [we] create a summary. But we always try to reiterate multiple times that it's important to read the whole report."

Curtis Larson, Marigold Home Inspections

## GET TO THE POINT

"We always [address] three things in every [defect's] description: what the issue is, why [the client] should care about it, and what [the client] should do about it."

Michael Leggett, The BrickKicker of Georgia

## CUT DOWN ON JARGON

"I avoid [using] insider jargon. I use plain, simple text that the average homeowner would understand."

Brian Dyer, Dobbs Home Inspection

## HAVE PLENTY OF PICTURES

"Have quality pictures that they can see. If it's a small [defect], make sure you can draw on [the picture] to highlight specific [issues]. Keep it simple."

Todd Williamson, Fox Family Home Inspections

## GIVE OPTIONS FOR MORE INFO

"I try to include links within the report that say, 'If you'd like more information about this, here's a link to a video we did or a link to a third-party website.'"

Matthew Query, Freedom Home Services

## FOLLOW UP AFTERWARD

"With my inspection report program, I get an email when [clients] open the report. If they haven't opened in a day or two [after I send the report], I'll call them to make sure they got it."

Todd Williamson, Fox Family Home Inspections