

Marketing

This section is devoted to attracting business

Video Education From ITA

Communicating for Success

Mitch Sudy - 90 minutes Item# V9908 - \$39.95

This session shows you how to implement effective communication to increase sales and assist your clients in their understanding of your inspection findings. A must have for all inspectors. *If this video catches your attention, check out our Home Inspection Courses on pages 3-7.*

Marketing Tricks That Work

Kevin O'Malley - 90 minutes Item# V9711 - \$29.95

Marketing is the key to success. Save time and money by learning what works. The president of Inspection Training Associates, Kevin O'Malley, teaches this course and provides proven marketing tips designed to increase sales. *If this video catches your attention, check out our Home Inspection Courses on pages 3-7.*

Marketing Your Services

Rob Knepshield

& Steve Blair - 120 minutes Item# V9817 - \$39.95

Join these two highly successful inspectors as they explain how they went from 0 to 700 inspections using individual and group marketing techniques. *If this video catches your attention, check out our Home Inspection Courses on pages 3-7.*

**Order 5 or more videos
at one time and receive
10% off.**

Real Estate Office Presentation Video

Duncan Hannay - 60 minutes Item# V122 - \$49.95

This program is one of our most requested topics. Recorded live during a presentation to a group of real estate agents. Now you can have a copy of an actual office presentation to study the technique and information. Duncan Hannay, V.P. of Carson Dunlop & Associates gives more information in this program than you will find in a library of how-to books. If you are preparing to talk before a group you must study this tape first! *If this video catches your attention, check out our Home Inspection Courses on pages 3-7.*

Relationship Marketing

Duncan Hannay Item# V9904 - \$39.95

Building relationships is the strongest form of marketing, especially in the inspection profession. *If this video catches your attention, check out our Home Inspection Courses on pages 3-7.*

Book Education From ITA



Advertising and Marketing Book

Item# B105 - \$29.95

Samples of actual promotional materials to give you ideas on your own marketing efforts and an outline on how to develop a successful direct mail campaign. Our samples will stimulate your creative ability and assist you with designing your own successful marketing products.

Marketing Creating Your Image

Effective marketing is the key to opening the doors to your new future in the Inspection Industry. The process of creating your image by yourself can be frustrating, but with Inspection Training Associates you are one step ahead – we know the inspection industry and have helped thousands to succeed in it!"

Logos, Business Cards & Web Pages

Our graphic design team has assisted hundreds of inspectors create that special image. Using your ideas or beginning from scratch, we can give you the look of experience and professionalism. Black & white to full four color printing, nothing will help build your business like the custom design work by ITA. The one thing that slows new start-up businesses is having stationery, business cards and sales brochures developed by someone unfamiliar with the inspection profession. Or, nothing hinders sales more than an unprofessional design & print job. ITA has been creating and printing professional marketing materials for over eleven years. Use your own logo or let us design one for you!

**Call toll free for pricing info:
1-800-323-9235**

**Seize every opportunity to let
people know who you are!**



See samples at www.inspectormarketing.com

Individual Prices

- **Logo Design** \$195
(Camera ready art supplied on CD) Item# M800LD
- **Business Card Design** \$250
(Camera ready art supplied on CD) Item# M800BCD
- **Brochure Design** \$495
(Camera ready art supplied on CD) Item# M800BD
- **Flier Design** \$295
(Camera ready art supplied on CD) Item# M800FD
- **Web Page Design/Hosting** *\$149
***Starting at \$149.95 annually**
(See page 23 for pricing) Item# WEB2
- **250 Home Inspection Brochures
Pre-Printed, Non-Customized** \$200
Item# MBROGEN

Special Packages

- **Logo Design, Business Card
Brochure & Flier Design** \$895
Item# M800PK
- **Logo Design, Business Card
& Brochure Design** \$695
Item# M800LBCB
- **Logo & Business Card Design** \$295
Item# M800LBC
- **1,000 Brochures printed
4-color, 80 lb Gloss** \$695
Item# M1000BRO
- **1,000 Business Cards printed
4-color, Glossy card stock** \$150
Item# M1000BUS

These prices do not include applicable tax and shipping costs. Printing costs are not included in design fees.

Effective Marketing Brochures



Great Marketing Tools



Truck / Car Box

Holds your business cards on exterior of vehicle when you can't be there to pass them out!

Item# MBOX - \$12.95 ea.

This is a great tool that will take your magnetic signs to the next level. Your prospective customer can actually pick-up a card from your car/truck without you even being there.

Simply peel and stick to any clean surface!

Inspector Wear

ITA T-shirts

Item# Mtshirt - \$14.95 ea.

ITA Sweatshirts

Item# Msweatshirt - \$29.95 ea.

Inspector Badge

Item# MBADGE - \$5.95

Attention All ITA Graduates of ITA's Two-Week, Fast Track or Correspondence Course – Market your education and your qualifications on a sturdy clip name badge of your own!



Coloring Book

Item# MCOLOR

This is an excellent Marketing Tool for you to offer to a client's child on an inspection or as a giveaway promotion to a Real Estate Office.

1 = \$3.95 ea.

25 = \$2.95 ea.

50 = 2.50 ea.

100 = \$2.25 ea.

500 = \$2.15 ea.

600 = \$1.95 ea.

1,000 = \$1.95 ea.

with 1,000 FREE packs of Crayons (4 pack)

(4 pack of Crayons = .35 ea.)



As low as \$1.95 each!

Post Cards

Item# MPOST - \$5.95 (pack of 12 postcards)

The excellent illustrations from ITA's Annual Maintenance Calendar have been turned into timeless postcards to help keep you in touch with your clients!

Marketing On-Line: Website Design and Hosting

<http://www.homeinspection.com>

One of the most important parts of your advertising campaign will be the internet. Millions of people now do much of their research and decision making after searching through the World Wide Web. Designing and hosting a professional Internet site used to cost thousands of dollars. Having the right web address and attracting potential customers to visit the site has become increasingly difficult.

Many years ago we believed that having a presence on the Internet would be critical for future success, but not just any presence. We took time to do our homework and secured website addresses that would become important sites for people buying property and looking for professional inspectors. Today you can benefit from ITA's time and money well spent.

Great Site Names:

Your website will be available from

www.homeinspectors.com

www.homeinspection.com

Both domain names point to your website! In addition to having the best address for your Web site, you can take advantage of ITA's professional design capabilities and constant promotional efforts.

It's easy to get started with your own Web site. Just call us and we will set it up for you; you don't even need a computer. Or visit us on the web at www.InspectorMarketing.com to take a look at some of the sites we have already created for other inspectors. Let us create what we believe will become the best marketing tool you have. We offer excellent features and Web packages to fit any budget. If you already have a Web site and would like a link from our site to yours, that's possible too!

ITA has been helping people start and promote their inspection services for over 17 years. Give us a call for more information and find out how we can help you.

Let us develop and maintain your company website.

Let us market your website to real estate professionals and consumers.

Platinum Web Package

- New 4-Page Web site
- Hosted at yourcompany.com*
- E-mail Accounts
- Easy Report Upload
- Highest Priority Listing

- Custom designed Web site - First 4 pages (\$60 one time fee each additional page)
- 5 E-mail addresses included (ex: you@yourcompany.com)
- Easy Report Upload - Post inspection reports to your Web site for your clients to download. The easiest and fastest report hosting system available!
- Top Search Placement on Homeinspection.com
- Search Engine Optimized (SEO) Pages
- Site Maintenance (*basic text updates*) included or FTP access available

* Bring your own domain name or let us handle the domain name registration for \$8.88/yr.

Get a full-featured, professional Web site and custom email accounts with bonus features such as Easy Report Upload, our exclusive, break-through report hosting system, and top listing placement on Homeinspection.com. Our Webmaster will set up and maintain all aspects of your Web package for a worry-free Web site. Free support and internet marketing consulting are included.

\$400 per year (\$120 one time setup fee)

Gold Web Package

- New 2-Page Web Site
- Hosted at homeinspection.com/yourcompany
- High Priority Listing
- NO SETUP FEE

- Custom designed Web site - First 2 pages (\$60 one time fee each additional page)
 - 2nd Highest Search Placement on Homeinspection.com
 - Search Engine Optimized (SEO) Pages
 - Site Maintenance (*basic text updates*) included
- The best value available in a home inspection Web site! Get a professionally designed Web site with high priority listing placement on Homeinspection.com. Our Webmaster will set up and maintain all aspects of our Web package for a worryfree Web site. Free support and internet marketing consulting are included.
- Cost: \$149.95 no set-up fee

Priority Listing

(you already have a website)

- Listing and a link to a website and email address.
Priority position when your company is returned from a search on this website.
- Cost: \$49.95 per year

Free Listing by Company Only

(no links to email or website)

- Free listing in the most complete directory of home inspectors on the web.

Dynamic Company Presentations

Now you can give a professional presentation to Real Estate Agents or Home Buyers on the “Red Flags” found during a home inspection. With ITA’s slide presentation you can copy and give to those listening to your talk.

“RED FLAGS” and DISCLOSURE for Professional Real Estate Agents & Home Buyers

Powerful Presentations in PowerPoint Format!

PowerPoint - 80 Slide **\$195.00 Item# M125**

PowerPoint Real Estate Office Presentation - turn this 80 slide presentation into your best selling tool through providing information!

Customize with your company logo and mission statement.



Business Card CD

ITA can customize the presentation and design your own BUSINESS CARD CD for a one-time set-up fee and cards as low as \$1.50 each!

- Duplication and Custom Labeling Available
- Samples Available On-line



Great Promotional Books

Save money on these books by purchasing in larger quantities!

In many marketplaces, home inspectors are enhancing their home inspection service with a bonus of additional information in the form of repair manuals or video tapes. It has become a marketing trend to give a gift to the buyer with the purchase of a home inspection. If you are in need of a marketing edge just look at the options



Preventative Home Maintenance Manual

Item# B558

1 - 8	=	\$15.95 ea.
9 - 24	=	\$12.95 ea.
25 - 49	=	\$9.95 ea.
50 up	=	\$7.95 ea.



Home Repair Handbook

Item# B578

1 - 8	=	\$18.95 ea.
9 - 24	=	\$15.95 ea.
25 - 49	=	\$12.95 ea.
50 up	=	\$11.95 ea.



How to Operate Your Home

Item# B581 - \$21.95

(25+) \$15.95 ea. (50+) \$12.95 ea.

So you have a new home – and no idea what to do next. Where is that operating manual? This is “The Guide” to operate your home. Over 250 drawings and simple explanations that describe the operation of the structural, electrical and mechanical systems in your home. Hundreds of solutions to common problems. This book will give you the information you need to effectively operate and maintain your home.



House Check

Item# B598 - \$16.95

Welcome to House Check! A concise guide to the sights, surfaces, sounds – and sometimes smells – of your house. With this guide, you can quickly figure out what’s causing those odd symptoms and what, in a nutshell, you should do to set things right. The information in this chart is based on thousands of houses that authors Michael Litchfield and Roger Robinson reviewed – from Vermont to California. This easy-to-use flip chart is organized by major sections and systems in the house. Over 600 symptoms are listed, with causes and solutions for each. The photos aid in the identification of symptoms, and the drawings help you understand the underlying structures involved in the problem.

Marketing

Promotional Giveaway Videos

Common Home Repairs - Repairing & Replacing

60 minutes **Item# V539 - \$14.95**

Steps covered in this video include: Repairing outlets and switches; Repairing lamps and plugs; Repairing faucet's; Repairing toilets; Unclogging drains and toilets; Repairing squeaking or sticking doors; Repairing window panes and screens; Repairing flooring and repairing walls.

Home Evaluation

40 minutes **Item# V531 - \$14.95**

Steps covered in this video include how to: Examine all areas of a home's exterior & interior; Evaluate the condition of a home; Diagnose stains, cracks, and decay; Evaluate kitchens, bathrooms and basements; Assess the electrical, plumbing and heating systems. ASHI® was the technical consultant for this program.

The Inspection Zone

6 minutes **Item# V118 - \$14.95**

This unique video tape was produced by the Indianapolis Board of Realtors for their real estate agents. It is perfect for educating buyers and agents about the process of the home inspection. Done in a lighthearted fashion mimicking the Twilight Zone, you will find this 6 minute tape full of excellent information. *John Wiederkehr from Colorado uses this video with every presentation and says, "It is the Greatest!"*

Preventative Home Maintenance

40 minutes **Item# V518 - \$14.95**

Steps covered in this video include: Protect and preserve siding, gutters and decks; Perform simple inspections and service on heating, cooling and plumbing systems; Test and maintain GFCI's, smoke detectors and garage door opener reverse mechanisms; Maintain home appliances; Protect interior surfaces.

Custom Video tape clamshell boxes

(Minimum. 500) **Item# 545 - \$1.00 ea.**

Video Tapes are non-refundable. We will exchange defective tapes if returned within 30 days from date of purchase.

Great Idea!

We can help you custom package these tapes with your company name, phone number, etc...Just call us for information!

Giving your clients a tape with each inspection builds referrals!

Enhance your service: Many home inspectors are giving maintenance or repair books with each inspection to enhance their service. We find that many people prefer to watch TV rather than read a manual. Now you can be different from the competition and build referrals by giving your clients a video tape. "Preventive Home Maintenance" or "Common Home Repairs" are great tapes for any homeowner!

Price of tapes in quantity

2 - 9 =	\$12.95 ea.
10 - 19 =	\$ 9.95 ea.
20 - 29 =	\$ 8.95 ea.
30 - 49 =	\$ 7.95 ea.
50 up =	\$ 6.95 ea.