

ITA INSPECTION REPORT

Volume 14 Issue 1

INSIDE

It's a Great Day at
ITA KAPLAN Page 2

Have Gun, Will Travel
..... Page 2

How Far Do You Go
When It Comes to
Kitchen & Laundry
Appliances?
..... Page 3

Choosing the
Right Home Inspector
..... Page 4

How Far Do You Go
When It Comes to
Kitchen & Laundry
Appliances?
Continued Page 5

Here We Grow Again!
..... Page 5

2006 Course Schedule
..... Page 6 & 7

Radon Testing: Is It On
Your Menu?
Continued Page 7

Choosing the
Right Home Inspector
Continued Page 8

2005 Philip C. Monahan
Achievement Award
..... Page 9

Custom Installation!
..... Page 10

Consumer Product Safety
Commission Recalls
..... Page 10

10 Powerful Networking
Tips Using Business Cards
..... Page 11

Consumer Product Safety
Commission Recalls
Continued Page 11

10 Powerful Networking
Tips Using Business Cards
Continued Page 12



May 20 & 21, 2006 - Miami, Florida
Approved for up to 15 credits
www.itaroadshow.com

Inspection Expo 2006
September 25-27, 2006
Las Vegas, Nevada

*Money in Your Pocket -
The Cash Maximizing Conference*

Approved for up to 20 credits
www.inspectionexpo.com

It's a Great Day at ITA KAPLAN!

Happy New Year! Inspection Training Associates is undertaking exciting changes in 2006!

Many of you are familiar with ITA. Many of you have taken your licensing and career start-up education at Inspection Training Associates as far back as the 1980's. You also may have attended our "learn to earn" specialty courses to expand your knowledge and your businesses bottom line. Or, you may refer others interested in the home inspection profession to us because of our professional instructors, quality products, and customer service focus. Most of you stop by our booth at conventions or attend our Inspection Expo and tell us about how much you love ITA. We truly appreciate your loyalty!

What you may not know is that Inspection Training Associates has been



part of the Kaplan, Inc. family of companies for many years. And, that we share our classroom locations with other Kaplan schools.

You will see the name Inspection Training Associates transition to Kaplan Professional Schools over several years.

ITA continues to provide terrific service from our dedicated professionals at a growing number of locations across the country. During the past 3 years, under Kaplan Professional Schools, we have seen a great increase in new state of the art labs and classrooms in which you will enjoy the same high quality education you have come to expect from us. Also, in March we are excited to launch our latest inspection software, InspectNOW. Our national team also continues to grow with leading experts in the home inspection profession. Code Check authors Douglas Hansen (Managing Instructor) and Michael Casey (ITA VP and General Manager) have expanded their roles.

Visit www.home-inspect.com to access articles and read more about the exciting growth of our company. ■

Have Gun, Will Travel

By Don Norman

We see things differently, you and I. Different than other people. For example, I'm writing this message from a magnificent old hotel, The Colony, on the coast of Maine in Kennebunkport. Built in 1914, it takes you back to a simpler but turbulent time when the world was entering the first "War to End all Wars". My first impression of the hotel, like most people, was that this is an impressive, historic old hotel reminiscent of an earlier time. But like so many buildings we see, there is more here to discover. Sitting at breakfast enjoying the beautiful coastal scenery and the grandeur of the old hotel, I began to notice some of the finer details of the building. Some peeling paint that's been painted over. Some decay along a fascia board, questionable roofing, and wood decay at some columns. Things others likely would not notice unless, like me, they were into

that sort of thing. It reminds me of how different we are from other people. Not in a bad or good way, just different. Remember when you first began inspecting homes and you couldn't go to your friend's homes without seeing defects? How, after a while, you forced yourself to stop looking so you would be invited back? Our skill, because it is a skill, is looking beyond the obvious and noticing the details. We excel at it with buildings because, after all, it is what we do. But it goes further than that.

If you're close to my age or older (51), you may remember what I thought was a really great television show called 'Have Gun Will Travel'. It was a western that starred Richard Boone and was popular in the age of Gun Smoke and Bonanza. The hero's signature was a business card with an image of a knight, the kind you would see on a chess board with the single word, Paladin. He was a

hired gun who traveled from town to town and helped people by defeating the bad guys. If you look up the word paladin, you'll find several meanings. The one I like best was number three in my Random House Webster's Unabridged Dictionary. It defines paladin as 'any determined advocate or defender of a noble cause.'

Frankly, I'm rather proud to think of us all as paladins. Like the show, we travel from town to town helping people and defeating the bad guys. I don't know how many bad guys are left in our business but I'm sure we still have our share and we definitely help people. So the next time someone asks you what you do, you can explain how you see things others don't, smile and say you're a paladin. A determined advocate or defender of a noble cause. We could do a lot worse. ■

How Far Do You Go When it Comes to Kitchen & Laundry Appliances?

By Steve Gladstone

The average home inspector across the US and Canada may or may not look at appliances in the course of his or her inspection. We have little data in this area as standards and many individual state standards do not cover appliance inspection as a requirement. So what do you do? Do you ignore the waste disposal even though it is part of



the plumbing? Do you test bake and broil cycles to see if the coils heat up or look for proper gas fittings on the back of a dryer?

As a personal decision many years ago I decided that my company would go beyond the standards and inspect all applicable kitchen and laundry appliances if they were part of the real estate transaction. I knew I would be taking on some additional liability but I also felt that my client's expectations were that I would be looking at the appliances anyway.

Frankly, the modern kitchen often has over three thousand dollars worth of appliances (or more) in the newer and more expensive homes. As a consumer I think I would be more than a bit upset to find that my expensive



refrigerator, dishwasher and double oven were completely ignored during the inspection. Having said that I understand why many would avoid inspecting appliances as there are lots of things that can go wrong and without proper training on what to look for even in a cursory inspection the liabilities could be there.

Continued on Page 5

Who's looking out for YOU?

FREIA

Supporting Professionals in the Real Estate Industry

E&O Insurance for Home Inspectors

- Best Rates
- Lowest Deductible

(800) 882-4410

www.frea.com

Choosing the Right Home Inspector

Does your real estate agent need an education in choosing the right home inspector? In today's real estate market, virtually every agent and broker knows the importance of recommending a home inspection to their buyers. But do they know that they could be putting themselves at risk? Even if they recommend one, two or three inspectors, giving the buyers a list of all inspectors in your area could still result in a poor inspection. To reduce their liability and help your potential clients, provide your local real estate agent with useful information in regards to the selection of a home inspector, meaning you! What should they and their clients discuss when selecting a home inspector? Pass on these tips.

Training - Home inspection training is just as important as experience. Many "old timers" were carpenters, electricians or builders in an earlier life and learned to perform home



inspections "on the job". As a less physically demanding profession, home inspections looked like an easy transition. However, there is no single trade that qualifies someone to move into the field of home inspection without extensive training. Make sure your real estate agent looks for an inspector who has been professionally trained by a qualified training school such as Inspection Training Associates (www.home-inspect.com). A professionally trained inspector from a

by Don Norman and Mitch Sudy

recognized training school increases the odds of a quality inspection and reduced liability.

Continuing Education - Even well trained inspectors must continually update their skills and knowledge. The housing industry is always changing and it takes ongoing education to keep up. Educate Realtors® to beware of inspector whose knowledge is "stale". Look for an inspector who spends his or her time and money to upgrade their training.

Insurance - Insurance is a critical part of any business operation and never more so than in the field of home inspections. Along with General Liability to cover property damage caused by the inspector and Workman's Compensation Insurance for injury on the job, Errors & Omissions Insurance is a vital component to the protection of your client, the real estate agent and

Continued on Page 8

Inspection Training Associates®

InspectNOW

Call today! 1-800-323-9235
www.inspect-now.com

Reports - Choose from industry standard ITA Matrix report format or create your own custom narrative reports!

Data Entry - Via PDA (pocket PC), tablet PC or notebook. Saves you time and eliminates re-keying data into your office PC.

CodeCheck® - The only software with built-in Code Check® references for fast referencing on-the-fly! The codes you need to know for the system you are inspecting are only a click away!

Auto Summary - Save time by printing an automatic summary report from your handheld in the field and send the full report via email.

Email, Print or Deliver Online - Reports can easily be printed in the field, emailed to clients or uploaded to your ITA-platinum website.

Digital Photos - Easily included and easily reference digital photos in the Matrix report, or inserted them into the body of your narrative report.

Customizable Comment Library - Easy to customize comment library, drop down boxes and data collection steps.

Superior Technology - Based on tried and true BOREALIS data collection software.

Pay As You Go Option - Makes InspectNOW truly affordable for every inspector!

Finally...Inspection software that's easy to use AND creates great looking reports!



Compatible with

- ✓ Pocket PC
- ✓ Tablet PC
- ✓ Notebook
- ✓ Desktop

KAPLAN PROFESSIONAL SCHOOLS

Inspection Training Associates

How Far Do You Go When it Comes to Kitchen & Laundry Appliances?

Continued from Page 3

We handle that by actually explaining that there is no way to accurately predict how long an appliance will last but that we are looking at them as a courtesy and that the inspection is to try to determine functioning at the time of the inspection and nothing more. My clients seem very happy with the premise.



I have been putting together a small book on appliance inspection for ITA for those of you who are unsure of what to look for, and you will be able to read more in depth about this type of inspection in the near future. More importantly, a couple of hours on the internet or hanging out at your local Lowes or Home Depot will allow you to brush up on appliance 101. You'll start to feel more confident about how a gasket should look and what damaged shelves and dishwasher trays look like.



I've found over the years the hardest part of doing an appliance inspection is figuring how to turn the silly thing on. After that it's just looking for leaks, wiring deficiencies, poor installation and improper usage or damages. Most of us look for that stuff on every inspection as a matter of course.

When you're doing your next inspection you may wish to ask the Realtor® if your competition checks appliances. I suspect a great way to set yourself apart, and make your business more service oriented is to provide your client with more than they expected rather than less. I call it niche marketing and the bottom line is more money and more happy clients.

Look for the new ITA appliance inspection book coming later this year...■

Here We Grow Again!

More Locations!

Kaplan Professional Schools - Inspection Training Associates is excited and proud to announce more classroom openings! Our newest licensed school is located in **Columbus, Ohio**. As ITA schools increase across the nation we are able to provide quality service, products and educational opportunities to successful home inspectors in more convenient locations. Keep your eyes and ears open in 2006 for more Kaplan/ITA licensed schools! ■



**New
for
Professionals!**

**Rapid Radon
Test Kit Results**

**Improved
Website Features**

★ Learn more at ★

AccuStar

accustarlabs.com
888-580-9596

- Accurate, easy-to-use testing devices
- Certified products and laboratories
- Radon training courses for professionals
- New, innovative, results-oriented website

*Professional Radon Laboratory
Services Since 1984*



Inspection Training Associates Upcoming Courses

visit www.home-inspect.com
for more course dates!

Southern California Courses

Enhanced 11-Day Course March 20-31
Fast Track 6-Day Course April 3-8
Pool & Spa Inspection March 19
Commercial Inspection March 6-8
HUD/FHA Inspections March 11-12
New Construction April 10-12
Manufactured Home April 29
Mold Inspection Course May 8-10
Fireplace Inspection April 1
Report Writing June 11
National Exam Prep May 6-7

Northern California Courses

Enhanced 11-Day Course April 17-28
Fast Track 6-Day Course March 13-18
Pool & Spa Inspection March 19
Commercial Inspection July 10-12
HUD/FHA Inspections April 8-9
New Construction June 26-28
Mold Inspection Course March 23-25
Report Writing May 21

Colorado Courses

Enhanced 11-Day Course March 6-17
Fast Track 6-Day Course April 3-8
Pool & Spa Inspection June 17
Commercial Inspection March 27-29
HUD/FHA Inspections July 15-16
New Construction May 1-3
Residential Radon Measurement May 4-5
Mold Inspection Course April 24-26
Fireplace Inspection March 18
Report Writing April 9
National Exam Prep June 24-25

Connecticut Courses

Enhanced 11-Day Course April 17-28
Fast Track 6-Day Course March 6-11
Getting Started Course April 1
Pool & Spa Inspection July 23
Commercial Inspection April 3-5
HUD/FHA Inspections May 8-9
New Construction March 23-25
Residential Radon Measurement June 29-30
Manufactured Home June 17
Mold Inspection Course March 20-22
Fireplace Inspection April 29
Report Writing March 12
National Exam Prep May 20-21

Florida Courses (Tampa)

Enhanced 11-Day Course March 6-17
Fast Track 6-Day Course April 3-8
Pool & Spa Inspection April 23
Commercial Inspection March 20-22
New Construction June 26-28
Disaster Housing Certification July 29
Manufactured Home March 18
Mold Inspection Course May 22-24
Fireplace Inspection March 19
Report Writing April 9
National Exam Prep May 25-26

Georgia Courses

Enhanced 11-Day Course April 17-28
Fast Track 6-Day Course March 6-11
Pool & Spa Inspection June 17
Commercial Inspection March 20-22
HUD/FHA Inspections April 1-2
New Construction June 21-23
Manufactured Home March 12
Mold Inspection Course April 10-12
Fireplace Inspection July 9
Report Writing April 29
National Exam Prep May 20-21

Illinois Courses

Enhanced 11-Day Course March 13-24
Fast Track 6-Day Course
. March 31-April 2 & April 21-23
Pool & Spa Inspection June 25
Commercial Inspection May 22-24
HUD/FHA Inspections June 3-4
New Construction June 12-14
Residential Radon Course March 11-12
Manufactured Home April 9
Mold Inspection Course May 25-27
Fireplace Inspection July 22
Report Writing May 13
National Exam Prep March 25-26

Minnesota Courses

Fast Track 6-Day Course March 20-25
Mold Inspection Course March 30-April 1

Nevada Courses

Enhanced 11-Day Course April 17-28
Fast Track 6-Day Course March 20-25
Pool & Spa Inspection March 26
Commercial Inspection March 13-15
HUD/FHA Inspections June 3-4
New Construction April 3-5
Safety First April 24
Manufactured Home April 29
Mold Inspection Course July 10-12
Report Writing May 21
National Exam Prep May 6-7

New Mexico Courses

Enhanced 11-Day Course June 5-16
Fast Track 6-Day Course May 1-6
Getting Started Course April 8
Pool & Spa Inspection May 7
New Construction July 27-29
Manufactured Home June 17
Mold Inspection Course June 1-3

New York Courses

Enhanced 11-Day Course April 17-29
Commercial Inspection May 18-20
HUD/FHA Inspections June 24-25
New Construction April 6-8
Manufactured Home April 30
Mold Inspection Course May 11-13
National Exam Prep May 6-7
40 Hour Field Inspection March 6-10

Tennessee Courses

Enhanced 11-Day Course April 3-14
Getting Started Course March 11
Pool & Spa Inspection July 1
HUD/FHA Inspections May 20-21
New Construction March 27-29
Residential Radon Measurement June 9-10
Mold Inspection Course June 15-17
Fireplace Inspection April 22
National Exam Prep April 1-2

Visit online for Texas Courses!
www.home-inspect.com

Virginia Courses

Enhanced 11-Day Course ... March 20-31
 Fast Track 6-Day Course March 13-18
 Commercial Inspection May 3-5
 New Construction April 10-12
 Manufactured Home May 27
 Mold Inspection Course March 6-8
 Fireplace Inspection March 19
 Report Writing April 30
 National Exam Prep May 6-7

Washington Courses

Enhanced 11-Day Course ... March 13-24
 Fast Track 6-Day Course May 8-13
 Getting Started Course June 24
 Pool & Spa Inspection May 14
 Commercial Inspection May 22-24
 HUD/FHA Inspections May 20-21
 Manufactured Home March 26
 Mold Inspection Course July 6-8
 Report Writing March 25
 Structural Pest Inspector Exam Prep March 27
 National Exam Prep May 27-28

New Location

Ohio Courses

Registration #06-01-1776P

Enhanced 11-Day Course July 10-21
 Fast Track 6-Day Course April 10-15
 Getting Started Course March 25
 Commercial Inspection July 7-9
 HUD/FHA Inspections April 8-9
 Mold Inspection Course June 9-11
 Manufactured Home June 18
 Report Writing April 16
 National Exam Prep April 22-23

*Class schedule is subject to change

New Construction Opportunities

Based on recent marketing studies experts have found that new construction sales are on the rise in many areas. Take advantage of this increased market by performing new construction inspections.



SAVE 10% OFF
 New Construction Forms
and
SAVE \$50 OFF
 the New Construction Course

Please visit
<http://www.home-inspect.com>
 for further details.

Offer expires March 31, 2006.
 Cannot be combined
 with any other discounts



**JUST WANT
 GENERAL LIABILITY
 or a
 BUSINESS OWNERS
 POLICY?**

We have a policy that can cover
 General Liability
 and Office Contents,
 Computers and Tools

Cost from \$500

Allen Insurance
 group

**“THE” SOURCE FOR
 HOME INSPECTORS
 INSURANCE SINCE 1992**

We Give You Options!

Our STANDARD E&O PROGRAM
CLAIMS MADE FORM
 \$2500 Deductible - Cost from \$2550

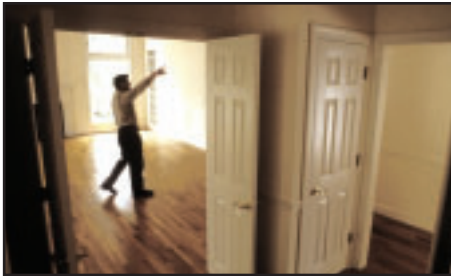
Our PREMIUM E&O PROGRAM
OCCURRENCE FORM
 The SIMPLY SUPERIOR policy
 \$1500 Deductible - Cost from \$3000

**Call 1-800-474-4472 for more information or
 visit our website at www.allenins.com**

Choosing the Right Home Inspector

Continued from Page 4

you. You should be able to provide your real estate agent a copy of your E&O policy upon request. If a home inspector does not carry this important form of protection, tell them to scratch them from their list!



Association Membership - While not required in most states, inspectors who have made the commitment of time, training, testing and money to belong to a professional home inspection society are generally more professional and concerned with doing a great job for your buyers. Associations require members to follow a nationally recognized Standards of Practice, adhere to a strict Code of Ethics, maintain continuing education, pass the National Home Inspection Exam (www.homeinspectionexam.org) and complete 250 fee paid home inspections to the Standards of Practice before becoming a full member. While not guaranteeing a great home inspection, referring someone from a nationally recognized home inspection association increases your chances for a quality home inspection by a qualified home inspector.

Another approach could include providing a letter to each of your real estate agents with a comprehensive list

of what to look for and ask of all home inspectors. Obviously, make sure that your answers qualify for being the best choice for the job.

Dear Home Inspector,

I recognize that a home inspection is an invaluable part of the home buying process. Whether performing a "Listing Inspection" for a seller who's looking to make the selling process easier by avoiding last minute challenges or a Pre-Purchase Inspection for buyers as they seek to remove contingencies, a quality home inspection provides all the vested parties with the critical information they need while reducing liability for all involved.

I am looking for up to 5 inspectors to recommend to sellers/buyers. If you would like to be considered for this list, please take a moment to answer the questions below. Feel free to provide any additional information that you think is relevant to stating your qualifications.

1. What formal home inspection training have you received?
2. What applicable background and experience makes you a good inspector?
3. Have you passed the National Home Inspector Exam or other applicable national or state examinations? (identify others)
4. How many inspections have you performed?
5. How many years have you been performing property inspections?
6. What applicable certifications or licenses have you earned?



7. What professional associations do you belong to?
8. Please provide proof that you currently carry General Liability and Errors & Omission Insurance?
9. Please provide a copy of your inspection agreement / contract and a sample inspection report for review.
10. Do you provide the client with the inspection report in the field at the time of inspection or later following the inspection?
11. Does your firm have more than one inspector and if so will the person with the qualifications, experience and licenses identified above be performing the inspection, or another inspector who works for the company?
12. Is the inspector available to answer questions after the completion of the report?
13. When inspecting the attic and crawlspace (when applicable) do you enter and inspect the entire area or do you limit your inspections to the view from the access opening?
14. Have you had any insurance claims or lawsuits within the past 5 years? If so, please explain.
15. Does your firm also make repairs to inspected properties?

This excellent resource is posted at www.home-inspect.com/rightinspector, so you can download it and provide it to the real estate professionals who you work with. We recommend you provide them your completed version, to highlight your qualifications. ■

ITA INSPECTION REPORT
Now in full color

Formerly known as the ITA Report

Inspection Training Associates
1016 South Tremont Street
Oceanside, CA 92054

ITA Inspection Report is dedicated to serving home inspection professionals by providing industry news, information and resources relevant to their success.

Inspection Training Associates has assisted thousands of home inspection professionals throughout North America and Canada since 1987. For editorial comments contact us at www.home-inspect.com.

2005 Philip C. Monahon Achievement Award



Douglas Hansen

ITA instructor Douglas Hansen is the recipient of the 2005 Philip C. Monahon Achievement Award from the American Society of Home Inspectors (ASHI) for his exceptional and innovative contributions to the ASHI Membership. The award was presented by the Society in Fort Lauderdale, Fla., during the group's recent Annual Business Meeting and Awards Ceremony held in conjunction with InspectionWorld 2006.

Established in 1983, the Monahon Award, ASHI's most prestigious honor, recognizes an ASHI Member who is dedicated to its goals and ideals as

stated in the Code of Ethics and who, as a Member, has rendered outstanding contributions of time, talent and expertise to the Society for a minimum of five years. The Monahon Award recipient is selected by ASHI's Awards Committee from nominees proposed by the general membership. In addition to a plaque, which is given to the recipient during the ceremony, an annual cash donation of \$500 is made to the Newton-Wellesley Hospital in Newton, Mass., in the name of Philip C. Monahon.

"Douglas has been actively involved with Legislative activities in California for more than 20 years," said Kenneth Salvo, the 2004 Monahon Award recipient and presenter of this year's award. "His efforts played a large part in ASHI's decision to enforce mandatory continuing education requirements."

Though retired from active inspecting, Douglas is a Member of the Golden Gate ASHI chapter. He has also served as President of the Silicon Valley chapter, and on the ASHI and CREIA board of directors. He served on numerous ASHI committees, including technical, membership, examinations, and standards, and he has been a popular presenter at ASHI national and chapter conferences. Douglas was one of the pioneers in the profession, and authored *Electrical Inspection of Existing Dwellings* and co-authored the current Code Check series. He has also spoken at every ITA Expo, and this fall he and Peter Drenan will be presenting our International Residential Code track at Expo in Las Vegas. Douglas is the managing instructor for Inspection Training Associates in Oakland, California. ■

**America's
CALL CENTER**



**Scheduling and Office
Services Exclusively
for Home Inspectors**

888-281-8496

**OVER SIX YEARS EXPERIENCE SERVING
ONLY HOME INSPECTORS WITH:**

- ★ Scheduling Inspections
- ★ Providing Quotations
- ★ Promoting the Inspector's Services & Qualifications
- ★ Handling Non-Appointment Related Calls
- ★ Services Tailored to Fit the Inspector's Needs

**GROW YOUR BUSINESS AND
SIMPLIFY YOUR LIFE**

- ★ Capture Lost Inspections
Maximize Revenue
- ★ Avoid Missing Calls
Boost Professional Image
- ★ Prevent Interrupting Calls
Focus on Inspections
- ★ End Scheduling Conflicts
No Confusion
- ★ Promote Add-On Services
Boost Revenue

NEVER MISS ANOTHER CALL!

**Take Your Business to
the Next Level!**

Custom Installation!

Here is an interesting customized feature to a home recently inspected in San Diego. The gutter downspout drained directly into a trash can! If that was not bad enough another

trash can was later connected to the original trash can—this is truly a custom installation!

Submitted by Chris Magil, Aztec Home Inspections



Don't Bark Up the Wrong Tree

USE RTCA

WHERE PROFESSIONAL RADON TESTERS GO FOR RESULTS

2005 RADON COURSE SCHEDULE

March 21-22	Elmsford, NY
April 18-19	Elmsford, NY
May 23-24	Elmsford, NY
July 11-12	Elmsford, NY

1-800-457-2366

RTCA

RADON TESTING CORPORATION OF AMERICA
2 Hayes St., Elmsford, NY 10523-2502
Tel: 914-345-3380 • Fax: 914-345-8548
Website: <http://www.rtca.com>

Consumer Product Safety Commission

CPSC, Four Seasons and Cardinal IG Co. Announce Recall to Repair Sunroom Roof Glass

The following product safety recall was voluntarily conducted by the firm in cooperation with the CPSC.

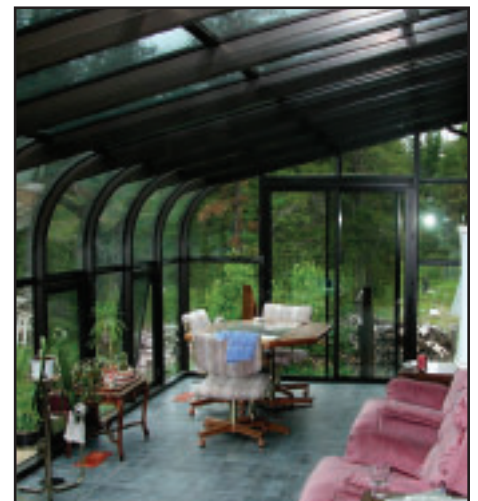
Name of Product: Sunroom Roof Glass and Skylights

Units: About 6,000 Sunrooms

Manufacturer: Cardinal IG Company of Eden Prairie, Minn. manufactured the reflective glass units. Four Seasons Solar Products, LLC, of Holbrook, N.Y., through its dealers and franchisees, sold and constructed sunrooms that used these glass units.

Hazard: Sunlight reflecting off of certain sunroom roof glass and skylights onto adjacent cedar shingles or cedar shakes could pose a fire hazard.

Incidents/Injuries: Cardinal IG and Four Seasons are aware of four fires that could be attributed to this scenario. There are no reported injuries. The damage ranged from minor damage to shingles and underlying sheathing to incidents that caused some structural damage to roofs and walls.



Description: The repair program involves only the roof glass in sunrooms (including skylights installed as part of the sunroom) that reflect sunlight onto nearby cedar shingles or cedar shakes. It involves reflective Code 77 roof insulating glass units. It includes new sunrooms sold from 1996 through 2002, but possibly constructed later, and those sunrooms, regardless of when built, that had roof glass or skylights replaced with Code 77 glass from 1996 to 2005.

Sold through: Franchisees and Four Seasons retail stores in the United States and Puerto Rico from January 1996

Continued on Page 11

10 Powerful Networking Tips Using Business Cards

by Carl E. Reid

Giving out business cards is crucial to marketing your skills and services. Business cards speak volumes about who you are, what you offer and how serious you are marketing your company. Here are some proven tips using business cards to increase your chances of creating a business opportunity.

1. Never leave home without them. Before leaving home, your checklist should be expanded to include business cards, as part of “do I have my wallet/money, house keys, and driver’s license”? Any “per chance” meeting is an opportunity to give out a business card. A morning run or a quick trip to the local store could be an opportunity to network. Make it a habit to carry business cards.

2. Insert a business card when mailing bill payments. Bills contain advertisements. Insert a business card with your payment. You may not think a person in South Dakota who opens your credit card bill payment can help you. Never underestimate the power of networking. A movie, entitled “6 Degrees of Separation” points out we



are 6 people away from knowing someone of influence. You could be 6 people away from knowing the President of the United States, your favorite movie star or someone who is in a position to hire your home inspection services in your area. Developing this powerful networking attitude will be a fundamental source of continued success.

3. Use proper business card etiquette. Whenever you give a business card, ask for a business card. When given a business card, don’t just take it and place it in your pocket. Make the person feel important by looking at their card for a few seconds. You might see something that could be a topic of

discussion. Write comments on the card such as date, location and common points of interest. These comments will prove valuable when following up with that person. This also demonstrates a sincere interest in the other person. Then place it in your wallet. This lets them know they reside in a special place with you.

4. Be generous. Give business cards out to everyone, including family and friends. Don’t let vanity stop you from giving out your last business card or giving 2 at a time to each person. I have met many people who have totally missed the purpose of a business card. I once asked a person for a second business card, so I could refer his services. His response was “I only have a few cards left and I need them” as he looked again at his name on the card. Hoarding your business cards only makes your wallet feel full, not your bank account.

5. Ask for referrals. When giving a business card, people feel more comfortable when you ask; “I would appreciate a referral, if you know anyone that could use my services”. Don’t make people feel like they are on the spot. People naturally like to do favors for people. Saying “could you do me a favor by referring my services to someone”. This always places you in a better position with them. They will feel better about helping you. Give them 2 cards.

6. Maximize every “per chance” meeting. You never know when you might meet someone who can help you. Family or friends social events could produce unexpected encounters with people. Don’t discount those events. So you’re going to a birthday party for your friend’s kid. You never know who you might meet. At a family holiday gathering last year, I met someone that has been instrumental in

Consumer Product Safety Commission Recalls

Continued from Page 10

through October 2005.

Manufactured In: United States

Remedy: Owners of Four Seasons Sunrooms described above should call the toll free number to determine if their units are affected and if so, to obtain a free repair. Cardinal IG and Four Seasons working together will repair the roof glass through installation of a capillary tube. The repair can be completed from the



exterior of the sunroom except for certain types of skylights. There is no need to replace the glass.

Consumer Contact: For more information, contact the Consumer Response Center at (800) 385-9988 between 7 a.m. and 6 p.m.

CT Monday through Friday and between 8 a.m. and 4 p.m. CT on Saturdays. Owners can register anytime on-line at www.code77glassrepair.com ■

Continued on Page 12

10 Powerful Networking Tips Using Business Cards

Continued from Page 11

developing our business this year. Who would have thought this could happen by giving him a simple business card.

7. Place yourself at the right place at the right time. Have you been to a real estate association meeting or local business gathering and been disappointed with the networking results? Turn the tables around. Consider volunteering to help out at the meeting or other types of events. This puts you in a better strategic position for presenting your business card. Real estate agents might view you differently, if they know you are willing to go the extra mile in helping them make their presence easier to manage. Volunteering for events has been a very successful resource for expanding our businesses.

8. Did you ever meet a potential client or real estate agent and wonder why they never called you back? “Out of sight, out of mind” is the operative phrase to remember. Give a person a reason to call. Immediately after your meeting, snail mail a hand written note thanking the person for their time. Insert your business card. Now you’re in the driver’s seat in standing out from other people. If you get no response, do it again. Patience and persistence pays off.

9. Use promotions to promote yourself. Newspapers often have stories of real

estate agents receiving awards, or being a leader in their field? This is an opportunity for you. Consider purchasing invitation size blank greeting cards. Use the Internet’s search capabilities to find out the address of the company’s offices. Send the blank invitation type card with a hand written note sincerely congratulating a person on their achievement. Insert your business card. For the cost of a 39-cent stamp, you have just made someone’s day and may create an impression that makes a person feel compelled to respond back to you. Make it a habit to do this once a week. Remember “6 Degrees of Separation”. You just never know . . . People open invitation type envelopes faster than any others.

10. Brand yourself with a slogan. Print a slogan on your business card that answers the question “Why should I hire you? Or “What makes you different from everyone else?” A catchy phrase or slogan insures people ALWAYS associate a company name with their product or services. People remember even after the commercial is over. That’s called branding. Companies pay big bucks to advertising agencies to come up with these lasting slogans. Consider doing the exact same thing on your business card. This is your insurance people remember you, after you meet.

Don’t just put Horton Home Inspection on your business card. Add something like “Home Inspection for your Protection”. A slogan makes all the difference between getting hired or not, because people will remember you long after a meeting.

Happy trails networking . . . ■

About the Author — Starting with less than \$400, Carl E. Reid used networking to become founder & CEO of NetTECH Systems, a technology consulting firm to fortune 500 companies. Through his business coaching, networking workshops and free newsletter “Savvy Intrapreneur”, Mr. Reid empowers people to run their career like a business. As a sought after speaker, with 33 years of business experience, Carl has helped many people jump start their careers and develop successful businesses.

Email: MyCompass@Success4U2.net

Web: www.SavvyIntrapreneur.com

Blog: http://CoachingCompass.blogspot.com

**Need a
Company Logo
or
Business Card?**

We can Help.

Please visit
www.inspectormarketing.com
or
call 1.888.482.5655

1-800-323-9235

www.home-inspect.com

KAPLAN PROFESSIONAL SCHOOLS | Inspection Training Associates

1016 South Tremont Street
Oceanside, CA 92054

PRESORT
FIRST CLASS
U.S. POSTAGE PAID
OCEANSIDE, CA
92054
Permit# 95