

CHRONICLES

TALES OF GREATNESS IN THE MAKING FROM AWARD WINNING INSPECTORS

DOUG KENDALL

RISING STAR AWARD



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- Doug Kendall Peterborough, ON

When Doug Kendall decided to become a business owner, he followed a line of family footsteps extending all the way back to his great-grandfather.

“Working as a commissioned sales person for the past 10 years helped me have the confidence to believe that if you plan your work and work your plan, you will be OK,” Kendall said. Earning the GPI Rising Star Award his first year in business is just more evidence he was right.

Kendall started helping family and local trades people with remodeling projects when he was 12. He attended the technical trades program at his high school and joined a small contracting firm after graduation, gaining experience in “everything from foundation work through to finished

carpentry.” He spent time in building estimating and kitchen design before moving on to become a manufacturer’s representative for a variety of construction materials, teaching others how to install the products. After all that, going into a home inspection seemed to be the natural progression. He mentioned the idea to a high school friend who had owned a GPI franchise for three years.

“I researched some of the other programs and saw their weak spots, then I signed on with GPI,” Kendall said. He was impressed by the training program, including ride-alongs, the tools and the marketing program. “The constant follow-up from the marketing department to help build morale and keep us focused showed commitment from GPI to make us successful.”

Kendall developed a strong business plan and committed himself to working his plan from day one. He focuses on professionalism, training and going the extra mile for his customers. That includes bringing water and snacks to each inspection, carrying drop cloths for use at the door and under attic accesses so that floors stay clean, keeping a portable DVD player handy to entertain children who might get bored during the inspection and presenting each client with a CD

loaded with both the inspection report and a variety of home care information. They take the time to call the client prior to the inspection. “We want to introduce ourselves and find out their specific concerns,” Kendall said. He makes sure to address those concerns in the report and follow-up conversations.

Doug’s wife, Norah, also helps out with the business. “She is an amazing person and has been an angel in helping to make the business a success,” he said. A solid support network that includes family, friends and other inspectors helps maintain morale and focus on the next goal.

“Don’t wait for the phone to ring,” Kendall said. Some days will be packed full of inspections, while others will not. Filling empty days with marketing will mean more business down the road.

“If you have free time, drop into a local office and try to meet the agents,” he said. “They will ask how you are doing and love to know what is happening in the market. Fill up your business card rack, check to see if the competition in your area is changing by checking whose cards and literature are appearing in the office. Get to know the receptionists as they can get you in front of the people you need to know.”