

CHRONICLES

TALES OF GREATNESS IN THE MAKING FROM AWARD WINNING INSPECTORS

PETER ZIPP

PLATINIUM AWARD



The path to the top is seldom easy and no one realizes that better than Peter Zipp. Peter went through several personal trials before the age of 26, which included having to start over three different times, and several layoffs – two from upper management changes and one from his construction controller job after the 9-11 tragedy.

“I’ve been through a lot of hard times and as the Bible put it in James 1:3-4: ‘For when your faith is tested, your endurance has a chance to grow. So let it grow, for when your endurance is fully developed, you will be strong in charac-

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- Peter Zipp Avondale, AZ

ter and ready for anything.”

Peter, who earned his master’s degree in the midst of the turmoil, knows that these trials have been the stepping-stones to success. Peter started his Phoenix-area NPI business in March 2003. By the end of 2004, Peter was among NPIs’ top North American franchise owners and the winner of a Platinum Award for outstanding production.

Distinguishing himself from a very competitive market and maintaining a good reputation are the ways that Peter has made his mark. Not to mention food. When he began his business, he was among the property inspectors who were invited to buy lunch and make a presentation at area Realtors’ meetings. But Peter wanted to take a completely different track than anyone else had. Instead of ordering pizza and sandwiches, he catered a five-course Oriental buffet.

“It cost me more than \$300, but I knew that money would come right back to me in business and it did. It’s all about setting yourself apart.”

In addition, each holiday season, Peter

makes about 20 batches of homemade cookies to take to his clients. That’s how he got the attention of one of his main referral sources. He also gives \$25 gift certificates to his top 75 Realtors and does something special for all of the assistants.

Another way Peter has set himself apart is by becoming licensed in Infrared imaging and a licensed termite inspector. They are lengthy processes but are services that have helped him distinguish him as a one-stop inspection service.

Peter hasn’t gone far from home to make an impact. “I’ve focused on about three top Realtors’ offices in a three-mile radius of my house. I got people to trust me and was there for them and supported them.”

For Peter and his wife, Tika, who handles accounting and scheduling for the business, their ranking as one of the leading NPI franchise owners in North America keeps them on the move.

“We’re so busy, we’ve had no time to rest,” Peter said.