

CHRONICLES

TALES OF GREATNESS IN THE MAKING FROM AWARD WINNING INSPECTORS

HANK SHADWELL

AMBASSADOR AWARD



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- **Hank Shadwell** Dalzell, SC

When Hank Shadwell decided to buy a franchise, he was impressed with National Property Inspection’s history, the low turn-over rate and the royalty requirements.

“With most of the others, you paid an 8 percent royalty plus another three percent for advertising and marketing,” he said. “NPI let me take the 3 percent and invest it where I thought it would do the most good rather than charging me.” Shadwell also wanted to be certain that being part of NPI meant something more than owning a name.

“I am a people person,” he said. “It was important to me that there were people nearby I could consult with. We may be independent contractors but NPI is

our business and we’re in it together.” Shadwell’s willingness to help other franchisees earned him a 2007 Ambassador Award.

“We call on each other,” he said. “Not only am I giving but I’m able to call on others when I have no one.” Recently, the certified master electrician assisted on the electrical portion of a commercial inspection for a NPI neighbor. “I am grateful when that happens,” he said. “It helps me understand their process, plus I have something to offer.”

Shadwell received his undergraduate degree in communications and theater. While he was waiting for a job in television, he decided to work in construction, specifically electricity. When he became a master electrician, he opened his own residential and commercial electrical business. At its peak, he managed 15 employees in two different departments: repair and service. When he closed the business, he went to work for a large electrical company and then took up teaching before he decided to open another business – this time with the help of a franchisor.

“I knew nothing,” Shadwell said. “I just wanted to hang the shingle out and wait for people to find me.”

“Every dime I’ve spent on marketing has been worth it,” he said. Shadwell goes to open houses three days a week. He also makes sure to plan plenty of time to talk with Realtors one-on-one about his approach to clients and inspections.

“Other inspectors simply list defects,” he said. “I listen to the customers. I express to them my goal is to answer every question, and I do, always attempting to put issues in perspective with the entire home.”

Shadwell performs one or two inspections during the day and completes his reports within 24 hours of the inspection. They are emailed to the client by 9 a.m. Most of the time, he hand-delivers a hard copy to the agent within two days.

In 2007, Shadwell added the infrared camera to his toolbox, hoping to increase the commercial portion of his business. He’s also noticed more and more business coming from the Internet.