

# CHRONICLES

TALES OF GREATNESS IN THE MAKING FROM AWARD WINNING INSPECTORS

## DAVID & JACKIE RILEY

PACESETTER AWARD



“*When I started, I was not afraid to get out and do the marketing. You have to be willing to put yourself in uncomfortable situations.*”

- David Riley Savannah, GA

David Riley’s tip for success for new inspectors is to hire an assistant as soon as possible. David and his wife Jackie run a husband and wife business that has proven to be successful.

David worked as a service manager for a corporation prior to purchasing an NPI franchise. When he decided to go into business for himself, he did a lot of research to find the opportunity that best suited his skills and background. Property inspection was a perfect fit.

He appreciated the value, support and structure a franchise offered, which wasn’t offered on the independent route.

“I did my due diligence and talked to several companies,” David said. “NPI

seemed to be the most professional company and appeared to offer the most support.”

David’s family has influenced his experience as a property inspector in several ways. David’s dad was a carpenter and David helped him lay foundations and install roofs in addition to learning woodworking skills. David’s father-in-law was an electrician and David assisted him on various projects. Most importantly, Jackie works full-time with the business and has taken over the office, marketing and scheduling duties, which has greatly impacted their business.

“The first 18 months, Jackie was not involved in the business,” David said. “My greatest challenge was trying to balance doing inspections, scheduling, marketing and bookkeeping.”

The keys to David and Jackie’s success lie within their husband and wife team – their marketing efforts and communication skills.

“When I started, I was not afraid to get out and do the marketing,” David said.

“You have to be willing to put yourself in uncomfortable situations.”

Since Jackie has taken over the marketing responsibilities, she has the time to develop relationships and has become active in the local Board of Realtors. David said another key to their marketing success is the fact that they have diligently followed NPI’s marketing plans and have gravitated toward the plans that work best for their business.

“I’m good at communication, both verbal and written. It’s important to me to have a good reputation and go out of my way to exceed expectations,” David said.

David’s favorite part of owning a franchise is that he enjoys being his own boss.

“I have gained a lot of satisfaction out of growing a successful business from the ground up,” David said. “I have always been competitive and don’t like to fail, and that’s what makes me strive to succeed.”