

THE INSIDER

A NATIONAL PROPERTY INSPECTIONS AND GLOBAL PROPERTY INSPECTIONS MONTHLY PUBLICATION

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INSIDE THE INSIDER

- 1 FROM THE PRESIDENT
- 2 COACH'S CORNER
- 2 ANNIVERSARIES
- 3 HIGHLIGHTS
- 4 MARKETING

TERRY'S ACCOUNTING TIPS

We accept VISA, Mastercard, Discover and American Express for payments of royalties and anything you purchase from us. By using a credit card, you can build up points on your Reward Card. These could be used to purchase airline tickets to come to next year's Annual Conference or for additional marketing supplies.

MOLD ASSESSMENTS - If you are interested in adding mold assessments to your business, Environmental Solutions Association is offering our franchisees the opportunity to complete the online course for first phase mold inspections, "Mold Inspection and Assessment", at a **discounted rate of \$225.00**, regularly priced at \$350.00.

To sign up please contact Debbie Fibich at debbie.fibich@npiweb.com or at 800-333-9807 Ext 16.

FROM THE PRESIDENT

I hope everyone had a good Christmas and that your New Year is off to a great start. Overall things are looking up. Let's start with the weather. Omaha. January. 60 degrees. We'll take it. With this kind of weather, I'll soon be looking for some outdoor project. I might even wash Patty's car. Ha!



Roland Bates
President

I want to thank each of you for being a part of NPI/GPI. I don't want to get maudlin, but you mean a lot to mean personally and professionally. We are all part of something bigger, and we need to look out for each other. Among the many things that you do to help make this a great company, taking a few minutes to visit with a prospective franchise is huge. We need to grow, and we can't do it without you. Thank you.

This year is our twenty-fifth anniversary. Looking ahead, we would love to talk with each of you more often, even if it's just to say hello. And if you give us a set time, we will be happy to call you like clockwork. Otherwise, please be the one to initiate the calls. You know when you are not busy. Time and time again, we have gotten you in the middle of an inspection, on a rooftop, in the middle of explaining a report or otherwise too busy to talk. Please call us (*or schedule a call*) at least once every 3-4 weeks.

I try and follow any economic news that might impact us directly or indirectly. What follows are just a few of the positive news stories that should bode well for the US and Canada:

- ▶ Commercial real estate is expected to experience a slow but steady growth in 2012. We did a lot more commercial inspections last year.
- ▶ Rents continue to increase. This should be good news on two fronts. Developers will be inclined to build more apartments, which would mean a lot more construction jobs. Also, as rents increase a lot of renters will be tempted to move into the housing market.
- ▶ Pending home sales in November were the highest they have been in the last year and a half. Mortgage rates remain at historic lows.

 MARKET WITH AN ATTITUDE OF GRATITUDE IN 2012

If you can maintain a positive attitude when communicating with others, you can increase the chances of getting the results you want, in all areas of your life. As a self employed business owner, you carry the responsibility of self motivation and hard work that is necessary for your success. No one else can reach your goals for you. If you blame others and/or your environment, you are wasting valuable energy that could be poured into marketing and growing your business.



Every day you need to find ways to renew yourself and have a positive attitude. Exercising, eating healthy foods and getting proper sleep is key to feeling good. Staying away from negative people and making a commitment to reduce excuses and/or complaining are great goals for the New Year.

Some specific rules to positive thinking:

- ▶ Avoid making harsh judgments or stereotyping agents into one negative group
- ▶ Assume the best in people
- ▶ Give people the benefit of the doubt
- ▶ Allow others to save face graciously if they were wrong
- ▶ Remember everyone has had their own battles that effect their character
- ▶ Be tolerant and kind
- ▶ Read motivational and educational books or listen to tapes to improve your attitude and put yourself in a better marketing mindset
- ▶ Be the person that goes the extra mile to help someone
- ▶ Try to be the kindest person people talk to today

Positive thinking is contagious and people hire people they like and want to be around. But positive thinking is just the start. Take the time to move ideas and "I should's" to paper by writing out your goals and your dreams for your business in 2012.

- ▶ Goals to consider that could grow or improve your business:
 - ▶ More face to face marketing with agents (taking in goody baskets, volunteering for agent fundraisers, open houses, attending Realtor mixers)
 - ▶ Adding another Add On Service to your existing service (mold, radon, infrared, termite, septic, well, HUD 203k, sewer camera, property preservation)
 - ▶ Follow up every inspection with a thank you note to the one who referred you and a follow up note to each selling agent for marketing purposes
 - ▶ Commit to stopping by one real estate office a day to say hi and bring in a treat basket or sample reports or brochures or flyers, etc.

 HAPPY ANNIVERSARY

» Congratulations on your anniversary with National Property Inspections, Inc.

10 YEARS



Ralph Longo
Southbury, CT

10 YEARS



Paul Davis
Madison, IN

5 YEARS



Matt Tracy
Newtown, PA

5 YEARS



Stuart Fried
Southport, CT

 WELCOME TO THE FAMILY



Gerald (Kim) Bird
Echo Bay, ON



Brian Sumpter
Employee of
Ronald Cooley
Irmo, SC



Alex Siu
Employee of
Todd Newhook
Markham, ON

MARKET WITH AN ATTITUDE OF GRATITUDE IN 2012 (CON'T)

- ▶ Commit to sending out our e-newsletter by email to agents and lenders on a consistent monthly basis (if you don't already)
- ▶ Update your website (if it needs it) or send a wish list to Nancy and ask her to help you update it
- ▶ Increase your social networking efforts (LinkedIn.com, facebook Business Page, blogging, etc...call Kim for assistance)
- ▶ Update or begin a Google Ad words campaign on line (call Bill for assistance)
- ▶ Increase your number of inspections or gross by 10 to 20% in 2012
- ▶ Commit to calling Omaha when you need help with marketing, business strategies, technical or computer questions, etc.

We are excited that the economy finally seems to be turning around and have committed to make this a FABULOUS 25th year at NPI. We hope you will join us by aiming to make your business as professional, efficient, dependable and successful as possible!

ENERGY AUDITS & INFRARED ON LINKEDIN

LinkedIn can help you connect with fellow NPI/GPI businessmen. Below you'll see an excerpt from a conversation about energy audits and infrared cameras. If you aren't already involved with the LinkedIn group, join up to see the full conversation.



Tommy Arnold
Manchester, GA

"How successful has this been for your business? I am looking into possibly buying an infrared camera and getting my certification so that I can become a thermographer. Problem is I don't know which camera, or where to get certified. Ideas?"

"Hi Tommy, Energy audits have been a tough sell here in Savannah. I would highly recommend buying a thermal camera and getting the training. We market a thermal scan with our inspections and it has been highly successful in setting us apart from our competitors. We use the FLIR-B40 and the new i7. Both work for what we need. Call me if you have questions."

There are currently 19 other responses to Tommy Arnolds original question. Contact Kim Gatson to find out how you can get involved in the LinkedIn group.



David & Jackie Riley
Savannah, GA

NAVIEN RECALLS TANKLESS WATER HEATERS

Navien America Inc., of Irvine, California issued a recall for about 13,00 Instantaneous or Tankless Water Heaters manufactured by Kyung Dong Navien Co. Ltd., South Korea. They were sold by wholesale distributors to in-home installers nationwide from February 2008 through March 2009 for between \$1,500 and \$2,100. No injuries have been reported so far.



Risk: Carbon Monoxide Poisoning. An unstable connection can cause the water heater's vent collar to separate or detach if pressure is applied. A detached vent collar poses a risk of carbon monoxide poisoning to the consumer.

Description: Navien tankless hot water heaters are white with "T-Creator" and "NAVIEN" on the front. Recalled model numbers are CR-180(A), CR-210(A), CR-240(A), CC-180(A), CC-210(A) and CC-240(A) manufactured in 2008. A label on the side of the water heater lists the model number along with the manufacturing year in YYYY format.

Remedy: Consumers should immediately stop using and check the model and manufacture year information on their Navien water heater. Consumers with recalled water heaters should immediately contact Navien to schedule a free repair. Navien will replace all Nylon 66 vent collars with PVC collars.

Customer contact: For additional information, contact Navien at (800) 244-8202 between 8 a.m. and 5 p.m. PT Monday through Friday, or visit the firm's website at www.navienamerica.com.

For more information call the CPSC Recall Hotline: (800) 638-2772. Visit the CPSC's web site for a picture of the recalled product, <http://www.cpsc.gov/cpscpub/prerel/prhtml12/12074.html>

A LITTLE PERSPECTIVE



Sean Green
Flower Mound, TX

“Randy, Thank you for letting me vent a little about pricing. Sometimes I can lose a little perspective.

Right after I spoke to you, I landed a \$1400.00 commercial job. When I read the email, I felt like God was whispering to me ‘Quit complaining’ about business.”

GET MORE REVIEWS - If you want to get ratings and reviews from clients you should be using GatherOpinion.com. It is provided at no cost to NPI / GPI, complements of the corporate office.

Gather Opinion allows you to add links to your email. That link lets you collect reviews from your clients. You can share those positive reviews with visitors to your website or even use them in email or flyers. Best of all you don't have to worry about bad reviews because you have full control over what reviews are displayed on your branded review page.

To get started using Gather Opinion, email nancy.resset@npiweb.com. If you already use customer lobby, your existing reviews can be transferred if we are notified before you terminate your contract.

FROM THE PRESIDENT (CON'T)

- ▶ Private firms in the US added 325,000 jobs in December. That is a huge improvement. The more people called back to work, the faster our two economies will get back on track.
- ▶ Even with the Christmas buying season factored in, retail sales are up. Consumer confidence is one of the biggest factors in a healthy economy.

Collectively, we have all been through three of the toughest three years ever. But still a lot of you grew your businesses last year. More of you hired employees last year than any time I can recall. Omaha referred you more commercial inspections last year than ever before. Those of you involved in HUD 203(K) and mold screening are growing in both those areas as well.

It is shaping up to be a good year and now is the time to get out and promote your business like never before. Omaha refers business, people find your web site, but nothing beats going out and talking to people. Omaha follows up on every opportunity we think can lead to more business for you. I spent Friday afternoon with a civil engineer looking at what might lead to some inspection opportunities in erosion control. In short, we do what we can to promote the business from this end. If you do the same from your end, together we can grow our businesses.

Happy New Year and again thank you for being a part of NPI/GPI. Please stay in touch, we love hearing from you.

Best regards,

Roland Bates

President

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