

CHRONICLES

TALES OF GREATNESS IN THE MAKING FROM AWARD WINNING INSPECTORS

ANDY HASLER

RISEING STAR AWARD



NPI inspector Andy Hasler's first year in business was a little like that of a politician. It involved a lot of shaking hands and kissing babies, he said. Andy spent considerable time introducing himself to his real estate community in an effort to get his business off the ground as quickly as possible.

Working in the southern half of Ventura County, California, presents Andy plenty of opportunities for growth. But a tough market – he has at least 25 direct competitors -- creates many challenges as well. "The first year, I tried everything I could get my hands on," said Andy, who trained in Decem-

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ber of 2003. Here's what worked for him:

- Andy became active in two real estate associations and joined special projects, including the Habitat for Humanity. Involvement in trade fairs and home ownership expos also helped get his name out. "It's one way I found to separate myself from my competition," Andy said.

- Attending real estate office sales meetings provided what he called a 10-minute window to do a commercial. "I'd start with the office administrator, getting to know that person and establishing a rapport," Andy said. "Then I'd follow the procedures for getting on the agenda at the meeting." Andy attended 20 to 30 meetings his first year in business, often catering high-end meals or snacks for his audience.

- Armed with pint-size to-go containers filled with homemade chocolate chip cookies, discount coupons and business cards, Andy would regularly visit open houses on Sundays.

Andy's aggressive networking and marketing plan helps explain how he

achieved a National Property Inspections Rising Star Award for new owners who make a significant mark on their business.

When he conducts an inspection, Andy says that communication is a vital component of providing outstanding customer service. "That involves addressing everyone on hand at the inspection. I take out cookies, goodies and even toys for the kids," he said. "I also say what I do and do what I say, even if that means staying up all night to do an inspection report. I'm careful to edit and detail my reports, making them tell more of a story." Hiring administrative assistant Deborah Fish to package and deliver the reports has helped save time and "given me back four to five hours a day," Andy said. In addition, Deborah ensures brochure stands are filled, orderly and accessible.

Andy, who worked in franchise development management in the petroleum industry before purchasing an NPI franchise, said the best advice he can give a new inspector is this: "Treat everyone the way you would want to be treated."