

Aztrom

I wanted to take a minute and send you a note to let you know how I use, and customer's reaction to the Reference Binders that I use to present my home inspections.

I made a sample home inspection and inserted it into the binder; I use this on a regular basis during my home inspections. I show it to the clients at the same time I review and secure their signatures on the contract for home inspection. I typically show them the summary, then show one of the component pages, explain that the red notations are on the summary and the other notations are recommended improvements, maintenance or general information. I also show them how to use the reference numbers.

The real estate agents are impressed by the book, and are quite pleased with the references for the home owner. The clients are always impressed by the binder. I hear comments like "Wow, this is for me? This is really nice" or "Hey, there is a lot of information in here!!"

Most of the real estate agents really appreciate the fact that the report is e-mailed to them. I often get comments about how professional it appears. They can copy, fax and forward the report and not worry about it not being legible. With the reference numbers the real estate agent and the client can identify exactly the items they are discussing.

Having the reference page on approximate pricing for repairs is also a powerful feature. The final walkthrough check list can be very useful also.

I feel that having the Reference Binder has become a major component of my business. I show the binder to clients, Real Estate Agents, and Brokers with confidence, that this a quality feature that sets me ahead of my competitors.

Thank you,

Steve Norris

Prudent Home Inspection