



## Even home inspectors were Newbies.

Someone recently asked me what it takes to start a home inspection business. When I started my business, I had the good fortune to already have a full-time job. Good thing too, because it was right before the mortgage crisis in 2008. That took some of the pressure off to make the leap to full time. I was able to ease into the inspection business and build my network and relationships with many local agents. I completed 4 free inspections in my first year for 4 willing friends that let me practice on their home. Yes, you read that right. 4, as in four.

I was told many things over the years by many different people in and out of the inspection business about how to grow your business. I tried and implemented several different things, many of which I still use in every inspection today. Some ideas were a complete waste of time and money. But ideas I have learned that work are some common sense things that apply in every business. They would apply to your business as well.

- Learn from a Mentor. I have sales, referrals and marketing coaches. Don't try and re-invent the wheel.
- Learn from mistakes. I have refunded money to make a mistake right, but I never made the same mistake again.
- If you say you'll do something, then do it. No excuses.
- Keep improving and learning every single day. I always say, everything counts.
- Get involved. I joined realtor associations and am on numerous committees. I am helping my referral partners grow their business.
- Be the person that someone would want to do business with. Leave the drama at home or the office. Home buyers are stressed out enough, they don't need to know about your brother in law.
- Don't waste money on dopey advertising offers, and there will be a bunch. I wish I had the money I spent back then. Again, I try and not make the same mistake twice.
- Relationships are the best advertising you'll ever have.

Good luck. Call us with any questions.815-644-6271