

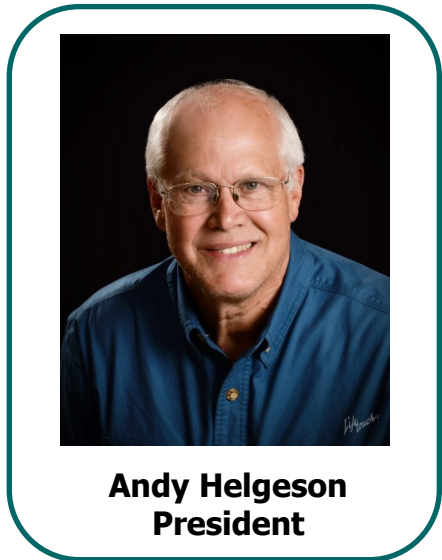


# The WAHI Inspector

January 2018

Vol. 22, Issue 1

www.wahigroup.com



**Andy Helgeson**  
**President**



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### Wow...2017 is over!

I have a dear friend who is older and far wiser than me. Years ago I asked him, “When do things start slowing down as you age?” His answer, “It doesn’t, it speeds up!” I find that to be a truer statement with each passing year. The years slip by too fast.

For WAHI, 2017 was a good year:

- Julie’s increased role has enabled her to lead WAHI better and better - I don’t know how WAHI would work without her!
- We had 2 successful seminars with increased attendance and great comradery!
- We’ve developed a strong relationship with the WI Realtors Association (WRA), and that’s a **great** thing for us as inspectors. Having an adversarial relationship with your largest referral source spells doom for your business.
- Through our joint effort with the WRA, we’ve agreed upon a revised definition of “Defect” that is currently going through the legislative process. It will be codified in the revised State Statutes sometime early this year.
- WAHI membership is growing, which benefits us all - a strong association can accomplish more and better serve the members.

Our involvement with Camp American Legion proved to be a rewarding experience for everyone involved. I look forward to WAHI exploring more avenues in which our association can work with this very deserving group.

How does 2018 look, you ask.....

- Regardless of your political view it looks like the economy is, and will continue, to heat up. The number of companies giving bonuses and raises is only the beginning. The money going back into the economy, rather than the black hole of government, can only positively affect housing. Use the time you have now to get ready for a busy year!
- After all the back and forth associated with the new rules and regulations, it turned out to be pretty anticlimactic. The revised definition of the term “Defect” will have minimal affect on us. The definition is relatively unchanged - it boils down to if you report an item as a “defect,” the condition **MUST** be in alignment with the new definition.

*(continued on pg. 4)*



**NEXT MEETING: Wednesday, January 17**

Social at 6:00 pm & Meeting/Dinner at 6:30 pm

Meeting and meal is \$30; meeting only is \$10.

[Palms Supper Club Steak House, 5912 Business Hwy 51, Schofield](#)

**Education:** Affiliate member, trained WAHI Contractor Arbitrator and Master Plumber, Ron Feit, of Frances Sales and Service Inc.

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For speaker information, or to provide a suggestion/lead, please contact the Chapter President, Richard Duerkop at 715.241.8222



**Christmas Party** - Mark your calendars for Friday, February 16th - the chapter will be celebrating a belated Christmas party at Draganetti's Ristorante at 3120 E. Clairemont Ave, Altoona, WI 54720 at 6:00 pm. Contact Terry Elliott at 715.577.4211 or [terry.elliott1206@gmail.com](mailto:terry.elliott1206@gmail.com) for further details.

**NEXT MEETING: Wednesday, January 3**

Buffet Dinner at 5:30 pm & Meeting at 6:00 pm

[Jade Garden Restaurant, 3620 Gateway Dr., Eau Claire](#)

**Education:** Steve Jaenke, Jaenke Concrete & Excavation, Inc.

Steve will be talking about the stages of a foundation and concerns that inspectors can watch for when inspecting foundations and slabs

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For speaker information, or to provide a suggestion/lead, please contact Chapter Education Chair, Pete Saltness at 715.829.7348

Our December speakers were Mark and Katie Maynard from The Chimney Guy LLC. They discussed numerous, common fireplace and chimney deficiencies. Mark has spoken to the Fox Valley Chapter many times in the past and knows what we as home inspectors need to observe and report on - thank you Mark and Katie!



**NEXT MEETING: Tuesday, January 16**

Social at 5:30 pm & Meeting/Dinner at 6:30 pm

[The Stone Toad, 1109 S. Oneida St., Menasha](#)

**Round Table Discussion:** Future roundtable suggestions and pictures should be emailed to Dave VandenHeiden at [thdllc7@gmail.com](mailto:thdllc7@gmail.com)

**Education:** To be determined

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For speaker information, or to provide a suggestion/lead, please contact Chapter Education Chair, Scott Hansen at 920.716.3025.



**NEXT MEETING: \*DATE CHANGE\* Thursday, January 25 - The 4th Thursday**

Roundtable at 6:00 pm & Meeting/Dinner at 6:30 pm

[Alt 'n Bach's Town Tap, 2602 Whalen Lane, Madison](#)

**Education:** *Inspecting Homes 50+ Years Old*

The group will also discuss a new meeting location—for January we will still meet at Alt 'n Bach's.

*The Madison Chapter meets only the following months: January, February, May, June, September and October.*

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For speaker information, or to provide a suggestion/lead, please contact Chapter Education Chair, Ron Miller at 608.235.9836



**NEXT MEETING: Tuesday, January 9**

Social time from 5:30 - 6:30 pm, Buffet Dinner available from 6:00 - 7:00 pm

Business Meeting and Educational Presentation at 7:00 pm

[Klemmer's Banquet Center, 10401 W. Oklahoma Ave., West Allis](#)

**Education:** Member-Generated Q&A Session. Chapter President Jay Paulson and Education Co-Chairs Ryan Eigenfeld and Troy Beasley will lead the discussion.

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For speaker information, or to provide a suggestion/lead, please contact Chapter Education Co-Chairs, Ryan Eigenfeld at 414.795.9018 and Troy Beasley 414.737.2721

# WHAT'S HAPPENING IN WAHI?

This is a brief recap of activity in the past month and a preview of what lay ahead. If anyone would ever like further information on something mentioned in this piece, just let me know...[julie@wahigroup.com](mailto:julie@wahigroup.com) or 414.299.9766

## December 2017

- **Holidays:** I hope everyone had a great holiday season!
- **Board Meeting Minutes:** The minutes from the Friday, November 3rd Board Meeting will be posted on the WAHI website after December 10th - in the Member Only tab. You will need to log-in to view the minutes - see page 9 in this newsletter for detailed log-in steps.
- **Zoom, online meeting provider:** Remember, for any "long distance meetings" WAHI has an account with an online meeting provider, Zoom. This service is available for use by the Board of Directors, Chapter leadership and State and Chapter committees. Contact me for further information or to schedule a meeting for your group.

## January 2018 and Beyond...

- **Arbitration Training:** WAHI has on 2 dates for the all-day training for Home Inspector and Contractor Arbitrators this spring – Monday, February 26<sup>th</sup> and Monday, March 19th. The exact locations are yet to be determined, but Milwaukee in February and the WI Dells area in March. This training will train new arbitrators, as well as previously trained individuals. It has been many years since our last trainings were conducted and some current arbitrators have never been called upon to serve - a refresher course is appropriate, and necessary! Watch your email for important information. Contact me with questions or interest in participating - [julie@wahigroup.com](mailto:julie@wahigroup.com) - there are eligibility requirements that must be met.
- **Spring 2018 Elections:** Now is the time to start thinking about stepping up to a leadership position in WAHI. We will hold the election of the President and Vice President in March - election dates will overlap with the spring seminar.
- **Spring 2018 Education House and Training Seminar:** We are confirmed for the Holiday Inn in Stevens Point - March 9th and 10th. More details to come!

## New Members

### Scott Semingson (Chippewa Valley)

*Home Inspector Member*

Hakuna Matata Home Inspection

715.533.9175

[hakunamatata@tcc.coop](mailto:hakunamatata@tcc.coop)

### Jeffery Bauer (Chippewa Valley)

*Home Inspector Member*

Cover Your Assets Home Inspections, LLC.

715.657.0231

[jeff@cyawi.com](mailto:jeff@cyawi.com)



**Julie Arnstein**  
**Executive Director**

You can **add your photo and/or a link to your website** to your WAHI profile!

Submit photo and/or company website info. to: [julie@wahigroup.com](mailto:julie@wahigroup.com)

## PRESIDENT (CONT'D)

- As you begin to determine your goals for the coming year, it's also a great time to think about your involvement in WAHI. Consider committee work in an area of interest to you, make it a point to attend the Board Meetings to see how the association works or run for a State leadership position. Elections are coming up very soon! For the State election, the positions of President and Vice-President will be on the ballot.
- We've been working on revitalizing the WAHI Arbitration program for some time now. Training of Home Inspector and Contractor arbitrators is planned for the end of February - watch your email for very important details. A surplise of trained arbitrators is essential for the process to be a success. We have secured a nationally recognized Arbitration expert who will conduct the legal aspect of the training. WAHI must ensure the program is efficient, effective, and fair for all involved. If you have any input on the existing program and/or suggestions going forward, please contact Julie or myself immediately.
- There are several exciting developments we're working on but they're not ready for "prime time" just yet. Know that WAHI continues to work hard to keep our members informed, provide guidance and offer great benefits.

A belated Merry Christmas and Happy New Year to all! As we begin the new year, I hope you take some time to reflect on the year past and the year ahead. We should all give thanks for our successes, our health, our relationships and look forward to our plans for 2018. Make time to connect with family, friends, fellow inspectors and your clients - gather a sense of fellowship, grace, and peace to share with those around you.

*Live long and prosper in the new year – Andy Helgeson*



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The membership will be electing 2 State Board of Director positions in March - President and Vice President. Each position is a 2-year term. The State election will be done electronically – using the same process used the past 4 years.

Members who attend the WAHI Spring 2018 Training Seminar in Stevens Point will have the opportunity to cast their vote there. The intent (and goal!) is to increase voter participation and “walk” members through the online voting process. Members who do not attend the seminar can cast their vote from any computer as usual.

Please contact Nominations & Elections Chair Andy Helgeson if you are interested in a position, would like to submit a nomination or have any questions about serving - 414.315.0266 or [ajhelgeson@wi.rr.com](mailto:ajhelgeson@wi.rr.com). You may also contact Julie Arnstein at 414.299.9766 or [julie@wahigroup.com](mailto:julie@wahigroup.com) with any questions as well.

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## Members Only - Interactive Forum

It has come to our attention that many of you may be unaware that the WAHI website hosts an interactive forum on the Members Only page. We encourage all members to check it out! This is a very useful tool for communicating directly with fellow members and with our large membership, chances are very good that you will find someone who has a shared experience similar to yours or an answer to your question! To access the forum section of the website you need to log-in to the website.

See WAHI 101 on page 9 for step-by-step instructions to log-in to your profile and make use of this additional “tool” and benefit WAHI offers to their members.

## How Online Reviews Help You Book More Inspections... (Continued)

Last month we continued our discussion of online reviews and laid the ground work for getting customers to review you on Google. We talked about the need for a Google business page, and looked at how a simple email template can help you solicit reviews from happy customers.

Today, we'll look at three more tools you can use to get reviews from your customers.

### 1. Customer Review Cards

Cost: Less than \$50 per year

Once you have your Google business page setup (discussed last month) you can use business-card-style cards to request reviews from your customers.

Each card has a link to your Google Business review page, making it easy for people to leave a review. The cards can be given to both customers and realtors.

Here's an example of a card that fellow WAHI member, [Towne & Country Building Inspection](#), uses to request reviews. One side is branded. The other says "Happy with your inspection? Follow the link below and let us know how we did..."

We created these cards on Vistaprint (see right). It's very easy to do, even for the non-tech-savvy. Plus the cards are inexpensive. 500 cards only were about \$30.



### 2. Website Link

Cost: Free

Another free option is to add a link to your Google Business page on your website.

For example, on your Home page or your Testimonials page, include an image that tells people to review you, like the one seen here. Then link the image to your Google review page.



### 3. Inspection Report Link

Cost: Free

That same image can also be added to your inspection report. If you use digital reports, make sure to link to your Google review page. And if you still use printed reports, make sure to add the review url to the report.

Each of the four review methods can be successful when used consistently. But everyone is different, so pick a review method that fits you. I've found that commitment to the process is more important than the actual tactics used. So pick a method that you are most likely to follow through on, and go with that. Email is my preferred method, but you may prefer using business cards, or another option when requesting reviews.

Next month we'll discuss some do's and don't of online reviews, and answer some frequently asked questions about reviews.



Josh Fulfer, KVF Marketing  
Phone: [414.454.9266](tel:414.454.9266)  
Email: [josh@kvfmarketing.com](mailto:josh@kvfmarketing.com)  
Website: [kvfmarketing.com](http://kvfmarketing.com)

## ARBITRATION TRAINING



It's official - we have 2 training dates and general locations planned – Monday, February 26<sup>th</sup> in the Milwaukee area and Monday, March 19<sup>th</sup> in the WI Dells area.

The training is all day, includes lunch and is mandatory for anyone interested in serving as a Home Inspector or Contractor Arbitrator going forward. It has been 10 years since our last training – previously trained home inspectors and contractors will need to attend this training to continue.

Watch your email for participation details, requirements and an application - all trainees must meet the requirements and be approved by WAHI Arbitration Committee members.

A black and white photograph of numerous dumbbells of various sizes, arranged in a dense, overlapping pattern. The lighting creates strong highlights and shadows, emphasizing the metallic texture and the curved shape of the weights.

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## UPDATED INFO

As previously reported, the Rental Weatherization Program ended on January 1, 2018. See the December 2017 WAHI Inspector (page 7) for the full report.

Contrary to what WAHI was originally told, the WI State Department of Administration has authorized refunds of unused Certificate of Compliance stamps purchased for the Rental Weatherization Program. The refunds are by request only.

To request a refund, contact:  
[DOAdocumentsalesinformation@wi.gov](mailto:DOAdocumentsalesinformation@wi.gov). The number to call is [608.243.2441](tel:608.243.2441), if you have questions.

WAHI has not been made aware of a deadline date for refunds, but acting sooner than later would be recommended.

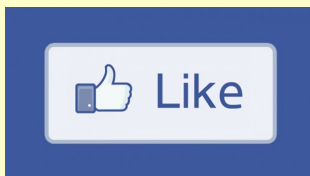
Feel free to contact me if you have any questions or comments - [dstrand8@charter.net](mailto:dstrand8@charter.net) or [608.255.3966](tel:608.255.3966)

Sincerely, David Strandberg, Madison Chapter



**David Strandberg**  
Legislative  
Committee Chair

## Stay in touch with the WAHI Facebook page!



Our WAHI Facebook community provides the perfect opportunity to post minutes, make chapter announcements, post meeting changes, start a dialog/ask questions of fellow inspectors or just see what your fellow WAHI members have been up to.

If you have any questions, please contact:

**Bob Turicik**  
[920.892.7654](tel:920.892.7654)  
[homeview@wi.rr.com](mailto:homeview@wi.rr.com)

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## WAHI 101 - INSTRUCTIONS TO UPDATE YOUR PROFILE IN 5 EASY STEPS:

1. Go to [www.wahigroup.com](http://www.wahigroup.com).
2. From the Home Page - upper right corner, **select "LOGIN."** ENTER your email address on file with **WAHI and password.** \*If you have questions, contact Julie at [julie@wahigroup.com](mailto:julie@wahigroup.com).
3. Once logged in, the upper right corner shows your name, "Change Password" and "Log Out." **CLICK on your name.**
4. You should now be on the "My Profile" page. **Select "EDIT PROFILE"** in the gray rectangular box.
5. After making your updates, **select "SAVE"** in the gray rectangular box at the bottom of the page.



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## DISPUTE PROCESS

All member-to-member or member-to-association disputes must go through the Membership Committee.

A member going public, with disputes of these types, risks disciplinary action. The Membership Committee will implement this policy.

For more information on this process contact Membership Committee Chair:  
Ron Miller at 608.235.9836 or [ronmiller547@gmail.com](mailto:ronmiller547@gmail.com)

## WAHI Arbitration Program

Not every homeowner/inspector interaction goes smoothly. Although all members are encouraged to make every effort to resolve disputes on their own, we know that is not always successful.

**WAHI's Dispute Resolution Program** is here for you during those difficult times.

The process begins when the complainant (homeowner) contacts the Program Administrator at Resolute Systems by one of the following ways:

**Mail:** 1550 N. Prospect Ave, Milwaukee, WI 53020

**Email:** [info@ResoluteSystems.com](mailto:info@ResoluteSystems.com)

**Website:** [www.resolutesystems.com](http://www.resolutesystems.com)

For more information, please contact:  
Arbitration Committee Chair, Mark Thomas at  
414.486.2367 or [mark@thomasbuildingconsulting.com](mailto:mark@thomasbuildingconsulting.com)



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# WAHI Legal Support

Attorney Roy Wagner, of von Briesen and Roper, continues to offer risk-free initial counseling to members with legal concerns.

If further legal assistance is requested, the cost of the initial consultation will be included in the bill.

Contact Roy Wagner at  
414.287.1250 or [rwagner@vonbriesen.com](mailto:rwagner@vonbriesen.com)

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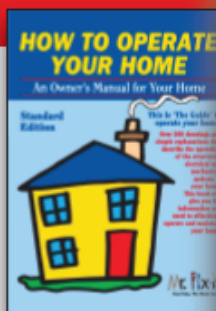


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## WAHI WELCOME COMMITTEE

Our Welcome Committee is intended to do just that....*welcome* our new members into WAHI. As a new member, expect a call from a member from your chapter. If you are a "newer" member – maybe you joined a while ago but haven't yet attended a meeting - feel free to reach out to a committee member from your chapter and make arrangements to meet at the next or an upcoming meeting.

We want our new members to feel "welcome", feel a connection with the group... and the members listed below are the right people to do that!

### CENTRAL

Mike Carson - 715.212.4051 or carsonhomeinspector@gmail.com

Rich Duerkop - 715.241.8222 or americansentry1@charter.net

Nate Petersen - 715.218.6365 or nppmpp01@yahoo.com

Kyle Zimmermann - 715.897.3636 or royalthomes@gmail.com

### CHIPPEWA VALLEY

Jon Hempel - 715.894.7304 or jhempel@newageinspection.com

Joel Markeson - 715.225.0385 or jpmarkuson@gmail.com

### FOX VALLEY

Dave Brading - 920.889.2120 or dave.brading@yahoo.com

Bob Turicik - 920.946.0433 or homereview@wi.rr.com

### MADISON

Sean Martinsen - 608.206.1108 or sktailhook@yahoo.com

Rich Reinhart - 608.535.9206 or thehomeinspectorllc@outlook.com

### MILWAUKEE

Andy Helgeson - 414.315.0266 or helge4674@outlook.com

Steve Knoebel - 414.828.4217 or stevek@knoebelinspect.com

Scott LaMarr - 262.424.5587 or scott@honesthomeinspections.com

Mike von Gunten - 262.945.2446 or mike@lahigroup.com

Chuck Weber - 414.536.1300 or cweber81@wi.rr.com

Thank you all for stepping up to serve on one of the **most important** committees within the WAHI organization!



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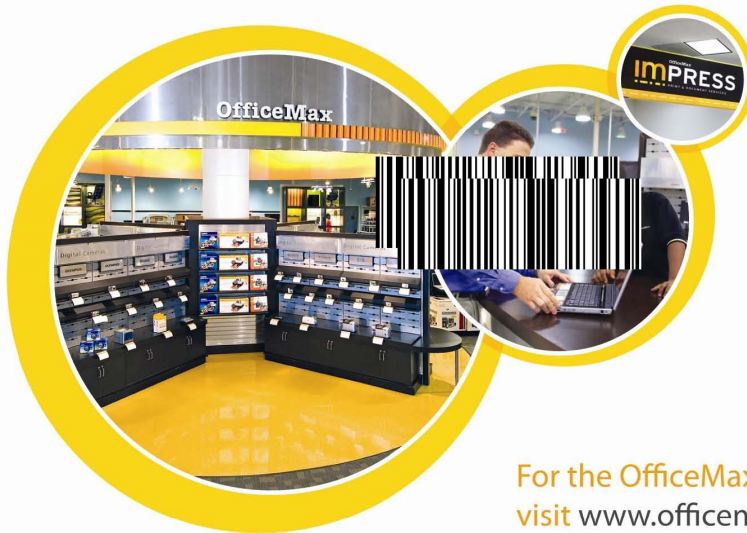
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262.377.0751

Ron Miller  
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Brian Opelt  
715.937.2002

### Vice President

Tom Greenwaldt  
262.547.3678

Dave Pribyl  
920.660.3000

### Secretary & Executive Director

Julie Arnstein  
414.299.9766

David Strandburg  
608.255.3966

### Treasurer

Tom Kruse  
608.782.8831

Mike von Gunten  
262.945.2446

### Chapter Presidents

Rich Duerkop, **Central**  
715.241.8222

Terry Elliott, **Chippewa Valley**  
715.577.4211

Dave Pribyl, **Fox Valley**  
920.660.3000

Dennis Kruger, **Madison**  
608.575.0371

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262.751.5992

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### Welcome

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