



**Ric Thompson
President**

November 2022 Vol. 26, Issue 11 www.wahigroup.com

**It's NOT TOO LATE to join your fellow members for education and fellowship at the
WAHI Fall 2022 Education House and Training Seminar
November 4th and 5th in Stevens Point
Details and Registration [HERE!](#)**

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Good day all!

I was invited to do a presentation again at the Wisconsin Realtors Association (WRA) Fall Convention in the Wisconsin Dells on October 4th. Needless to say, we talked about Defects...AGAIN!

I took a different approach this time. I put together a slide presentation of photos from several of my recent inspections. As the saying goes, "A picture is worth 1,000 words!", and I was really pleased by the response from the crowd.

I worked my way through the slides in the same order that I conduct my inspections. I shared photos of normal, everyday findings and defects, as well as items that I consider in the "gray area" - items that could fall under several categories on the Summary Page. I was able to show agents how difficult our job can be.

Eyes got wider and questions began to flow as I explained to the agents in the audience my assessments of the various conditions. I shared some perspectives other inspectors may have as well. I heard, "Wow, I had no idea!" muttered numerous times throughout the presentation. An agent asked, "Is it wrong if my inspector does it this way?", which was a great question because I was able to answer "No." As home inspectors in WI, we must follow the rules in place but so much of inspecting is personal approach and style.

We have the ability to do what is best for our business to set ourselves apart from our competition. The crowd was very surprised that it was possible to be *different* yet still be well within the Standards of Practice. I was able to give at least 3 different scenarios with each picture to illustrate this.

Education has been the forefront of WAHI. What we must continue to do is not only educate our fellow inspectors and our clients, but we have to educate Realtors as well. The more they know about what we do, the easier our lives are after the inspection is completed.

Be safe out there!

Ric Thompson, WAHI President

CHAPTER UPDATES



NEXT MEETING: Wednesday, November 16th

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

[Sconni's Alehouse & Eatery, 1239 Schofield Ave, Schofield, WI 54467](#)

Education: To Be Announced

For speaker information, or to provide a suggestion/lead, please contact the Chapter President, Mike Carson 715.212.4051



NEXT MEETING: Wednesday, November 2nd

Check-in by 5:15 pm & Meeting/Dinner/Education to follow

[Hangar 54 Grill \(in CV airport\), 3800 Starr Ave, Eau Claire, WI 54703](#)

Education: Pat Smith, owner of Eau Claire Insulation

Pat will be discussing attic and crawl space insulation, as well as proper ventilation.

For speaker information, or to provide a suggestion/lead, please contact Chapter Education Co-Chairs, Pete Saltness 715.829.7348 and Marc Steig 715.797.1475



NEXT MEETING: Tuesday, November 15th

Check-in at 5:30 pm & Roundtable/Meeting/Dinner/Education at 6:00 pm

[Waverly Beach, N8870 Fire Lane 2, Menasha, WI 54952](#)

Education: To Be Announced

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



NEXT MEETING: Wednesday, DECEMBER 14th - no meeting in November

[VFW Stoughton Post #328, 200 Veterans Rd, Stoughton, WI 53589](#)

Check-in starts at 5:30 pm & Meeting/Dinner/Education at 6:00 pm

Education: In December we will gather for a Holiday Party

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



NEXT MEETING: Tuesday, November 8th

Check-in starts at 5:30pm, Dinner available 5:45 pm & Meeting/Education at 6:30 pm

[The Pallas Restaurant, 1657 S 108th St, Milwaukee](#)

Education: Affiliate member Nick Hammetter, owner of Humble Sweeps, LLC

Nick will share information on what you should look for during an inspection, as well as the services he can offer to your clients.

For speaker information, or to provide a suggestion/lead, please contact NEW Chapter Education Chair Bingo Emmons at 414.397.4072

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 or 414.299.9766.

October 2022...

- **WAHI Booth at WRA Convention:** My sincere thanks to WAHI Public Relations Chair Bob Turicik for AGAIN coordinating the booth and volunteers to represent WAHI at the convention. His “staff” this year: Brian Daley, Ken Helbing, Denny Kruger, Ric Thompson, Willy Wayne and Bob, of course! Our thanks to all who represented WAHI at this annual event. Our efforts are paying off as WAHI becomes a more familiar face in the crowd. In addition, WAHI State President Ric Thompson was given the opportunity to speak again too! See Ric’s article on the cover page for more details on that.
- **Political Action Committee (PAC):** Attending fundraisers for candidates who serve on committees that directly, as well as indirectly, affect the home inspection industry is the reason WAHI started a PAC - this is how we create and/or further develop WAHI-awareness! We continue to seek PAC Committee members and member contributions to fund the PAC. If you are interested in either (or both!), please let me know at julie@wahigroup.com. For contributions, be sure to include the dollar amount you would like to contribute - I will generate an invoice and email that to you.
- **Increasing WAHI Awareness:** WAHI is striving to increase our awareness among realtors, consumers, nonmember home inspector/affiliates and those interested in entering the industry. Please include your membership in WAHI in your social media efforts - it will help elevate WAHI’s online presence.
- **YOUR Profile on the WAHI Website:** Reminder...add a photo, add your logo, submit a Testimonial to be included as a Featured Member on the Home Page, detail your Services Provided, etc. Make your profile POP!



Julie Arnstein
Executive Director

November 2022 and Beyond...

- **Fall 2022 Education House and Training Seminar:** We are in Stevens Point in fall - November 4th and 5th. The Holiday Inn Hotel and Conference Center will again host our event. It’s not too late to join us! Click [HERE](#) for details and registration.
- **WAHI PAC:** WAHI has been given the opportunity to meet with Representative Shae Sortwell, the Chairman of the Assembly Committee on Regulatory Licensing Reform and the Vice-President of the Legislative Council Study Committee on Occupational Licenses on Tuesday, November 1st. WAHI Lobbyist Kathi Kilgore and a representative from our Fox Valley Chapter (Rep. Sortwell resides in Two Rivers) will attend the meeting to discuss several licensing-related issues.
- **Spring 2023 Education House and Training Seminar:** We will be at the Radisson Hotel and Conference Center in Fond du Lac on Friday, March 3rd and Saturday, March 4 - SAVE THE DATE!
- **WAHI State and Chapter Elections:** In spring of 2023, WAHI will hold an election to determine the next State President to serve on the WAHI Board of Directors. The chapters will conduct their elections as well which will determine the 5 local members that will serve on the State Board as the Chapter-Elected Member at Large. Please consider “giving back” to WAHI – be it on your chapter level or on the State Board. WAHI leadership positions carry a 2-year term.

You can **add your photo, logo, services provided, a testimonial and/or a link to your website** to your WAHI profile!

See page 14 in this newsletter for step by step instructions OR submit additions to me at: julie@wahigroup.com

IMPORTANT ARBITRATION INFORMATION

At a recent seminar Peter Merrill, President and CEO of Construction Dispute Resolution Services (CDRS), WAHI's current arbitration service provider, reminded everyone of the value of arbitration and your rights to go that route when it is in your signed agreement. In addition, Brianne Smith, of Inspector Pro Insurance, shared her insight on arbitration from the point of view of an insurer. Peter's focused on two main points: 1) A CDRS trained arbiter will always make his/her decision based on the contract in place between the two parties. 2) Any judge that dismisses an arbitration clause in an agreement or contract signed by both parties is breaking federal law. Brianne expressed Inspector Pro's confidence in CDRS to arbitrate complaints fairly and the importance of having your inspection agreement signed **before you begin** any part of a home inspection. See more details on their joint presentation in my full article on page 8 of the [September 2022 WAHI Inspector](#).

This summer a WAHI member had a previous customer file for arbitration AFTER the 2 year statute of limitations had expired. The inspector still had to respond to the arbitration but rather than going through the full arbitration process, the inspector requested a much shorter process called a Documents Only Arbitration. **It is up to the inspector to make that request.** See my full article on this situation as well as your rights, and what is your responsibility, when faced with an arbitration on page 4 in the [September 2022 WAHI Inspector](#).

I welcome any member with questions or concerns about WAHI's arbitration program to contact me. Peter Merrill's contact information can be found at: <https://www.constructiondisputes-cdrs.com/index.htm>. Note: Peter prefers phone calls rather than reply to long emails.

The WAHI Arbitration Committee is made aware of arbitrations involving WAHI members that are handled by CDRS. For privacy reasons, the Committee is not given the personal or business names of the parties involved with the arbitration, only the complaint details and the decision made. I am grateful for the candor of the member involved in the case cited above. I ask all members involved in an arbitration to provide feedback about their experience with the arbitration process. The member may remain anonymous, if they desire, and can provide the amount of feedback they are comfortable with. Any information you share will be very beneficial to WAHI, your fellow members and the continued success of arbitration as a path for conflict resolution.



David Nason
Arbitration
Committee Chair

Feel free to contact me:
262.443.8958 or
bestinspectionsllc@gmail.com

NEW MEMBERS

Nathan Clement (Madison)
Home Inspector Member
Silver Stag Inspections
608.931.0582
clementn2013@gmail.com

Andrew Folts (Madison)
Home Inspector Member
Silver Stag Inspections
608.228.3233
folta9834@live.com

Adam Keehan (Central)
Associate/Student Member
920.645.5524
adam.p.keehan@gmail.com

Martina Korth (Central)
Home Inspector Member
Mizsmarty's Home Inspections, LLC.
715.853.5532
mizsmarty@yahoo.com



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This article is the sole opinion of the author. WAHI strongly advises you to explore any specialized training and/or certification necessary to perform additional services as a part of your inspections.

SPOTLIGHT: BUILDING TRUST WITH SOCIAL MEDIA

By Tanner Weyland, Content Marketing Specialist InspectorPro Insurance

How do you get referrals as a home inspector? You start by building trust. If a realtor has confidence in you, they can become a steady source of inspections. If a former client appreciated your inspection report, they're more likely to recommend you when their friends are moving.

But getting people's trust can be a challenge. For Bryan Standley of [Inspect KC](#) in Missouri, many of his referrals have come from an unexpected source: the social media app [TikTok](#), where users post and share short-form videos.

"[Potential clients and referrers] see that I'm doing good work. They see the tools and the processes that I'm using. And they like the way that I'm talking and thinking about things," Standley said.

This home inspector was fortunate enough to have a positive outcome with this claim. Many others, however, pay thousands of dollars dealing with claims arising for inaccessible defects. Understanding why they are common and how to avoid them can protect you whenever you are unable to access areas of a home during an inspection.

Standley does not consider himself to be a master of social media though. According to him, TikTok enables him to showcase his knowledge-driven, service-oriented approach. We interviewed Standley about how TikTok played a role in Inspect KC passing a million dollars in lifetime revenue after just two years. And he shares some of the things he does on his social media profile to garner trust and referrals.

A Tik Tok Story

After leaving his previous inspection business to start on his own in early 2020, Standley decided to try posting on TikTok "just for fun and just to sort of show a little bit of my day to day being a home inspector."

He would post videos about finding leaks with a moisture meter, receiving anywhere from 4,200-1.2 million views.

He posted about finding cool, secret spaces in attics and behind bookshelves: 5,300-660,000 views.

Sharing his thoughts on [flipped houses](#) especially drew interest, and that was when things took off. His follower count increased by tens of thousands.

Local homebuyers and agents also began to request Standley for home inspections. Some of his clients even requested that he be called in rather than their realtor's normal choice. They were seeing his abilities and work ethic through social media, so it became much easier to trust him to inspect their potential future homes.

"By putting myself out there, I sort of just became their friend that was a home inspector," Standley shared.

Going Viral.

As his TikTok following grew, media outlets took notice. A writer for [Insider](#), a global news and lifestyle publication, had shared one of Standley's videos in a social media post that went viral. Seeing that people were interested in his home inspection videos, she contacted Standley for an article. It addressed how people were reacting to his videos about renovated and flipped homes and some of the potential issues with how such homes are constructed. After Insider's article, other publishers reached out. More still wrote articles about Standley's videos without ever consulting him. A local news station, [KCTV5 News](#), even asked him to do a brief morning interview about home inspections.

While these interviews and articles did not immediately bring in many clients, they did get him in front of more people. More importantly, they built viewers' confidence in him and his inspections. Later, that confidence turned into regular referral sources.



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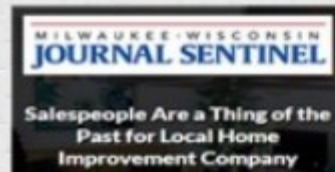
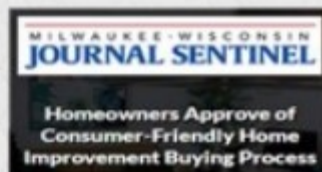
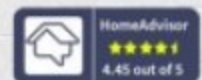
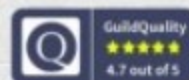
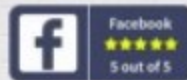
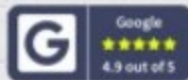
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See page 6 for an informative article provided by InspectorPro

MEMBERS ONLY INTERACTIVE FORUM

It has come to our attention that many of you may be unaware 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 page 6 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.



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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.

For information, please contact:

WAHI Arbitration Chair David Nason

262.443.8958

or

Construction Dispute Resolution Services (CDRS)

President & CEO Peter Merrill

505.473.7733

WAHI was recently asked, and answered, a question presented by a Home Inspector member on the "cusp" of retirement.

Must a home inspector continue his/her WAHI membership for the 2-year liability period following retirement to take advantage of the arbitration system in the event of a claim?

If so, at what level...Home Inspector member or Retired member?

While WAHI would appreciate your continued support and involvement as a Retired member, it is not required. Currently, if a Home Inspector member has not renewed their state license they are eligible to renew their membership in WAHI at the Retired status.



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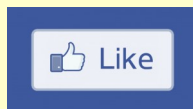
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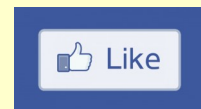
Stay in touch with the WAHI Facebook page!

Our WAHI Facebook community provides the perfect opportunity to: post minutes, make chapter announcements, post meeting changes, start a dialog/ask questions of other 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



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An IMPORTANT Announcement regarding Chapter Meetings Online

WAHI has been, and still is, a believer in our approach to education - what I call the “WAHI way”! We still see great value in holding our seminars and chapter meetings in person, with the speaker right there in the room for full interaction, Affiliate members and vendors in attendance to develop relationships of confidence and trust, and last but certainly not least, your fellow inspectors, many sole proprietors like you, to share experience, insight and lessons learned along the way!

But, with all of that said, we recognize the need for online programming from WAHI, the ONLY continuing education provider **focused solely** on WI inspectors, WI Standards of Practice and WI rules and regulations (State Statutes)! Long before COVID entered our lives, we knew that some of our members found it difficult to attend their local chapter meetings for a variety of reasons.

Since COVID, many of our chapters have been recording and/or live streaming their meetings. As a courtesy to our members, as we coped with these strange, uncertain times, we offered continuing education credits for those meetings at no charge. This process has been by trial and error, while not perfect, the chapters did the best they could. We recognize how critical it is for speakers to speak clearly and at a reasonable volume for the value of the presentation to effectively reach our at-home viewers.

Any member not comfortable or unable to attend a meeting in-person may continue to connect with their chapter online (and we encourage that!), however, **to earn the 2 continuing education credits there will be a charge of \$20.00** - to be paid through your local chapter treasurer, in most cases. You will be notified by email if your chapter has a different plan in place. WAHI will also be **posting one “highlighted” chapter meeting per month on the WAHI YouTube channel** - for now, payment and certificates for that will be handled by WAHI Executive Director Julie Arnstein. Watch your email for specific details each month.

There are online service providers who can streamline this process but for now, we are “testing the water” to explore the response from our members and determine our best route going forward.

On behalf of WAHI, I thank you for your continued support of our educational programming and your patience as we embarked on this new path.

Affiliate member Attorney Lauren Triebenbach of Michael Best and Friedrich offers a risk-free, INITIAL consultation to WAHI members with legal concerns. WAHI members have the right to contact any attorney of their choice.

Should a WAHI member decide to work with Lauren, the steps below, provided by Lauren, provide an explanation of her services.

1. If you receive an email, letter, text, or pleading from a customer, please contact my office.
2. I will ask that you provide me with the communication you received plus your inspection agreement and report. If there are other communications related to the claim, I will ask for those too.
3. After I review your documents, I will schedule a time to talk to you. Calls generally last 15-30 minutes. I will discuss with you your options, which could include working it out on your own, engaging me to respond on your behalf, or tendering the claim to your insurance company. The strategy I discuss will be based on your specific claim, whether litigation or arbitration has already been initiated, and whether your inspection agreement specifies arbitration as the method of dispute resolution.
4. If you don't hire me, you don't get a bill. If you do hire me, the time spent reviewing the case will be included in the final billing.
5. Knowledge is power. I want inspectors to know their options so they can the decision that's best for them and their business.

Visit the WAHI Affiliate Member page to contact Lauren: <https://wahigroup.com/Affiliate-Members/>



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*If you have questions, contact Julie at 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.



COMMERCIAL INSPECTIONS

In recent months several WAHI members have considered adding commercial inspections to their services and wondered if WAHI may have any plans to include commercial inspections in an upcoming seminar.

I shared that information with the WAHI Board of Directors and, in return, received what I consider several well thought out responses. As always, decisions like this are ENTIRELY up to you as a business owner but, based on the general consensus among the Board, I do not see WAHI offering a commercial inspection training course anytime soon. I am sharing their “cautionary comments” below.

Words of Caution #1

You can't cover commercial inspections in 1-2 days. Commercial is a different creature. Some inspectors will say that they offer “light” commercial inspections - there is no such thing, either it is, or it is not. Also, there is no state certification required but there are standards out there for commercial inspections.

I see a great many inspectors that use our WAHI residential agreement and wordsmith it for commercial. Also, a great number use a residential report form for commercial use and just change a few things. Not a good practice.

Words of Caution #2

Commercial work is an entirely different world! You don't actually do an inspection - it's a Property Condition Assessment with the inspector performing a Walk-Through Survey (based on ASTM Standards which are the most commonly used standards). An analogy would be the difference between high school or college sports and the Pro's. I'm not aware of any State or Federal standards for this and anyone doing them uses the ASTM or whatever they choose. There are groups offering commercial inspection training with courses usually at least a week long.

Everything is different from what WAHI does. Most of the inspectors doing commercial are long time inspectors with years of experience who decide to branch out or they have a specialized background geared toward this. I highly discourage most inspectors from doing this - you're generally dealing with the big boys who have the wherewithal to crush you!

Words of Cautions #3

Commercial Inspections do not have standards of practice. The reason WAHI pushed for mandated home inspection standards is that attorneys were suing home inspectors over negligence based on their and the client's *opinion* of what *should be* included in standard home inspection - E & O insurance was three to four times the cost, with much larger deductibles, than what it is now. It is far easier to train someone to do a home inspection by using the standards. A course offered in Toronto barely scratches the surface of the technical knowledge you better have to stay out of court doing commercial inspections.

Words of Cautions #4

Commercial is a different animal. The inspections depends on the type of building it is and there are many types, even multiple types mixed together in some instances. These generally require hiring a commercial HVAC tech and Electrician, many times a Mason and/or Structural Engineer. The commercial training I had through House-Master was a full week long. It was called Commercial Property Assessment (not an inspection) and had an Agreement tailored to the specific requirements of that property.

Please contact me with any questions or comments - julie@wahigroup.com or 414.299.9766

SURVEILLANCE CAMERAS

A realtor contacted me regarding a WAHI inspector who turned off 2 video cameras in a home he was inspecting. The agent was calling for clarification as she was not certain what the rules are concerning recording devices. At the time of the inspection, the inspector explained he disengaged the 2 cameras in order to be compliant with the State Statutes - he explained that if his actions and any commentary were recorded and viewed by a party of than his client he would be in violation of State Statute 440.975

(7) A home inspector may not do any of the following:

(b) Deliver a home inspection report to any person other than the client without the client's consent.

In the inspector's mind, by being filmed, he was "delivering" contents of his report to someone other than his client. I reached out to the Department of Safety and Professional Services (DSPS) to see how they would view this situation should someone file a complaint.

The Department would not view it as the inspector did. They said that video surveillance does not fall under sharing contents of the inspection and/or an inspection report. State Statute 440.975 (3) reads as follows:

After completing a home inspection, a home inspector shall submit a WRITTEN report to a client that does all of the following: etc. etc. (See 440.975 (3) (a-d) for remaining details)

In January 2020, Senate Bill 247 passed and a portion reads as follows:

995.60 (2) USE OF SURVEILLANCE DEVICES. Except as provided under sub. (3), an owner of real estate may use a surveillance device in or on the real estate to observe or record an individual who is present in or on the real estate for a private showing, open house, or other viewing of the real estate in connection with the owner's attempt to sell the real estate.

At the WAHI Spring 2019 Training Seminar, a speaker touched on surveillance cameras. He suggested attendees seek legal advice regarding privacy/disclosure rules in our state and/or add a disclaimer to their report. Something along the lines of:

We will make every reasonable effort to keep the results of the inspection confidential and will provide a report to you only (unless otherwise directed by you in writing). However, we have no control over home security surveillance systems that may be present and activated during the inspection, and it is possible that other parties might observe the inspection without our knowledge.

Please contact me with any questions or concerns – julie@wahigroup.com or 414.299.9766

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

Paul Zenker - 715-303-1937 or pzenker@onpointwisconsin.com

Kyle Zimmermann - 715.897.3636 or kyle@royaltinspections.com

CHIPPEWA VALLEY

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