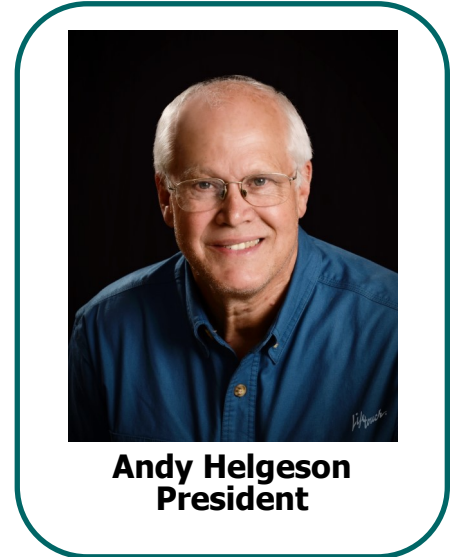




The WAHI Inspector

November 2018 Vol. 22, Issue 11 www.wahigroup.com



Andy Helgeson
President



INSIDE THIS ISSUE

Chapter Meetings	2
WAHI News	3
Board Meeting	4
New Members	6
Risk Management	12

HOW MUCH DOES YOUR INSPECTION COST?

I'm going to address a taboo subject everyone wants to talk about but is afraid to discuss – PRICING YOUR INSPECTION!

Whenever this comes up at a meeting, I always hear "You can't talk about that - you'll be slammed for price fixing!" Well, don't worry, I don't plan to tell you what an inspection should cost, nor do I intend to say what everyone should charge for their services.

Realistically, prices are influenced by a number of variables like: geographic areas, the amount of competition in your area, the number of newbie's coming into the business (as they will often try to increase business with lower prices), how urban or rural your location is, and several other factors.

Your expertise and time in the business also influence your fees. Highly experienced inspectors can charge higher fees since there are many people willing to pay more for the best - just like cars.

How did you decide what your fees should be? Did you just "wing it" based on feedback you got? I suspect most inspectors don't determine their fees based on an analysis of their business costs.

I'm coming up on 30 years in this industry. When I started, I spent most of my time just trying to convince buyers and realtors to have an inspection. As more and more realtors got sued, my job got a lot easier!

Just like many of you, I started with lower fees - but truth be told, with the low demand in the years before inspections were common, I couldn't charge what I would have liked anyway. I would periodically survey what my few competitors were charging to determine my fees. I haven't surveyed anyone for a couple of decades now.

It's important to have an idea of what the market will bear as far as inspection fees, but you must also know what your business needs are to ensure you are properly accounting for your costs.

(continued on pg. 4)

WAHI Fall 2018 Education House and Seminar

November 2nd and 3rd at The Holiday Inn Manitowoc in Manitowoc

Earn up to 15 credits! Details and Registration [HERE!](#)

The Education House is full - contact Julie to be added to a waiting list.



NEXT MEETING: Wednesday, November 14

NOTE: MEETING DATE CHANGE FOR THIS MONTH—2nd Wednesday

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

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

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

Education: To be determined

For speaker information, or to provide a suggestion/lead, please contact the Chapter Education Chair, Tyler Groshek at 715.212.7341



NEXT MEETING: Wednesday, November 7

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

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

Education: Brandon Turenne from A+ Home Services

Brandon will be talking about insulation and ventilation of attics and crawlspaces.

For speaker information, or to provide a suggestion/lead, please contact Chapter Education Chair, David Welch at 715.382.6058



NEXT MEETING: Tuesday, November 20

Round table at 5:30 pm & Meeting/Dinner at 6:00 pm

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

Round Table Discussion: Open discussion on anything of interest you have come across during your inspections. Bring pictures on your smart phone or jump drive to load onto the projector!

Education: To be determined.

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



NEXT MEETING: Thursday, December 13

THERE WILL NOT BE A NOVEMBER MEETING!

NOTE: MEETING DATE CHANGE FOR DECEMBER - 2nd Thursday

Roundtable at 5:00 pm & Dinner, Meeting and Educational Presentation at 5:30 pm

[Great Dane Pub and Brewing, 2980 Cahill Main, Fitchburg](#)

Education: To be determined.

Calling all Madison members! We need your help to find speakers for our future meetings - we accept a wide range of topics. Please contact Chapter Education Chair, Ron Miller at 608.235.9836



NEXT MEETING: Tuesday, November 13

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: Ken Kmet, DWK Electric

Ken will share his expertise on electrical systems and what you should look for and report!

For speaker information, or to provide a suggestion/lead, please contact Chapter Education Chair, Ryan Eigenfeld at 414.795.9018

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 or 414.299.9766

October 2018

- **Fall 2018 Education House and Training Seminar:** We are scheduled for Friday, November 2nd and Saturday, November 3rd at the Holiday Inn, Manitowoc. See the website - <https://wahigroup.com/event-3049106> - to register and for all of the details. I am both happy and sad to say **the Education House is full!** Contact me if you would like to be added to a waiting list.
- **WI State Statutes:** WAHI was alerted by the WRA that some confusion still exists regarding the changes to the State Statutes. **Changes to the Statutes went into effect on July 1, 2018.** The updated Statutes have been posted on the WAHI website - <https://wahigroup.com/State-Standards/> WAHI sent a postcard to all licensed home inspectors in the State in an effort to spread the word a bit further...and to those WAHI members who are not so good at checking their email!

November 2018 and Beyond...

- **November and December Chapter Meeting Changes:** Keep a close eye on your email for important announcements as the holidays approach. Chapters often make changes this time of year - dates, more of a festive meeting rather than educational, etc.
- **Be aware of 2019 State and Chapter Elections:** It's not too early to begin thinking and talking about the spring elections. All chapter officers are up for election in odd numbered years. State President will be up for election as well. All positions carry a 2-year term.
- **Bylaws and Policy Manual:** The Bylaws Committee and I are working hard to significantly revise the Bylaws and develop a new Policy Manual. Watch your email and future newsletters for important info. There will be deadline dates for discussion – the vote on the Bylaws is planned for spring 2019.
- **Spring 2019 Education House and Training Seminar:** We have this seminar date and location locked in.....Friday, March 29th and Saturday, March 30th at the Four Points Sheraton in Milwaukee!
- **Fall 2019 Education House and Training Seminar:** Déjà vu...we also have this seminar date and location locked in...Friday, November 8th and Saturday, November 9th at Chula Vista in the WI Dells!



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

PRESIDENT (CONT'D)

Determining your inspection fees really isn't any different than how your local store calculates their costs to sell their products or services.

Costs of goods	\$XXX.XX
Labor	\$XXX.XX
Overhead	\$XXX.XX
Profit	\$XXX.XX
<hr/>	
TOTAL Price of good/services	\$XXX.XX

You need to determine what to charge for your labor. Many new businesses don't properly account for their labor costs. Think about what you could make working for someone else, whether it's McDonalds or at a successful company who pays great wages. There's no point in working for yourself and making less than you would at a "regular job." Let's face it, one of the primary reasons for owning your own business is to make money.

You also need to assess your overhead.

- Cost to use your vehicle
- Cost of your tools
- Office costs - heat, electricity, phone, paper, etc.
- Marketing cost - ads, flyers, business cards, web site, consultants, entertainment, etc.
- Business costs - licenses, memberships, training, insurance, etc.

Add up the above expenses and divide them by your annual volume of inspections (or your projected number of inspections). Decide what you want to pay yourself to make a comfortable living. Pay yourself a good wage and don't neglect to include an amount for profit!

This can be hard for newer inspectors or those doing a low volume of inspections, but you should come up with a reasonable amount. I know of inspectors who start out as the *low-priced leader*, but beware, it can be very hard to get out of that hole once you've dug it too deep for a long period of time. If you're getting business because you're "cheap" that word spreads quickly and it can be difficult to get clients to pay proper fees when you raise them. Do business based on your expertise (not because you're cheap) - that's what WAHI is here for - to raise your knowledge, your skills and your professionalism.

I have a strong opinion that home inspection fees are far too low based on our liability. I'm not price fixing, but I encourage all of you to consider charging a fair, but higher fee, as the professionals you are, providing a very valuable service to your client!

It's not too late to join us for the Fall Seminar in Manitowoc. The Education House on Friday is full, but there is still room on Saturday...and the Vendor Room Cocktail Party of course!

Remember, always keep the "soon to be here" snow at your back,
Andy Helgeson

BOARD MEETING

The WAHI Board of Directors will meet on Friday, November 2, 2018 starting at 2:00 pm. This meeting will be held in conjunction with the Fall 2018 Education House and Training Seminar at the Holiday Inn Manitowoc in Manitowoc. All WAHI members are welcome to attend. Please contact Julie Arnstein by Wednesday, October 31st if you would like to attend - julie@wahigroup.com or 414.299.9766.

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

1. Go to 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.
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.

**WANT TO BOOK
MORE INSPECTIONS?**

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See page 12 for an informative article provided by InspectorPro

NEW MEMBERS

Darin Bilden (Milwaukee)

Affiliate Member offering foundation consulting and radon testing

Bilden Foundation Consulting, LLC.

262.894.6666

darin@bildenfoundationconsulting.com

Michael Christian (Milwaukee)

Home Inspector Member

Ground to Gable Home Inspections

262.689.9929

mikec.fppllc@gmail.com

Scott Cleven (Milwaukee)

Home Inspector Member

Timber Ridge Home Inspections, LLC.

224.770.2864

timber.ridge@wi.rr.com

Tom Edwards (Chippewa Valley)

Home Inspector Member

Corvus Inspection Services, Inc.

218.235.7189

tom@corvusinspections.com

Tyrrell Hunter (Out of State)

Affiliate Member offering infrared cameras and training

Monroe Infrared Technology

207.985.7110

thunter@monroeinfrared.com

Jason Kempen (Madison)

Associate/Student Member

262.227.3932

alliancehomesdane@gmail.com

John Wiedenhoeft (Milwaukee)

Associate/Student Member

608.443.7555

john.wiedenhoeft@gmail.com

OFFICE DEPOT

Office Max and Office Depot merged this past year. The Office Max discount program offered to WAHI members no longer exists – the savings became spotty as the merger was coming together and then finalized.

Office Depot has come to WAHI with a new, improved program.

See page 14 for information on their in-store program and page 15 for a program overview and the contact person to establish an online account.

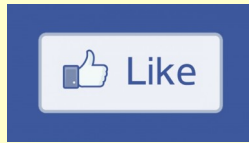
From one of our Central Chapter members. "I needed 2,000 copies made – they quoted me \$160.00. After I presented my WAHI card, the cost dropped to \$50.00! What an AWESOME savings!"



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environmental
initiatives

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 you fellow WAHI members have been up to.

If you have any questions, please contact **Bob Turicik** at **920.892.7654** or **homeview@wi.rr.com**

WAHI Fall 2018 Education House and Seminar

November 2nd and 3rd
The Holiday Inn Manitowoc
in Manitowoc

Earn up to 15 credits!
Details and Registration
HERE!

The Education House is full - contact Julie to be added to a waiting list.



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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 WAHI 101 on page 5 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 Legal Support

Attorneys Roy Wagner and Lauren Triebenbach, of von Briesen and Roper, continue 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 us at 414.287.1250

rwagner@vonbriesen.com or ltrieben@vonbriesen.com

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



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- Heating and cooling equipment
- Renewable energy and more



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

Website: www.resolutesystems.com

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



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TOP 3 PEST CLAIMS AGAINST HOME INSPECTORS

By [InspectorPro Insurance](#)

American homeowners aren't living alone. They share their homes with family. They share their homes with pets. And, whether homeowners know it or not, they share their homes with uninvited guests....

Let's review some of the facts from recent research:

- In its 2016 [study of 50 houses](#) around Raleigh, [North Carolina State University](#) found that each home had between 32 to 211 species of arthropods—a scientific term for spineless, hard-shell animals like insects and arachnids.
- In 2015, the U.S. Department of Agriculture's ([USDA](#)) Agricultural Research Service ([ARS](#)) estimated that termites destroy parts of more than [600,000 U.S. homes annually](#).
- According to [Bat Conversation International](#), almost [three-fourths of the 47 bat species](#) in the U.S. and Canada have been documented in structures.
- In their [2013 survey](#), the National Pest Management Association ([NPMA](#)) found that nearly one-third (29 percent) of their 2,000 participants had a rodent problem in their home.

Much like [mold claimants](#), pest claimants don't discriminate: Even if you don't inspect for pests, you can still fall victim to a pest claim....

In fact, our claims data suggests that there is no correlation between those who perform pest inspections and those who receive pest claims. That means inspecting for pests neither increases nor decreases your chance of getting a pest-related claim....

Pest claims are the seventh most common type of claim in the home inspection industry.... Our decade's worth of claims data reveals that the majority of pest claims fall into three categories.

[Read on to find out which types of pests trigger the most claims.](#)

[READ MORE](#)

To learn more about InspectorPro Insurance, please see our ad on pg. 5 of this newsletter.

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

CHIPPEWA VALLEY

Jon Hempel - 715.210.3217 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 LeMarr - 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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Phone: (855) 337-6811 ext. 12809
Email: paul.gomez1@officedepot.com

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262.377.0751

Ron Miller
608.235.9836

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715.577.4211

Brian Opelt
715.937.2002

Tom Greenwaldt
262.271.0124

Dave Pribyl
920.660.3000

Secretary & Executive Director

Julie Arnstein
414.299.9766

David Strandburg
608.255.3966

Mike von Gunten
262.945.2446

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608.782.8831

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715.241.8222

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Terry Elliott, **Chippewa Valley**
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Tom Dempsey
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Attorney Roy Wagner

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Ron Miller
Mark Thomas

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Julie Arnstein, Chair
Nick Hammetter
Todd Jones

Welcome

See page 13 in this newsletter

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Contact: Jeff Ascher, 608.269.2127
Fax: 267.647.3247
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Hanover Insurance

330 E. Kilbourn Avenue, #650, Milwaukee, WI 53202
Contact: Jeff Frank, 414.221.0364
jfrank@robertsonryan.com
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Contact: Jason Fiack, 801.610.2735
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Contact: Bruce Blum, 262.215.9123
bblum1031@yahoo.com
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