

# The WAHI Inspector



October 2017 Vol. 21, Issue 10

www.wahigroup.com



**Andy Helgeson**  
President



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### FALL IS HERE...ALONG WITH OUR SEMINAR!

As I write this the State is having August weather – 90's and humid, but the leaves are dropping so we know those temps won't last long. Most people love fall, myself included, but I'm one of those that look forward to winter too. It's Wisconsin so who knows, we could have SNOW for the upcoming WAHI Fall Seminar!

For many of us, the seminar weekend is a spring and fall ritual that we look forward to. Touching base with inspector friends, checking out what's new with the vendors, catching up with Julie, enjoying refreshments at the Friday night Vendor Party, and oh yea, there's the Education House and Saturday Seminar! For those of you who don't come, the Board of Directors and myself would look forward to personally helping you enjoy your first seminar experience. Our group is a very welcoming, friendly bunch!

For those of you interested in the workings of **your** association, know that all members are invited to attend the Board of Directors meeting. Board meetings are held on Friday at 2 pm during each seminar weekend. This is an especially good opportunity to see how things work if you have an interest in serving in a leadership position in the future. Julie has details in the newsletter if you would like to join us.

During lunch on Saturday of the seminar weekend we will share how WAHI is growing and evolving to help our members. We're looking in many new directions and have some exciting announcements for WAHI and the Chapters!

WAHI leadership and Lobbyist Kathi Kilgore will be meeting with the new Wisconsin Department of Safety and Professionals Services (DSPS) Secretary Laura Gutierrez and the Assistant Deputy Secretary Kirsten Reader on October 4<sup>th</sup>. WAHI had a strong relationship with previous DSPS Secretary David Ross, and we look forward to developing a strong relationship with new leadership in the department that regulates home inspectors. WAHI is the preeminent inspector association in Wisconsin and this is a great opportunity to work with the State in any way we can.

Our Lobbyist, Kathi Kilgore, has an article in this newsletter regarding the Occupational License Review Council that I mentioned in my September newsletter article. Kathi also addresses the Weatherization Program, which has been eliminated. Please review her article and feel free to talk to me or any of your Board of Directors about these issues.

I always look forward to seeing everyone over the seminar weekend. Please look for me on Friday or Saturday, whether we've met before or not! I enjoy hearing about how your business is going!

Andy Helgeson, WAHI

**WAHI Fall 2017 Education House and Seminar**  
**November 3rd and 4th**  
**Chula Vista Resort in the WI Dells!**  
**Earn up to 15 credits! Details and Registration [HERE!](#)**



**NEXT MEETING: Wednesday, October 18**

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](#)

***Speaker:* Affiliate member and trained Contractor Arbitrator Andy Rheinschmidt, Frances Sales and Service**

Andy will address heating in his presentation.

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For speaker information, or to provide a suggestion/lead, please contact the Chapter President, Richard Duerkop at 715-241-8222.

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**NEXT MEETING: Wednesday, October 4**

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

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

***Speaker:* Dave Waraxa, retired Home Inspector and past Chippewa Valley President**

Dave will be talking about expectations, ethics and share his knowledge and experience.

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For speaker information, or to provide a suggestion/lead, please contact Chapter Education Chair, Pete Saltness at 715-829-7348.

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In September it was decided and voted upon that the monthly meeting will begin at 6:00 pm (instead of 6:30 pm) to allow time for round table discussions. The round table topic will be determined the month before - the goal will be to incorporate the topic with that month's speaker topic. Inspectors will be able to download pictures into a drop box, where the pictures will be sorted and brought to the monthly meeting for discussion. Any ideas can be sent to [thdlc7@gmail.com](mailto:thdlc7@gmail.com). The system will hopefully be running before the November meeting.



**NEXT MEETING: Tuesday, October 17**

Social at 5:30 pm & Meeting/Dinner at 6:00 pm

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

***Round Table Topic:* Electrical Sub Panels**

***Speaker:* 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.

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**NEXT MEETING: Thursday, October 19**

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

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

***Speaker:* Steve Pipson, Focus on Energy**

Steve will share the details of their Home Energy Score program. This is the last Madison Chapter meeting in 2017 - please make every effort to join us!

*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.

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**NEXT MEETING: Tuesday, October 10**

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](#)

***Speaker:* Dan Rouse, True Picture Inspections**

Dan will be addressing environmental hazards and how to remedy them.

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For speaker information, or to provide a suggestion/lead, please contact Chapter Education Chair, Steven Knoebel at 414-828-4217.

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## **2017-2019 State Biennial Budget Update**

Back in the March and June editions of the newsletter, I highlighted a couple of the provisions in Governor Scott Walker's 2017-2019 State Biennial Budget proposal. Since then, I have monitored the Budget debate, and kept the WAHI President, Executive Director and Legislative Committee Chairman apprised of the actions the Legislature took on the State Budget. The State Budget was finally signed into law on September 21st, almost three months later than the start of the state's new fiscal year, which began on July 1st.

Here is information on items in the State Budget Act that will impact home inspectors:

### **Occupational License Review**

The State Budget Act directs the Department of Safety and Professional Services (DSPS) to study occupational licenses and submit a report of its findings to the Governor and Legislature by December 31, 2018. DSPS is to review all licenses, permits, certifications, or other approvals if granted to a person by the state in order for that person to engage in a profession, occupation, or trade, or use a title associated with that profession, occupation or trade in Wisconsin.

DSPS's report is to make recommendations for the elimination of occupational licenses based on a number of criteria, including whether "the unregulated practice of the profession, occupation or trade can clearly harm or endanger the health, safety or welfare of the public, and whether the potential for the harm is recognizable and not remote or speculative."

Home inspectors registrations will be included as part of this occupational license review, along with all the other licenses, permits, and certifications granted by DSPS. WAHI will be meeting with DSPS Secretary Laura Gutierrez in October to discuss how WAHI can help provide information to the Department for the review.

### **Rental Weatherization Program**

The State Budget as signed by the Governor eliminates the rental unit energy efficiency program, or more commonly known as the rental weatherization program. The program had required rental dwelling units to comply with rental weatherization standards before the ownership of the rental unit was transferred. The elimination of the program takes effect on January 1, 2018. More specifically, the State Budget Act:

- Eliminates the rental unit energy efficiency standards and certification requirements.
- Eliminate the requirement that an owner of a rental unit, before transferring an ownership interest in the unit, have the unit inspected by a certified inspector who issues a certificate stating that the unit meets the minimum energy efficiency standards.
- Eliminates DSPS's ability to take enforcement action related to violations of those standards that occur before the law would go into effect on January 1, 2018.

Kathi Kilgore, WAHI Lobbyist



**WAHI Lobbyist  
Kathi Kilgore,  
Swandby/Kilgore  
Associates, Inc.**

### **Questions or Concerns**

As always, feel free to contact me about any issues related to the State Budget, legislation, laws or rules that may affect you as a home inspector.

I can be reached at  
608.286.9599 or at  
[Kilgore@swandby.com](mailto:Kilgore@swandby.com).

# WHAT'S HAPPENING IN WAHI?

## September 2017

- **Fall 2017 WI Realtors Association (WRA) Convention:** Our Public Relations Chair Bob Turicik coordinated the WAHI booth at this conference. The WRA Convention was in Milwaukee this fall and Bob received a great response when looking for volunteers to staff the booth. Our thanks to Bob (of course 😊), Bruce Low (of course...assists Bob every year 😊), Dan Glaubig, Rich Gotz, Patrick Bergmann, Michael St. John, Ryan Eigenfeld, Ken Helbing, Brian Daley and Joe Chitko for spreading the word about WAHI! To see pictures of the booth and the volunteers go to the WAHI Face Book page – Bob Turicik posted pictures on September 12<sup>th</sup> and 15<sup>th</sup>. Not a WAHI Face Book friend yet? See page 12 in this newsletter.
- **Fall 2017 Education House and Training Seminar:** Registration is up and running on the WAHI website for our November 3rd and 4th training event at Chula Vista in the WI Dells. Remember, the Education House has an attendance cap so don't delay in getting registered to secure your spot. Chula Vista has a great indoor water park and with our reduced sleeping room rates it's a perfect opportunity for a little family-fun too!
- **Welcome Committee:** Each chapter now has a Welcome Committee. The purpose of this committee is to invite their new members to a meeting, give them a friendly face in the crowd to look for/sit with at a meeting...make them feel...**welcome!** WAHI is an unique organization - it is made up of the most congenial "bunch of competitors" I have ever seen! The sharing of experiences, be it something encountered during a home inspection or with a client (often with a theme of....Don't let this happen to you!) is amazing and the way the members work together for the good of the industry is really commendable. Members who do not attend meetings truly do not know what they are missing. See page 11 in this newsletter for a listing of all the Welcome Committee members and their contact info. If you haven't attended a meeting, give one of them a call - take advantage of their genuine interest in making you feel comfortable and "welcome" at the meetings. 😊
- **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.

## October 2017 and Beyond...

- **Spring 2018 Elections:** It's not too early to start thinking about stepping up to a leadership position in WAHI. We will hold the election of the State President and Vice President in March.
- **Spring 2018 Education House and Training Seminar:** We are confirmed for the Holiday Inn Convention Center in Stevens Point again - March 9th and 10th. Our Spring 2017 event held there received such "high marks" on our evaluation forms and resulted in such a great turnout, that we decided to go that direction again. More details to come!



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

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)  
414.299.9766

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)



# BOARD MEETING - FRIDAY NOVEMBER 3, 2017

The next WAHI Board of Directors meeting will be Friday, November 3, 2017 starting at 2:00 pm. This meeting will be held in conjunction with the Fall 2017 Education House and Training Seminar at Chula Vista in WI Dells.

All WAHI members are welcome to attend. Please contact Julie Arnstein by Wednesday, October 25th if you would like to attend - [julie@wahigroup.com](mailto:julie@wahigroup.com) or (414) 299-9766

## Madison Radon Testing, LLC

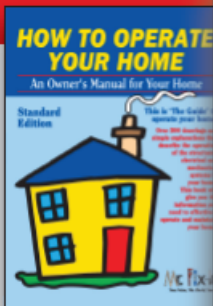


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## How Online Reviews Help You Book More Inspections... (Continued)

In the August newsletter we discussed the importance of online reviews. Today we'll lay the ground work and begin to look at some specific methods for getting your customers to write reviews.



### How Do You Get Customer Reviews?

Getting positive reviews written by customers is great in theory. The problem is that people usually only review home inspectors when they are upset about something. But if you have the right tools in place, and you have a little persistence, you can get happy customers to write you testimonials.

First things first though... In order to get positive reviews, you do need to **do good work and be nice to work with**. From my experience, as long as you do those things, customer will gladly write reviews.

Besides that, you must have a **Google Business page**. Google is where the majority of business happens, so a Google Business page is necessary.



It's free to setup, and only takes a few minutes of filling out your general business details. Once your page is verified, you'll be good to go. If you haven't signed up yet, go to [Google.com/business](https://www.google.com/business) to get started.

If you're not sure if you have a business listing setup, you can start filling out the info, and Google will prompt you if they find a page that matches. Otherwise you can claim your page if you haven't yet done so.

Once your page is established you'll need your **business page id & url** so you can send people directly to your review page. Don't worry though, it's easy to find both. ([Here are the instructions from Google. Check them out when you're ready.](#))

So, with that, let's get into the tools.

### 4 Tools for Getting Reviews

There are four tools that I use to get customer reviews. But with limited space in the newsletter, we'll start with one this month, and then look at the other three in the coming months.

#### **1. Review Email Template**

Cost: Free

The most effective tool I've found for getting customer reviews is a simple follow up email.

Here's an email template similar to the one that fellow WAHI member, [Big Moose Home Inspections](#), has success with. It's designed to get reviews to your Google Business page. It's short, sweet and to the point.

For best results, we have found that sending this email a week or two after the inspection report is delivered leads to a higher response rate.

Also, by using a template, you can quickly copy and paste a new email to customers, and then just update their name and the review link. This saves a lot of time and headaches.

*(continued on pg. 7)*

## ONLINE REVIEWS (cont'd)

Feel free to copy this template (to the right), or update it as you see fit.

In next month's newsletter we will look at three more tools for getting customer reviews.

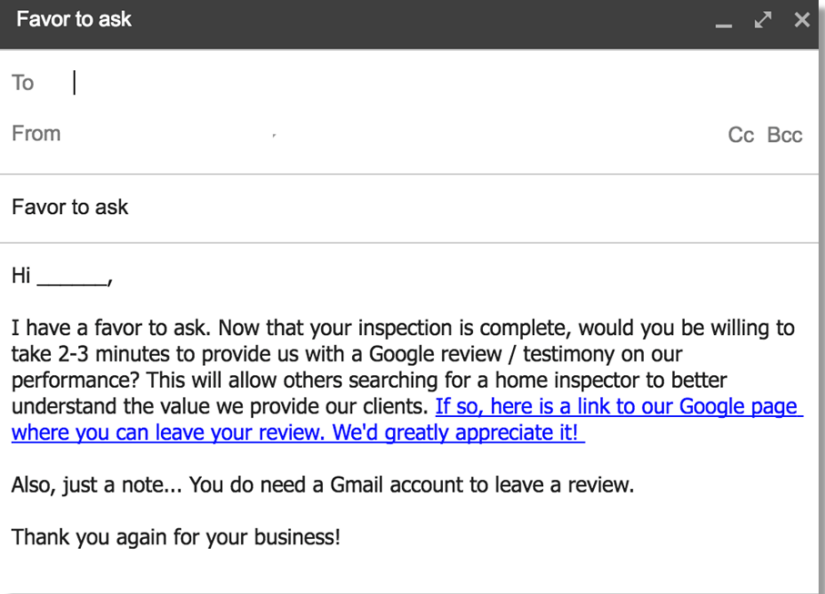
In the meantime, here are your action items to get started:

- Setup your Google Business page
- Create your own email to request reviews



**By: Josh Fulfer | [KVFmarketing.com](http://KVFmarketing.com) | Affiliate Member of WAHI**

*Josh will again be speaking at our fall conference in the Wisconsin Dells, discussing ways to leverage the internet and book more inspections.*



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### [The Online Guide to Booking More Inspections](#) by Josh Fulfer

For anyone looking to book more home inspections, be sure to download "[The Online Guide to Booking More Home Inspections.](#)" Within this guide you will learn how to leverage your website, and Google, to attract new customers and book more inspections. This 23-page guide is FREE to all WAHI members, compliments of Josh Fulfer of KVF Marketing, a Milwaukee Chapter Affiliate.



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## Fall 2017 Education House WI Dells

Education House Chair, Mike von Gunten, is pleased to announce that longtime Affiliate members, Scott Campbell of Lifetime Radon Solutions and Cassidy Kuchenbecker of Environmental Initiatives will "tag team" on a radon presentation at this year's "house." Scott will be installing a radon mitigation system in the property and then plans to address how home inspectors should inspect and report on the systems - he will also share new info from AARST. Cassidy will go "Beyond the Basics of Radon" as he covers various factors which impact data collection and testing results. Stay tuned for additional presentation details - November 3rd will be here before we know it!



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## NEW WAHI MEMBERS

**Glenn Borucki (Milwaukee)**

*Home Inspector Member*  
Next Level Home Inspection, LLC.  
414-550-2341  
glenn@next-level-insp.com

**Travis Coleman (Chippewa Valley)**

*Home Inspector Member*  
Coleman Home Inspections  
218-240-1984  
218inspect@gmail.com

**Tim Dreyer (Madison)**

*Associate/Student Member*  
608-692-4000  
tim.dreyer@gmail.com

**James Hall (Milwaukee)**

*Home Inspector Member*  
DCS Property Inspections, LLC.  
262-633-5920  
jnhall77@att.net

**Greg Harvey (Central)**

*Home Inspector Member*  
Vantage Home Inspection  
715-297-1066  
geharvey14@gmail.com

**Amit Kohli (Madison)**

*Associate/Student Member*  
262-455-0284  
kohli.amit.singh@gmail.com

**Julie Mikkelsen (Fox Valley)**

*Affiliate Member offering radon mitigation services*  
Badgerland Radon Services, Inc.  
920-725-4995  
jmikkelsen.jm@gmail.com

**Spencer Paul (Milwaukee)**

*Home Inspector Member*  
Wisconsin Property Inspections  
262-818-1410  
spencer@inspecttwi.com

**Steve Pipson (Madison)**

*Affiliate Member specializing in educating inspectors  
and home owners on improving energy performance*  
Focus on Energy  
608-807-8426  
steve.pipson@focusonenergy.com  
[focusonenergy.com/residential](http://focusonenergy.com/residential)

**James Pueschner (Central)**

*Home Inspector Member*  
Big Moose Home Inspections  
800-531-0233  
jgp023@charter.net

## 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 13 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.

## 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 royalhomes@gmail.com

### CHIPPEWA VALLEY

Tom Draper - 715-834-2656 or inspectordraper@gmail.com

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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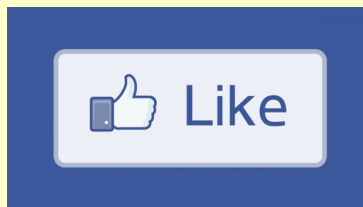
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## **Stay in touch with WAHI's Facebook Page**

Like our 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  
homeview@wi.rr.com



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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.

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)

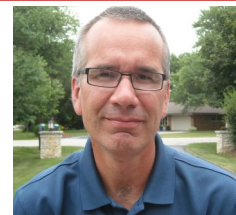
### **WAHI 101 - INSTRUCTIONS TO UPDATE YOUR PROFILE IN**

#### **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.

Contact Membership Committee Chair,  
 Ron Miller at 608-235-9836 or  
[ronmiller547@gmail.com](mailto:ronmiller547@gmail.com)

## 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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### Welcome

See page 11 in this newsletter

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Contact: Jeff Ascher, 608-269-2127  
Fax: 267-647-3247  
jascher@coverrainurance.com  
[www.coverrainurance.com](http://www.coverrainurance.com)

### Hanover Insurance

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jfrank@robertsonryan.com  
[www.robertsonryan.com](http://www.robertsonryan.com)

### Mutual of Omaha

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bblum1031@yahoo.com  
[www.BruceBlum.biz](http://www.BruceBlum.biz)

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