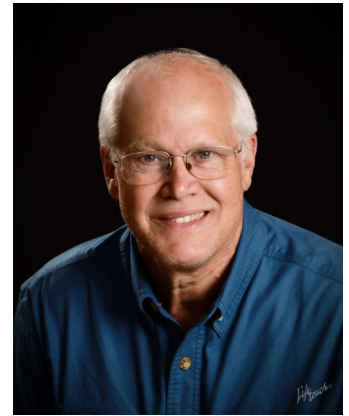




August 2017 Vol. 21, Issue 8

www.wahigroup.com



Andy Helgeson
President

Our President's Article will return next month.

How Online Reviews Help You Book More Inspections

Looking for an easy way to book more home inspections? Online customer reviews and testimonials can help you book more inspections in two simple ways:

1. More Website Visitors.



Nobody goes to Yelp or Google looking for a nice restaurant for their anniversary, and says "Oh look honey, 2.3 stars. Let's go there." No, of course not. We want the best!

So when people search Google for a home inspector in their town, they're looking for an inspector they can trust. Potential customers use reviews to help them choose who they trust. The inspectors who have lots of great customer reviews on websites like Google and Yelp are much more likely to attract new customers because people trust they will do a good job.

(continued on page 6)

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NEXT MEETING: Wednesday, August 16

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 Contract Arbitrator Bob Kulp, Kulp's Roofing

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



NEXT MEETING: Wednesday, August 2

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

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

Speaker: Gene Wagner, Wagner's Chimney Service

Gene will be talking about concerns with all types of chimneys. As always, members are encouraged to bring a flash drive with inspection pictures to share with the group - makes for a great Q&A session!

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



NEXT MEETING: Tuesday, August 15

Meet at 6:00 pm & Meeting/Dinner upon return from the construction-site education

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

Speaker: Paul Birschbach, Universal Dwelling Code Inspector

Paul is a Universal Dwelling Code Inspector for many of the municipalities in Outagamie, Manitowoc and Calumet counties. The educational portion of the August meeting will be done on-site at a home under construction. Paul will discuss code compliant areas that cross over into the home inspection field. **Meet at the Stone Toad by 6:00** - the group will travel to the home for the education portion of the evening and then return for pizza/salad and business meeting.

For speaker information, or to provide a suggestion/lead, please contact Chapter Education Chair, Scott Hansen at 920-716-3025.



NEXT MEETING: Thursday, SEPTEMBER 21 - Have a great summer everyone!

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

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

Speaker: To be determined

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

For speaker information, or to provide a suggestion/lead, please contact Chapter Education Chair, Ron Miller at 608-235-9836.



NEXT MEETING: Tuesday, August 8

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: To be determined - watch your email for details as the meeting approaches.

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

WHAT'S HAPPENING IN WAHI?

July 2017

- Renewals have been terrific - thank you to everyone who has renewed thus far. We so appreciate your continued support of WAHI - we couldn't do it without you! Only a handful of members have yet to renew - I am going down the list making calls. Remember, after August 1st all renewals must come through me, the system will no longer accept your online payment as you will be considered a "lapsed" member.
- Welcome Committees have been established at each chapter. 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 a 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 5 in this newsletter for a listing of all the Welcome Committee members and their contact info.
- 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.

August 2017 and Beyond...

- Fall 2017 WI Realtors Association (WRA) Convention: Our Public Relations Chair, Bob Turcic, will again be coordinating the WAHI booth at this conference. The WRA is not meeting in the Dells, as they have for many years - they will be in Milwaukee this fall. Contact Bob to volunteer to work a shift in the WAHI booth - 920-946-0433 or homereview@wi.rr.com
- Fall 2017 Education House and Training Seminar: Stay tuned for details as the event gets closer, but for now know that we are scheduled for November 3rd and 4th at Chula Vista in the WI Dells. Plan ahead...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!
- 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 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
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

NEW WAHI MEMBERS

Ryan Brennan (Milwaukee)

Home Inspection Member
NorthStar Inspection Services, LLC.
414-530-8452
northstarinspectionsservices@gmail.com

Timothy Keany (Central)

Home Inspection Member
Northern Professional Home Inspections, LLC
715-292-3434
tim@nphionline.com

Chad Imme (Chippewa Valley)

Home Inspection member
Pillar to Post Home Inspectors
715-791-4119
chad.imme@pillartopost.com

Mike Severson (Milwaukee)

Home Inspection Member
MKS Property Inspection
262-573-2268
mikeshsh@yahoo.com

Richard Thompson (Fox Valley)

Home Inspection Member
ACE home Inspections, LLC.
920-410-6682
ric.thompson@acehomeinspectionswi.com

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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 12 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 new 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

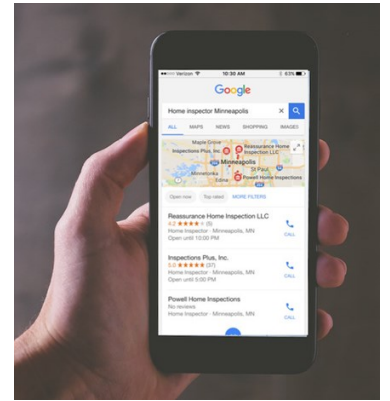
Chuck Weber - 414-536-1300 or cweber81@wi.rr.com

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

2. Better Google Rankings.

There's another huge benefit to online reviews, and that is that Google factors in your online reviews when ranking websites in their search results.

All else being equal, the businesses with more positive reviews tend to be more prominently displayed in Google's search results... which means more inspections booked for those inspectors.



So, between improved consumer confidence, and better Google rankings, it's not surprising that the inspectors with the best review profiles are the ones booking the most inspections. Reviews are a win-win!

Reviews are also free, and in the coming weeks we will discuss some more specific ways that you can go about getting more Google reviews written by your customers. Stay tuned.



By: Josh Fulfer | 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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by Josh Fulfer

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SPECIAL SPACES FOR KIDS

Longtime Milwaukee Chapter member and Embassy Homes architectural designer, Andrew Risch, is involved in the Special Spaces organization.

Special spaces, is a non-profit that creates dream bedrooms for children with life threatening illnesses.

The program is always looking for volunteers. If you would like to give of your time and talents, please contact Andrew at 262-841-8510 x111 or Andrew@embassyhomes.com

specialspacesmilwaukee.org



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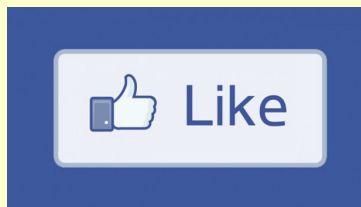
Below are a few of the services offered at Smoke Stacks:

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- Water Leak Diagnosis and Repair

Visit our website for more details and to see photos of our work - www.smokestacks.net

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

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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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

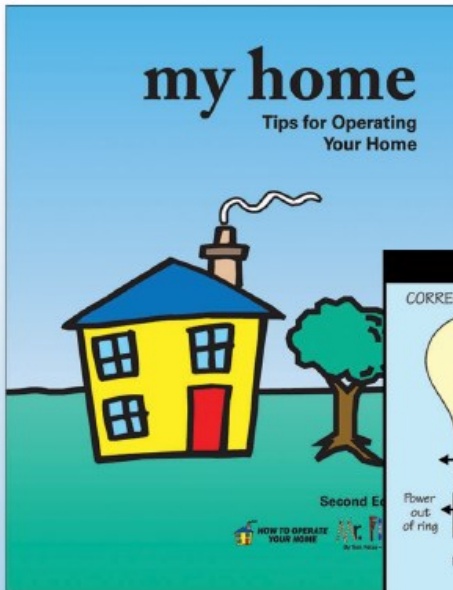
WAHI Legal Support



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.

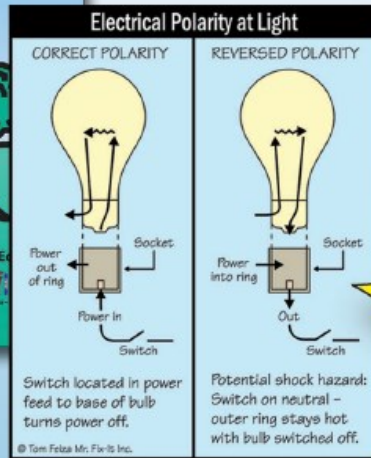
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WAHI 101 - INSTRUCTIONS TO UPDATE YOUR PROFILE IN 5 EASY STEPS:



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.



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Welcome

See page 5 in this newsletter

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General liability and E&O insurance for home and building inspectors.

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jascher@coverrainurance.com
www.coverrainurance.com

Hanover Insurance

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jfrank@robertsonryan.com
www.robertsonryan.com

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