

# The WAHI Inspector



## From the President

### SEMINAR'S DONE - NOW ON TO FUTURE PROJECTS

I want to thank everyone who contributed to, and ran, the Fall 2016 WAHI Seminar...not to mention all of our members who attended! I personally thought it was “a hit” and have heard nothing but praise from attendees and our speakers! I talked to one of the vendors who attends seminars all over the country (he had 11 more scheduled after ours) and he said the WAHI seminars are always the best he attends! We're lucky to have the pool of volunteer members who pull together our Education House and Saturday speaker line up and blessed to have Julie set these up and take care of us!



**Arbitration Program Status:** At our WAHI Board meeting in November, it was decided that we're not ready to start training arbitrators – we don't have nearly enough Affiliate candidates throughout the Chapters to go forward. It's time to regroup!

Rather than focus on Arbitration, WAHI is going to start an **AFFILITATE MEMBERSHIP DRIVE!** Affiliate members are the key to the arbitration program, so bringing in a solid group of Affiliates in each Chapter, and forming productive relationships with them, will be our focus.

For the future success of the WAHI arbitration program, we need about 3 contractor arbitrators for each specific area of an inspection - siding, roofing, windows, the trades, foundations, mold, etc.

Here's what needs to happen at **each** Chapter:

1. Invite, plead, coerce, bribe...whatever it takes, we need Affiliates in all these areas! These Affiliate members would be potential candidates to be trained as Contractor Arbitrators.
2. Form a relationship with your Affiliates! Let them prove to you that they're worthy of your referrals! Make them want to come to the monthly meetings and be involved with WAHI and the chapter members.
3. Once you know and trust them, **REFER THEM!** When they start “getting back” (maybe even more than they're putting in) they'll see the benefit of their WAHI Affiliate membership. Potentially becoming even more valuable to you.
4. Use their expertise when you run into a situation where you don't have the answer for your client. You'll look like a true professional when your “**EXPERT**” comes through for you with the answers your client and the Realtor need. Many of the Affiliates in my Chapter encourage phone calls just like this and it makes you look great at the inspection when you resolve a question or problem quickly!

I know this can be more difficult in Chapters where meetings may require an hour or farther drive, but if potential Affiliate members can see the benefits to forming this relationship, the time spent once a month will far outweigh any inconvenience. Forming personal relationships with the Affiliates is the key. WAHI members are *referral machines* for businesses. Contractors who work to form bonds with their Chapter members learn the value of becoming an expert in their area - not only will they be at the front of the line with new customers, but as we all know...*referrals are the best way to get business!* Whether Affiliates become Arbitrators or not, they are a vital key in your business and this Association. It is imperative that each Chapter set a goal to fill their ranks with Affiliate members in all areas of an inspection. Set a timeline to complete this by the spring seminar (March 2017). We must be ready by next summer to renew our Arbitration Program!

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November's speaker, Vince Hopkins from B&B Basement Repair addressed the different techniques and ways to fix bowed and leaning basement walls.

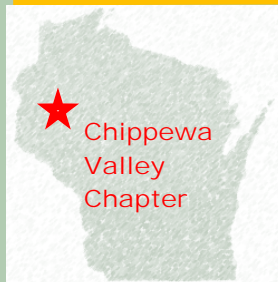


**NEXT MEETING:**

**Wednesday, December 21**

The Central Chapter will meet on December 21st (the usual 3rd Wed.), but will have a holiday get-together for all members and spouses rather than an educational program. The holiday party will be at the Palm's Supper Club located at 5912 Business Hwy 51, Schofield, WI 54476. Please contact Terry McCann, Chapter Secretary, at 715-216-3816 or risforu@hotmail.com with any questions.

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



**NEXT MEETING:**

**Wednesday, December 7**

Buffet Dinner at 5:30 p.m. & Meeting at 6:00 p.m.

**Jade Garden Restaurant, 3620 Gateway Dr., Eau Claire**

**Speakers: Ben Johnson, City of Eau Claire Building Inspector**

Ben will be presenting information on egress windows, wells, gas piping grounding, fire separation walls, and safety alarms. Member are encouraged to bring photos!

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

Our November speaker, Affiliate member Tracy Schultz with Environmental Initiatives presented on asbestos. Tracy is a wealth of information and gave an impressive presentation. Speakers as good as Environmental Initiatives (Tracy and Cassidy Kuchenbecker) are hard to come by!



**NEXT MEETING:**

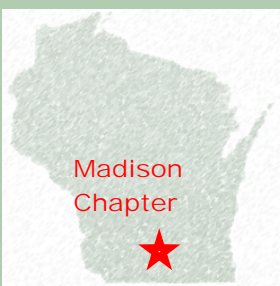
**Tuesday, December 20**

Social at 6:00 p.m. & Meeting/Dinner at 6:30 p.m.

**Stone Toad, 1109 S. Oneida St., Menasha**

The December meeting will feature our traditional Christmas party. Ron Nohre is working on the arrangements for a special menu. You won't want to miss out! Bob Turick suggested members bring inspection photos on a thumb drive. He will be prepared to show the photos for "entertainment" and educational purposes.

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



**NEXT MEETING:**

**Thursday, January 19 (2017)\***

Roundtable at 6:00 p.m. & Meeting/Dinner at 6:30 p.m.

**Alt n' Bach's Town Tap, 2602 Whalen Lane, Madison, WI**

**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 the Chapter President, Denny Kruger at 608-835-5395.**



**NEXT MEETING:**

**Tuesday, January 10 (2017)\***

Social at 6:00 p.m., Dinner at 6:30 p.m. and Meeting at 7:00 p.m.

**Klemmer's Banquet Center 10401 W. Oklahoma Ave., West Allis**

**Speakers: To be determined**

**\*The Milwaukee Chapter will not be meeting in the month of December.**

**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?

By Executive Director, Julie Arnstein



Here is the 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 or 877.399.WAHI

## November 2016

- Our Fall 2016 Education House and Training Seminar has come and gone! **Everyone involved** should be very proud of the rave reviews from the attendees.....*very knowledgeable, information very well presented, please invite the speaker back, excellent (circled on the majority of the evaluation forms), great stuff, loved it!, very helpful information, very interesting topic, info presented through a home inspectors eyes...I could go on, but you get the point.* Thank you to our attendees, our exhibitors, our speakers and especially our Education and Education House Committees who year after year produce such great educational programs. Last, but most certainly not least, thank you to the many WAHI member volunteers who make the Education House such a great learning experience or the participants - Mark Thomas, thank you for stepping in as Chair for James Smead and Mike von Gunten in their absence!
- As Andy Helgeson stated in his President's Article, the Arbitration Committee and the WAHI Board of Directors has temporarily shifted their focus from seeking potential contractor arbitrators to bringing in new WAHI Affiliate members. Affiliate members would be defined as individuals/companies offering a product or service that is linked to or would be beneficial to the home inspection industry. [Click here](#) to see our listing of current Affiliate members. A surplus of Affiliate members in your Chapter is a win-win situation – home inspectors benefit from the "experts" knowledge and experience in that particular field and the Affiliate member benefits from referrals and increased exposure. Sure sounds like a winning combination to me!
- Don't forget that WAHI has signed on 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.

## December 2016 and Beyond...

- Finalizing the Spring 2017 Education House and Training Seminar location as you read this newsletter - stay tuned!
- As reported back in December 2015, the 2017 State election for open positions on the WAHI Board of Directors will be held AFTER the spring seminar. The idea behind the change is to give members an opportunity to meet the candidates personally prior to casting their vote. Stay tuned for further details after the 1<sup>st</sup> of the year. The election will again be held electronically. Chapter-level elections are upon us as well - also held in spring. An association like WAHI counts on its longtime members to bring stability and history to the group but we look to new members to become involved and bring forth new ideas and energy. If a leadership position seems too daunting for your initial involvement, check out the last page of the newsletter – see if a certain committee looks of interest to you – we welcome your involvement!

Wishing all of you a very happy, healthy and safe holiday season with your family and friends!



*(From the President continued from page 1)*

**Inspector Liability:** I've mentioned this before, we are seeing more and more efforts by attorneys to find ways to litigate against Home Inspectors. We have been made aware of inquiries on if our limits to litigation can be pierced. There have been five referrals this year to Resolute Systems (the WAHI Arbitration program administrator). That may not sound like many, but it is a significant jump from previous years.

In the past few months we have been made aware of home inspectors who are improperly conducting their businesses. Outdated inspection agreements are being used. The WAHI Inspection Agreement is being used by nonmembers, which they are not entitled to use. Sloppy, inadequate inspection reports are being given to clients. WAHI is an educational organization – we are not a babysitter. It is crucial that you ensure that your license is current; your forms are current; your Inspection Report meets State Statutes; and that you review your Inspection Agreement with your clients before each inspection. After a claim is made it's too late - any deficiencies in these areas and you're likely to end up in expensive litigation and looking at huge losses.

Use this slower inspection season to review your business practices and documents. Now is the time to actively work to make relationships with new Affiliate members. This is in each member's best interest! It's up to you to make sure your business is on the right track.

Happy Holidays and a Prosperous New Year to all of you!

~Andy Helgeson

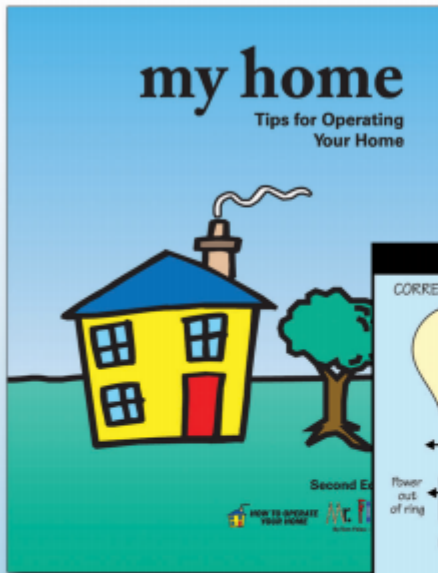
# DISPUTE PROCESS



**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.**

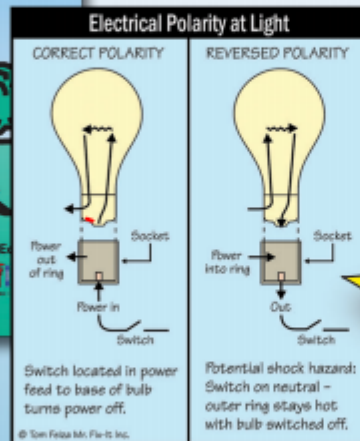
**Contact Joy Bott at  
414-395-0639 or email her at  
[joy@thoroughinspectionsservices.com](mailto:joy@thoroughinspectionsservices.com)**



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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)

For more information, please contact Arbitration Committee Chair, Mark Thomas at (414) 486-2367 or [mark@thomasbuildingconsulting.com](mailto:mark@thomasbuildingconsulting.com)



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# 5-Star Inspectors Win Google & Inspections

By Josh Fulfer, KVF Marketing

In last month's article we discussed the 3 Keys to Booking Inspections Online and we looked at the need for a professional website. Today we are covering the second piece of the puzzle, your online reputation.

We can all probably agree that we prefer to do business with people that we trust, right? But how do we trust people that we find online, who we've never met, and who we don't know anything about? Well, we can rely on how the business portrays itself online, but that's often pretty biased. Or, like many of us, we can rely on "social proof", meaning we put our faith in the online reviews of others to help us make a decision.

As an average consumer, if you're looking for a home inspector on Google, and you find an inspector with a bunch of positive reviews, like Inspections Plus has, (see illustration on the right) you're probably going to call them. Clearly other people seemingly had good experiences with that inspector. On the other, if there are negative reviews, or no reviews at all, there's a good chance you won't call that inspection company. The risk is too big to contact someone who doesn't have good reviews. In fact, most people rely social proof. According to studies, about 9 out of 10 people have used online reviews to decide whom to hire and/or spend their money with.

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[More places](#)

## “9 out of 10 people have used online reviews to decide whom to hire”

It's not enough to just have a professional looking website or to be on the first page of Google. If you want to book lots of inspections, you need to have a great online reputation to stand out and convince potential customers to choose you - positive reviews do just that!

In addition to positive reviews helping customers trust you, the other big benefit of positive reviews is that they send a signal to Google that you're a good inspector. A good online reputation, by way of reviews, helps your website rank better on Google, AND thus prospective customers are more likely to choose your business. It's a win-win.

Now sure, getting positive reviews is great in theory, right? Reviews typically don't just happen magically. It does require you to be proactive - in my experience, it's not difficult to get happy customers to leave you a positive review online. Often it's as simple as politely asking your customer to post a review once you've delivered their inspection report. You can ask them verbally, or follow up with an email. It's important to provide them with a link to leave the review. Websites like Google, Bing, LinkedIn, and Yelp are all great for reviews since they're credible sites and get a lot of traffic.

If you're wondering why you'd want the reviews to go on a third party website, rather than on your own, it's because they'll provide you with more value. There's nothing wrong with having a customer email you a review for use on your website, but if you can get them to publish a review on a major website (i.e. Google, Yelp) the review will be seen by **a lot** more people and it will also help your site rank better on those sites. So whenever possible, you want reviews to be on third party websites. For inspectors, Google is the most important, then Yelp.

However you want to go about requesting reviews is fine, just do it! Reviews are crucial to your online success. As long as you do a good job and are professional, your customers will gladly provide reviews – just be sure to ask. The return on your time investment is huge and I assure you the reviews will help attract more customers.

If you're looking for more help with review strategy or with attracting new customers, give me a call - I'd be happy to give you some guidance.

**Please see our ad on the following page of this newsletter, page 7.**



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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.



Click **HERE** to download  
"The Online Guide to Booking  
More Inspections"  
by Josh Fulfer

Also, in conjunction with the recent WAHI conference, Josh is offering free website evaluations to all WAHI members. Email your website url to [josh@kvfmarketing.com](mailto:josh@kvfmarketing.com) if you'd like a free, no-strings, evaluation of your website. See my ad on this page.

## 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 multiple email addresses or are uncertain of your WAHI email address, contact Julie at [julie@wahigroup.com](mailto:julie@wahigroup.com) - she can provide your WAHI address or update it for you.
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.



## NEW WAHI MEMBERS



### Donald Gumienny (Milwaukee)

*Affiliate Member - Electrician*  
Electrical Concepts, Inc.  
262-548-0480  
Electricalconceptsinc.com  
dg@electricalconceptsinc.com

### Rich Quade (Central)

*Home Inspector Member*  
Big Moose Home Inspections  
336-682-2079  
rich.quade@frontier.com

### Jeffrey Whiskin (Chippewa Valley)

*Home Inspector Member*  
A2B Home Inspections, LLC.  
608-387-1136  
a2bhomeinspector@gmail.com



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*— Alan, HousePro Home Inspections*

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*— Henry "Sonny" Toman*



## 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**

## 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](mailto:Andrew@embassyhomes.com)

**[specialspacesmilwaukee.org](http://specialspacesmilwaukee.org)**



## Charlie's House

A couple of our members attended ASHI Inspection World 2016. They were very impressed with an organization they discovered, Charlie's House, and felt the information would be valuable to you and your clients:

***On November 1, 2007, Charlie Horn, a 2-year-old Kansas City boy, was killed when he attempted to climb a 30" dresser in his home. It was through this tragedy that Charlie's House was born.***

***What started as a memorial and an outpouring of public support has grown into a 501 (c)(3) not for profit organization with safety at its core - dedicated to keeping the community informed and engaged when it comes to preventing injuries to children in and around the home.***

***As part of this mission, Charlie's House participates in and sponsors community-wide events to provide home safety information. Plans are also underway to raise funds for a safety demonstration house that will provide adults with real-life demonstrations, examples and resources on children's safety.***



**For further information visit their website - <http://charlieshouse.org/>**

Add a photo to the WAHI website and link it to your business site!



WAHI's website member database has an IMPROVED multi-choice search option.

Submit photo and/or company website info. to:

**julie@wahigroup.com**

## Stay in touch with WAHI's Facebook Page

Our WAHI Facebook page provides the perfect opportunity to make chapter announcements, post minutes, post meeting changes or just see what your fellow members have been up to. If you have any questions, please contact:

**Bob Turicik**  
920-892-7654  
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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 page 7, of this newsletter 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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**Just a reminder -**

**SmokeStacks Now Offers Video Chimney Inspections!**

As I may have told some of you earlier, Smokestacks now offers chimney video flue inspections (NFPA Level II Inspections) and chimney cleaning. Should any of you need this service, I would be happy to do it for you. If you ever have questions, please don't hesitate to call - 414.588.5800

**Happy Inspecting and Happy Holidays!**



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