



WAHI Fall 2016 Education House and Seminar

November 4th and 5th
The Wilderness in the WI Dells
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Details and registration at: <http://wahigroup.com/event-2300489>

From the President

Hello WAHI members, pumpkin eaters, hunters, and turkeys!

I thought I'd use this newsletter to discuss the upcoming presidential election since you probably aren't hearing much about it. Unfortunately I can't remember the names of the candidates since no one's ever heard of them before!

At the time I'm writing this, we're fast approaching the WAHI Fall 2016 Education House and Training Seminar, as well as a WAHI Board Meeting, at The Wilderness Resort in Baraboo.

WAHI has had a few twists and turns this year that you have read about in past newsletters - the potential for a standardized home inspection report and a potential change to the definition of a Defect that we home inspectors use. WAHI has spent a significant amount of time and energy on this since either could greatly affect our industry here in Wisconsin.

On October 24th several members of the WAHI Board of Directors and our Lobbyist, Kathi Kilgore, met with representatives of the Wisconsin Realtors Association (WRA) to hear their thoughts on these issues. The meeting went very well, with frank discussion of their concerns, and ours. We had nothing but positive comments after the meeting. Here are the highlights from that meeting:

- The WRA has decided against pursuing a standard report. They received feedback from their members who did not support this effort. From a personal perspective, the more WAHI pursued this we realized the enormity of this project - it most likely would have taken years to do it right. Getting it through the State Legislature would have taken additional time and effort.
- Their new direction is to revise the wording that defines the term Defect. Currently, 2 different, but very similar, definitions exist - our State Statutes use the word "may" and the Realtors Offer to Purchase form uses the word "would" in reference to a defect. That may seem minor, but the meaning of those words is very different. We discussed examples where having an inspector be the one to clearly decide what a defect is may not be in their best interest. In the end, it was agreed we will have further discussions with the WRA on this subject.
- It is my opinion that we will have a productive, effective relationship with the WRA on this. The Board of Directors will be involved on all aspects of this and keep everyone abreast of the progress.

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The speaker for our October meeting was Affiliate member and Contract Arbitrator, Buck Birkholz from Bob's Electric. Buck talked to us about the proper ways to install GFCI receptacles in a 2-wire electrical system.



NEXT MEETING:

Wednesday, November 16

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

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

Palms Supper Club Steak House, 5912 Business Hwy 51, Schofield

Speaker: Vince Hopkins, B & B Basement Repair

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



NEXT MEETING:

Wednesday, November 2

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

Jade Garden Restaurant, 3620 Gateway Dr., Eau Claire

Speakers: Chad Johnson and Toni Ringeisen, American Waterworks

Chad and Toni will be presenting information on drain tile systems, sump pumps, foundation waterproofing and crawlspaces. 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.



NEXT MEETING:

Tuesday, November 15

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

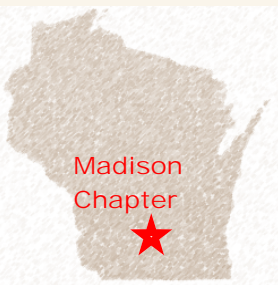
Stone Toad, 1109 S. Oneida St., Menasha

Speaker: Affiliate member Tracy Schultz, Environmental Initiatives

Tracy will be speaking about asbestos.

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

Our September speaker, Affiliate member Doug Newhouse with Sure Dry Basements gave a presentation on "Basement and Foundation Issues - Causes, Symptoms, and Solutions."



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, November 8

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: Affiliate member Scott LaMarr, Milwaukee Mold Inspection and Jon Elliott, MKE Drones, LLC.

Scott will explain what you should do as a home inspector (Scott is a home inspector member as well!) and what he will do if mold is suspected and/or present. Jon will do a brief presentation explaining the benefits of drone use during a home inspection.

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, 414.299.9766 or 877.399.WAHI

October 2016

- It's not too late to join us for our Fall 2016 Education House and Training Seminar! We are scheduled for Friday November 4th and Saturday November 5th at The Wilderness Resort in the WI Dells/Baraboo area. For details and registration go to <http://wahigroup.com/event-2300489>. See you there!
P.S. - Walk-in registration for Saturday's training is an option but please be aware that there is an additional \$30.00 onsite registration fee.
- You have received a couple of emails about the WAHI Arbitration program and the push to increase our pool of trained contractor and home inspector arbitrators. Attorney Roy Wagner recently met with the WAHI Board of Directors. He again stressed the value of our program and how **critical it is that ALL WAHI home inspector members include the clause in their inspection agreement**. In cases involving real estate transactions, lawyers will typically sue sellers **and the home inspector**. The lawsuit against the seller will go to court. If a home inspector has the arbitration clause in their contract the lawyers will also have to go through arbitration - that results in more work for the attorney...ummm, they don't like to do more work! Be smart and make sure you have the current arbitration clause in your agreement.
- 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.
- The next board meeting is this Friday, November 4th from 2:00 to 5:00 p.m. and is being held in conjunction with the WAHI Fall 2016 Education House and Training Seminar at the Wilderness Resort in WI Dells/Baraboo. All WAHI members are welcome - please let me know if you would like to attend - julie@wahigroup.com or 877.399.WAHI. If you are unable to attend but have a concern or thought you would like the board to address, please contact your Chapter Elected Member at Large.

November 2016 and Beyond...

- Your WAHI Board, with the assistance of founding Milwaukee member Mark Thomas and Lobbyist Kathi Kilgore, are staying in close contact with WRA leadership. Our initial meeting went very well - we all walked away feeling like a cooperative effort can be had! Keep an eye on your emails, the newsletter and attend your chapter meetings to stay informed.
- Looking ahead to the Spring 2017 Education House and Training Seminar! WAHI has been exploring locations in Eau Claire and Stevens Point. We're struggling a bit to find a location that can fit our needs - if you have a suggestion of a location that might work, please let me know asap - julie@wahigroup.com or 414.299.9766.
- It's never too soon to start thinking about our spring statewide and chapter elections. 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!

(From the President continued from page 1)

Don't roll your eyes when you read this, but I am going to AGAIN discuss the status of the Arbitration Program - this is at the heart of WAHI! To review, we need qualified, expert contractors to become trained WAHI Arbitrators (roofers, siding contractors, mold experts, foundation experts, electricians, HVAC contractors, chimney experts, experts from all areas we inspect)! We need at least 3 qualified/trained people from each trade/area in each Chapter. Without these trained Arbitrators, the program will not function.

Response from the members and Chapters has been disappointing. As of now, there aren't enough potential Arbitrator recruits to warrant training. All of us must go to the best contractors we know/value and invite them to participate. Please have any candidate who has questions call Committee Chairman Mark Thomas, Julie, any BOD member, or myself. We have moved the Arbitrator training to Spring 2017 in the hope that each Chapter will have a group of trainees ready.

Lastly, your Board is working hard to ensure WAHI provides the best value for our members. I would love to hear your thoughts on what we're doing well and what you think is missing. The WAHI Board is working on our short- and long-term planning - a fresh look from you may be just what we need to look "past the forest and see the trees." Keep our Mission Statement in mind when offering your suggestions..."providing education opportunities, advocacy and fellowship to develop professionalism in the home inspection industry".

Remember how blessed we WAHI members are and have a great Thanksgiving!

~Andy Helgeson, President



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Roof Tuck Pointing?

As I evaluated an 80-90 year old reclaimed brick chimney, with at least 3 different colored mortars on it, brick faces that were compromised and dealt with an upset realtor because I didn't want to only do tuck pointing to the chimney and some brick replacement, I asked myself, "What other trade out there does tuck pointing to a failing structural component? Carpenters, plumbers, electricians, steel workers, HVAC, roofers, etc.?"

I could be wrong, but I can't think of any trade that goes into a failing component and only replaces a portion of that component. Typical tuck pointing only replaces 25% of the outer mortar joint - and mortar on a chimney typically fails from the inside out - 3 to 4 inches deep into the masonry, gets wet, and fails throughout the joint. So why not have a carpenter grind out an area of the rotted wood and tuck point with putty? Or have a plumber grind down the galvanized pipe that leaks and put a weld on metal? Or a roofer power wash the failing roof, then apply a thin epoxy and some granules over the top of it?

Masonry tuck pointing has its place in masonry restoration, especially on the veneer walls of a home. However, when used as a "paint job" over a failing or compromised mortar joint, on an exposed chimney above the roof line, it's a mediocre repair at best.

Happy Inspecting!

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

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**

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@thoroughinspectionservices.com**

3 Keys to Booking Inspections Online

By Josh Fulfer, KVF Marketing

When you're looking for a local business to hire, where's the first place you turn? If you're like most people, you grab your phone or computer and hop on Google. Then you do a search and click on a website. From there you're checking to see if that business can help with your problem. In fact, about 8 in 10 people regularly conduct local searches on search engines. 8 out 10...that's a huge number! So if you want to make a few thousand dollars more each month, or if you're sick of relying on realtors to refer you customers, then you have to be where your customers are online.

Isn't it hard to attract customers online?

Surprisingly it's not as complex as most home inspectors think. Unless you're in a really big city with tons of other inspectors, the odds are that your online competition actually isn't very strong meaning there's a good chance you can stand out online and be found by potential customers.

What do I need to attract new customers online? Believe it or not, in most geographic markets you need just three things:

1. A professional website.
2. A great online reputation.
3. A presence in third party websites.

Over the coming weeks we'll discuss the importance of online reputations and third party websites, but today we'll start with the foundation of any online presence your website.

A Professional Website

So what do we mean by a "professional website"? Well, first think about your own online habits. If you go to a website and it looks like it was created in 1998, how do you perceive that business? Perhaps you think they're out of date, and not up with the times. Maybe you think they don't care much about their business. Or maybe you think they're too old to help you. Fair or unfair, perception is reality, and if your website doesn't look polished and modern, people are likely to think you're not a very good home inspector. Remember, your website is the foundation of your online presence. In many cases, it's the first thing people experience with your business, and if you want to attract customers and book inspections, you have to have a website that makes you look like you run a professional business.

In terms of website design elements, first keep the goal of your website in mind... to get people to call and book an inspection. To that end, simple and clean websites usually perform best. People are impatient online and they expect to quickly find the information they are looking for. So things like large images, simple menus, bullet points, and headings help people navigate your website.

Similarly, with so many of us now using our phones to search online, your site must be mobile friendly. Include simple contact forms, and click to call phone numbers that make it easy for people to call on their mobile devices. Simply put, you want to make it as easy as possible for prospective customers to hire you. If you can do that, you're well on your way to attracting new customers.

A Simple Activity You Can Do Today

Again perception is reality, and it's important to know what people think of your website. Luckily that's easy to do. Below is a really cool, and FREE, tool that you can use to get unbiased feedback about your website. I would encourage you to take 30 seconds to submit your website for review. (By the way, I have no affiliation with the company, I just love their tool.) The website is peek.usertesting.com and all you do is enter your website and email address, and within a few hours you'll get a link to a video where you can watch and listen to how people interact with your website. It's that simple. You have nothing to lose by checking it out, and everything to gain. Maybe people will tell you that you have a great website that looks professional. That's great. But maybe they'll tell you that your website stinks. Either way, wouldn't you like to know?

Thanks for reading. Hopefully you found it helpful, and be sure to check out our next installment covering the importance of your online reputation. **Please see my ad on 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 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.
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 - 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.





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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



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/>





NEW WAHI MEMBERS

Wally Czupryko (Madison)
Associate/Student
wsc@usa.com

Brian Derewicz (Milwaukee)
Home Inspector Member
Kinship Inspection Service, Inc.
414-270-1033
kinshipinspection@hotmail.com

Shane Gibbs (Central)
Associate/Student
715-219-8084
sgibbs2014@yahoo.com

Georg Janssen, Jr. (Madison)
Associate/Student Member
608-835-6131
cavetocastleinspect@gmail.com.

Jeffrey Nagy (Milwaukee)
Home Inspector Member
Nagy Inspections, LLC.
414-588-4344
nagyinspect@gmail.com

Douglas Riddle (Chippewa Valley)
Associate/Student Member
888-726-8002
dvriddle@live.com

Steven Shaw, Jr. (Milwaukee)
Associate/Student Member
262-765-0054
swsjr1017@yahoo.com

Jay Van Camp (Fox Valley)
Associate/Student Member
920-419-0996
jayvancamp@yahoo.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 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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BOARD MEETING

The next board meeting will be **Friday, November 4th from 2:00 - 5:00 pm**, in conjunction with the WAHI Fall 2016 Education House and Training Seminar at The Wilderness Resort in WI Dells/Baraboo.

All WAHI members are welcome - please contact Julie Arnstein if you would like to attend - julie@wahigroup.com or 877.399.WAHI.

If you are unable to attend, but have a concern/thought you would like the Board to address, please contact your Chapter Elected Member at Large.

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— Henry "Sonny" Toman



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
homeview@wi.rr.com



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Tom Dempsey (262) 367-1536	David Welch, Chippewa Valley (920) 889-2120
Scott McLean (414) 228-6573	Dave Brading, Fox Valley (920) 889-2120
Ron Miller (608) 832-6630	Dennis Kruger, Madison (608) 575-0371
	James Smead, Milwaukee (262) 424-4839

WAHI COMMITTEES

Arbitration Mark Thomas, Chair Dave Brading • Ron Nohre Attorney Roy Wagner Kyle Zimmerman	Membership Joy Bott, Chair Roger Kautz Scot McLean Brian Opelt David Pribyl Kyle Zimmerman <i>Seeking Affiliate members</i>
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