



Top benefits of **face-to-face** and **word-of-mouth** marketing for home inspectors

Face-to-face and word-of-mouth marketing can be two of the most effective and inexpensive methods to find new business. Many home inspectors, however, might be unsure how to fully use these methods.

As a [licensed home inspector, Chris Chirafisi](#), has put face-to-face and word-of-mouth marketing to work for his own businesses with solid results.

Make time for face-to-face marketing

“One of the most important things I did to build my business was visit open houses on the weekends,” said Chirafisi, the product and technical manager for [OnCourse Learning’s](#) home inspection training school, [American Home Inspectors Training](#). “I set a goal for myself of visiting 25 open houses on a Sunday. I would choose which part of town I was going to visit and research open houses in that area.”

Having a strategic plan helped Chirafisi avoid wasting time driving all over town and spend more time meeting real estate agents who could introduce him to potential customers. To prepare, he wrote a list of all the open houses in the part of town he wanted to visit. Then, he put together the same number of care packages as open houses he scheduled to visit in a day.

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These realtor care packages contained a bottle of water, granola bar, a fruit snack and a piece of chocolate, along with his business card, brochure and a discount coupon for the first time a real estate agent referred him. The agent could give one client a coupon for either \$125 off an inspection or a free radon test.

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Seven tips to open house success for home inspectors who want to replicate Chirafisi’s marketing methods:

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| 1. Wear appropriate inspection apparel, such as a nice shirt with your company name and logo, a nice pair of pants and clean shoes. | 5. Get a business card from the agent. |
| 2. Stop at predetermined open houses that you have researched in a specific part of town. | 6. Thank the agents for their time. |
| 3. Present a care package to the agent and tell that person a little about yourself and your company. | 7. Move on to the next open house to visit as many as possible in a set amount of time. |
| 4. Get the agent’s attention long enough to engage in the message you are conveying. Chirafisi estimates he spent about five minutes speaking with each agent. | |

There are many other face-to-face marketing opportunities. Chirafisi said home inspectors should take every opportunity to get out in front of people and grab a prospective client’s attention quickly as the window for interaction is very small.

Other ways to get out in front of these sources include attending real estate agency-hosted charity events or golf outings, and volunteering on committees of various local real estate associations.

Word-of-mouth marketing

Once you start performing home inspections, you've made the first step in putting word-of-mouth marketing to work for you.

There are basic things inspectors can do to get the people who referred them and the clients speaking well of them, according to Chirafisi. Those tips include wearing shoe covers in a house and putting down a drop cloth when inspecting the attic.



What every home inspection should include:

- Test for gas leaks on water heaters, furnaces and gas fireplaces.
- Test electrical outlets to ensure they are wired correctly. For any outlets improperly wired, put a small orange sticker on the outlet to let the client know the outlet should be repaired.
- Test the water temperature to make sure it isn't over 120 F.
- Traverse the attic even if it is unfinished. You aren't required to do it and have to be careful that you don't put your foot through the ceiling. But by crawling or walking the unfinished attic, issues otherwise not apparent can be found. Chirafisi has discovered structural issues with trusses being cut, roof leaks and exhaust fans venting into the attic and causing mold. He also found pest infestations, specifically bats and birds.

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