

# Home Inspector Basics - A Marketing Checklist

## Ask Yourself These Questions At Least Once A Quarter!

- \_\_\_ Are you zeroing in on your best 20% of customers, treating them with extra care and attention?
- \_\_\_ Does everyone in your company understand that they are marketers?
- \_\_\_ Is your company worthy of referrals?
- \_\_\_ Are you posting important marketing numbers at your company so that everyone understands what the company's goals are?
- \_\_\_ Does everyone in your company understand that their paychecks come from customers/sales and not from you?
- \_\_\_ Does everyone in your company know that the mission of your company is to create a Positive Customer Experience that exceeds the customer's expectations and causes customers to say "WOW!"?
- \_\_\_ Do you have a computerized database that includes all relevant information on customers and prospects that will allow you to segment your customers and precisely target your communications?
- \_\_\_ Do you know how much it's costing you to find a lead?
- \_\_\_ Do you know how many leads it takes to find a customer?
- \_\_\_ Do you know which sources, ads and letters are producing the most leads and the most productive leads?
- \_\_\_ Are you keeping your database clean and accurate, eliminating duplicates? Are you a fanatic about list hygiene?

### Finally:

- \_\_\_ Have you raised your prices 10%? (This will increase the profitability of your company substantially)

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**One Home Inspector Helping Another!**