

Home Inspector Startup & Growth

Do you have any idea how effective your current Marketing really is? If not, here's a way to quantify how effective your existing Marketing activities are!

I want you to invest a few minutes now and answer the following questions so that you can measure your effectiveness in several key Marketing areas.

Just answer the questions listed below and then add up your score to find out where you stand with your Marketing activities today.

There are no right or wrong answers. So please, read each question carefully and then select the answer that is the most representative of what's happening in your business Today.

Answer each question totally honestly. The goal of this exercise is to see where you are now but if you don't answer each question honestly, you'll have wasted your time and you will not be in a position to make improvements.

When you've finished answering all the questions, use the instructions at the end of the questions to calculate how effectively you are Marketing Your Home Inspection Business.

“Marketing Report Card”

1. Do you have a powerful way of differentiating the primary benefit you offer your clients and referrals sources that causes them to view your firm as the absolute best choice for their home inspection?

A – Yes

B – Partially

C - No

Answer: _____

2. Do you have a reliable systematic process in place for getting new real agent referral sources into your home inspection business each month?

A – Yes

B – Partially

C - No

Answer: _____

3. Do you have reliable systematic processes in place to generate leads directly from the public each month?

A – Yes

B – Partially

C - No

Answer: _____

4. Do you have a reliable systematic process in place for converting one time real estate referral sources into repeat referral sources?

A – Yes

B – Partially

C - No

Answer: _____

5. Do you know the top three Marketing activities that generate most of your new business and are you consistently reusing those sources to generate even more new business?

A – Yes

B – Partially

C - No

Answer: _____

6. If you increased your inspection fees by 20% tomorrow, how much of your existing real estate agent referral base would continue to do business with you?

A – Yes

B – Partially

C - No

Answer: _____

7. Do you know what your attrition rate is and specifically why your real estate agent referral sources stop using your firm?

A – Yes

B – Partially

C - No

Answer: _____

8. Do you have an ongoing program in place to test the most important components of your marketing documents, including headlines, opening paragraphs, key benefits you offer, the success rate of one offer compared to others, guarantees, incentive to act now, and the benefits you're focusing on?

A – Yes **B – Partially** **C - No**

Answer: _____

9. Do you regularly use e-mail to maintain contact and educate your prospects, prior clients and referral sources?

A – Yes **B – Partially** **C - No**

Answer: _____

10. Is your website set up with a compelling benefit laden message that is designed to stimulate one, and only one, key action by your prospects and clients?

A – Yes **B – Partially** **C - No**

Answer: _____

11. Do you meet or exceed your monthly, quarterly, and annual revenue goals?

A – Yes **B – Partially** **C - No**

Answer: _____

12. Do you have a systematic process in place for collecting testimonials and success stories from your clients?

A – Yes **B – Partially** **C - No**

Answer: _____

13. Are you using testimonials and success stories to give your marketing materials (including your web site) the “social proof” it needs to increase believability?

A – Yes

B – Partially

C - No

Answer:_____

14. Do you have strategic alliances in place (other than with real estate agents) with other businesses that regularly generate new business for you?

A – Yes

B – Partially

C - No

Answer:_____

15. Do you have a systematic, ongoing process to place articles or information about your home inspection company in the appropriate media?

A – Yes

B – Partially

C - No

Answer:_____

16. Do you frequently talk to your prospects and referral sources personally to determine what their worst problems and most important desires are?

A – Yes

B – Partially

C - No

Answer:_____

17. Do you upsell other products and/or services that you have to offer when you're scheduling inspections, including your affiliate programs?

A – Yes

B – Partially

C - No

Answer:_____

18. Do you spend half a day or more of your time planning and developing new marketing campaigns each month for your home inspection business?

A – Yes **B – Partially** **C - No**

Answer: _____

19. Do you have a written Marketing Plan to make sure all of your most effective marketing strategies and techniques for increasing your sales and profits are intergraded into your home inspection business?

A – Yes **B – Partially** **C - No**

Answer: _____

20. Do you have a clear understanding of the areas of marketing in which your home inspection company is the weakest?

A – Yes **B – Partially** **C - No**

Answer: _____

21. Do you have an action plan in place now to upgrade your weakest marketing areas?

A – Yes **B – Partially** **C - No**

Answer: _____

22. Do you conduct a “performance to plan” review at the end of each month to determine if your marketing activities are generating the volume of business you planned for?

A – Yes **B – Partially** **C - No**

Answer: _____

Now count the total number of A, B, and C answers.

_____ Total A's _____ Total B's _____ Total C's

Multiply the number of answers in each category times the value for that category.

_____ A's x 5 points = _____

_____ B's x 3 points = _____

_____ C's x 0 points = _____ 0 _____

Total Points = _____

Total Points Equals: 88 – 110

Congratulations, your marketing is firing on all cylinders. You have a proactive approach to marketing that is serving your business quite well. However, there's still plenty of room for growth. Your goal should be to keep doing what's working well for you, but continue to test new marketing strategies and techniques to get even better results for your marketing dollar.

Total Points Equals: 66 – 87

Your marketing is good, but not great. Although you have good months, you probably have many months where you don't achieve your revenue goals. But there's also a lot of room for growth in your business. Improving your ability to take advantage of all marketing opportunities available to you could significantly increase your sales and profits.

Total Points Equals: 0 – 65

Unfortunately, your marketing is weak and ineffective. You are being vastly unrewarded for your efforts. Of course, the flip side of this is that you have tremendous room for growth. Starting to implement even a few simple marketing strategies and techniques should improve both immediate and sustained results for your business.