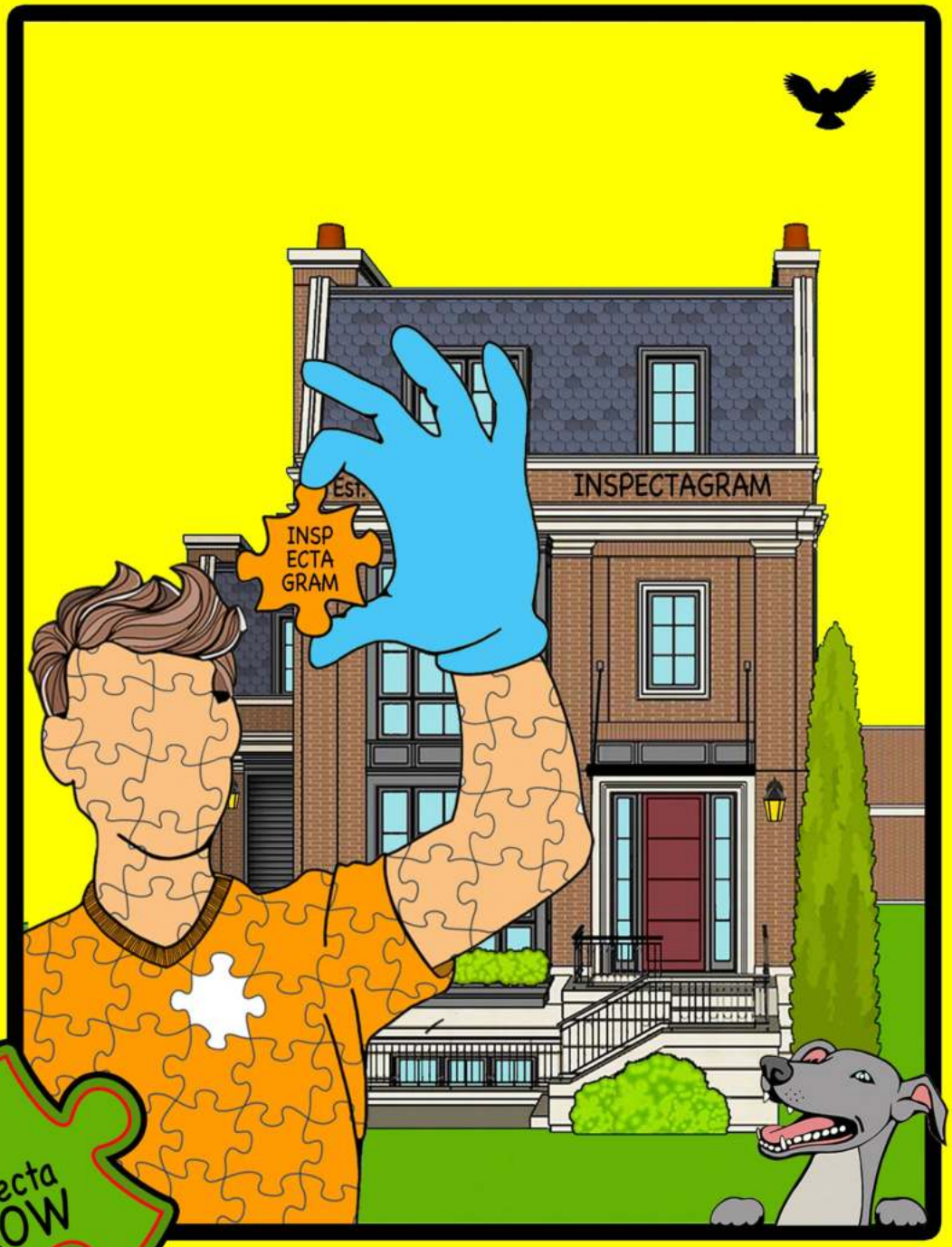
Graphic guide to

GROWING YOUR BUSINESS



inspecta GROW

Lucas Kirschenbürg

First Edition

Hello!

Dedicating my life to managing a thriving home inspection company & custom home building firm has been my lifelong passion. I am Lucas Kirsch, a proud husband to a very patient yet stubborn wife & a father to a beautiful little girl.

This concise guide is devoted to the art of becoming a skilled home inspector. Whether you're an individual looking to maintain a property, a homeowner seeking practical insights, or a DIY enthusiast aiming to grasp the fundamentals, this manual is meant for you.

Crafted to lead you through the process with clarity & simplicity, this guide ensures a seamless journey toward becoming a proficient home inspector.



inspectagram.io

dia-gram.

Do me a solid, this stuff was a grind to make ;)

This publication is safeguarded by copyright law, © 2024 by Lucas Kirsch. All rights reserved. Delve deeper at www.inspectagram.io

No segment of this publication may be reproduced or utilized in any form without prior written permission from Lucas Kirsch. You are permitted to share, distribute, & transmit the content for non-commercial purposes only, provided that you attribute the work to the original author(s) and refrain from altering, transforming, or building upon the content in any manner.

For permissions, please contact: lucas@inspectagram.io



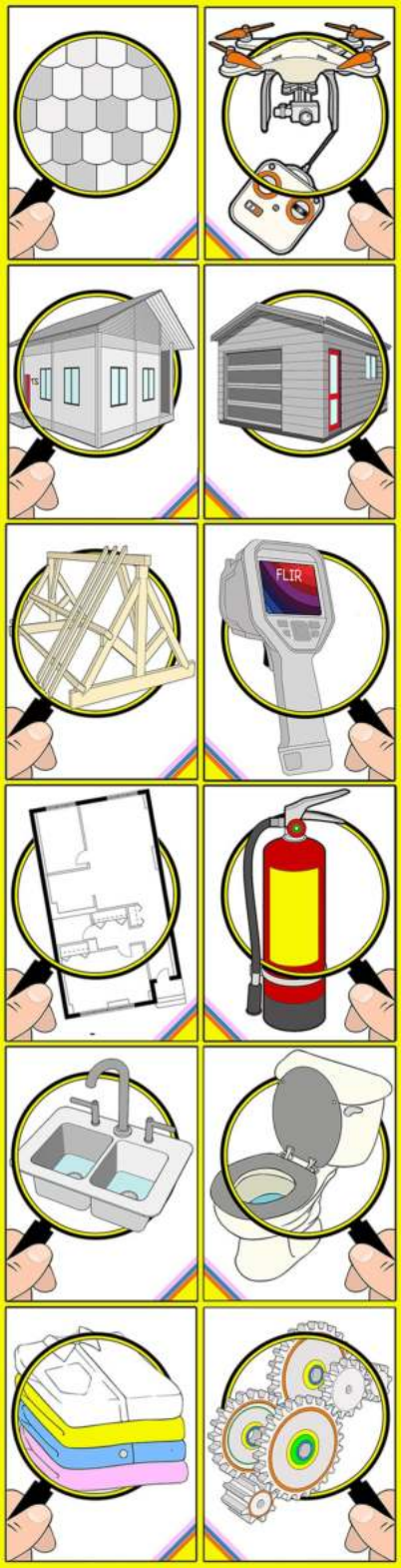
Navigating the maze of software options can be a daunting task, with each claiming to be the ultimate solution. However, it's time for a reality check - there's no one-size-fits-all approach in our industry. This app isn't designed for everyone, & that's okay. We have immense respect for the experienced professionals out there.

What we're offering isn't a miraculous cure-all; instead, it's a tried-&-true tool that has served us well for years. We're simply sharing our success with the next generation of inspectors.

Wanna see even more? Videos? Demo Report?..... inspectagram.io

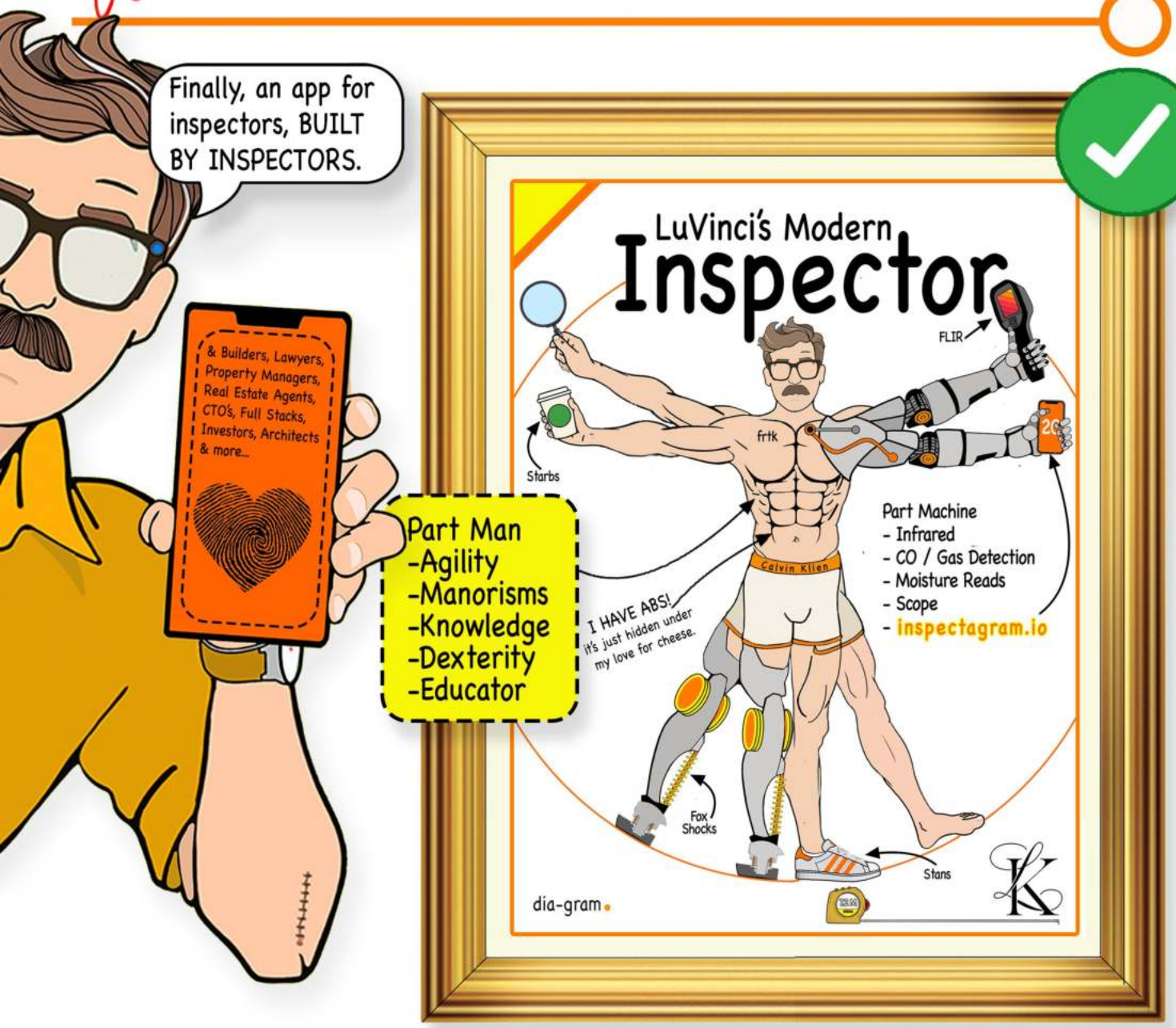
Contents

A satisfied customer is our only business strategy



Luvinci's Modern Man	5
Let's GO!	6
Stuff You Should Know	7
Don't Be Stupid	8
A Good Start	9
Food for Thought	10
21st Century	11
Digestible Reports	12-13
AMMO	14
Game of Homes	15
The Campaign	16
We see things differently	17
Secrets	18-22
Back Pages	23-27

Davinci's modern man



The future of home inspections is set to be HIGHLY LUCRATIVE ($400-$950 per inspection x2+ per day) for professionals equipped with advanced knowledge & tools like Inspectagram. This app offers various paths, including hustle & guided modes, predictive issue identification per component, auto summarization, easy sharing & retractability, road mapping, custom / pre-built templates, intuitive interface with simple rating systems & so much more... These features streamline the process, making it more efficient & comprehensive. With the increasing demand for detailed property assessments, individuals entering this field can capitalize on a growing global home inspection market projected to reach $24.3 billion by late 2025.

Let's GO!



Embarking on a career as a home inspector is both thrilling & demanding. The allure of exploring a homes' inner workings is matched by the challenges of navigating the legal intricacies of this industry. It's an amazing gig, but the field is inherently litigious. Success requires sharpness & a deep, constantly evolving knowledge base. These are just a FEW things you'll be looking for on a daily basis.

Subject to SOP's & certain conditions

- Structural Integrity
- Roof Condition (T-Lock)
- Plumbing Systems (Poly B, Kitec, Galvanized Pipes)
- Electrical Wiring (Aluminum Wiring)
- HVAC Systems
- Insulation & Ventilation (Thermal Variances)
- Exterior Siding & Trim
- Windows & Doors (Broken Windows, Blown Seals)
- Foundation & Basement
- Attic Spaces
- Appliances & Fixtures
- Water Damage & Moisture Issues
- Signs of Pests or Infestations
- Safety Hazards (Faulty Wiring, Knob & Tube Wiring)
- Quality of Workmanship
- Overall Maintenance
- Obsolete or Outdated Products (T-Lock Shingles)
- Leaks in Plumbing or Roofing
- Wood Rot or Decay
- Cast Iron Pipes
- Inferior or Non-Compliant Products



Chronological Watchlist

Reminder, Everything is Killing us ;)

MATERIALS

B4C -70's Clay Pipe
1600'-80's Cast Iron Pipe
1700's -70's Lead Paint
1800's -1960's Galvanized Pipe
1800's -Present Wood Shingles
1940's -70's Orangeburg Pipe
1900's -80's Asbestoes
1900's -Present Asphalt Shingles
1910 -90's Vermiculite
1930's -90's T-Lock Shingles
1930's -Present Copper Pipe
1940's -00's CCA Treated Lumber
1950's -Present PVC Pipe
1970's -Present ABS Pipe
1960's -70's Aluminum Wiring
1960's -Present Rubber Shingles
1960' -Present TJI Joists
1970's -90's Poly B
1970's -80's Uria Insulation
1970's -Present LVL Beams
1990's -00's Kitec Piping (orange)

MECHANICAL STUFF

1800's -1900's Low E Furnaces
1800's -Present Heat Pumps
1800's -Present Oil Furnace
1600's -90's Mercury Stats
1980's -Present Radon Mitigation
1900's -Present Radiant Heat
1980's -Present Tankless Heater
1940's -Present Geo Thermal
1950's -Present Humidifiers
1950's -Present Sump Pumps
1950's -Present Back Flows
1970's -Present HRV's
1980's -Present Mid E Furnace
2000's -Present High E Furnace

ELECTRICAL STUFF

1800's -40's Knob & Tub
1950's -80's Zinsco Panels
1950's -80's Stab Lok Breakers
1950's -80's Split Bus Bar
1950's -80's Federal Pioneer
1960'S -70'S Aluminum Wire
1970's -Present GFCI's
2000's -Present AFCI's

PLUMBING STUFF

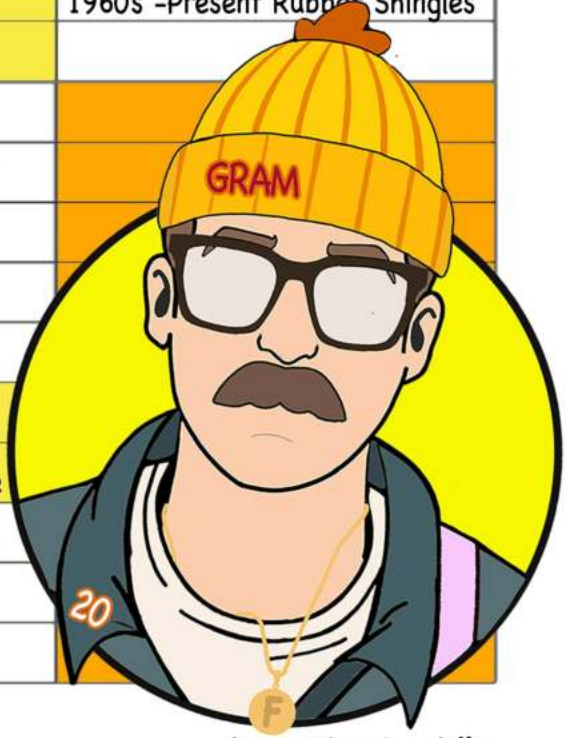
B4C -70's Clay Pipe
1600's -80's Cast Iron
1800's -60's Galvanized Pipe
1940's -70s' Orangeburg Pipe
1930's -Present Copper Pipe
1950's -Present PVC Pipe
1970's -Present ABS pipe
1950's -Present Back Flow
1970's -90's POLY B
1990's -00's Kitec (Orange)

STRUCTURAL

1700's -90's Latth & Plaster
1920's -Present Block Foundation
1800's -Present Wood Foundation
1930's -Present 2ble Pane
1990's -Present3ple Pane
1900's -Present Comp Windows

ROOF

1800's -Present Wood Shingles
1900's -Present Asphalt Shingles
1930's -90's T-Lock
1960's -Present Rubber Shingles



by L.Kirschenbürg

This page is called

Don't be Stupid

Honestly, this is not hard.

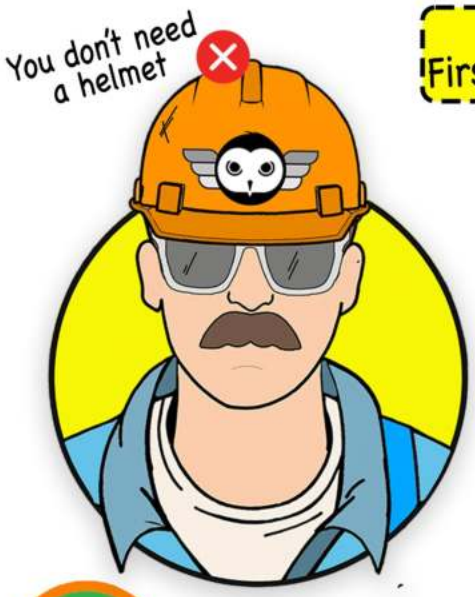
- ALWAYS kick / tap the foundation (wood or concrete?)
- Always close the windows before you leave
- Always aim to take CLOSE UP photos! It's the background that will burn ya!
- Take photos of things you've turned on/off (Proof!) Thank us later
- Verify with a moisture metre after thermal anomalies
- Always review reports before sending. "Measure twice cut once"
- You should CC yourself on everything for BACK-UP
- Photograph things that ARE working. Reduce the BLAME GAME.
- Always get your contract signed BEFORE you start
- Take inventory. Even if you're not inspecting it. It reduces the blame game and calls.
- Always clean up after yourself. Especially around the attic
- Always take photos of (Personal Belongings) blocking your inspections.
- Be careful who you ask to leave a review! Some people just suck.
- Always engage, educated & ask if your clients have questions
- Always treat every inspection like a first date. BE MEMORABLE. Word travels
- Always ask what people do for a living. Know who you're dealing with.
- SET the expectation at the very beginning. It brings down the walls.
- Always keep a few towels for accidents
- Always be very thankful. It goes a long way. Be genuine
- Agent wants to follow you around? Let them! Make a friend.



- ✗ NEVER walk away when water is running. EVER
- ✗ Never be ADAMANT that "for sure" this is the problem.
- ✗ STAP being motivated ONLY by money. It will come.
- ✗ Never be late. Plan your day properly.
- ✗ SLIPPERS not runners. Imprints bug sellers.
- ✗ NO coffee or food. Why? BLAMES & STAINS.
- ✗ STAP making mountains out of mole hills
- ✗ STAP talking bad about anyone! DUMB!
- ✗ STAP being a "know it all."

by L.Kirschenbürg

A good start



First Impressions MATTER & how one looks & dresses can significantly impact clients' perceptions. A friendly & approachable personality is equally crucial - effective communication & interpersonal skills are the bedrock of exceptional customer service. Investing in proper tools, especially advanced reporting software, enhances efficiency & professionalism. A comprehensive report not only streamlines the inspection process but also allows for clear & detailed communication with clients. Inspectagram sets the foundation for long-term client relationships & business growth.

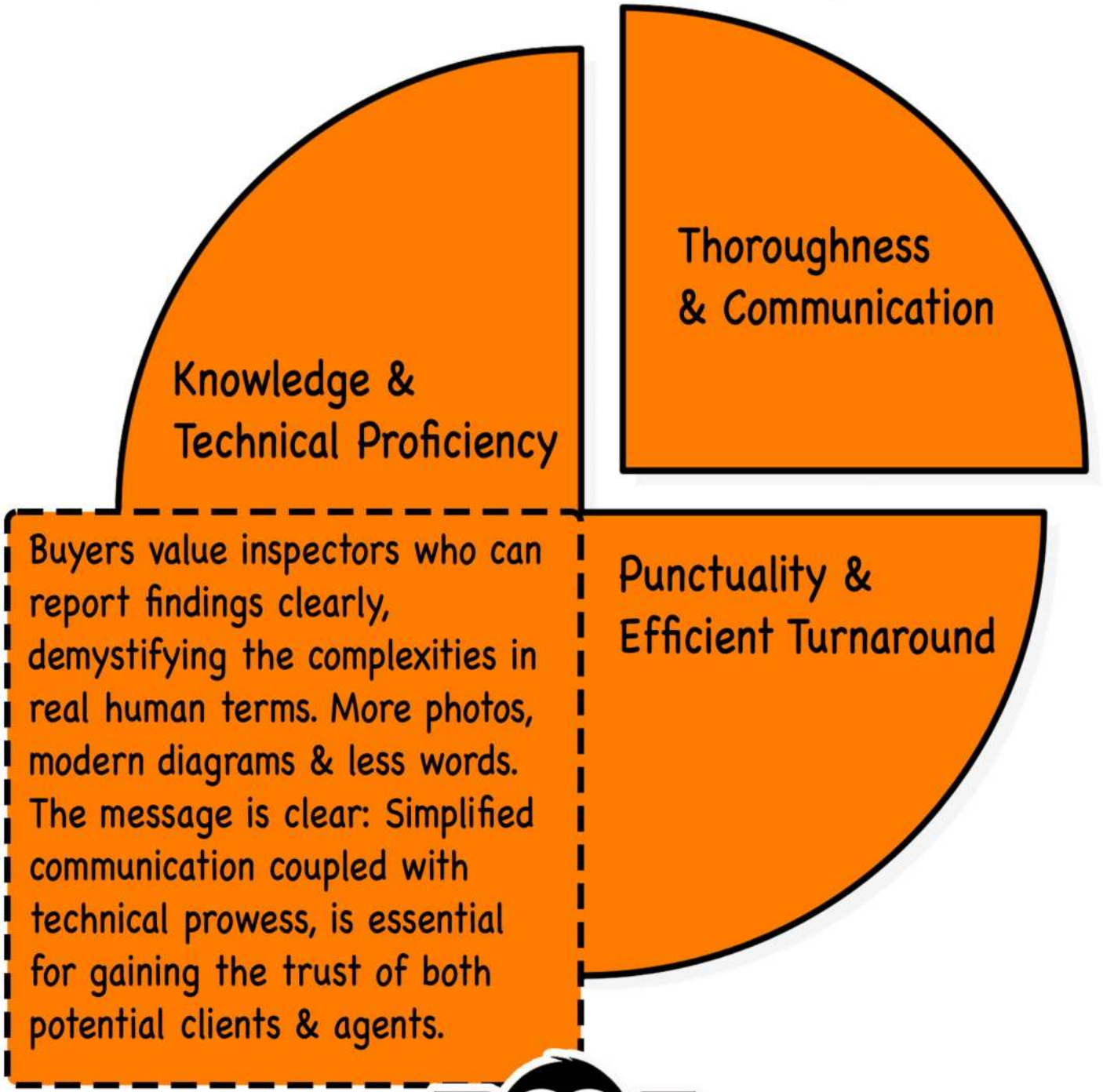
Look good, Feel good, Play good.

Necessities	Min.Tools	Attire
Certifications	Thermal Camera	Fjallraven
Insurance & Bond	Moisture Meter	Duer
Trade Experience	CO Detector	Arcteryx
Background Check	Gas Sniffer	Patagonia
Personality (EQ)	Plug Tester	Moncler
Communication skills	Tactical Flashlight	North Face
Payment Processing	Veto Pro Pack	Cotopaxi
Google Calendar	Wera / Drill	Lulu
Invoice & Contracts	DJI Fly Drone	Diesel Jeans
Reporting Software	Shark Vacuum	Carhartt
Website / Logo	Metaltech Ladder	Outdoor Research
Extras	Extras	Extras
Book Keeper	Ultra Violet Light	Eugene Cloutier
Business Cards	Smoke Stick	Motostuka
Marketing Material	Sewer Cam	Frankiefrank.ca

Moc's Gloves Lids

Food for thought

In our quest to understand the pulse of homebuyers, we conducted an extensive poll, engaging with 500 individuals on the lookout for their dream homes. The focus? Unraveling the mysteries of what truly matters when it comes to selecting a home inspector.

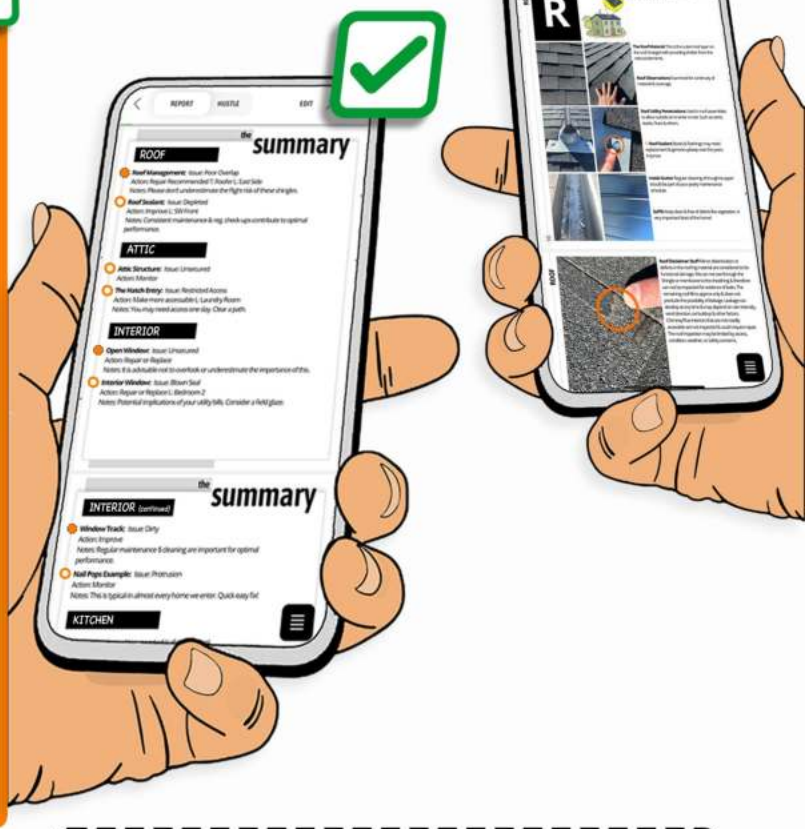


It's the 21st Century

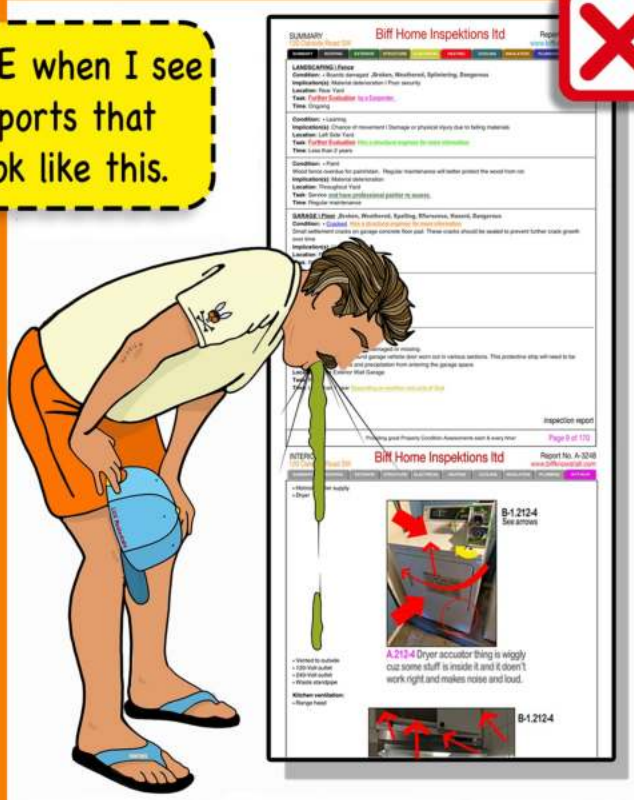
Craft reports with PRECISION

Let your work do the talking; attention will follow.





ME when I see reports that look like this.



Creating clear & professional home inspection reports is crucial for trust & success.

Outdated CLUNKY (Windows 95 generated reports) with featureless features can harm an inspector's reputation.

Using a TOOL like Inspectagram, with its contemporary presentation, methodology & advanced features, not only streamlines the process but also shows a commitment to staying current. This innovative, tech-driven strategy not only boosts an inspector's reputation but also provides a distinct competitive advantage!

inspectagram.io

by L.Kirschenbürg

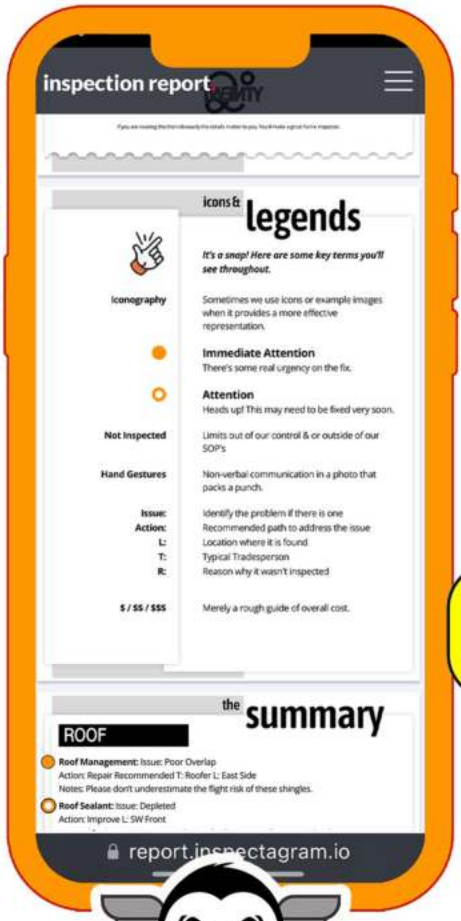
Digestible reports that market for you!

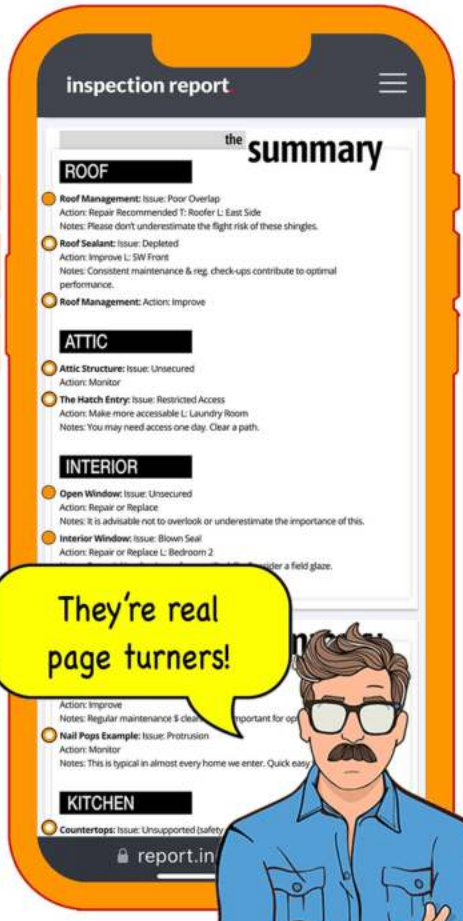












inspectagram.io

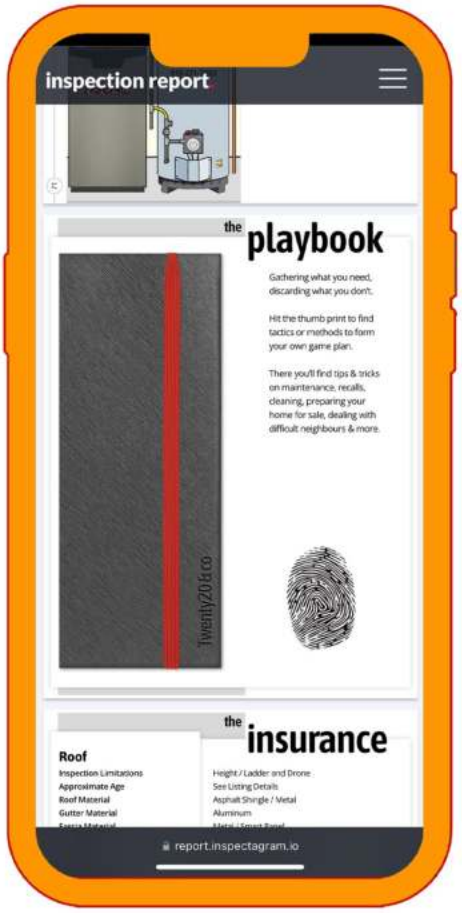
by

Your REPORT is your BUSINESS CARD!













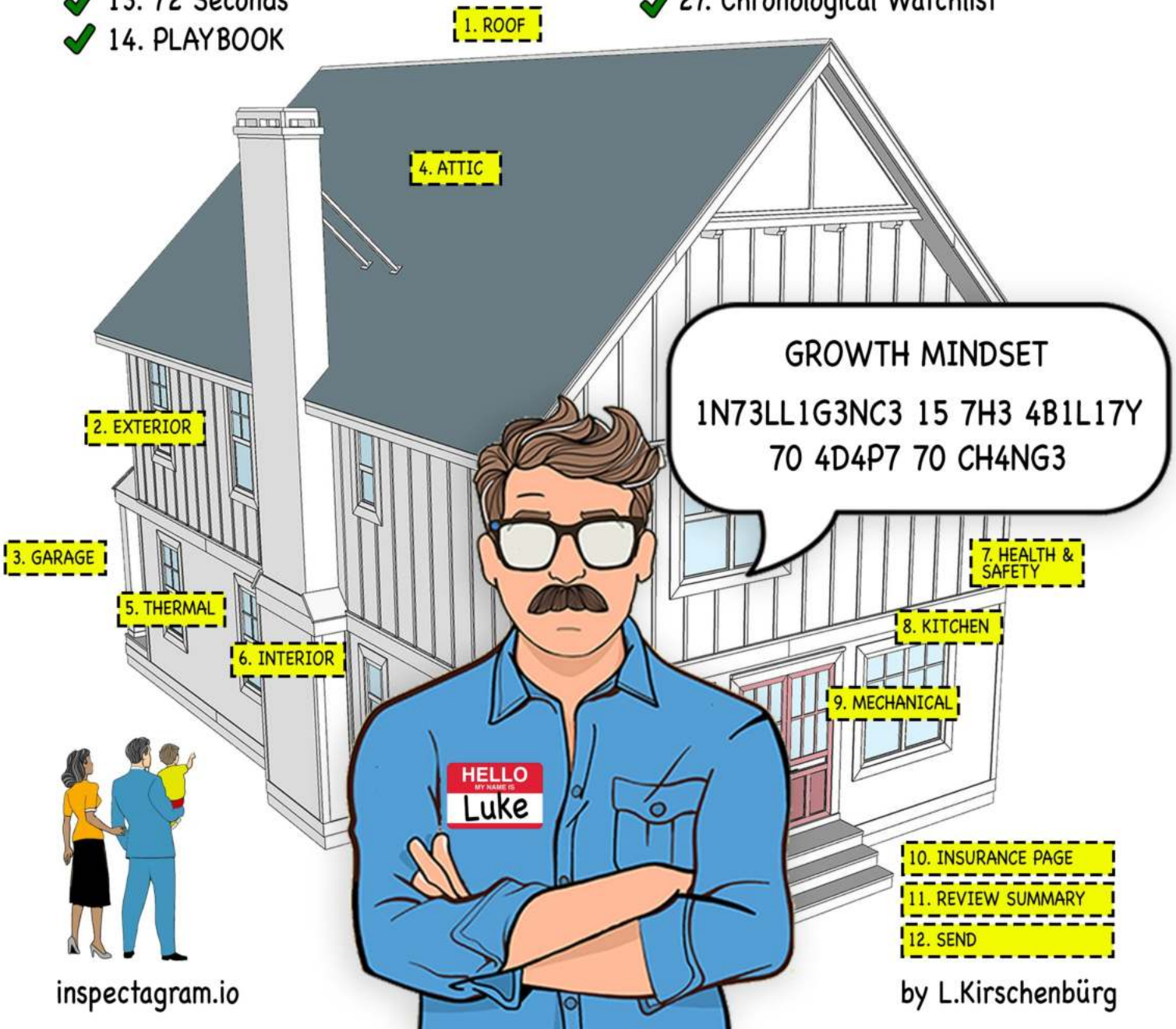
inspectagram.io

by L.Kirschenbürg

Your Ammunition

- •TIK
- •TAK
- •TOE

- ✔ 1. Premium Reports
- ✔ 2. Visual Builder
- ✔ 3. The Library
- ✔ 4. The Archives
- ✔ 5. Curated Picta-gram Collection
- ✔ 6. Smart-Cam
- ✔ 7. Predictive Issues
- ✔ 8. Predictive Actions
- ✔ 9. Auto Summary
- ✔ 10. Easy Edit
- ✔ 11. Flow & Go (Pages)
- ✔ 12. Retracta-gram
- ✔ 13. 72 Seconds
- ✔ 14. PLAYBOOK
- ✔ 15. Hustle / Guided
- ✔ 16. Pre-Built Road Maps
- ✔ 17. Offline Mode
- ✔ 18. Secure Storage
- ✔ 19. Zip-Lok Compression
- ✔ 20. Compliance Check
- ✔ 21. Quick Alert Models
- ✔ 22. Express Share
- ✔ 23. Coverage Compass (insurance)
- ✔ 24. Sign and go (Contracts)
- ✔ 25. Team Inspect
- ✔ 26. Mission Protocol
- ✔ 27. Chronological Watchlist



inspectagram.io

by L.Kirschenbürg

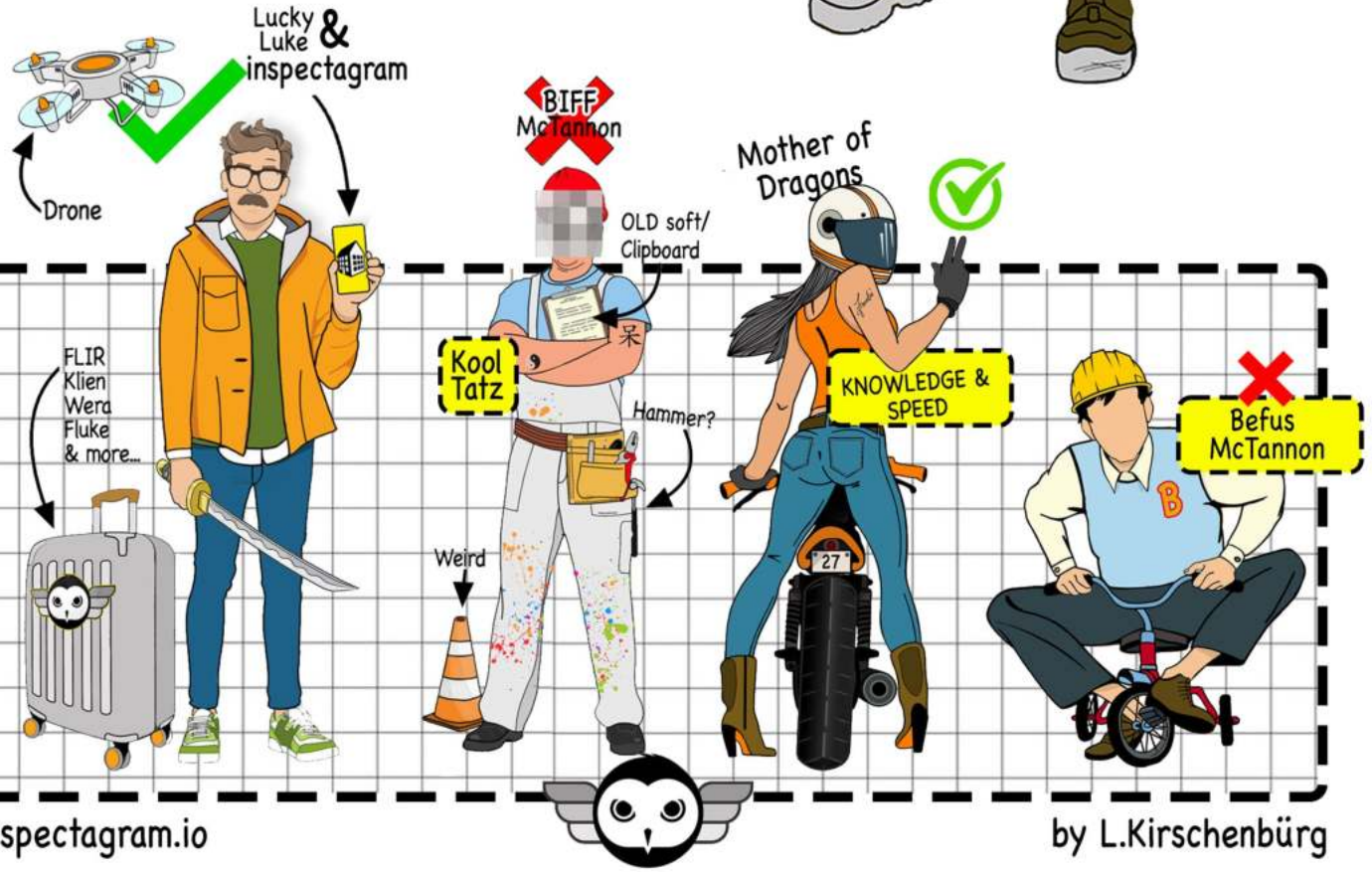
Welcome to

GAME OF HOMES

Make sure your clients have the most QUALIFIED inspector with the best reporting software.



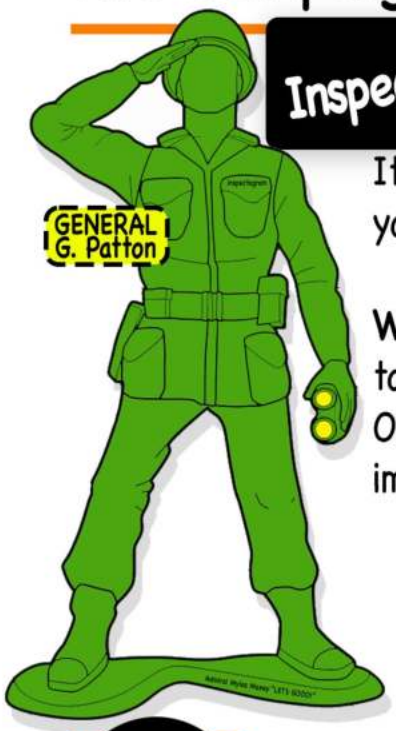
CHOOSE YOUR PLAYER



inspectagram.io

by L.Kirschenbürg

The Campaign



Inspecta-grow is akin to launching a strategic military campaign. It's not merely a tool; it's our mission to infiltrate the trenches of your market.

We're a specialized band of brothers, orchestrating the moves to connect skilled inspectors with homeowners & agents in need. Our aim is to have you strategically positioned for maximum impact & the pursuit will be relentless until the battle is won.



It's our domain! We utilize multiple strategies to increase deliverables through domain, DNS & email optimization



Let's Stretch! Email warm-up utilizing gradually ramped up sending parameters



The Plane, The Plane! Love volume of emails sent per account with intently varied email content.



IKG: Consistent monitoring of the email health, deliverability rates, & open rates.



Verify, Verify, Verify: We utilize AI-supported lead generation systems to source leads (bounce checks).



We keep tailoring: The aim is to resonate with your potential clients. Be relatable, Be HUMAN!



by L.Kirschenbürg

We see what is invisible to others





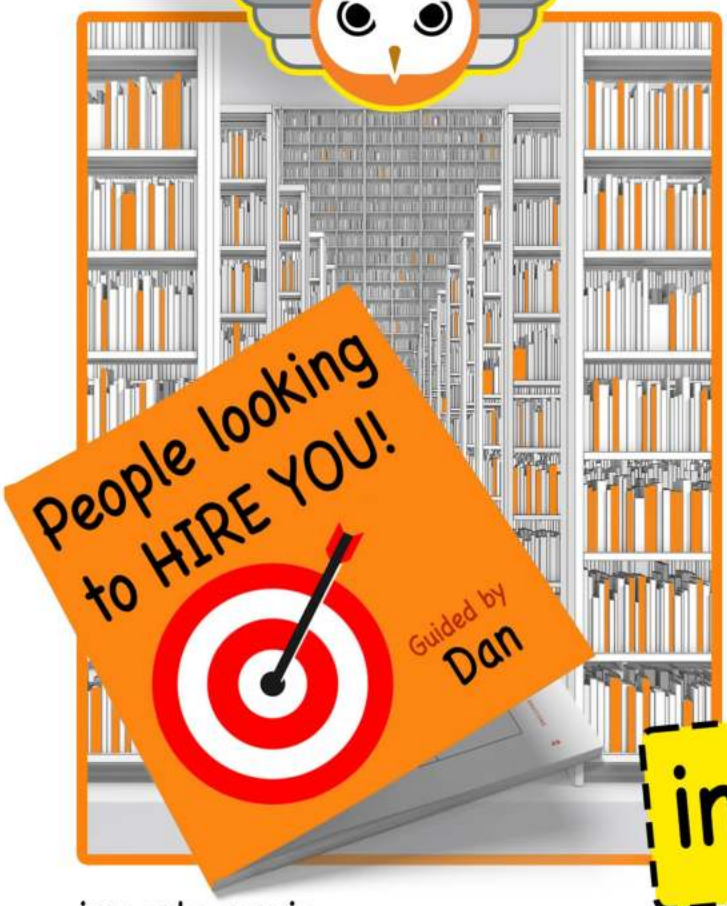
ONCE UPON A TIME



In the challenging landscape of 2020, Jordan Tanaka, a diligent home inspector, struggled to gain traction for his business until he crossed paths with two fellas (Tristan & Dan), the innovative leaders of Inspect-Grow.

Together, they forged a partnership that revolutionized Jordan's fortunes. Inspecta-Grow's user-friendly process not only showcased Jordan's expertise but also streamlined the inspection process for homeowners, leading to a surge in demand.

Jordan's once sparse schedule quickly filled up, prompting him to expand his team. The collaboration transformed his struggling business into a local success story, emphasizing the power of



inspecta-GROW



by L.Kirschenbürg

I have a secret

More Time + More $$$ = FREEDOM





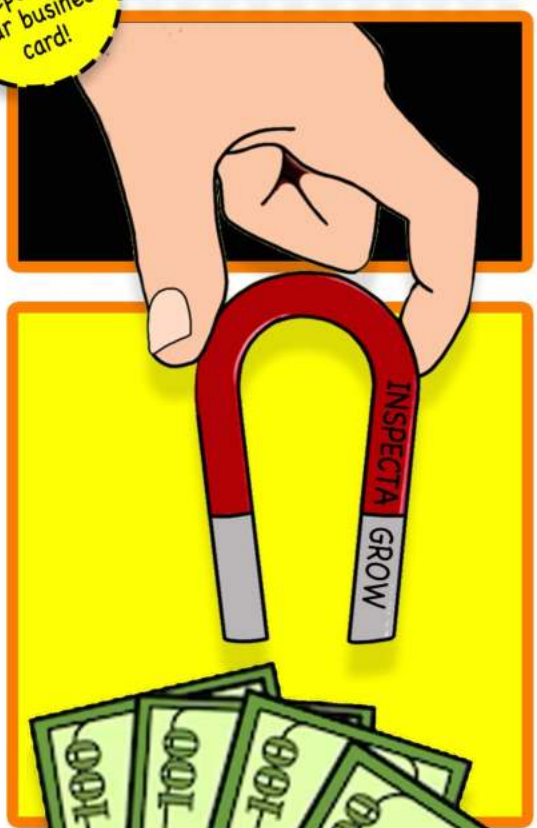
YOUR report is your business card!

Engaging with a service like Inspecta-Grow isn't just about expanding your clientele; it's about joining a supportive CULT family that grows together.

We value the relationship first (**FULL STOP**), recognizing that mutual success is built on collaboration.

We want inspectors to focus on delivering exceptional service while being part of a supportive network that propels both personal & professional FREEDOM!









inspectagram.io

by L.Kirschenbürg

Websites that don't suck

1



In a competitive landscape, a **standout website** is vital for client engagement & building trust. With a user-friendly booking system, detailed information, & personalized content, it creates a unique identity & contributes to business success. BE DIFFERENT!

2

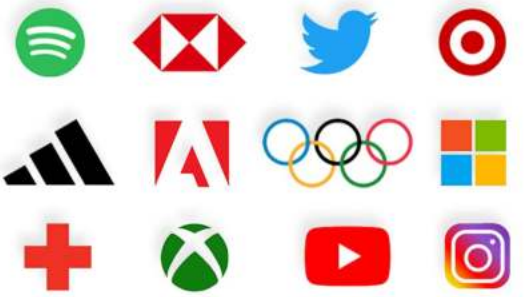


CLEAN SIMPLE LOGO! full stop. It conveys professionalism & ensures timeless appeal, setting a brand apart in a crowded market. Would you wear your logo if you were not at work? Would someone else? That's the question to ask.

3



Quality marketing materials, like LOGO ONLY lids. Look at famous logos... Do they ususally say what they do beneath? Nike? Apple?



4



Support from friends, family, & partners is vital when starting a business.

What MERCH works?





Hats are walking billboards, when done right, they OFTEN spark a conversation. Unlike typical promos tossed aside, they make a lasting impression.



Metal business cards with QR codes merge durability & modern convenience, making your contact info stand out and easily accessible in today's digital landscape.



Rocking a HI badge is pretty dousche but it's been my secret weapon against parking tickets & a quirky conversation starter. #Brooklyn99



Our coins were so good that instead of discounting inspection costs, people ended up keeping them as ball markers. So... meh... they don't work.



While the pins were a hit & loved by many, I can't exactly credit them with bringing in more business.

SECRET

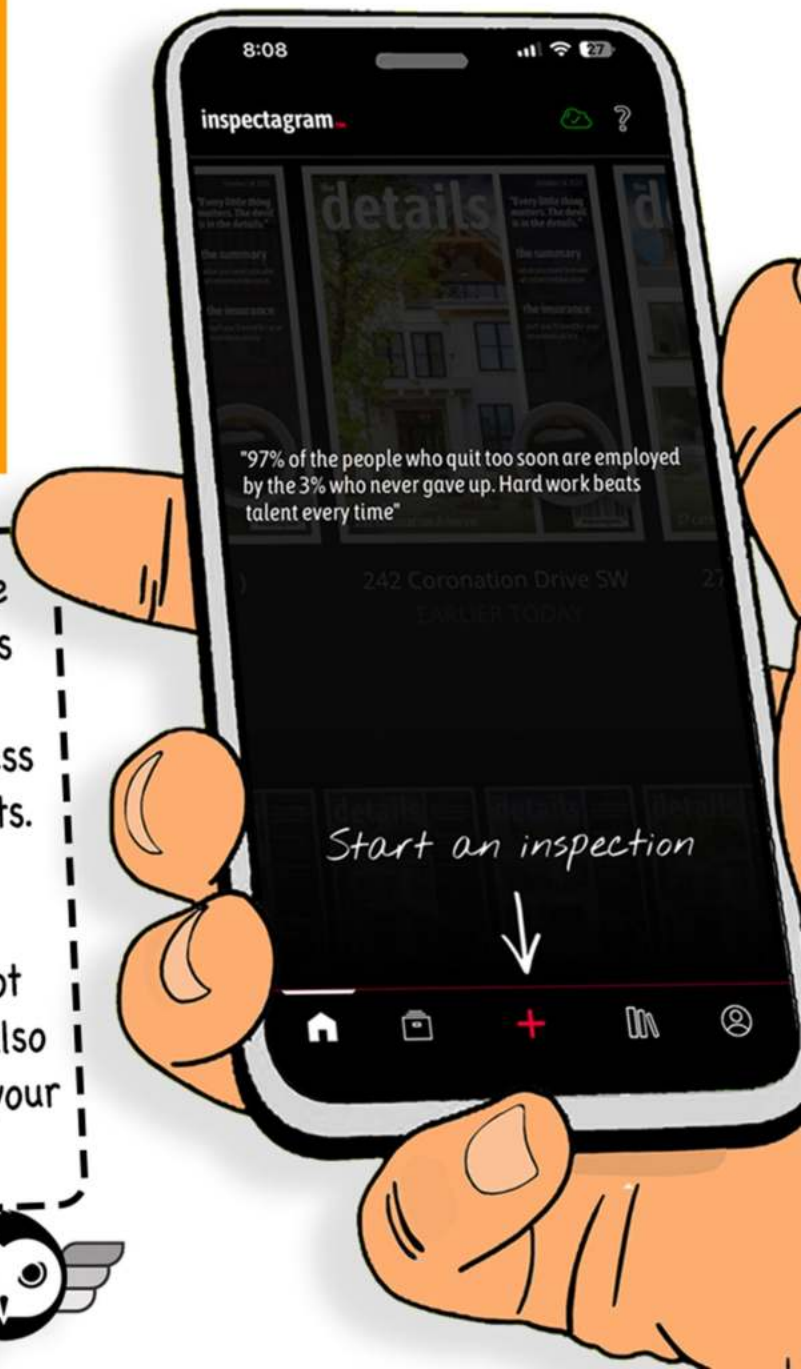
by littlelionmanleather

Grandpa always said...

"Never jump over a dollar to pick up a dime."



Gift certificates have really helped our business. Ours are fancy, laminated, & cover the full amount. Success comes when we care more about what we do than just getting paid by the hour. #Silentauctions



The BEST marketing move you can make iis to master the art of crafting reports that are not just proficient but exceptional. Aim for clarity & conciseness in a way that connects with your clients. Customize your language to be easily understood, even by those without a technical background. This approach not only boosts client comprehension but also raises the chances of them RCMDing your services to others.

inspectagram.io

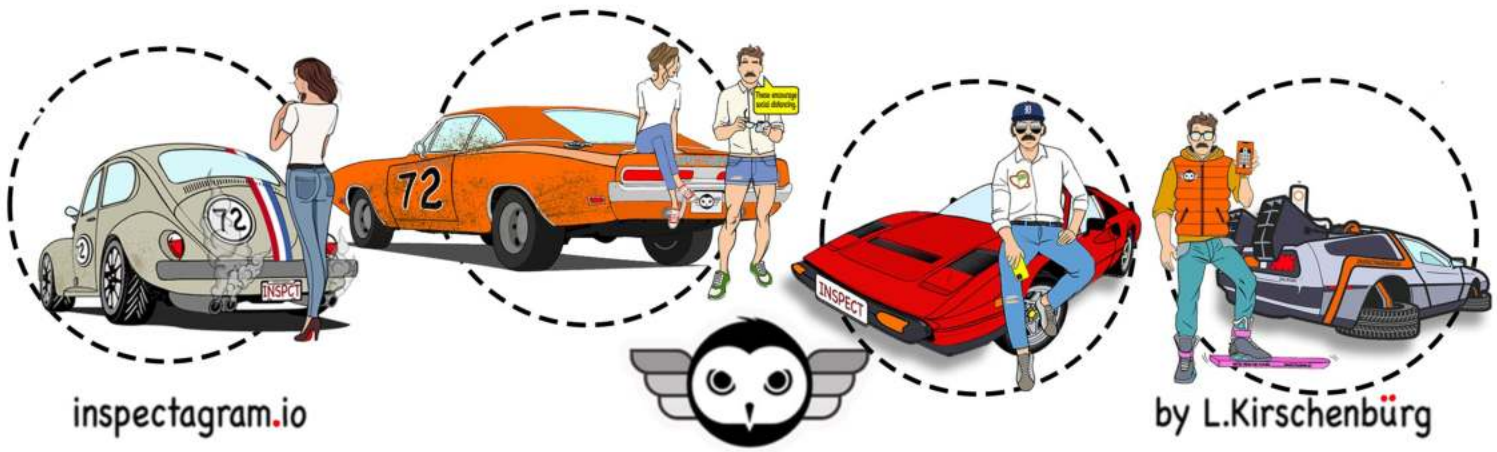
& Drive the message home

Step into the spotlight with Inspectagram, where you are the driving force behind every report. YOU are the narrative's protagonist. While it may seem whimsical, infusing YOU into every detail promises to elevate the impact of your marketing campaign. With Inspectagram, excellence isn't just a goal—it's the standard.



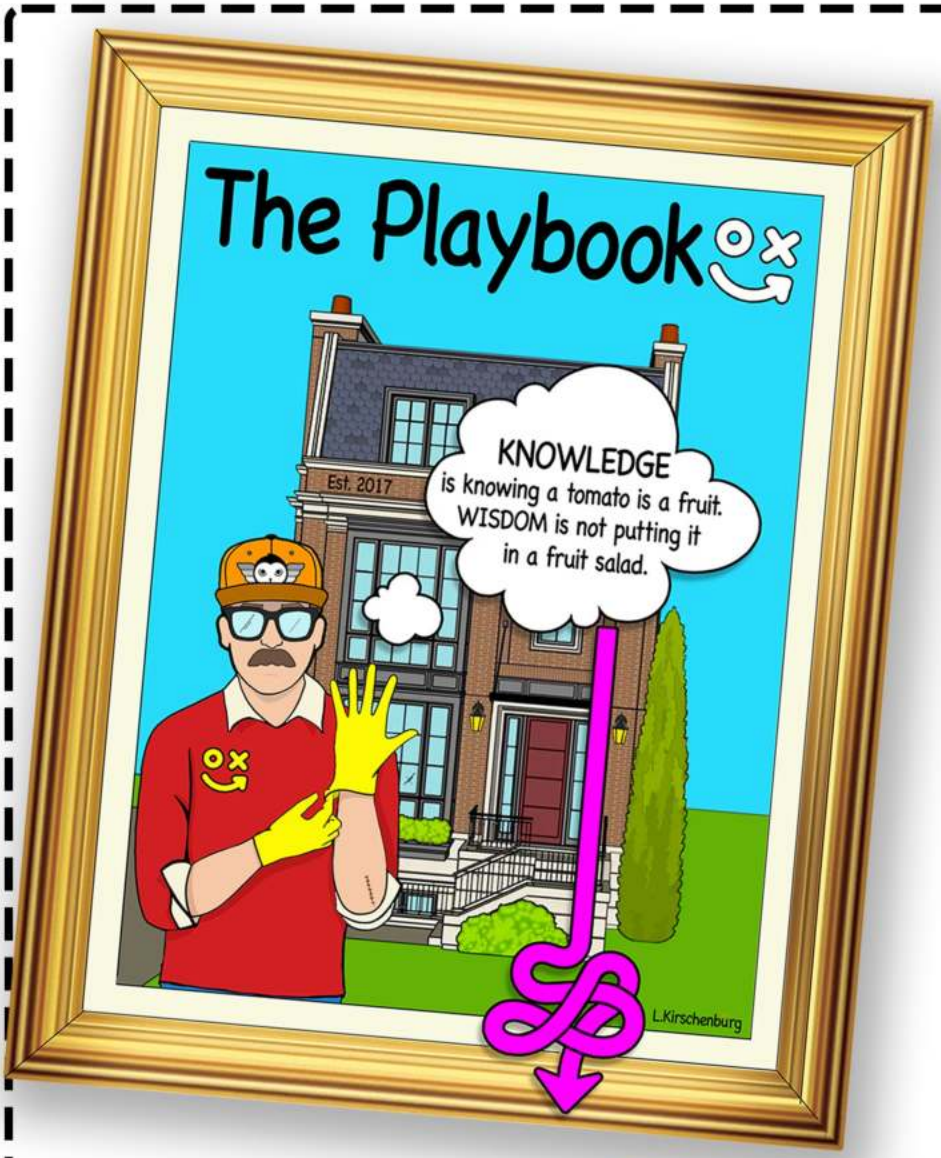
Be the **STAR** of your reports by adding your own likeness for a unique touch.

We don't use AI; instead, we hand-draw from scratch, creating a one-of-a-kind legacy that showcases your attention to detail! (visit inspectagram.io to find out how!)



inspectagram.io

by L.Kirschenbürg





"Inspectagram stands as an essential tool for any investor, offering a comprehensive 'health passport' to stay well-informed about your property's condition. It can also be used as an inventory locker, seamlessly facilitating the management & protection of all your belongings. It's kinda like the most cost-effective insurance policy / piece of mind money can buy.

Want more!?, our detailed reports include a "playbook" for an abundance of valuable info. NO report, no problem! We have your not so little black book accessible at inspectagram.io



inspectagram.io

by L.Kirschenbürg



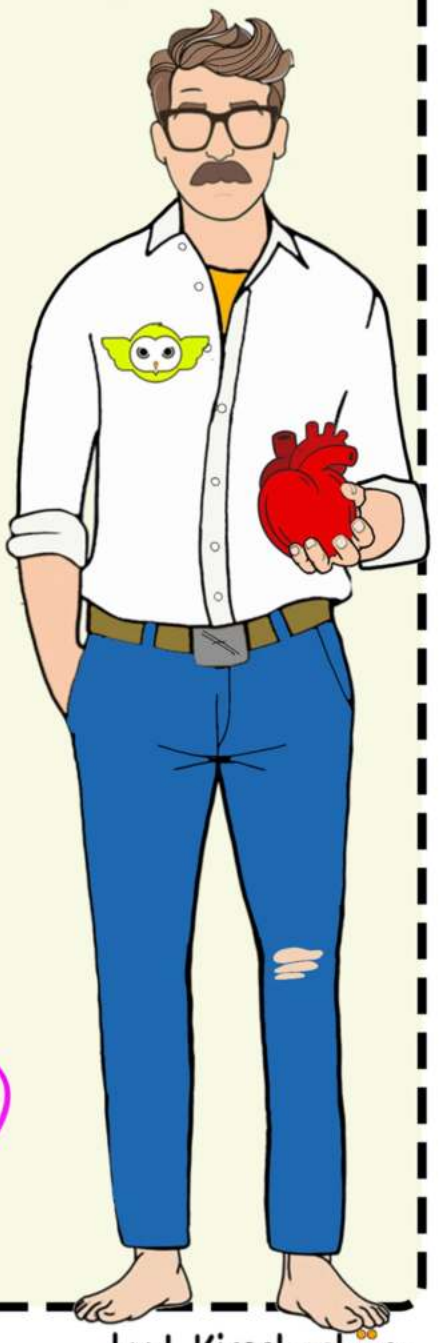
Thank you for delving into this compact "how-to" guide on becoming a successful home inspector, crafted from insights of seasoned professionals. While we haven't covered everything, we've touched on key aspects for excelling in this field. Stressing the importance of transparent communication and collaboration with homeowners, this guide aims to set you on your way quickly!

Disclaimer: Visuals are for reference only, and, as recommended, consulting with a professional before taking any action is advisable.

Your practical insights are invaluable. Feel free to share your thoughts at lucas@inspectagram.io

The Reason





The goal isn't more money. The goal is living life on my terms. I work for the freedom, the sunshine & this little girl.

by L.Kirschenburg

Tens of thousands of curated reports



Better Reports, Happier Clients





inspectagram.io

by L.Kirschenbürg



LK