Graphic guide to

YOUR listings in your pocket



Lucas Kirschenbürg

First Edition

Hello!

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

I hope you find this guidebook entertaining and enjoy flipping through it as much I have enjoyed making it. It is devoted to telling you a bit about the home inspection processs, providing some helfpul tips about what I've learned over the years. Finally, it introduces you to Inspectagram - a reporting software unlike any on the market.

Crafted with humour and good spirit, I hope you get a chuckle or two and learn something along the way. Wishing you all the success in your real estate business!

inspectagram.io

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

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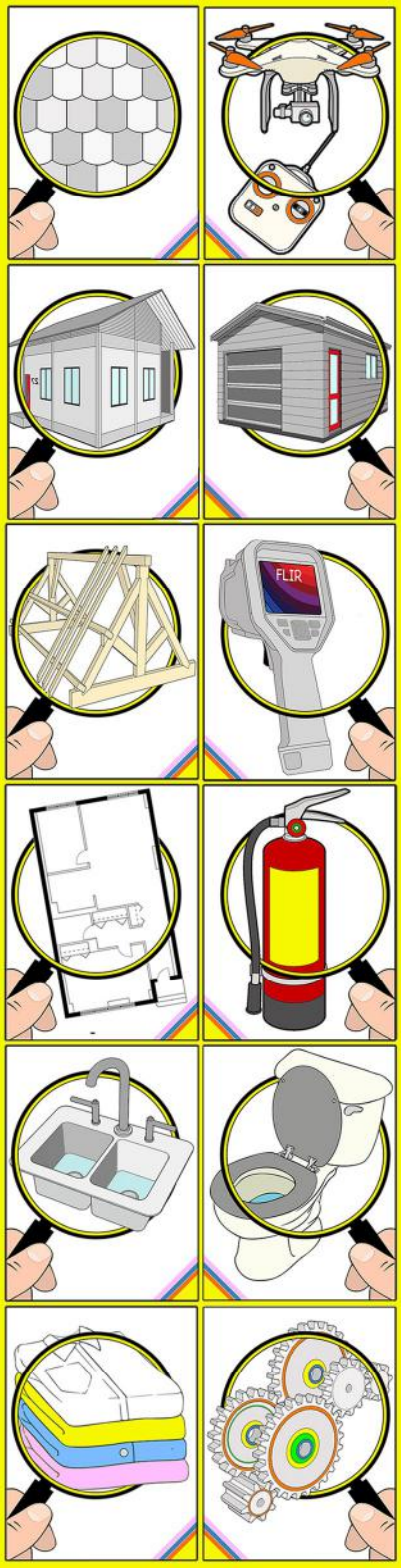


Despite our attempts to navigate the labyrinth of building codes & suggestions mentioned in this riveting piece of literature, it's time for a reality check - there's no one-size-fits-all in the world of blueprints & hard hats.

So, it's probably a good idea for you consult local codes & building departments to ensure compliance in your specific location.

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A satisfied customer is our only business strategy



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Agent Cheat Sheet

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

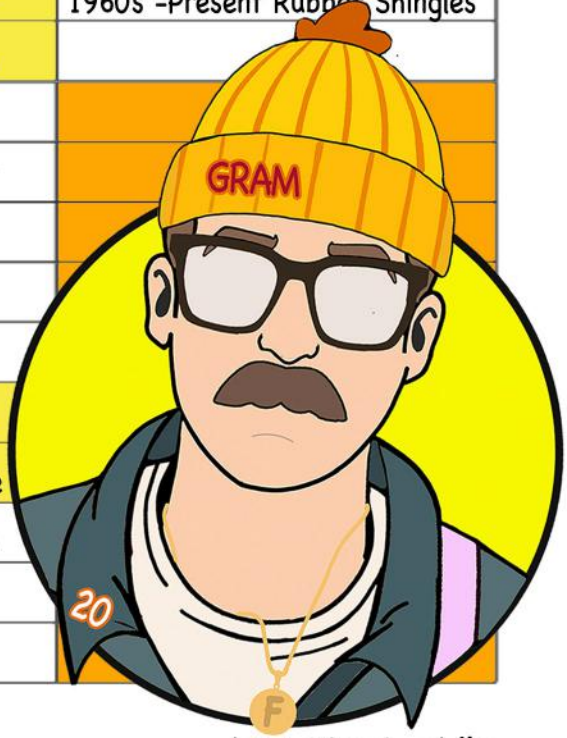
B4C -70's Clay Pipe
1600's -80's Cast Iron
1800's -60's Galvanized Pipe
1940's -70s' Orangeburg Pipe
1930's -Present Copper Pipe
1950's -Present PVC Pipe
1970's -Present ABS pipe
1950's -Present Back Flow
1970's -90's POLY B
1990's -00's Kitec (Orange)

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

Useful tid bits 4 your clients



That make you look SMRT!



Latch your hatch Your scuttle hole is crucial for maintaining energy efficiency, temperature control, & preventing conditioned air infiltration, ensuring a comfortable & safe home environment.



Leak Smart technology in your home is crucial for early detection & prevention of water leaks, helping to minimize potential damage and avoid costly repairs; especially in areas like basements, kitchens, & bathrooms.



Doors & Windows. Caulk & Seals. Preventing drafts at D's & W's involves regularly checking & replacing weatherstripping, using draft stoppers, & applying caulk or sealant to maintain a tight seal.



Smoke Detector Tests. Regularly testing ensures they work effectively. Why do we like NEST? Because it alerts your phone.



Pest Control this is crucial in maintaining a healthy home, preventing potential damage, & addressing infestations.



Dryer Vent Cleaningr It's essential in prevent lint buildup, reducing fire hazards, & maintaining good efficiency.



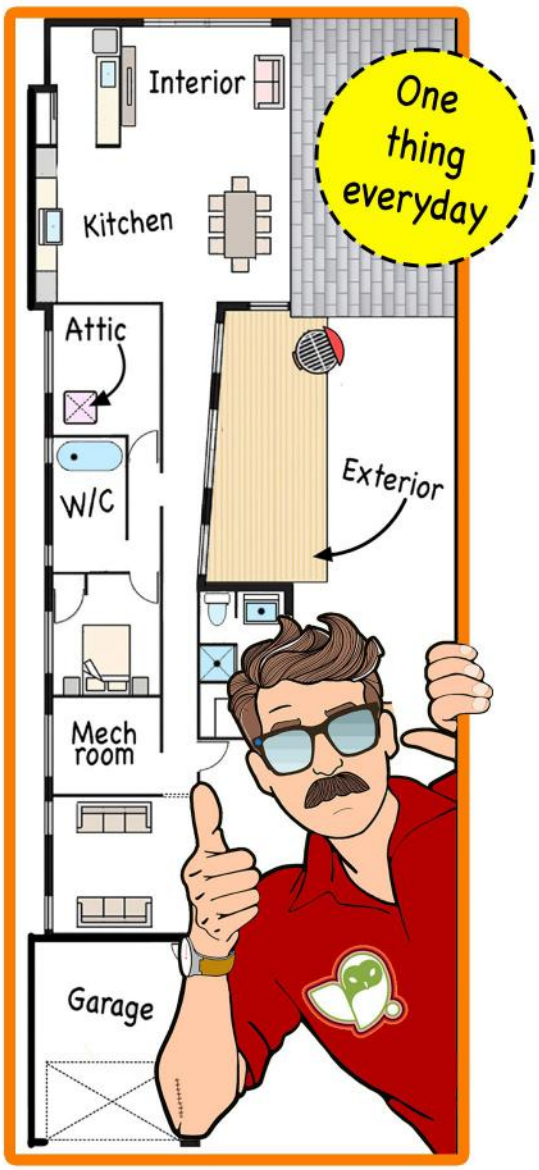
OTR and Bathroom Fans cleaning these is vital for maintaining air quality, preventing fire risks, & ensuring proper ventilation.



Clean Grout Trick Use a mixture of baking soda, vinegar and soda water, scrubbing with a brush & rinsing thoroughly.



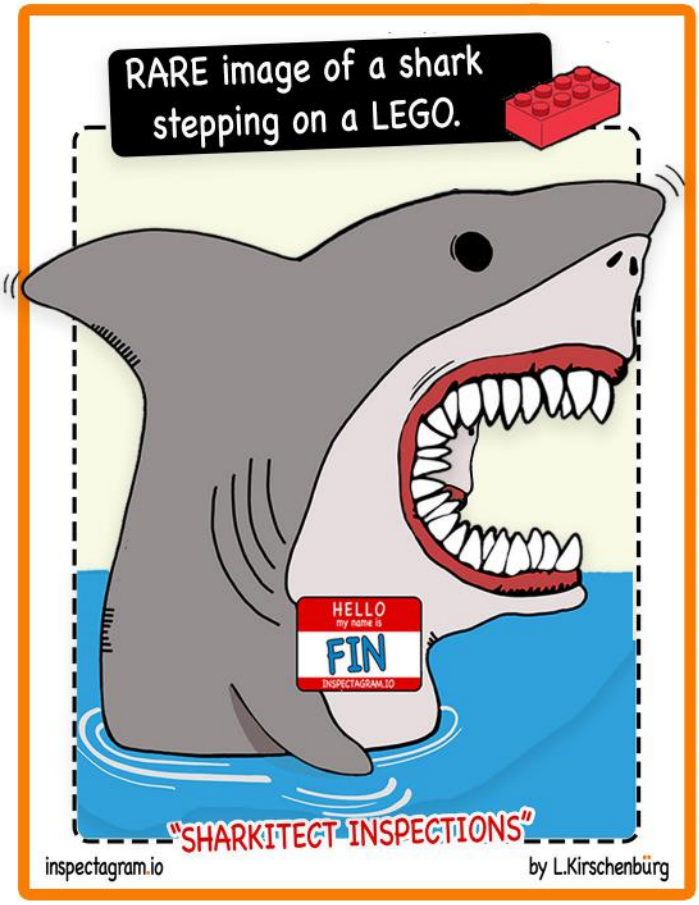
Vacuum Heat Registers helps maintain optimal flow & reduces the accumulation of dust & debris.



2020mhi.com

by L.Kirschenbürg

Clean & Clutter Free



A tidy property not only showcases the home at its best but also allows inspectors to assess it accurately.

- Replace Filters / Furnace / Humidifier.
- Blinds up / Screens out & Ventilate.
- Clean the mechanical room.
- Clean gutters
- Clean ALL bathrooms, check for leaks & make sure the drain is functional.
- Leave us a note about known issues so we can better explain WHY something is wrong to our clients.

There's much more to address here, but why provide an inspector with the chance to exaggerate an issue that could have been resolved beforehand?

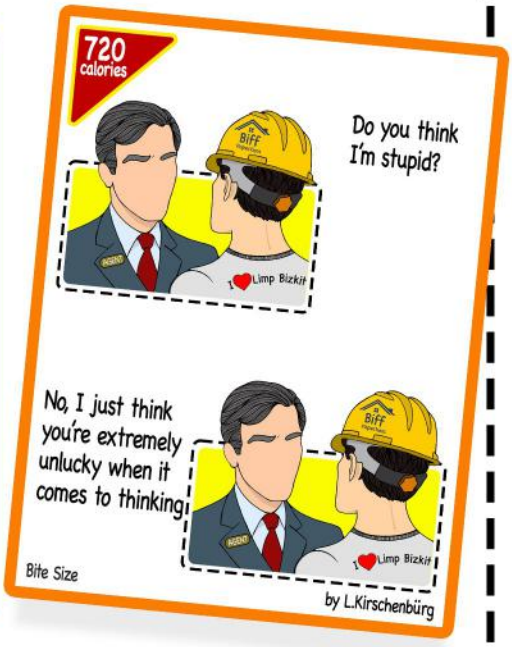
#OPENBOOKPOLICYWORX

Biffs Blunders

#don'tbeaBIFF!



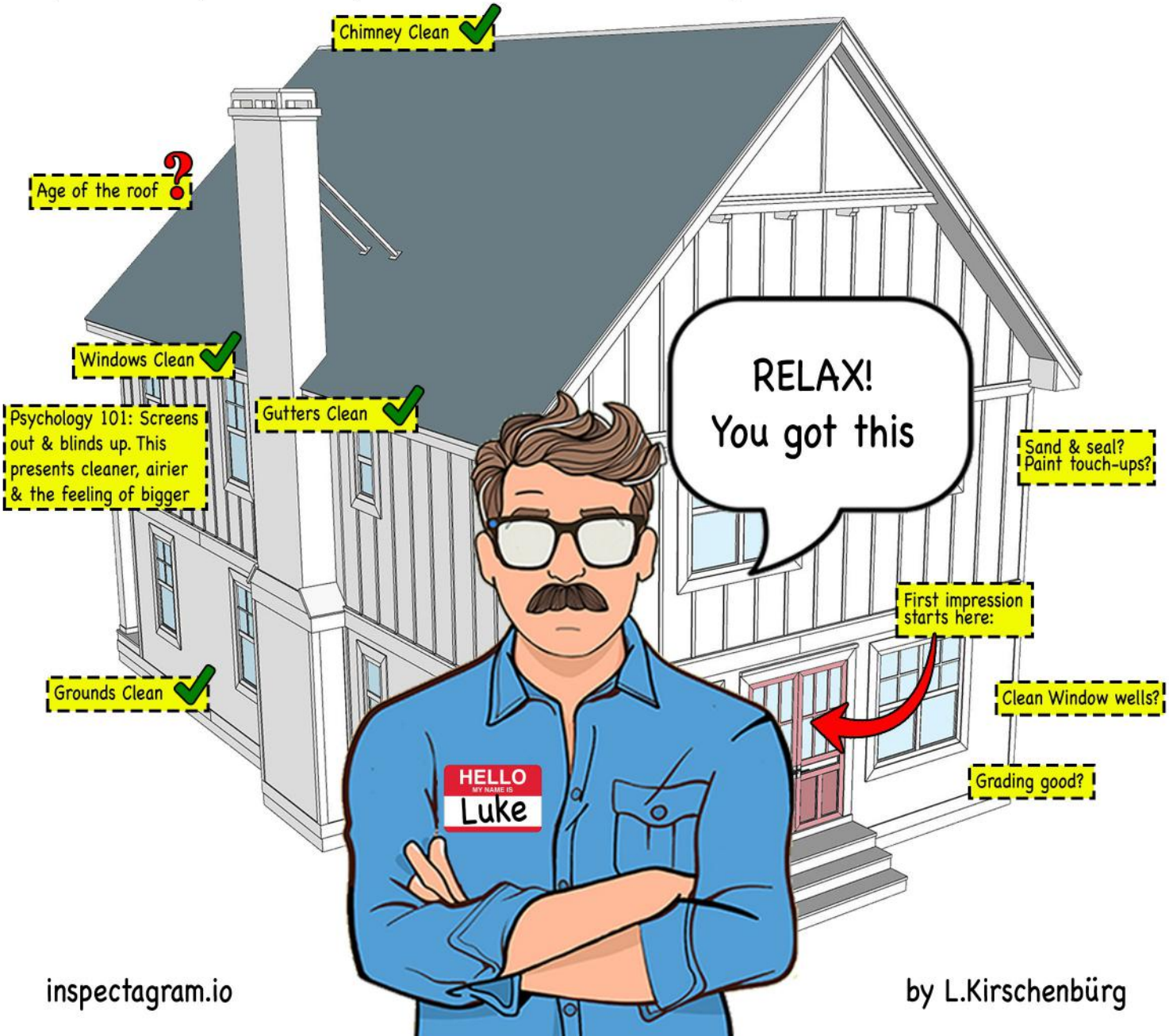




Remember the acronym S.N.A.P

Simple & Clean • Neat & Tidy • Aroma • Personalization Absent

As the home inspection date approaches, please have your clients simplify the preparation process with practical steps that can make a significant difference. Begin by ensuring their living spaces are clean & simple, decluttering surfaces & creating an inviting atmosphere. Organize each room with a neat & tidy arrangement for a seamless inspection flow. Incorporate a touch of pleasant aroma with subtle scents to enhance the overall appeal. When it comes to personalization, consider removing personal photos and memorabilia, opting for neutral tones on the walls to avoid overly bright or bold colors, and assessing furniture arrangements for a universally appealing layout. By adopting this personalization absent approach, it will not only alleviate stress but also create a harmonious & welcoming environment that allows potential buyers to easily envision their future in the space.



by L.Kirschenbürg

What do home inspectors actually do?



These are just a FEW things we're looking for.

Our visually driven, "get to the point", comprehensive reports (by inspectagram) cover various aspects, giving your clients a detailed understanding of their home's condition.

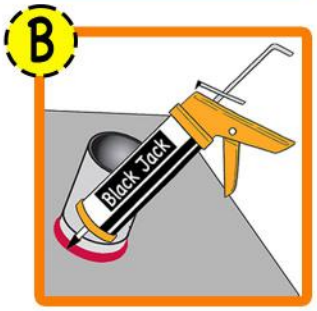
- Structural Integrity
- Roof Condition (T-Lock)
- Plumbing Systems (Poly B, Kitec, Galvanized Pipes)
- Electrical Wiring (Aluminum Wiring)
- HVAC Systems
- Insulation & Ventilation (Thermal Variances)
- Exterior Siding & Trim
- Windows & Doors (Broken Windows, Blown Seals)
- Foundation & Basement
- Attic Spaces
- Appliances & Fixtures
- Water Damage & Moisture Issues (Mold)
- 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 (Asbestos Materials)

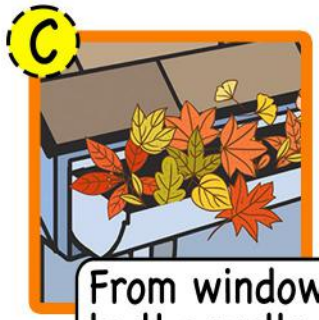


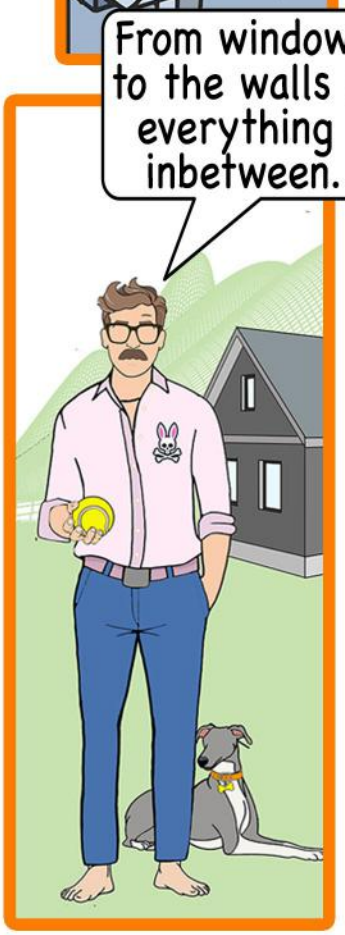
What else do we do?

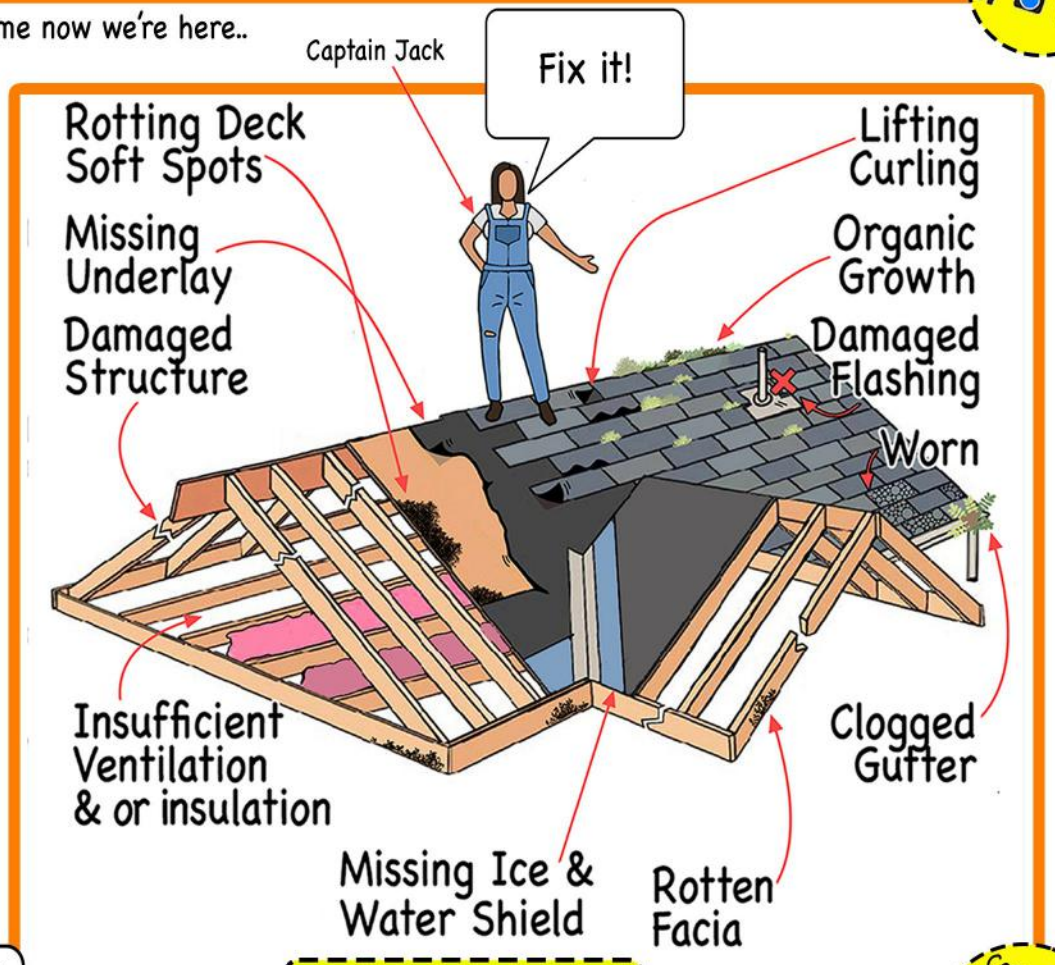
Started from the bottome now we're here..





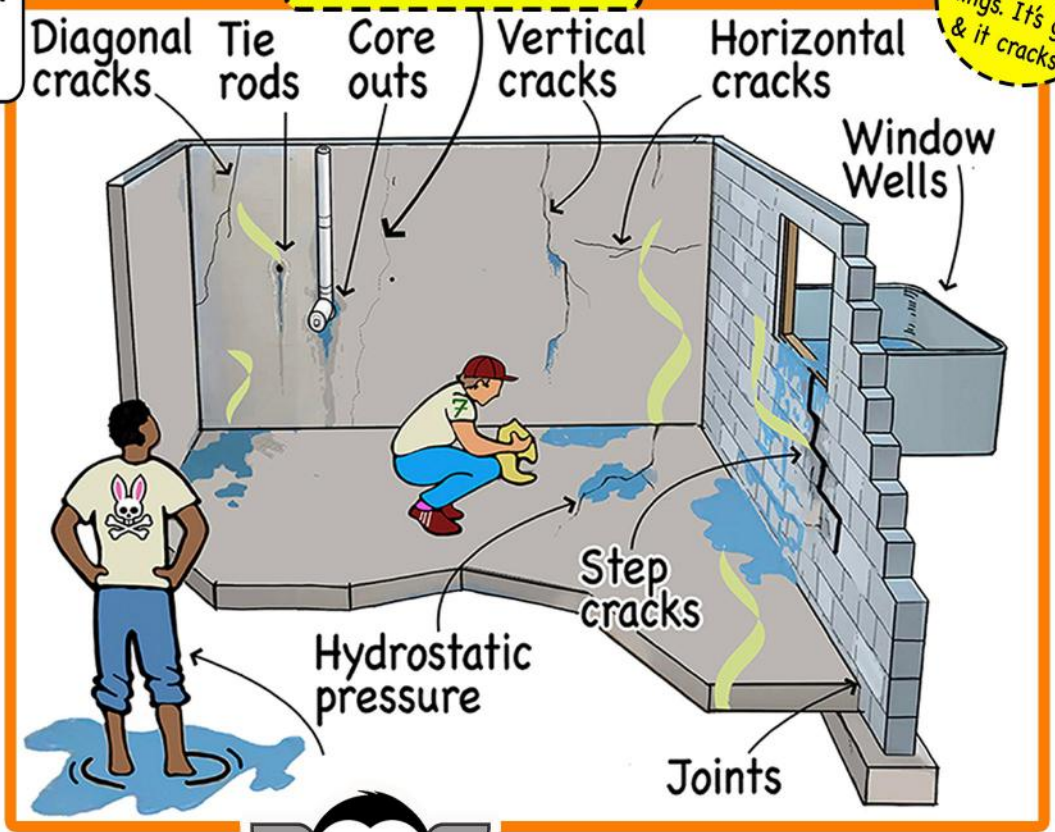






Common Hairlines

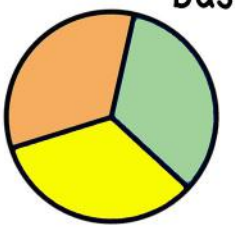
Concrete is known for 2 things. It's grey & it cracks.



by L.Kirschenbürg

PIE CHARTS & Graphs (fun)

What running a real estate business is like



- PROFITS! YAY!
- Revenue
- Immediate SUCCESS!

What running a real estate business is actually like...

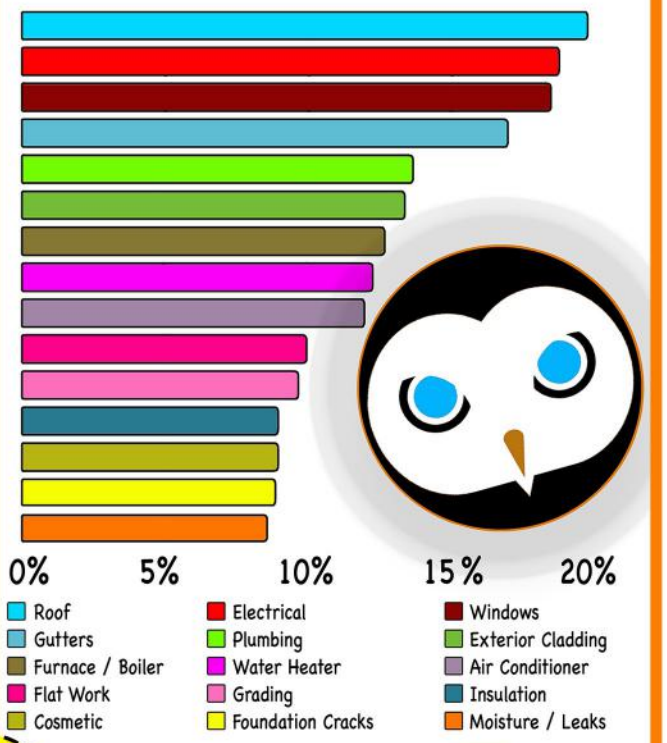


- real estate empire
- storytelling
- acting like a media company
- predicting the future
- patience
- weathering storms
- working for your team
- eating pride
- profits
- revenue

the MORE YOU KNOW

by L.VonKirschenbürg

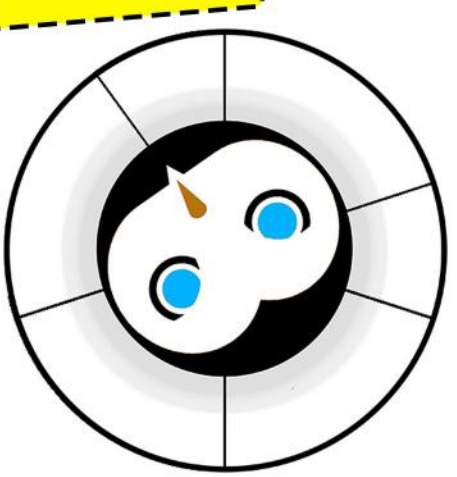
Common issues found by inspectors



Pie

π

Why it's hard being COLOR BLIND...



- Paint Selection
- Carpet Selection
- Traffic Lights
- Jigsaw Puzzles
- Pie Charts
- People constantly asking "what color is this?"

What smoke detectors warn you about



- Your cooking skills
- FIRE

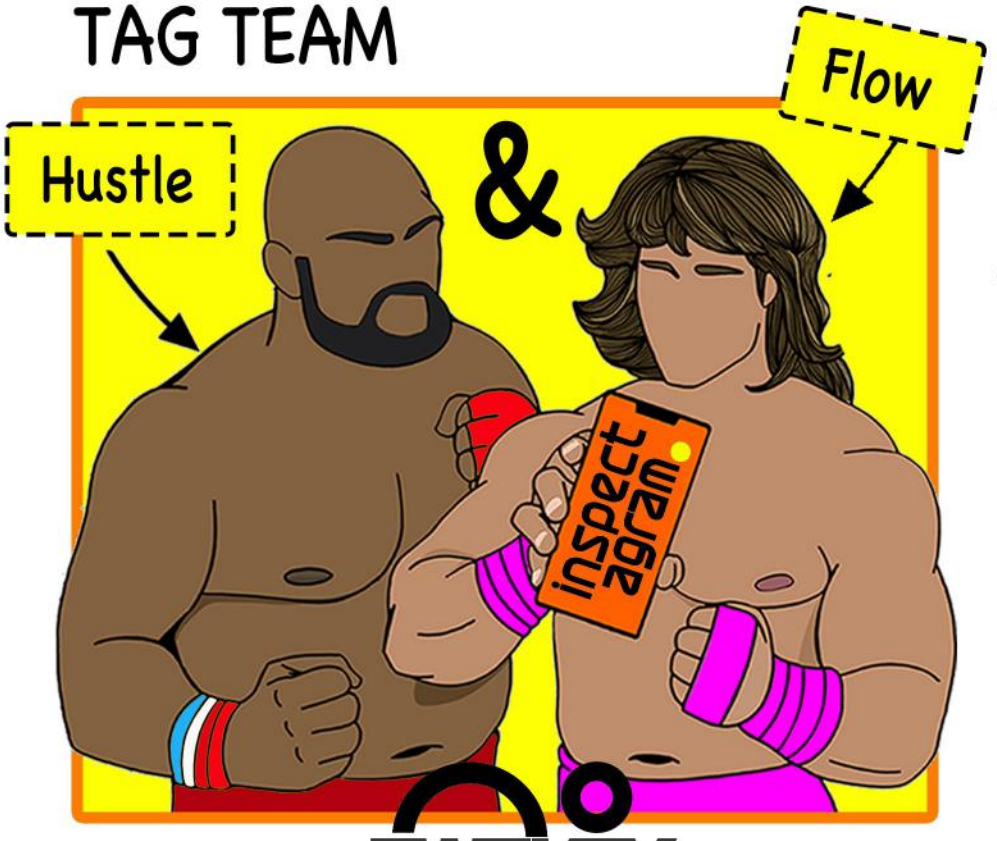
5000 homebuyer survey (2023)

Survey says: MORE EDUCATION

We believe that a home inspection is not just about finding issues; it's also an opportunity to empower our clients with knowledge. Inspectagram not only helps in identifying potential issues but goes the extra mile to educate clients through clear explanations & visual aids. We believe that an informed buyer is a confident home buyer.



TAG TEAM



Team inspections are gaining popularity as the norm, valuing people's **TIME** for a quicker & more thorough evaluation.



COLONOSCOPY inspections

Home inspectors are expanding their services to include pre-listing, 1-year warranty, & sewer scopes. These diverse offerings can be seamlessly combined into a comprehensive home passport, streamlining the process under the umbrella term "Inspectagram."

Real "Estating" isn't EASY!

How to stand out?



Diligent Documentation

inspectagram



The go-to software for home inspections with a TWIST. ***Beyond its meticulous reporting capabilities, it empowers agents to effortlessly capture & showcase the home's unique features. In an era where homebuyers demand more than routine information, Inspectagram becomes your secret weapon for STANDING OUT! It's not just about inspections; it's about presenting homes in the best possible light. Embrace the opportunity to exceed expectations & provide your sellers or buyers with the immersive experience they crave in the modern real estate landscape.

The world is hungry for creativity.

inspectagram.io

by L.Kirschenbürg

WHAT DO YOUR REPORTS SAY ABOUT YOU?

2024 vs 1997 SOFTWARE

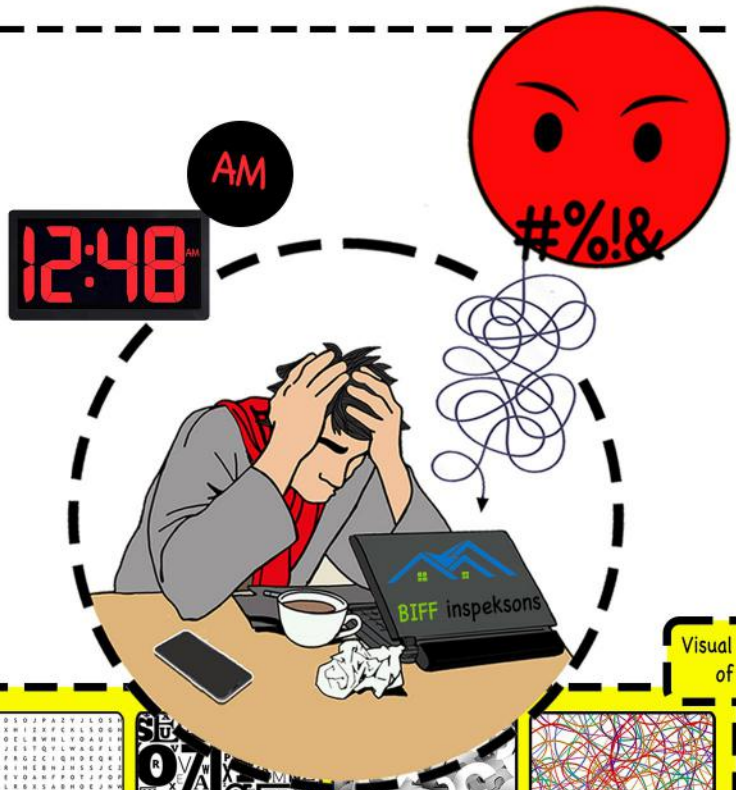
inspectagram





In the real estate arena, alliances matter. Agents recommend inspectors who reflect the same commitment to excellence. Clients today seek more than a standard report; they want clarity, uniformity, education, & a seamless experience.

With Inspectagram, inspectors provide all this & more, setting a new standard for comprehension, digestibility, shareability & top-tier reporting. Your clients will LOVE you it!



Visual Representation of confusion...



inspectagram.io

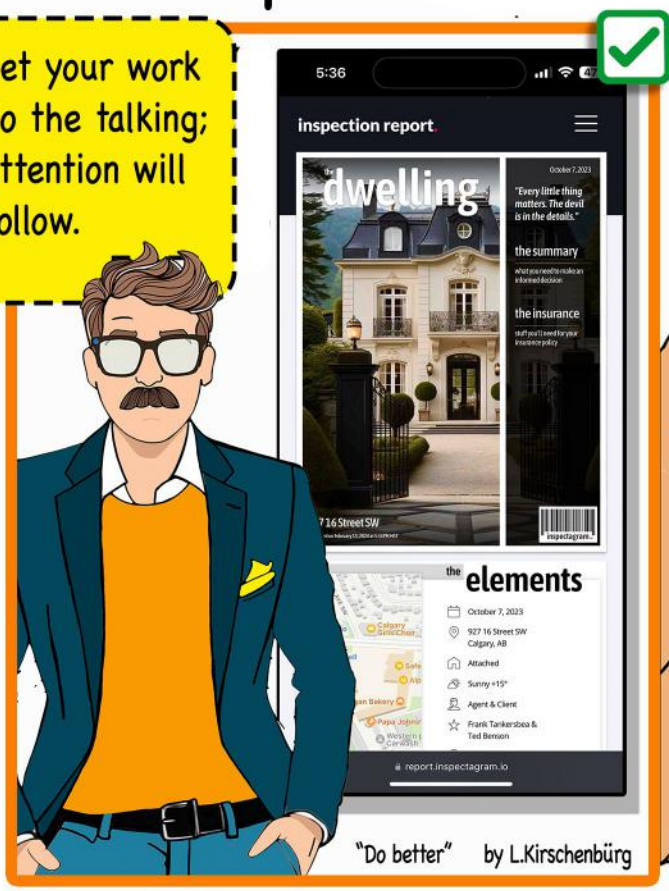
the MORE YOU KNOW
by L.VonKirschenbürg

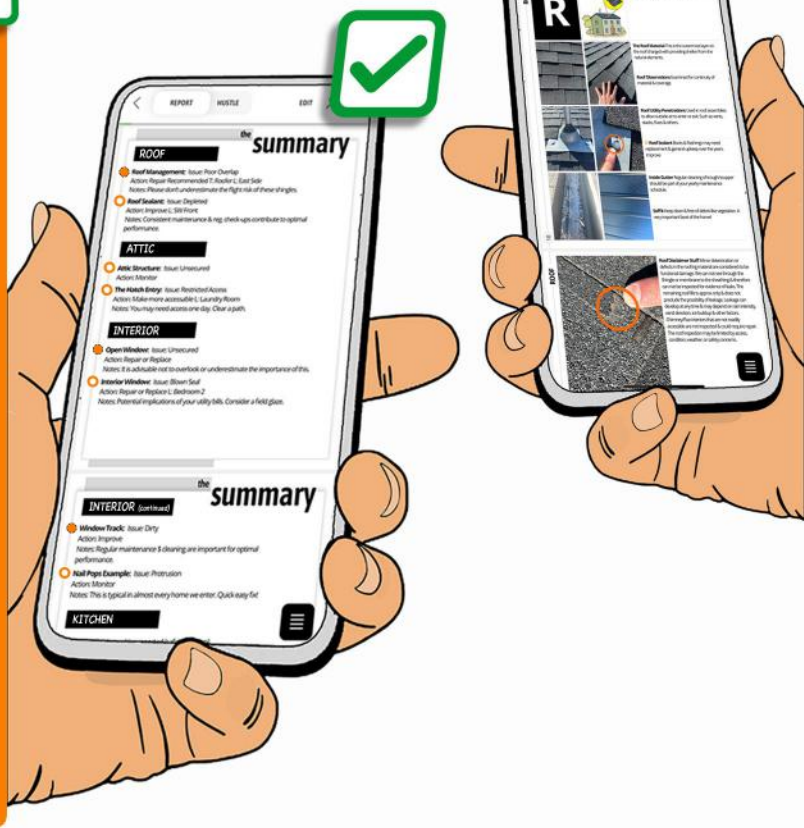
by L.Kirschenbürg

It's the 21st Century

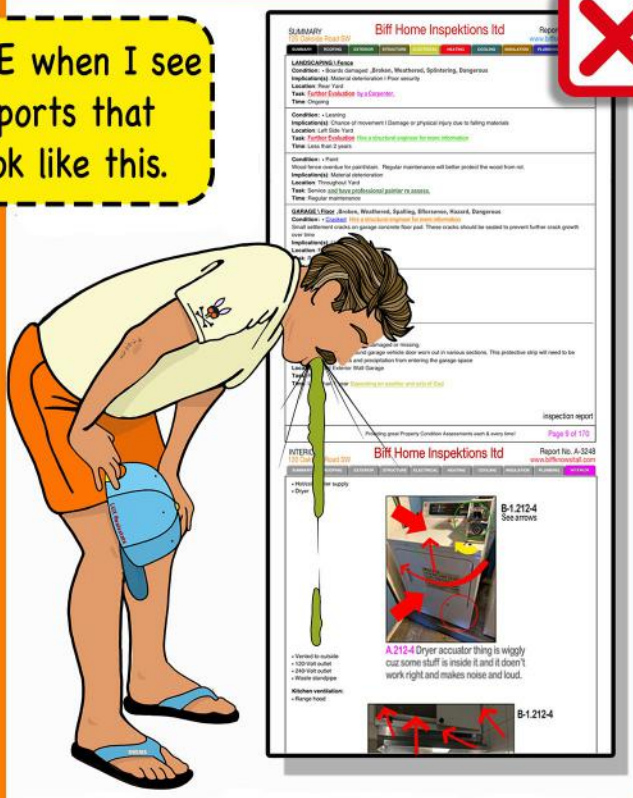
Craft reports with PRECISION

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

Buyers & Sellers want more

BE Different

In the dynamic realm of real estate, differentiation is paramount. Transform your approach with personalized, feature-driven reports in a magazine-quality book. This unique strategy captivates clients with visually appealing content, integrating a feature or bio page about **YOU** for a personal touch.







Detailing your background, expertise, & passion only fosters trust, turning the selling process into more than a transaction.

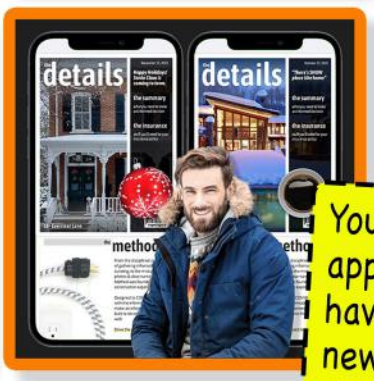












Your distinct approach may just have landed you a new client, showcasing the effort that sets you apart as the standout agent!







STORYTELLING

ROLEX • NIKE • APPLE • COCA COLA • TESLA

These companies have thrived on the power of visual STORYTELLING. Envision effortlessly integrating photography, pictograms, & diagrams to craft intricate visual narratives that captivate potential buyers.

Inspectagram revolutionizes the sales process, enhancing MLS information into an easy to digest yet sophisticated property presentation. It's a dynamic tool that embraces advancement, fine-tunes your sales strategy, & empowers you to strategically position yourself for success in the constantly evolving real estate market.



It's easy as 1-2-3

Photo, Rate & GO!

1



2



3

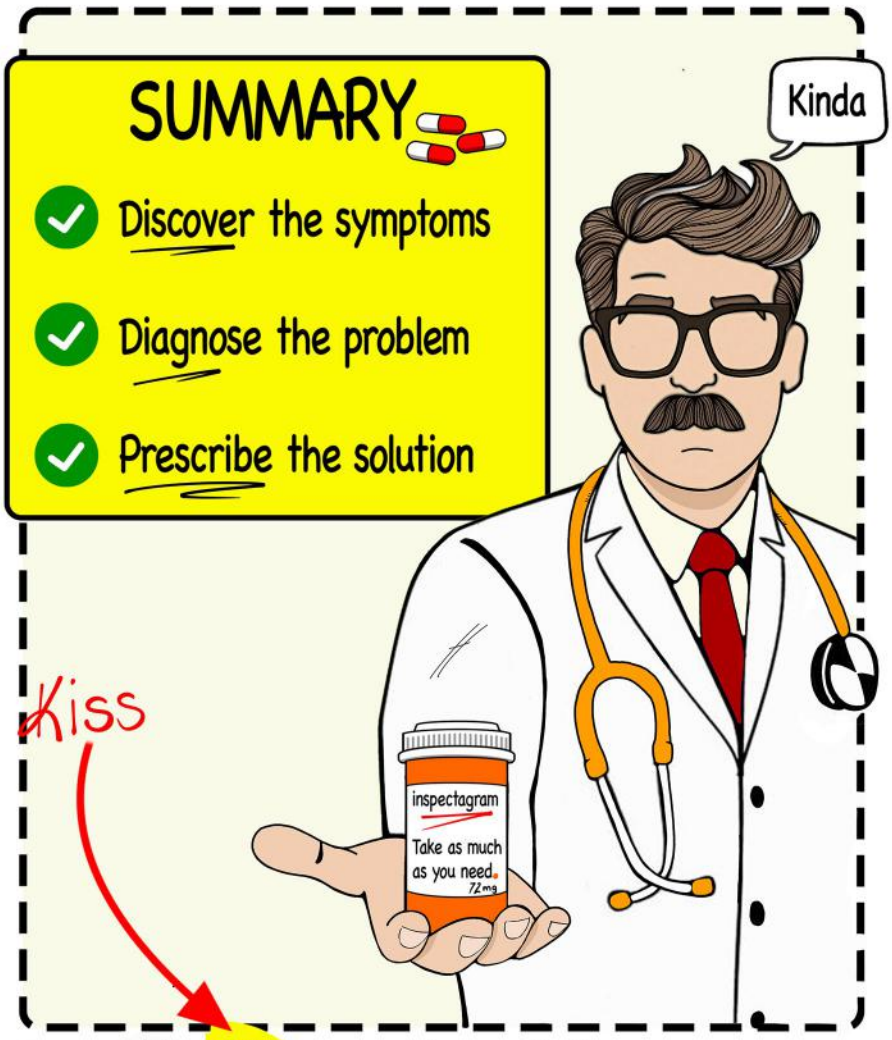


Inspectagram revolutionizes the inspection process by empowering inspectors (or Agents) to capture vital details seamlessly through a fusion of photography & picta-grams. This innovative approach guarantees visual comprehension with precision & clarity. Our intuitive rating system simplifies the entire process, translating findings into a remarkably simple, accurate, & fluid experience.

Are home inspectors actually Doctors?

SUMMARY

- Discover the symptoms
- Diagnose the problem
- Prescribe the solution



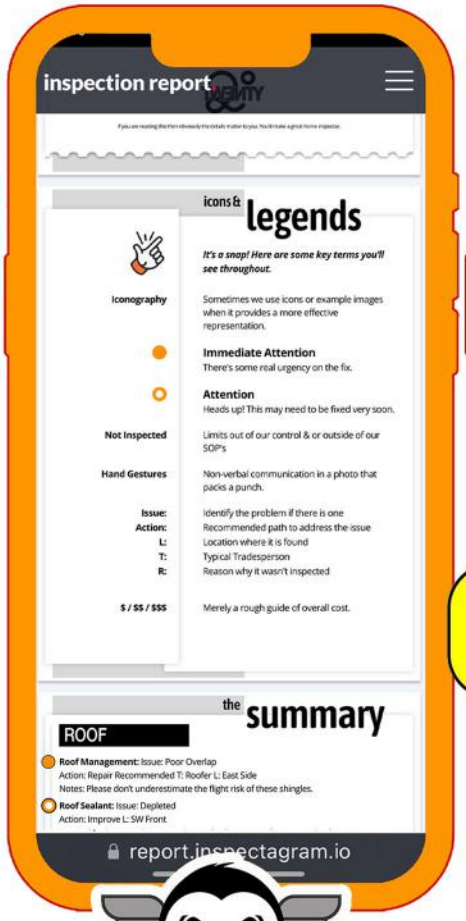
Digestible reports that market for you!













inspectagram.io

by

Your REPORT is your BUSINESS CARD!



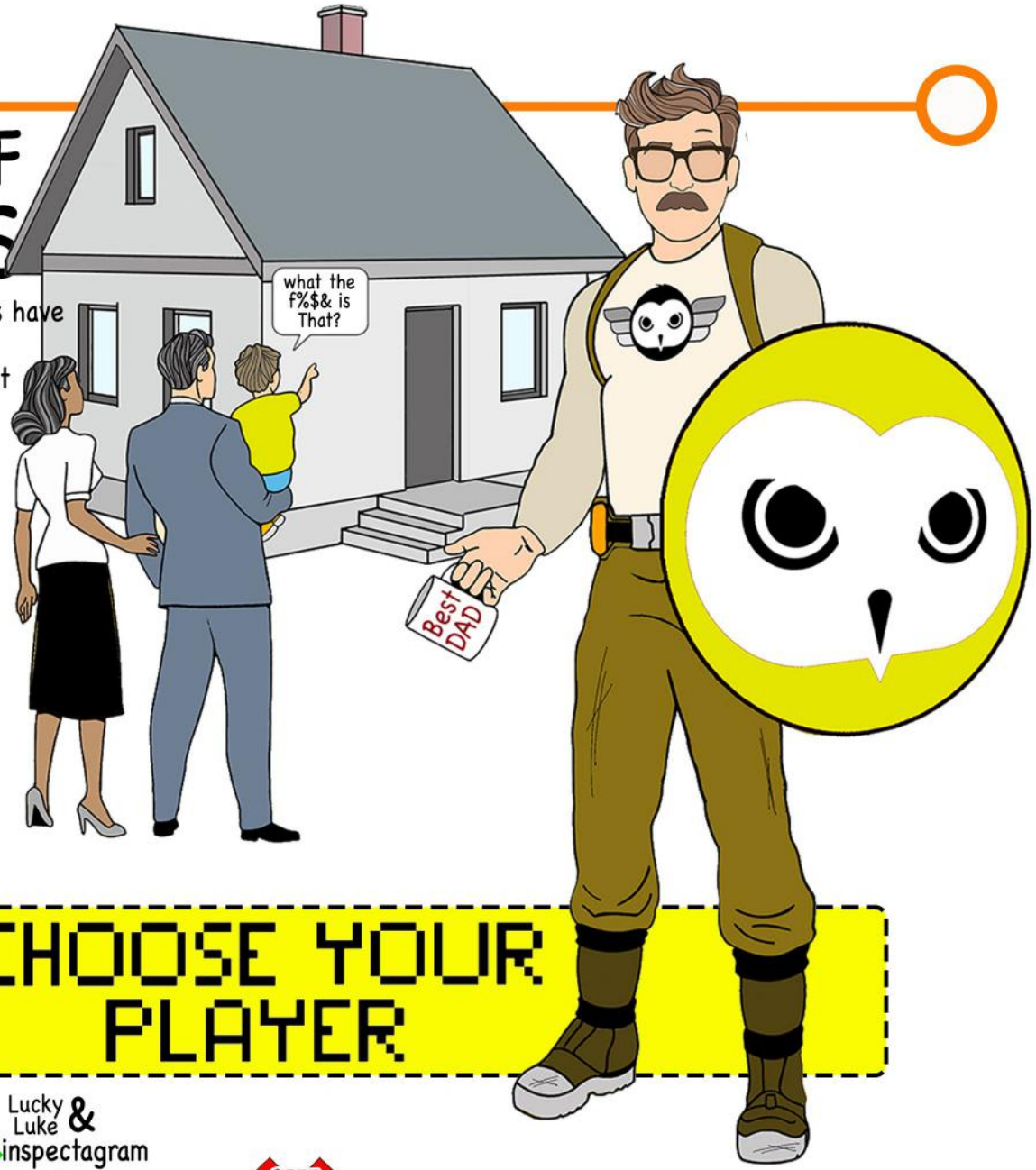
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by L.Kirschenbürg

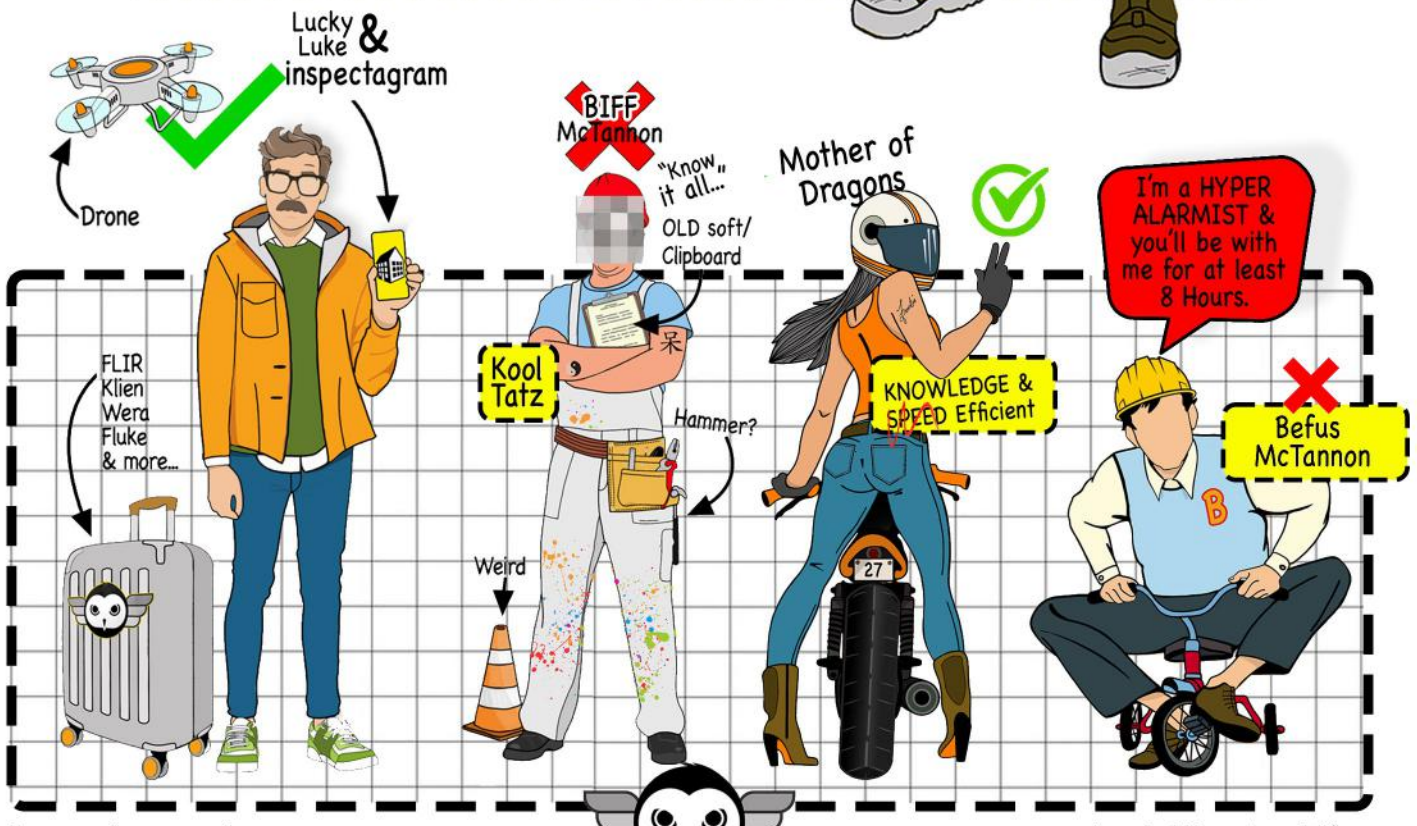
Welcome to

GAME OF HOMES

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



CHOOSE YOUR PLAYER



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by L.Kirschenbürg

ATTN: SUPER NERDS

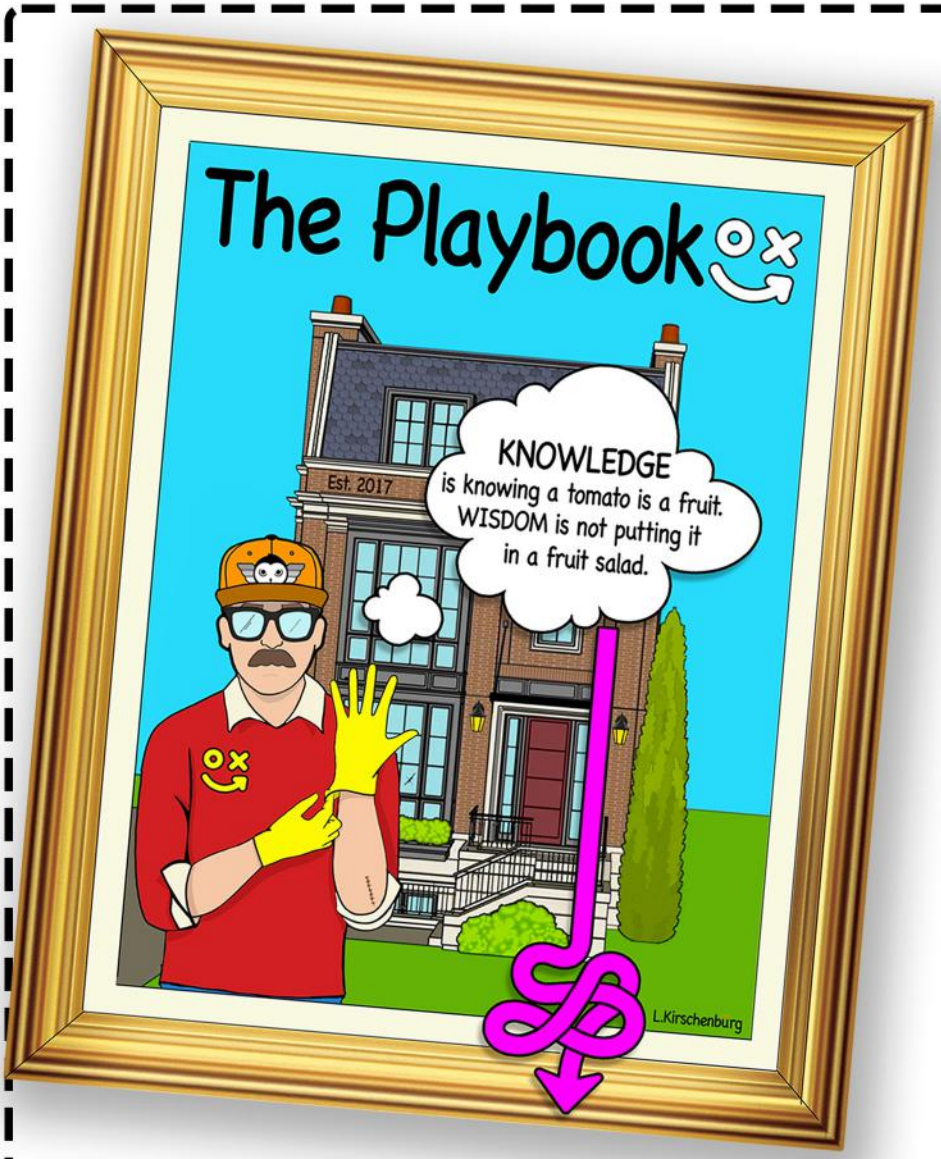
If you're eager to delve into the details of what a home inspector does & doesn't do, (The actual standards of practise *SOP's) feel free to click the link below & explore to your heart's content!
#itsarealheadbobber #nightnight #mindnumbing

https://s3.amazonaws.com/uploads-east-1.nachi.org/page-uploads%2F2020%2F03%2F15844788183 26-Home+Inspection+Standards+of+Practice.pdf



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by L.Kirschenbürg



"Inspectagram stands out 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 th 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

By Air, Land & Sea

Just as Magnum's tools ensure success in his missions, an agent who goes beyond the call of duty brings clarity to the murky waters of the real estate market, with precision & style.

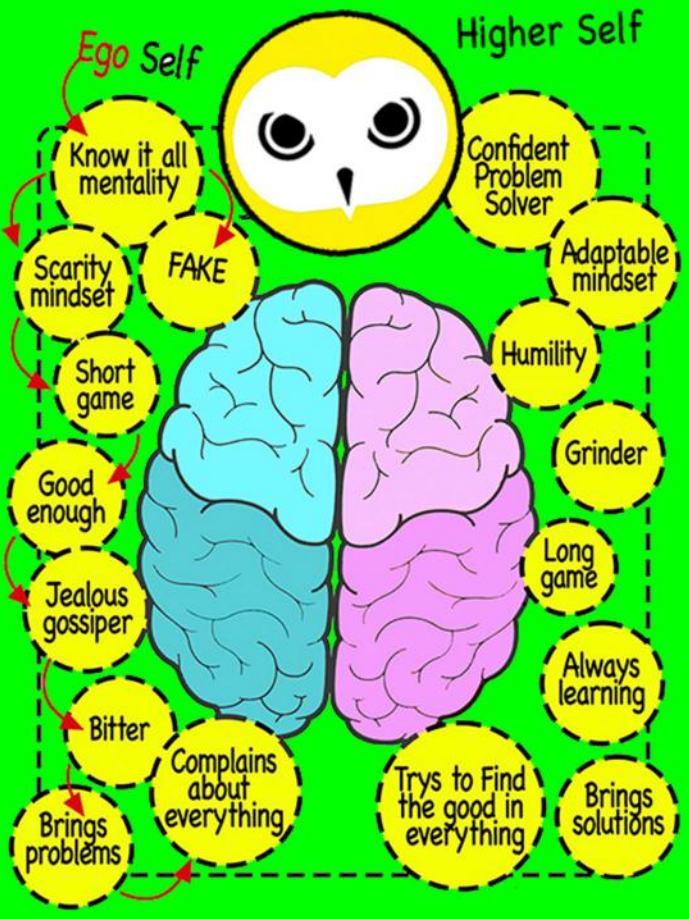




Thank you for delving into this compact "info" guide, crafted from insights of seasoned professionals. While we haven't covered everything, we've touched on key aspects for stressing the importance of transparent communication & collaboration with homeowners.

Disclaimer: Visuals are for reference only, &, 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


Ego Self
Know it all mentality
Scarity mindset
FAKE
Short game
Good enough
Jealous gossiper
Bitter
Complains about everything
Brings problems
Higher Self
Confident Problem Solver
Adaptable mindset
Humility
Grinder
Long game
Always learning
Trys to Find the good in everything
Brings solutions