Welcome to
Twenty20 & co.

How many orange dots?



Lucas Kirschenbürg

First Edition

Hello!

I'm Lucas Kirsch, & my journey in the realm of home inspections & custom home building has been a lifelong passion. Proud husband to a ~~stubborn~~ patient wife & father to a beautiful little girl, I've dedicated myself to the thriving world of creating and inspecting homes.

Welcome to the forefront of modern home inspections with Twenty20 & Co.! This compact ebook, serves as your gateway to understanding why we stand head & shoulders above the competition.

Joining our team means stepping into the exciting & lucrative field of home inspections, but remember, success is about making decisions, crafting a solid plan, & putting in the work consistently, every single day.

This is your opportunity to grow & thrive in the world of modern home inspections. Carve our your own path to FREEDOM.



inspectagram.io

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

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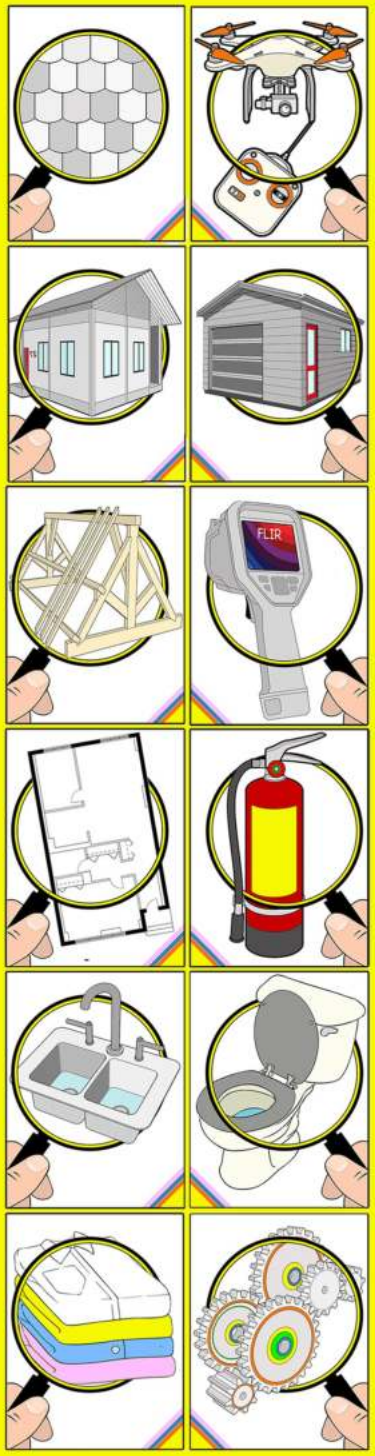


To secure a lifelong career at 2020, it requires swallowing your pride, dedicating extra hours beyond the job, self-driven learning outside working hours, actively showcasing your presence on social media, mastering reports by heart, capturing high-quality close-up photos, seamlessly integrating with the team, and embracing a resilient attitude to tackle challenges head-on. By taking initiative and surpassing these expectations, you can ensure not just professional longevity but a thriving and successful journey in the construction industry.

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

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A satisfied customer is our only business strategy



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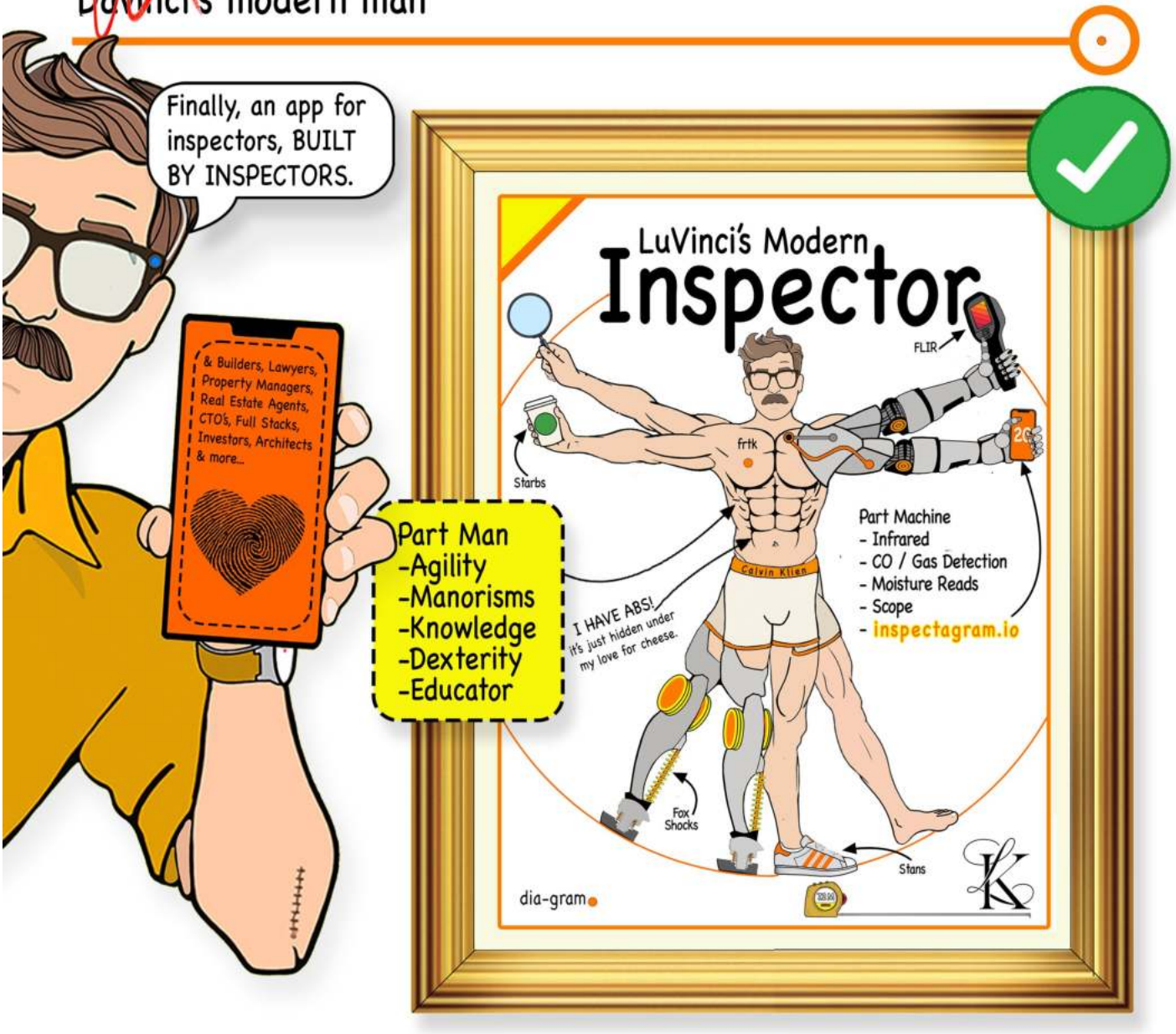
FOCUS ON WHAT MATTERS

In our dynamic world, having the right tool is crucial for future success. That's where Inspectagram comes in. We've transformed the information-gathering process into a gamified experience, enhancing the professionalism of our home inspection reports.

Here at Twenty20 & Co., our reports serve as the final firewall – each one a masterpiece in itself. We understand the significance of presenting thorough and visually engaging reports, ensuring that your expertise shines through. Welcome to a realm where every report is a testament to our commitment to excellence.



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 $24.3 Billion by late 2025.

inspectagram.io

by L.Kirschenbürg

THIS WILL SUCK FOR A BIT

WHAT IT TAKES TO WORK HERE



1-2: Introduction & Observation. Learn about OUR mission, & values. Familiarize yourself with tools, technology, & software. Shadow a Senior Inspector, observing processes & client interactions. You will be made fun of & called names. Like a lot!

3-9: Hands-On Training. Participate in inspections with mentor guidance. Compile basic inspection reports with mentor oversight.

10-12: Increasing Independence. Conduct inspections with reduced supervision. Engage in client interactions with mentor support. Take ownership of reports & demonstrate proficiency.



13-24: Requirements for Transition. Consistently writing accurate & comprehensive inspection reports. Proficiency in using technology & tools independently. Demonstrated commitment to client satisfaction. Responsibilities: Conducting inspections with Junior Inspector. Mentor Assistant/Junior Inspectors, supporting their development. Collaborate with Senior Inspectors on complex inspections. Regularly review & send inspection reports. Evaluation & Potential Demotion: Performance evaluations every 6 months by the Leadership Team. Demotion to Junior Inspector if performance falls below standards. The shaming will take a darker turn if at this point you're not getting it.



25+: Requirements for Promotion. Consistently writing high-quality & accurate inspection reports. Proven ability to handle complex inspections & client interactions. Positive feedback from clients & team members. Responsibilities: Conducting solo & advanced inspections. Mentoring both Assistant/Junior & Intermediate Inspectors. Evaluation & Potential Demotion: Performance evaluations every 6 months or as needed by the Leadership Team. Demotion to Intermediate Inspector if performance falls below standards. We don't have an HR here... so you will still (routinely) be harrassed & made fun of.

Started from the bottom now we're here

USE YOUR EYES

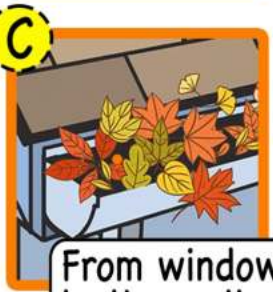
A



B

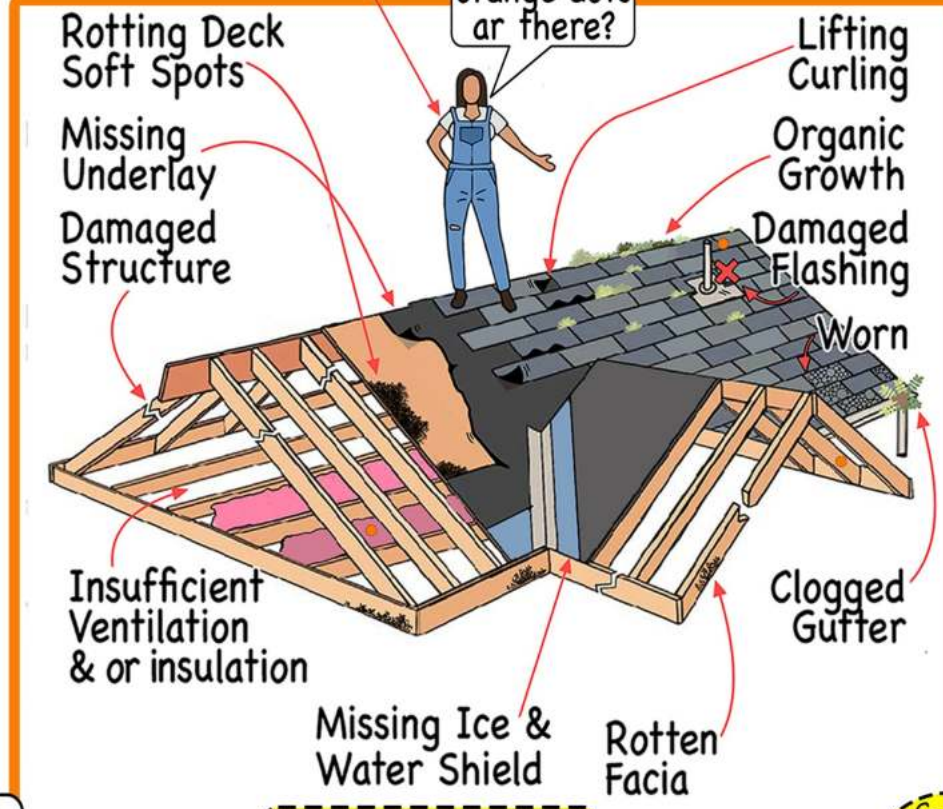


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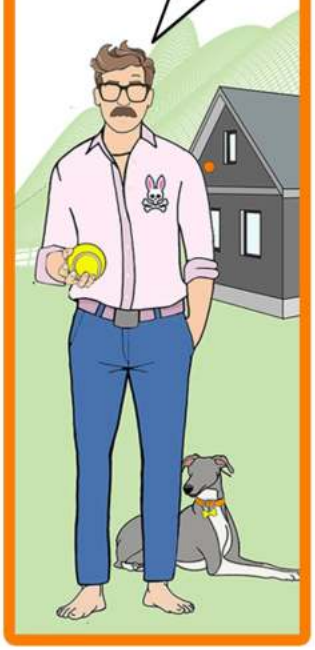


Captain Jack

How many orange dots ar there?

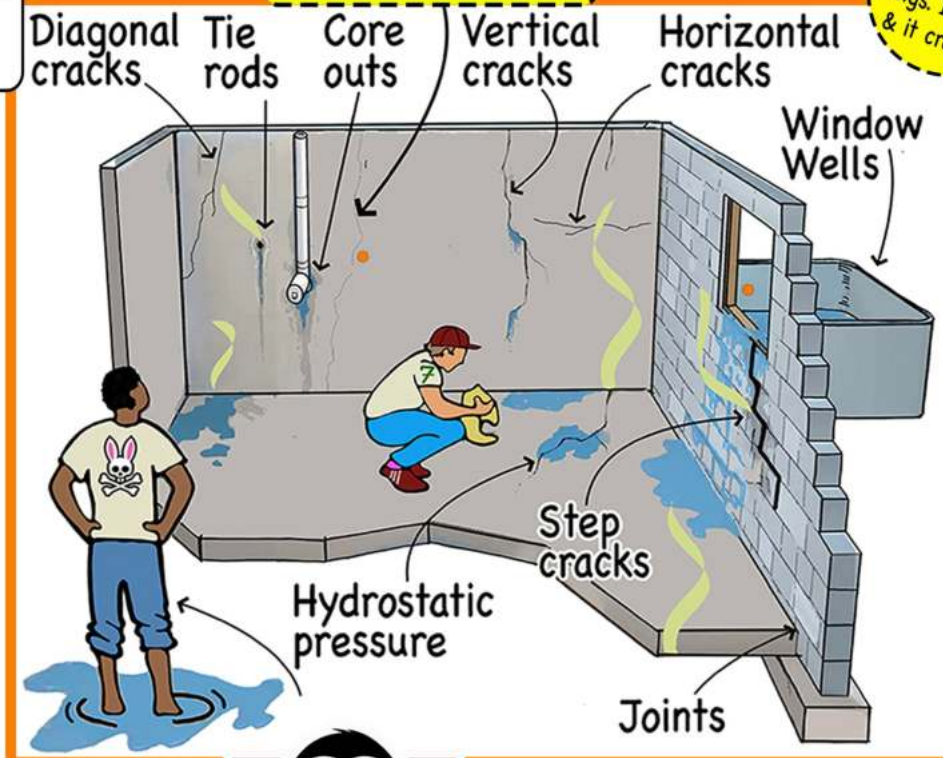


From windows to the walls & everything inbetween.



Common Hairlines

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



by L.Kirschenbürg

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 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 (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)



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SHIT YOU HAVE TO KNOW!

Chronological Watchlist

NO EXCUSES

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

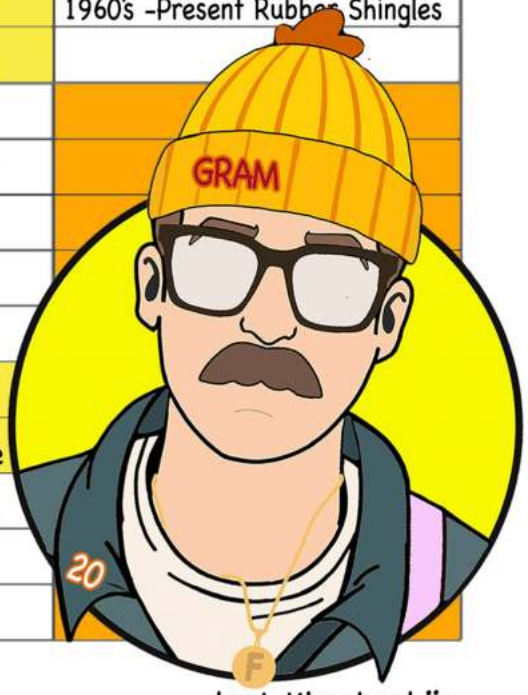
- B4C -70's Clay Pipe
- 1600's -80's Cast Iron
- 1800's -60's Galvanized Pipe
- 1940's -70s' Orangeburg Pipe
- 1930's -Present Copper Pipe
- 1950's -Present PVC Pipe
- 1970's -Present ABS pipe
- 1950's -Present Back Flow
- 1970's -90's POLY B
- 1990's -00's Kitec (Orange)

STRUCTURAL

- 1700's -90's Latth & Plaster
- 1920's -Present Block Foundation
- 1800's -Present Wood Foundation
- 1930's -Present 2ble Pane
- 1990's -Present 3ple Pane
- 1900's -Present Comp Windows

ROOF

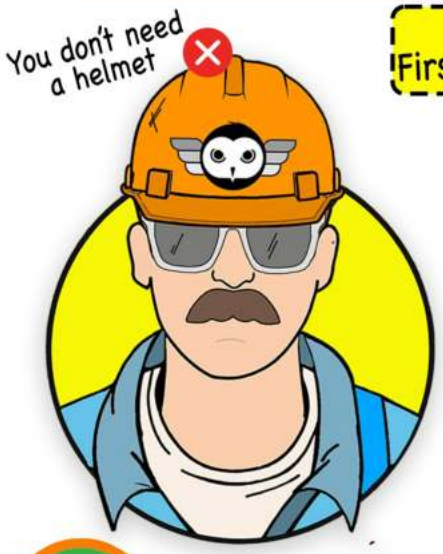
- 1800's -Present Wood Shingles
- 1900's -Present Asphalt Shingles
- 1930's -90's T-Lock
- 1960's -Present Rubber Shingles



inspectagram.io

by L.Kirschenbürg

WE WANT IQ, EQ & GQ



First Impressions MATTER How you appear & dress can really affect what clients think of you. Being friendly and approachable is super important too—good communication and people skills are the key to excellent customer service. Try to invest in quality tools gradually. While you're training, take the opportunity to build relationships with your team and agents. It's not just about learning; it's about showcasing yourself so that when you're ready, people will actually want to work with you!

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
Commuication 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

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 your 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 hillse
- ⊗ STAP talking bad about anyone! DUMB!
- ⊗ STAP being a "know it all."

by L.Kirschenbürg

We won't hold you back

BUT you have to show us you belong here



Prioritizing punctuality, proper attire, & ensuring you have a few tools in tow. Arrive fully caffeinated, pack a lunch, & don't forget your notepad. This is how you elevate & become an invaluable asset to the team!



Practice active listening & keep your insights to yourself. During inspections, let the lead take the lead - resist the urge to interrupt. Your role is to absorb and learn from the experience.



Don't be a lump! Always strive to be proactive - whether it's charging tools, setting up ladders, or finding ways to contribute. Stay engaged and eager to learn, showcasing your initiative as a new teammate.



TAKE INITIATIVE. whether it's tackling new tasks, anticipating needs, or finding ways to contribute proactively.



WE'RE TRYING to be the person we needed when we started in the game, so have patience with us. We're here for you.



Use any downtime to clean up after the inspector, showcasing your commitment to a tidy and efficient work environment.



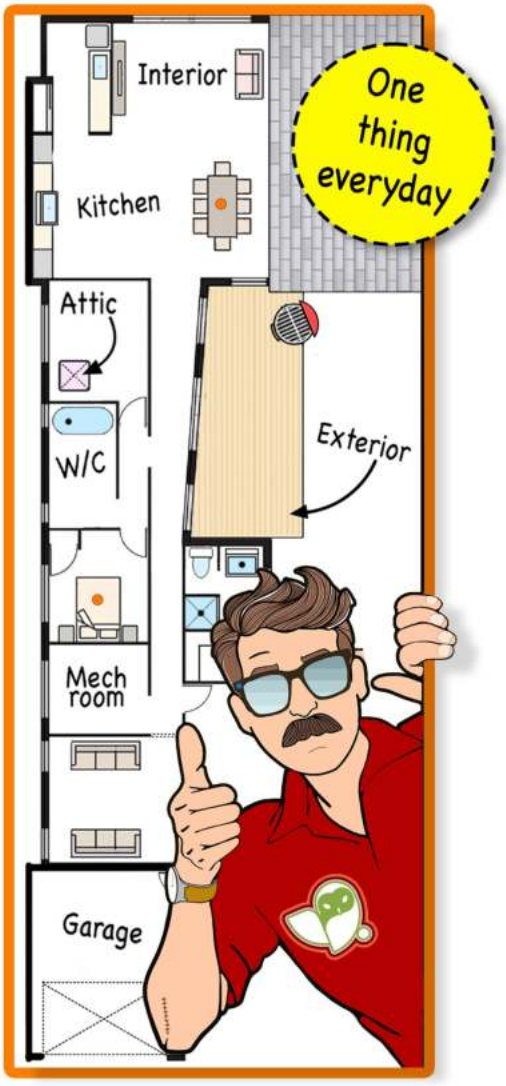
HOMEWORK at the end of the day, and remember, those who invest extra time outside of work tend to progress faster.



Review reports from other inspectors. Different approaches can provide valuable insights & enhance your own reporting.



SPONGE from experienced professionals as much as possible to become a well-rounded expert.

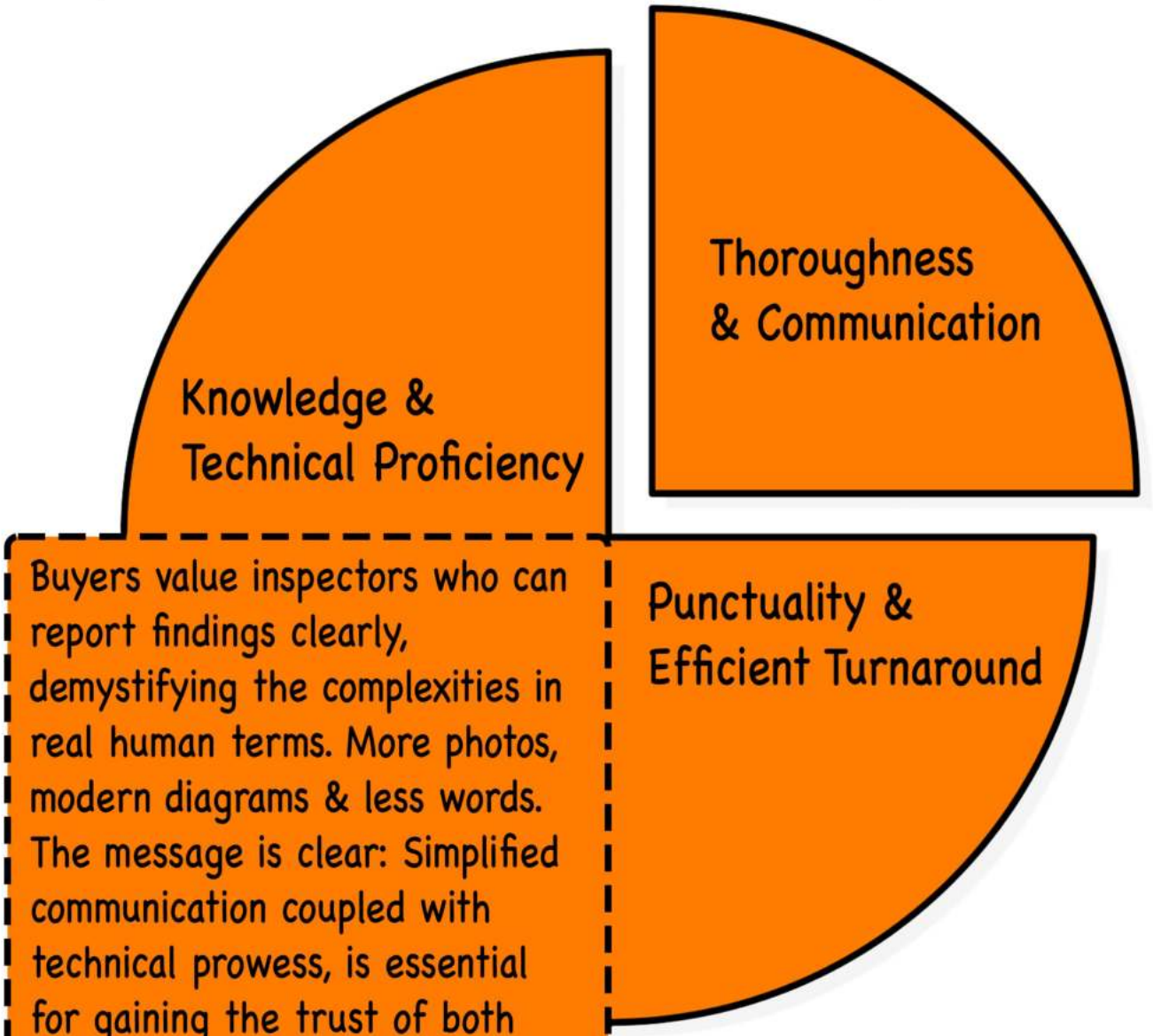


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by L.Kirschenbürg

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.



Buyers value inspectors who can report findings clearly, demystifying the complexities in real human terms. More photos, modern diagrams & less words. The message is clear: Simplified communication coupled with technical prowess, is essential for gaining the trust of both potential clients & agents.

by L.Kirschenbürg

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.



by L.Kirschenbürg

THINK OF WAYS TO STAND OUT & BE MEMORABLE





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

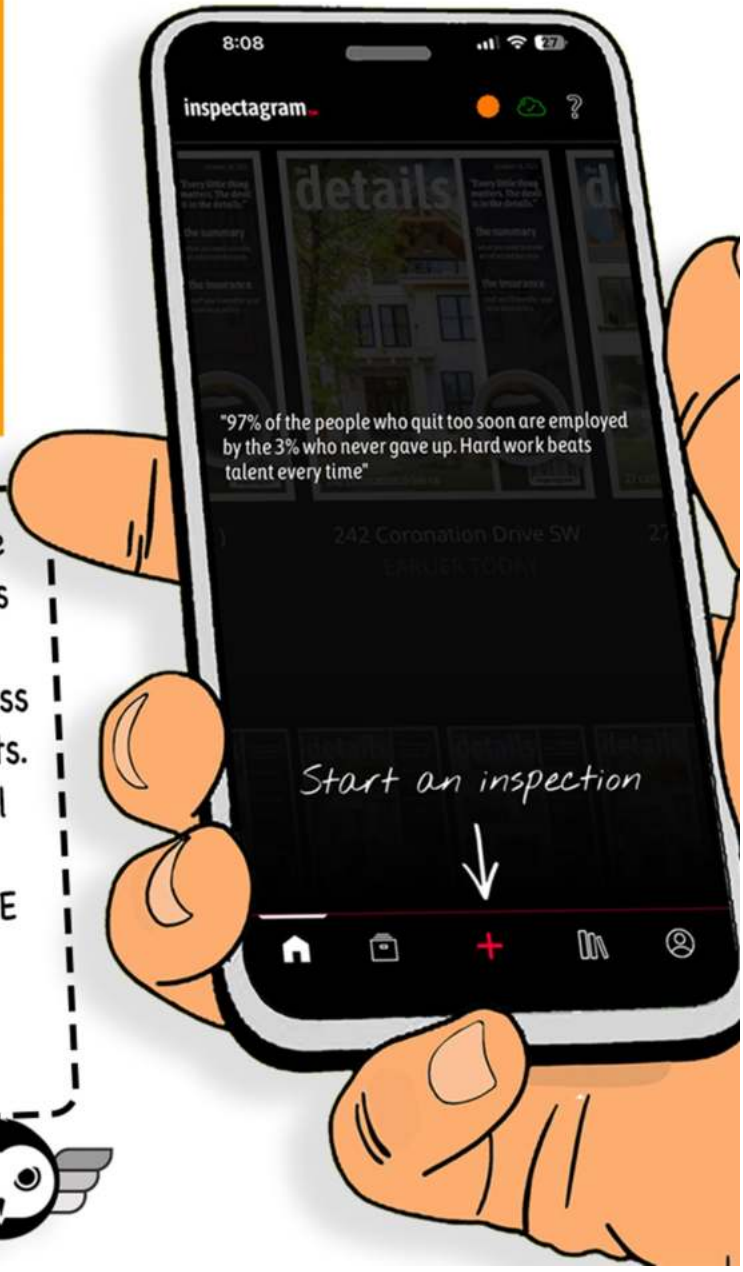
by littlelionmanleather

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. Social media self-marketing is essential as well for personal branding, skill showcase, and being front of mind. ONE poster every 3 days. It doesn't always have to be about home inspections. Feople want to know you!

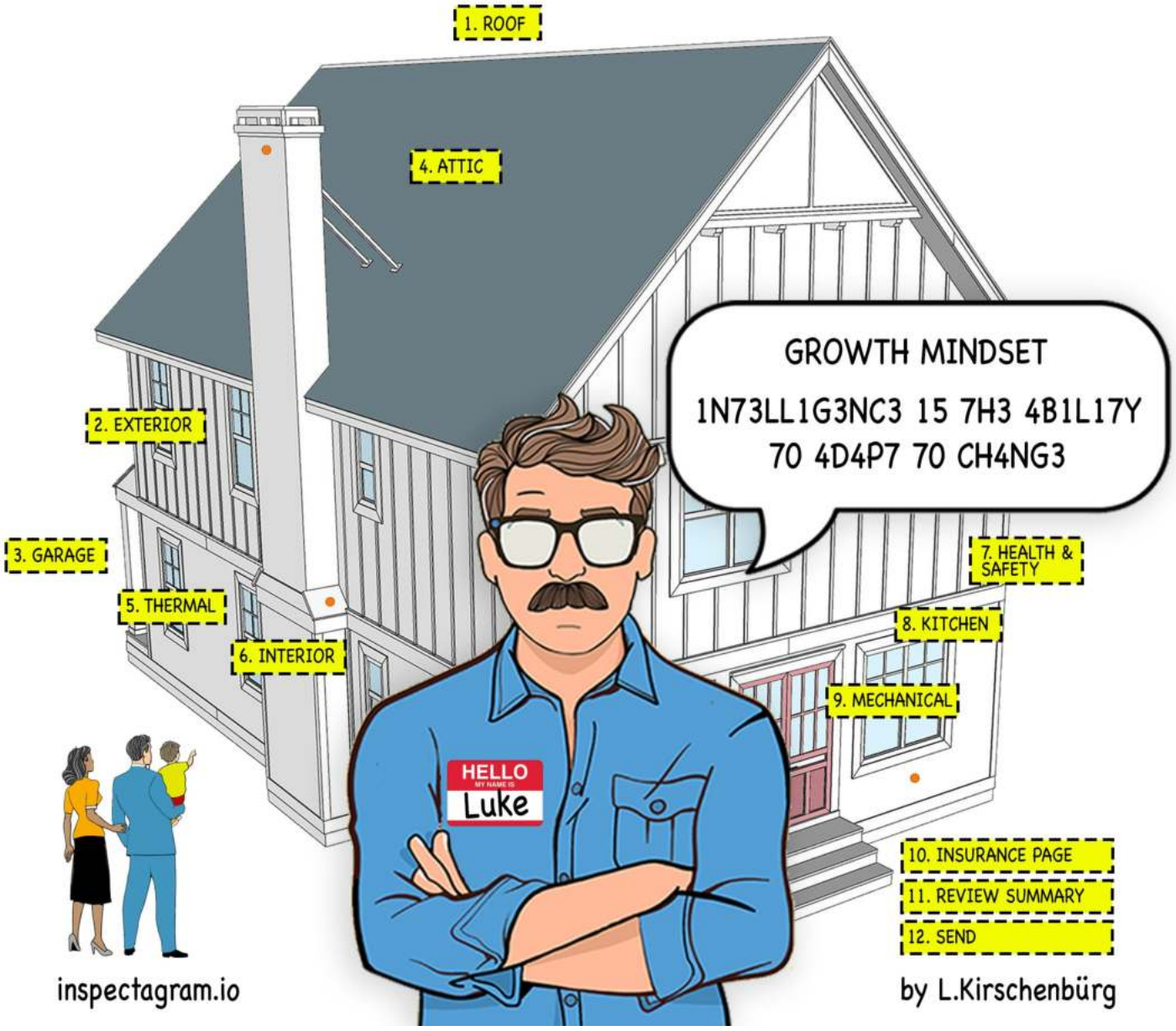
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Your Path to Success

ONE THING EVERYDAY

MASTER YOUR CRAFT!

This structured training and mentorship program ensures a smooth progression from entry-level roles to senior positions, maintaining a supportive environment focused on continuous improvement and client satisfaction. Demotions are approached with careful consideration, prioritizing growth and development within the company. Mastering our software and templates is crucial; it should become second nature. Close-up photography skills and effective use of hand gestures are equally vital. Lastly, taking initiative, supporting your team (the family), and building a strong reputation with both internal and external stakeholders, including agents and clients, is key. This is the path to a point where you can essentially shape your own career trajectory!



inspectagram.io

by L.Kirschenbürg

Get Familiar

SEWER SCOPES

	CALGARY	REGION 2	REGION 3
Residential	$285	$310	$360
Sh*tty Access	+$50 removal of toilet or roof entry		

THERMAL ONLY INCLUDED IN EVERY CONDO / HOUSE

Up to 2000 sqft	$275	$300	$350
Over 2000 sqft	+$50 per additonal 1000 sqft		



ROOF ONLY UP TO 2500 SQFT. HOUSE SIZE

Standard Roof	$325	$350	$400
Roof + Attic	$550	$575	$625
	+TBD crazy pitch, unusually large, commercial		

CONDO / APARTMENT

Up to 1100 sqft	$425	$450	$500
Up to 1800 sqft	$475	$500	$550
Up to 2500 sqft	$525	$550	$600
Up to 3200 sqft	$575	$600	$650
Up to 4000 sqft	$700	$725	$775
Over 4000 sqft	+$50 per additonal 500 sqft		

HOUSE / TOWNHOME / PRE-LIST / WARRANTY

Up to 1100 sqft	$550	$575	$625
Up to 1800 sqft	$625	$650	$700
Up to 2500 sqft	$700	$725	$775
Up to 3200 sqft	$775	$800	$850
Up to 4000 sqft	$850	$875	$925
Over 4000 sqft	+$100 per additonal 1000 sqft		

Team inspections
MORE EYES
MORE EFFICIENCY

WALKABOUT RAPID HOME SURVEYS

Up to 2000 sqft	$325	$350	$400
Up to 3000 sqft	$375	$400	$450
Up to 4000 sqft	$425	$450	$500
Over 4000 sqft	+$100 per additonal 1000 sqft		



EXTRAS
+$50 Homes older than 1980
+TBD Outbuildings, suites, etc.

Region 2 Airdrie, Bragg Creek, Chestermere, Cochrane, DeWinton, High River, Langdon, Okotoks, Priddis,Strathmore, Diamond Valley

Region 3 Banff, Canmore, Red Deer, Drumheller, Vulcan

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Legal Stuff



The home inspection industry is a litiguous one. While claims are increasing, so is TWENTY20's vigilance. It is critical to our clients and our business that all members of the team are performing at 100%.

TWENTY20's approach follows a systematic methodology, diligent documentation & excellent communication with clients. This includes obtaining signed contracts before the home inspection even begins. It also means procuring insurance and obtaining certification. Please also see Legal if there are potential disputes brewing.

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

Cover your ASS

The age of photographic evidence



Diligent Documentation

inspectagram



Meticulous documentation is paramount at Twenty20 & Co.

Every detail, captured through precise photography, reflects our commitment to excellence & goes beyond mere storytelling. Our reports serve dual purposes, acting as a marketing tool & showcasing our dedication to thoroughness in property assessment.

At Twenty20 & Co., we seek only top-tier players. Join us in upholding the standard of first-line professionalism.

You don't want to go to court!

inspectagram.io

by L.Kirschenbürg

TEAM INSPECT

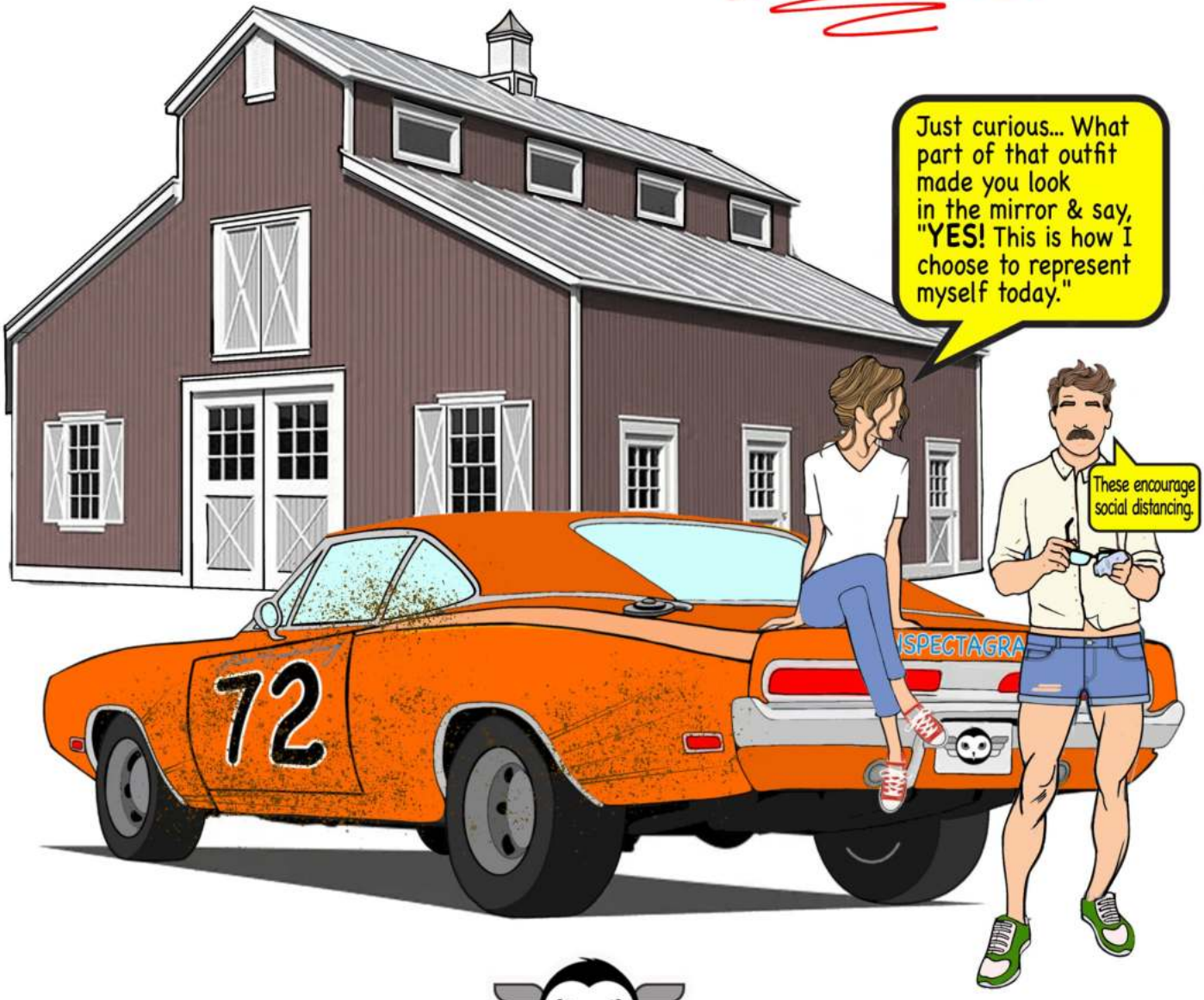
The Dukes of Hazard

Home Inspections



Don't be weird.

Choose your team carefully. So much of your success is due to the people who you surround yourself with. Your friends, your family, & the people that you work with -- they all play an important role in inspiring you **&** supporting you **&** giving you stability. These are the people in your life who will be honest with you.



inspectagram.io

by Luke Dukas

DON'T FUCK THIS UP



We've worked hard for our reputation.





ATTN: GREENBACK

You need to know this shit.

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



inspectagram.io

by L.Kirschenbürg



READ

Our company isn't just another business; we're an integral part of the community, providing not just jobs but essential services that help families put food on the table and secure their homes. It may sound like a cliché, but it's essential to understand that our home inspection team isn't just a random group of individuals—it's a tightly-knit family.

Now, we're all human, & mistakes are bound to happen. However, it's crucial that each of us approaches our responsibilities with the utmost seriousness and dedication. Our success as a team depends on everyone's commitment to doing their best.

This dedication goes beyond simply fulfilling our duties during working hours. It requires a mindset of continual improvement & professionalism in every aspect of our roles. That means showing up on time, dressing professionally, and always seeking ways to enhance our skills—even outside of regular work hours. It also means taking ownership of our personal brand, maintaining good hygiene, and delivering exceptional customer service with every interaction.

Let's not forget the importance of adhering to company protocols, whether it's about photography or communication gestures. These guidelines are in place to ensure consistency and professionalism in our operations.

It's important to recognize the privilege of being part of this team. Out of many applicants, each of you was chosen for a reason. Let's honor that choice by upholding the standards that define us as professionals and as a family. Together, let's aim for excellence in everything we do.



No Fucktards Aloud



by L.Kirschenbürg