

IAQ Home Survey™

A Soft-Sell Approach to Marketing Prism's IAQ Home Survey™

The letter below is an example of what home inspector Paul Staron of Valley Building Inspections in Arizona uses to notify his potential clients that he is offering IAQ Home Survey. In his proposal letter (or, in Paul's case, his email) he simply adds a three or four sentence paragraph at the end announcing the availability of the test, why it's good to include with the inspection, a brief personal testimonial on its usefulness, and the price.

Paul has told us that he sends this to every potential client and he routinely receives about a 20% acceptance rate as a result. So, with very little additional effort on your part, you, too, could increase your profit by having IAQ Home Survey included with your inspection.

Feel free to use this text and modify with your own personal touches. Paul has graciously agreed to share his approach with everyone.

Dear (Client),

The first 3 attached documents outline the scope of the inspection. Please review the 3 documents, then print and sign the 2-page agreement (only) and fax back to us at: 480-860-2920. We also accept electronic signatures if that's easier. The agreement is just for the home inspection and no agreement is required for termite inspections. For ease of communication, we include the total fee on the agreement.

This inspection fee (including termite and pool) is \$XXX and is payable at the time of the inspection by credit card or check. Please let us know if you have any questions on this.

For your consideration, I've also attached a sample Mold and Indoor Air Quality Report and information that we now have available. This report can help uncover what you can't see including mold and indoor pollutants. One test covers approx. 2,000 sq. ft. with additional tests available for larger homes. The costs are \$YYY for one, \$ZZZ for

two tests at the time of the home inspection. My wife and I had this done at our own home and we found it to be both informative and reassuring. Please let us know if you have any questions and would like this included with your inspection services.

Thank you for the opportunity to assist with your purchase.

*Paul Staron
Valley Building Inspections, Inc.
480-860-1100*

Paul then attaches the following documents to his contract:
IAQ Home Survey Brochure (Bulletin 940)
Sample Analytical Report