

# Pre-listing Inspection Program

## Process

- A seller contacts a Realtor to list a home.
- The Realtor explains the Pre-listing Inspection Program to the seller.
- If the seller chooses to participate an inspection is scheduled and completed on the home.
- The seller reviews the inspection and chooses which repairs to make if any. If repairs are made a reinspect is done, at no additional cost, and the report is updated.
- The inspection report is then posted on the 2020inspectionsolutions.com website and a contact form will need to be filled out to view the inspection report.
- A sign is posted in the yard next to or below the Realtors sign that reads “This home is pre-inspected, to view the inspection report text REPORT to 407-305-2882”.
- A link is posted to all digital marketing outlets where the listing is posted, inside the listing, that reads “To view the inspection report for this home “CLICK HERE” . A hyperlink in in the listing takes viewers to the contact form page.
- A one-minute YouTube video is posted with general photos of the home and instructions on how to view the inspection report. Links to the inspection report contact page and listing agents contact information are posted below the video.
- Every potential buyer that text the number on the yard sign or clicks a link in the online listing is directed to a contact form page within 2020inspectionsolutions.com. The contact form must be filled out to view the report. By clicking on VIEW REPORT the potential buyer OPTS-IN and agrees to be contacted by 2020 Inspection Solutions and the listing agent only. No one else will contact the potential buyer based on the contact form information. Every submitted contact form is then emailed to the home inspector and listing agent and the potential buyer, who has viewed the report, can be directly marketed to.
- Once the home sells the inspection report is removed from the website.

## Benefits

1. This is an innovative way for agents to market themselves and stand out above the rest.
2. This process can benefit everyone involved including the seller, buyer, both agents, and the home inspector.
3. The home will come with a 120 Day Warranty and a Buy Back Guarantee.
4. Once the contact form is submitted by clicking "VIEW REPORT" an email is sent to [Jay@2020InspectionSolutions.com](mailto:Jay@2020InspectionSolutions.com) with the contact information. This email is then forwarded to the listing agent for the subject property. The agent can then market directly to that potential buyer. This is a way to capture leads that drive by the property and inquire about the property that normally we would have never been able to know about.
5. The process is similar for online digital marketing. Once the property is listed on the MLS, Zillow, Craigslist, Facebook or any other online marketing outlet the Realtor chooses a link is posted within the listing that reads "To view the inspection report for this home CLICK HERE". Most buyers shopping online have search criteria saved and receive daily updates. This is why it is critical that the inspection be completed, and the report is loaded into the website with an active link before the listing goes live. If a buyer is not interested in the home but views the inspection report then the contact information is captured and forwarded to the listing agent. This is a buyer that is in the market to purchase a home and now you can directly market to them. This is why it is so critical for the Pre-listing Inspection Program to be set up and active before the listing goes

live. The initial online traffic is the heaviest traffic and most of the leads will be missed if the link is posted after the listing goes live. The drive by traffic, however, will be slower and more consistent than online traffic.

6. The contact information form process will be fully automated. The contact form can be submitted any time 24/7. The email received from the contact form will have the property address in the subject line. All emails received from the website 2020inspectionssolutions.com to [Jay@2020inspectionssolutions.com](mailto:Jay@2020inspectionssolutions.com) will be automatically forwarded to the listing agent for the subject property based on the address in the subject line. This means you will not have to wait for the lead to be sent to. You will automatically receive the email within minutes of the contact form submission.

7. Buyers typically do not have a Realtor until the last minute. The Pre-listing Inspection Program gives Realtors a chance to capture buyers before they enter a deal with another Realtor.

8. The link sends the potential buyer to that specific house info, not other listings. If there is additional information the agent wants to convey about the property it can be placed in the webpage attached to the link.

9. A home inspection is usually done at the last moment and it can bring unwanted anxiety, tension, and frustration for the buyer the seller and both agents involved. When a pre-listing home inspection is done proactively on the frontend by the seller it removes these emotional issues and helps pave the way for a smooth closing.

10. No two inspection reports will be the same. A buyer that brings in his own inspector will end up with a report that is different than the pre-listing inspection report. However, ALL the major issues, that

would potentially impede a deal, should be listed on both reports if both inspections were completed by quality inspectors. The trivial deficiencies may differ, but the major issues should align on both reports. This process puts the seller in control of the negotiations instead of the buyer as far as the inspection is concerned. The seller can be fully transparent and submit an accurate seller's disclosure. This is a great selling point when signing new listing agreements.

11. The Pre-listing Inspection can include a 4 Point inspection. Insurances companies will usually require a 4 Point inspection. This only slows the process and is another obstacle and expense for the buyer. The 4 point inspection report can be retained by the seller and submitted to the buyer once the home is under contract. This will help speed up the process because the buyer will not have to schedule and pay for an additional inspection to obtain a 4 Point for the insurance company.

## **Explanation to the seller**

When proposing the Pre-listing Inspection Program to the seller it should be a relatively easy decision on the seller's part. Below is a short list of benefits for sellers.

- The inspection will include a 120 Day Warranty and A Buy Back Guarantee. This is a great benefit to the seller and the buyer.

- The agent will receive leads from every inquiry and be able to market directly to those leads. This will encourage the agent to market the home in more places than a typical listing, in turn benefitting the seller. This shows the seller they are dealing with an agent who is thinking outside the box and going above and beyond to sell the home.
- This will also help the listing stand out. Most homes listed do not have a report readily available to view, easy to obtain, and free of charge.
- This will give the seller a professional assessment of the current condition of the home. The seller can make any repairs they choose, and the report can be updated. The home can still be listed, with the current report, and the repairs can be made after the home is listed.
- A buyer can be detoured from negotiations due to the home inspection report. When the inspection is done on the front end everyone involved is aware of any deficiencies and this prevents last minute issues from contaminating a deal.
- The seller can get a general idea of how many buyers were attracted to the listing based on the number of lead generations the agent receives.



## Test the process

I have a sample property set up on the website. You can test the contact form and lead generating process by texting REPORT to 407-305-2882 or <https://2020inspectionssolutions.com/samplerreportcf/> If you use the texting service you will be asked to enter the property address. Enter 123 and you will be sent a reply with the link for the sample property. Once you are directed to the contact form enter your name, number, email address, and a generic comment if you choose and click view report. I will forward the contact form information you entered to the email address listed on the contact form.

Feel free to call or email anytime if you would like more information.

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