

Southern Ontario's Choice



# The Affordable Advantage: In This Issue:

## Real Estate Networking Next Issue: Marketing Home for Sale

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<http://www.affordablehomeinspections.ca>

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### Affordable Home Inspections



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- Home Inspections since 1997
- 30 plus years as a renovation expert
- 15 plus years as a real estate investor
- 15 plus years in marketing
- Technical teacher since 2000
- MCSE, CNE, SCO Unix, A+, Network +

### Not your average Home Inspector:

I'm not here to solicit anything, but rather to help you by giving back some of what I have learned. If you have an inspection done by someone else and you are questioning part of the report and would like a second opinion, send me an email or give me a call. I'll give you my unbiased opinion and if need be, if it's local, inspect that part of the home for free. I truly enjoy performing home inspections, meeting new people, networking, educating and teaching clients about all the aspects of the home. I'm 46 years old, previously semi-retired, born in Scotland, who came to Canada in 1973 and have lived in Hamilton for most of my Canadian life.

**Helpful Hint:** The best brokerages are the one who interview any home inspector before they add their brochures/cards to their referral area.

## Real Estate Networking

To succeed in real estate you need to surround yourself with Mentors - people who have already accomplished something you want to achieve, people you can trust, who can bring you a new level of accomplishments and accountability. Without this network of people you will find it difficult to reach your full potential and reach your goals.

### Real Estate Network Coffee Group

**Where:** Tim Horton's (Upper Wellington and Mohawk)

**When:** Every Tuesday at 7am - Starting February 9th

**Info:** No need to RSVP, just show up or you can add to join this informal group through [www.meetup.com](http://www.meetup.com) @

<http://www.meetup.com/Real-Estate-Network-Coffee-Group>

### How to Build Your Referral Network

**1. Join two different types of associations** - One that is related to your industry or field, and another that has more of a general business focus. You'll meet experts in your specific market in the first type, (realtors, home inspector, home stagers, etc) and mix with successful entrepreneurs from all areas in the other kind.

**2. Share your knowledge freely** - Consider giving presentations at no charge to the local Chamber of Commerce or other associations in which you participate. Donate samples of your product or service.

would you refer anyone that you didn't know or hasn't been referred by a colleague who has work with that person?

Helping your clients save a few dollar by referring low priced home inspectors or inspectors who offer discounts can end up costing your clients thousands in the long run. These inspectors usually work part time or are inexperienced and new to the field. By spending a few extra dollars on a more professional, experienced inspector you are not only helping protect your client, but they will be in a better state mind they are in a better position to refer or use you again.

Please feel free share this newsletter with friends. To subscribe, simply send me an email with your name to [AI@affordablehomeinspections.ca](mailto:AI@affordablehomeinspections.ca).

## Area Networking Organizations

<http://www.bnicanada.ca> (Member)  
>BNI - Business Network International  
<http://www.meetup.com> (Member)  
>Real Estate Network Coffee Group  
>Burlington Like Minded Business Networkers  
>Hamilton Business Strategies and Networking Group  
>Networking Edge  
<http://www.linkedin.com> (Member)

## Other Networking Solutions:

-Blogging / Discussion Forms - Activerain (Member)  
-Online Business and Social Networks - Linked in (Member)  
-Instant Messaging - MSN / Skype (Member)

## 7 Ways to Build your Referral Business

**1. Set A Target:** In business, measure the results to improve performance. Set a clear goal with a time line. Example, 10% increase in referral

or give your time for fundraisers. Volunteer to write articles for smaller publications that reach your target audience. These activities serve to increase your visibility while giving you an opportunity to showcase your expertise

**3. Provide referrals yourself** - This not only highlights your credibility and connections, but it's also likely to generate in-kind referrals on the part of those colleagues and associates for whom you've generated business.

**4. Build a team of supporters for your business** - This may include friends, family, and colleagues who not only cheer you along, but sing your praises to others they know, spreading the word about your business.

**5. Create an informal advisory board** - Establish a group of professional advisors (Mentors) that you can call on to help you with planning and problem solving in your business. This equation works both ways - be prepared to give strategic assistance to their businesses as well.

**6. Do a good job for your clients** - This strategy may sound like common sense, but it's the most powerful one of all. This includes referring the right home inspector, mortgage broker, etc. By doing this not only does it bring you repeat business, but will send other business your way as well.

**7. Maintain visibility at the local level** - Be an active member of your local business community. Volunteer for select nonprofits aligned with your field, attend Chamber of Commerce mixers, and participate in local activities as your schedule allows. The personal bonds you create can fuel new business opportunities.

**8. Put technology to work** - Stay connected to your market and accessible to your customers by leveraging your time and reach with technology. Everything from voice mail, cell phones and desktop publishing to the instant communication via email and the Internet can help you. Forwarding this eNewsletter and other publication at least once a month will help keep your name in mind.

**9. Have a backup network** - If your not available or

business over the next 10 weeks.

**2. Timing:** Give your clients time to experience your service or product before asking for a referral. Ask for the referral at close; only if your client is already delighted with your business.

**3. Top 20:** Not all customers are referral candidates. Ask for referrals from the top 20% that are ecstatic about your business. Make sure their network is the type of client you want.

**4. Give and You'll Receive:** Give your clients extra service and follow-up support before asking for referrals. When you give willingly to your customers, they will return the favor.

**5. Type of Customer:** Inform your referring clients of the type of customers you can help. Provide a clear picture of the customer demographics will help your referral marketing.

**6. Rewards Program:** Provide special rewards to your referring customers on a regular basis. If a customer provides you with 5 sales, offer them something special, e.g. discounts.

**7. Thank-You:** Create a basic thank you letter that can be personalized and sent to each referral you receive. Treat your referral sources with the utmost of care and you will not only build a foundation of trust but keep hot prospects coming to your door."

These are tips; but they only work if they are used on a regular basis. Use them to drive your referral business and build sales revenue. Start today and watch your referrals grow.

## Real Estate Marketing Tools

### FREE DOWNLOADABLE FILES

These files are absolutely free to download, print and distribute to all your friends, family and clients.

able to complete a customer's work, make sure you have a method in place to handle the disruption. Your backup system will ensure that the work gets done on time, and your customers will appreciate your professionalism and reliability - and send more business your way.

**10. Ask** - Train yourself at the conclusion of a successful project to ask for your client's business again, and to suggest that they pass along your name to others. When giving out business cards, ALWAYS give out three. Be sure your customers know that the experience of working with them was one you'd like to repeat, and that you'd like more customers just like them!

### Building your Network Team:

1. Determine who you want on your team - Write down a list of people that you respect and trust in business, personal life, family, health and financially. Make sure to write down your criteria for this relationship and evaluate the potential for their success in the role you are wanting them to fulfill. (i.e. mentor, advisor, colleague, etc.)

2. You only have one chance to make a good first impression on why they would like to get to know. Be direct, let them know your goals and that you are focused and already taking action toward that direction. Let this person know your passions and why you respect what they have accomplished.

3. Create opportunities to build this relationship that will turn them into trusted advisors and build a lifelong friendship. Best way to do this is to selflessly give to your relationships. You may also want to become a client, student or be in an apprentice relationship.

4. Identify your ultimate vision and create a path to get there through mapping out your goals and objectives which will include the new skills and knowledge you will need to get to your vision.

5. Creating an overall picture of your future vision that includes all the pieces of your life puzzle. Create a complete strategy to have a balanced fulfilling life.

These and more can be found by visiting:  
<http://www.affordablehomeinspections.ca>

- [3 Critical Mistakes](#)
- [Know Your Inspector](#)
- [10 Tips to Speed up Your Home Inspection](#)
- [223 Page – Home Closing Checklist](#)
- [Cost Estimates - Home repairs](#)
- [Home Care Guide](#)
- [Home Closing Costs](#)
- [Sell Your Home for More](#)
- [450 Ideas to Sell Your Home](#)

### USEFUL LINKS

- [Ask the Builder](#)
- [Canadian real estate](#)
- [Canada Mortgage and Housing - CMHC](#)
- [City of Burlington](#)
- [City of Hamilton](#)
- [Do It Yourself Online](#)
- [Gardens Alive](#)
- [Haldimand County](#)
- [HGTV - Home Restoration](#)
- [Home Inspection Directory](#)
- [Home Time](#)
- [Ian Evan's World of Old Houses](#)
- [MLS - Multiple Listing Service](#)
- [Mortgage Calculator - TD](#)
- [National Trust for Historic Preservation](#)
- [This Old House](#)

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6. Learn to have fierce conversations, one where you are not afraid to voice your opinions as well as give up your pride and listen to wisdom of those that have gone before you. This will make known new truths and bring into being new value for all involved.

7. Identify your weaknesses - Not an easy task since we can only see things from our story and perspective. Make sure you evaluate what you know to be your weaknesses and then ask your trusted advisers and friends what they perceive to be your weaknesses are.

8. Commit to taking action - The only way to having these relationships last is to stay in integrity and honoring your word, what you say you are going to do, as it is the most valuable thing you have.

9. Believe you "CAN" and do it, never use the words "I'll try" as you are then destined to fail. Instead believe and have faith that you can. Set goals, be consistent, take the right actions and NEVER quit.

10. Let your team know that you are not using them as a stepping stone, but rather joining them in the ride to the finishing line.

Building your dream team will take determination, perseverance and a passion for something greater than you could achieve on your own. Feedback is the breakfast of champion and participation equals value.

Courtesy of Mickey O'Brien

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