

**Marketing For Home Inspectors  
in the  
Changing Digital Age**

**Joel L. Singer  
APPLICA Solutions**

**[jsinger@applica-solutions.com](mailto:jsinger@applica-solutions.com)**

**[www.applica-solutions.com](http://www.applica-solutions.com)**

**(508) 281-2050**

## Today's Presentation

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Today's presentation will focus on digital marketing, specifically for home inspectors.

- **What's Changing in the Digital Age?**
- **Social Media Best Practices**
- **Email Marketing Best Practices**
- **Web Enhancement Best Practices**
- **CMR 266 Compliance**

## Unique Challenges for Home Inspectors

Home inspectors face unique challenges for digital marketing.

- **'www.' versus your service territory**
- **B2C and B2B**
- **'feast or famine'**



## What's Changing in the Digital Age?

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Digital marketing is being revolutionized by AI combined with marketing automation.



**"Intelligent  
Marketing  
Automation"**

## What's Changing in the Digital Age?

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These technology innovations work together to transform digital marketing.



- generative / algorithms
- machine learning



- automated sophisticated marketing
- powered by AI



## What's Changing in the Digital Age?

Digital marketing is being revolutionized by AI combined with marketing automation.



- Increasing engagement and sales through **PERSONALIZATION.**
- Saving time, money, and effort.



## Social Media Best Practices

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Let's look first at best practices for social media digital marketing.





## Your 'Digital Doorstep'

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**For millennials who live on social media, their instinct is to first look at your social media before your website.**

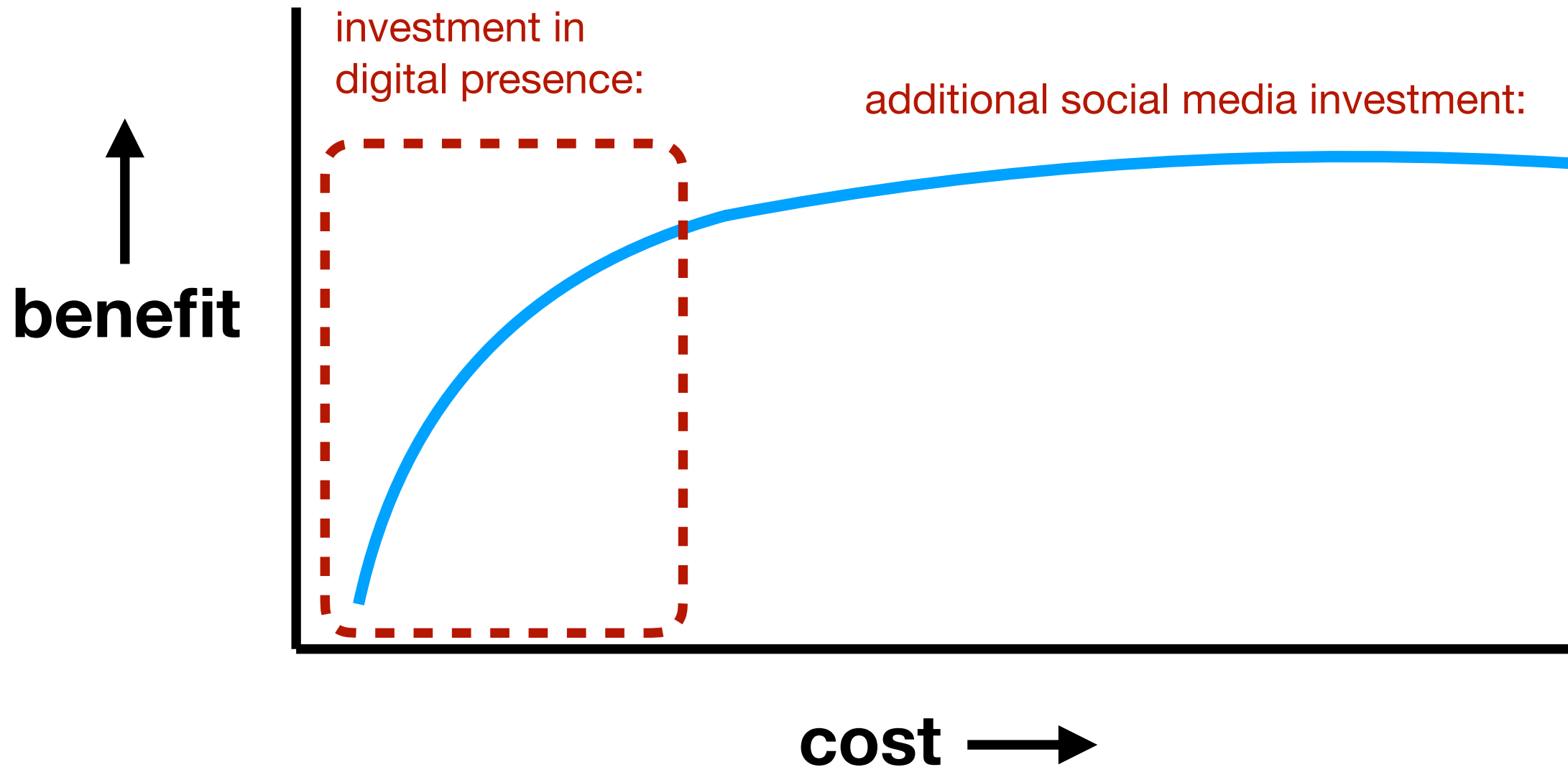
- **Millennials are now the largest generation of home buyers.**
- **Percentage of millennial real estate agents has almost doubled to 18% from 11% since 2012.**
- **Plus 45% of millennials surveyed say that they research a company on social media before they consider going to the company's website.**





## Law of Diminishing Returns

However, investment in social media requires consideration of cost vs. benefits . . . and a very high rate of diminishing returns.

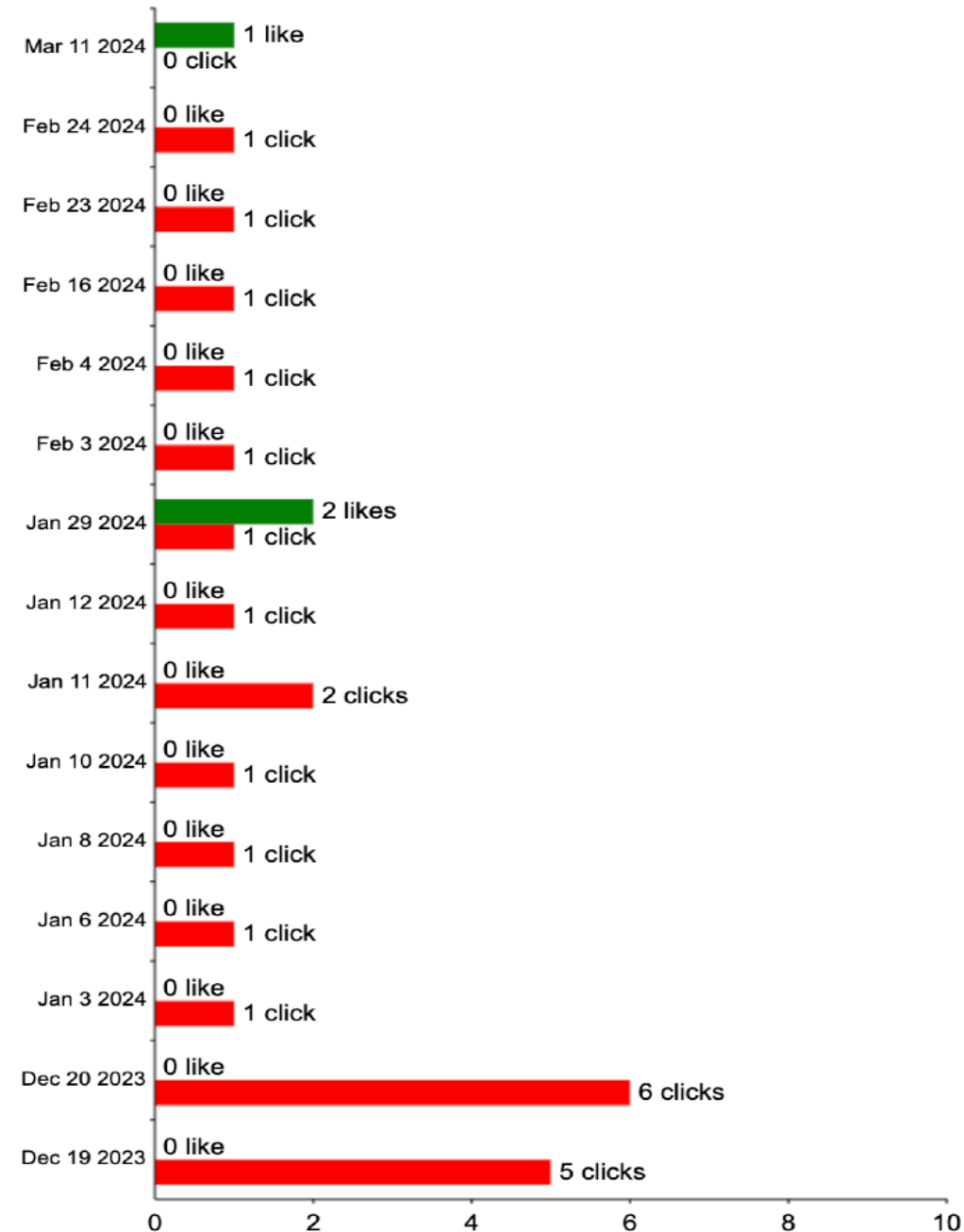


Goal of your social media should be to project your brand, and generate engagement and **CLICKS** (not just 'likes').

## Clicks vs Likes

### Comparison of Facebook **clicks** and **likes**

'likes' show appreciation,  
 whereas 'clicks' bring visitors to your website  
 (updated March 19, 2024)  
[click on bars below to see post details](#)



A posting of you and your new puppy will generate lots of likes ('vanity stats'), but your business needs **CLICKS** from motivated prospects.



## Generating Clicks (part 1)

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The most important factor in generating engagement and clicks is **CONTENT**.



- **Tune to the interests of your target clients.**
- **Subtly stimulate the need for your services (e.g., tips about mold).**
- **Vary the benefits evenly.**
- **Adjust for local climate conditions.**
- **Tuned content builds trust.**
- **Good content = attention to your ads.**

**Tuned content where AI and machine learning is especially powerful.**



## Generating Clicks (part 2)

**PRESENTMENT** is another important factor in generating engagement and clicks.

display your logo

YOUR COMPANY  
September 6, 2023 · 🌐

Rain downspouts should discharge water at least 5-10 feet from your foundation, depending on your type of adjacent soil. <https://yourcompany.com>

**DEMO**  
Home Inspection  
Company

Schedule An Appointment >

#yourhashtag

Rain downspouts should discharge water at least 5-10 feet from your foundation, depending on your type of adjacent soil.

YOURCOMPANY.HOME-WIZARD.COM  
**Foundation Tip**

have a call-to-action button and link

cross-promote your social media

have an attractive posting style

post on multiple platforms

provide helpful tips to engage clients and promote your services



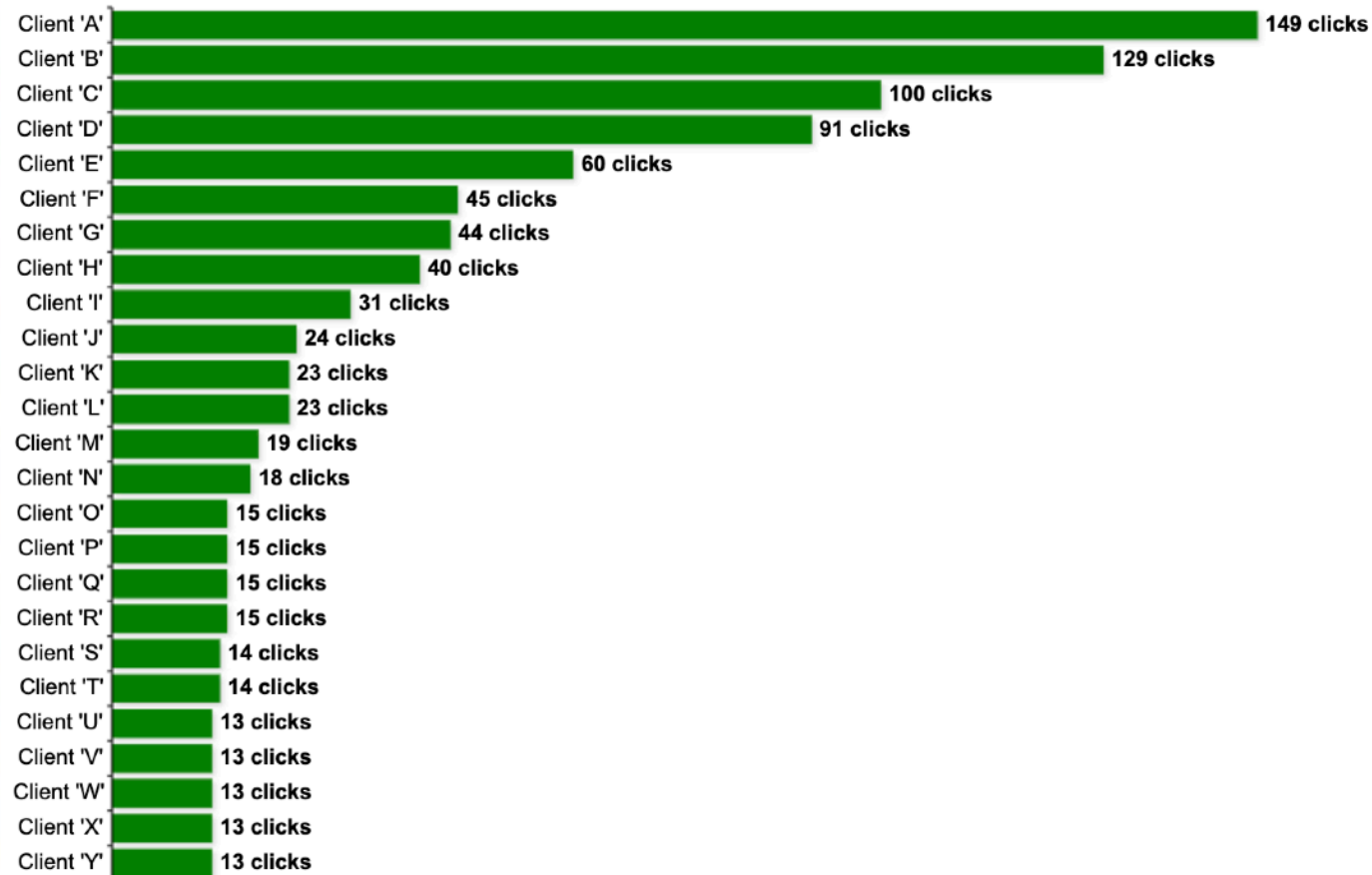
## Best Practices of Top Performers

Feedback from APPLICA's clients is some top performers 'boost', while others say the never boost, but they promote everywhere.

Your total Facebook clicks compared to APPLICA's top 25 clients

Total clicks since Dec 19, 2023

Your clicks = 24  
(that took visitors to your website)



- Boost posts that are already getting clicks.

- Promote your 'Helpful Tips' everywhere:

- email signature
- marketing materials
- website
- other platforms

**NOT 'Follow us on Facebook'**



## Other Best Practices

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Here are some other best practice suggestions:

- **Avoid becoming an 'abandoned amusement park' with starts and stops.**
- **If using marketing automation, consider re-deploying resources to other marketing activities like creating native videos.**
- **NEVER put links to YouTube videos.**





## Social Media Platforms

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Each platform has its own advantages and disadvantages, and it is good to utilize multiple platforms.



**Increasing in popularity**



**Still high numbers of users**



**Great for B2B**

**For TikTok, need to consider the cost/benefit of short format videos for your target audience.**

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## Marketing with eNewsletters

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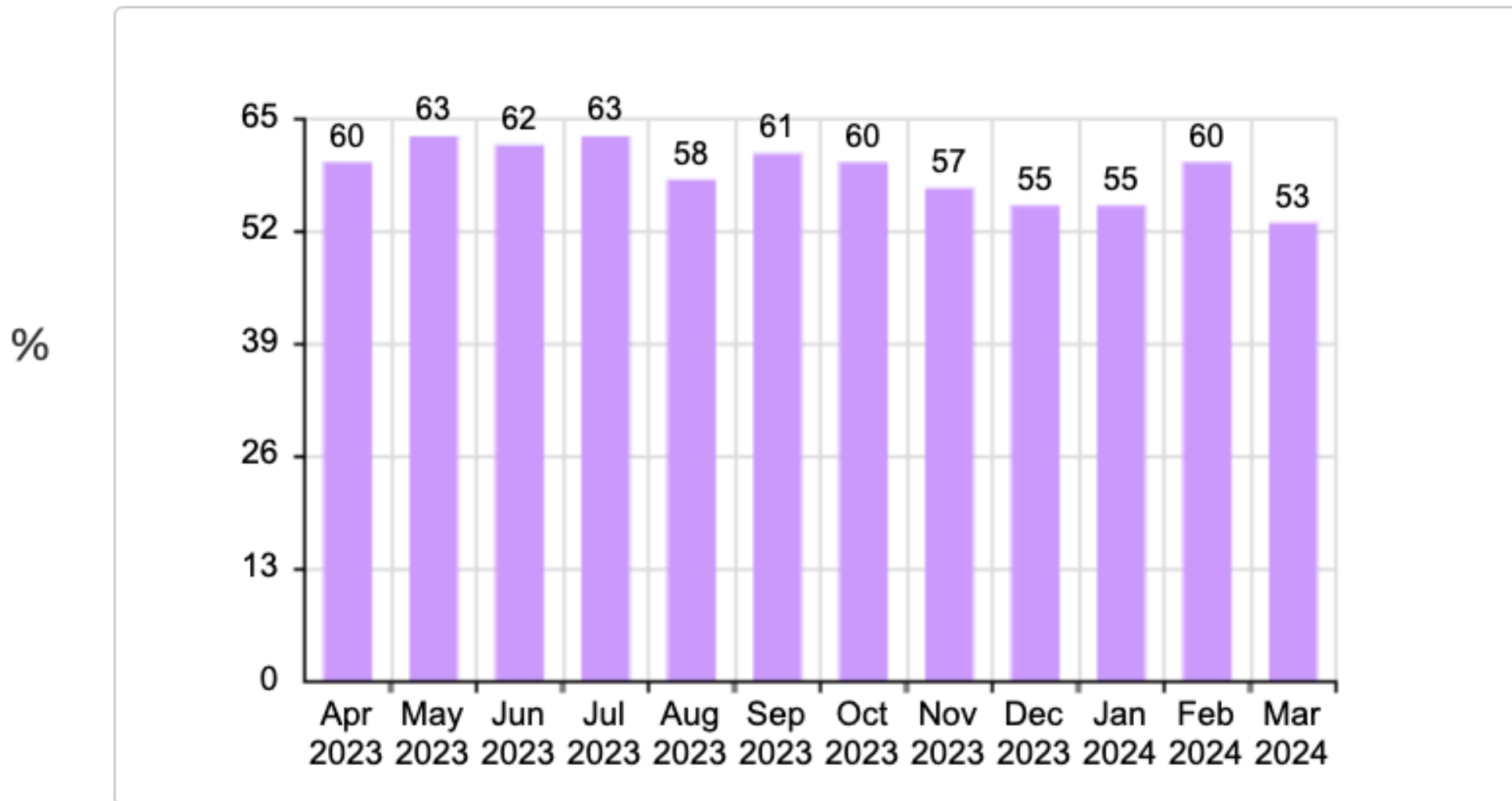
eNewsletter marketing is significantly more valuable than social media or email blasts.

- **Keeps you top-of-mind.**
- **Enhances your brand.**
- **Can increase your value to agents.**

## Achieving High Open Rates

To achieve high open rates, your eNewsletter must deliver significant value to clients and agents.

Newsletter Open Rates





## Delivering High Value to CLIENTS

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The key to being valuable to clients is personalization.

- Personalized for each clients **goals, home features, and local climate.**
- Client have different interests:
  - Personalized **Articles**
  - Personalized **Tips**
  - Personalized **Recommended Tasks**
  - Personalized **Home Improvement Suggestions**
- Other sources of value (**links from your eNewsletters**):
  - Digital Diary
  - Appliance Recall Alerts
  - Sharing Your Contractor Network

**This high level of personalization is not possible without AI.**

## Delivering High Value to AGENTS

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#1 for agents is what helps them grow their business.

- **Help them take care of their home.**
- **Share your network of contractors.**
- **Co-Brand your eNewsletters with them.**



## Co-Branded eNewsletters

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**Co-Branding your eNewsletters involves including the agent's branding on the eNewsletters of clients they have referred to you.**



- **API technology enables reading every work order and matching which clients were referred by which agent.**
- **Also allow agents to upload their full contact lists for co-branding.**
- **Inspector 'lunch & learns' are well-attended and appreciated.**
- **Agents adding their contacts increases your client reach.**

## Including Advertisements

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Adding advertisements can generate revenues from your eNewsletters.

- **Some inspectors just advertise their own services.**
- **Most sell the space to local contractors and businesses.**
- **Some give away as a 'thank-you' for referrals.**
- **Using agent version of eNewsletters for job postings.**



## Other Best Practices

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Here are a few more best practices for email marketing:

- **Never, ever buy email lists.**
- **Curate, curate, curate your lists.**
- **Use data analytics for developing targeted marketing campaigns.**

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## Web Enhancers

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Two types of web enhancers are BLOGs and 'Squeeze Pages'.

- **BLOG**
- **'Squeeze Page'**

**A BLOG can be a great way of improving your SEO for attracting web traffic.**

- **Continuously adding web content significantly improves web SEO.**
- **Need to be careful not to have an 'abandoned amusement park' without continuous content.**
- **Never copy and paste content from other websites, unless masked in an 'iframe'.**
- **APPLICA created a BLOG widget that automatically adds content.**



## 'Squeeze Page'

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Having a place on your website to sign up for your eNewsletter is a great way to create a 'squeeze page'.

- A 'Squeeze Page' is when you provide something to visitors in return for them providing their email.
- Capturing email addresses enables future follow-ups, 'drip' campaigns, etc.
- Can offer a book, white paper , etc.
- Offering eNewsletters keeps you in on-going contact with clients and prospects.

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# CMR 266 Compliance

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## 6.06: Prohibitions

Inspectors are prohibited from:

- (1) Reporting on the market value of property or its marketability and/or the suitability of the property for any use.
- (2) Advising their Client about the advisability or inadvisability of the purchase of the property.
- (3) Offering or performing any act or service contrary to law and/or 266 CMR 6.00.
- (4) Determining the cost of repairs of any item noted in their Report and/or inspected by them and/or their firm.
- (5) Offering to make and/or perform any repair, provide any remedy: including but not limited to performing engineering, architectural, surveying, plumbing, electrical and heating services, pest control (treatment), urea formaldehyde or any other job function requiring an occupational license and/or registration (in the jurisdiction where the inspection had taken place) on a Dwelling, and/or Residential Building inspected by his or her firm. The only exception is if those repairs and/or services are part of a negotiated settlement of a complaint and/or claim against the Inspector and/or the firm he or she represents.
- (6) However, nothing in 266 CMR 6.06 shall prohibit the Inspector and/or his or her firm from offering consulting services on a dwelling, and/or Residential Building his or her firm has not inspected as long as the consulting service is not pursuant to the sale and/or transfer of the property and/or dwelling.
- (7) Operating any system or component that is shut down or otherwise inoperable. (However, the inspector shall recommend the seller and/or the seller's representative demonstrate that those systems and/or components are functional).
- (8) Turn on any electrical or fuel supply and/or devices that are shut down. (However, the Inspector shall recommend the Seller and/or the Seller's Representative demonstrate that those systems and/or components are functional).

Thank you for your attention today. Hope it has been useful for you.

- **Link to download today's presentation.**
- **APPLICA services for home inspectors.**
- **Courtesy discount for ASHI - NE members.**
- **Your feedback:**
  - **text: 978-764-4245**
  - **email: [jsinger@applica-solutions.com](mailto:jsinger@applica-solutions.com)**



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