What Real Estate Agents ACTUALLY want from an inspector



How many formal agent presentations have you done?

(This can include formal coffee meetings or open house drop ins)

Put the number in the chat!



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Why listen to me?



- I was a Realtor for 6 years in Denver
- Sat through home inspector presentations
- Have big network of agents I still keep in touch with
- I've done 135 episodes of Spectora Spotlight where I ask successful home inspectors what worked and what didn't.
- I've run Spectora for 8 years and talked to thousands more inspectors ones that made it and ones that didn't.
- I REALLY love to see new inspectors succeed and raise the bar for this industry

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This isn't just for when you do agent presentations at brokerages....

This is also for:

- Open houses
- Coffee meetings
- Casual networking events
- Emails, calls, texts
- Newsletters

Most of this also applies to client direct marketing!

But that will be a topic for another Office Hours session





In order for agents to consider you... They must

Know

Like

& Trust you

How do you "know" someone?

Know

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You learn personal details about them:

- Family
 - Images
 - Quirks
 - What they are involved in
- Interests
 - What do you do when not inspecting?
- Local involvement
 - What you actually do
 - Research them to see what you would do
- Background information
 - Upbringing
 - Former career

What makes you "like" someone?

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Like

This varies but can be a mixture of:

- They are authentic
- Genuine
- Warm
- Direct
- Funny
- Professional
- Personable
 - Smile
 - Asks questions
 - Anticipates needs
 - Empathy

What makes you "trust" someone?

Trust comes from a number of signals:

- Authentic & genuine
- Credibility
 - Professional demeanor & attire
 - Background (Years doing X)
 - Why you?
 - Website matches appearance
- Track record of success
- Plans going forward/vision!
- Availability (communication & booking)
- Articulating HOW you communicate with buyers
 - Not alarmist
 - Context, context, context

Trust

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So let's talk structuring a Google Slides presentation or a simple talk track







Start your talk off with engaging them with a question

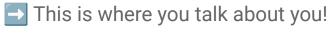
- What do you all find helpful during these talks? (Can be open ended)
 - Technical tidbits to increase your knowledge?
 - Learning about our style of reports & communication style with clients?
 - How we can save you time (RRB) and ease pain during inspection part of the transaction?

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Slide 1 – Establish credibility

Slide 2 – Personal connection

Slides 3-5 - Educating them, telling them how **you can make their life easier**, special services, how you communicate, show a sample report, RRB, etc.



Could talk about current RE environment

📑 Images, family, community

Quick way they can look good to a client

- Making negotiations easier with RRB
- Your availability & special services
- Your unique "driveway speech"

Website, online scheduler, text follow ups, agreements online, etc, etc.

If you take nothing else from this...

Make sure you convey:

- 1) You understand how to communicate defects within context to buyers who can get spooked
- 2) You are available at the drop of a hat (text, call, email, same day/next day inspections)
- 3) You have the tools they love and will make their lives easier (show them reports, RRB)



Keep any presentation short, concise and move on to connecting with the audience.



Remember to get their business cards!!!

So you can personally follow up!

BUT, acknowledge that you know they get blown up and will only reach out with value add messages. Or, do a raffle?



Let's discuss!

Questions?

Comments?

