

# 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!

# 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***



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

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?

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

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

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



## Bonus idea

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?

## 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.

- This is where you talk about you!
- 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?