

STUDY:

The Ball Drops Today

Just The Facts

Start your post-NYE promise of betterment right now with my proven resolutions that are guaranteed to bring you success.

1. **Raise your rates.** I learned this from my first attorney job in Philadelphia, where everyone's billing rate increased every January 1. When I left to form my own firm, I surely adopted this practice.

2. **Stop chasing the market down.** Stick to your guns! By lowering your rate to match the market, you're validating the false idea that any inspector is as good as another. You and I both know that this is ridiculous, so don't perpetuate it. Provide reasons why your prospect should avoid the low cost provider in favor of the high cost provider (you).

3. **Stop relying on real estate agents for business.** My good friend, Ken Compton, has several proven methodologies for acquiring home inspection clients without the inner session of a real estate agent, as well as video testimonials for you to learn more.

4. **Stop refunding inspection fees.** Doing so ratifies a client's bizarre and inaccurate notion of fairness. Even though the claimant might know that the inspector is not responsible for their troubles, he or she might feel that it is only fair for the fee to be refunded. And that is not how it works.

5. **Maximize the value of E&O insurance.** I have written extensively at JoeFerry.com about how to use your insurance to command higher fees. Make sure to read and re-read these posts to get the most out of my advice.

THE TAKEAWAY

It's never too late to implement New Year's resolutions. Whether three weeks or three months following January 1, your declarations of professional improvement do not have an expiration date.

Your Professional Advocate

Last but not least, pack up your worries. Become a frequent visitor to joeFerry.com and ClaimsAcademy, and any anxiety or worries that you have regarding the well-being of your business and reputation will diminish with each visit.

With the new knowledge you'll absorb, you'll find that the likelihood of any of your clients making a successful claim against you (if you are a competent home inspector) is extremely low.

Visit my website, www.JoeFerry.com to learn more about my proven strategic response to meritless claims. My mission is to stop the UNDERBUSSING of competent home inspectors.