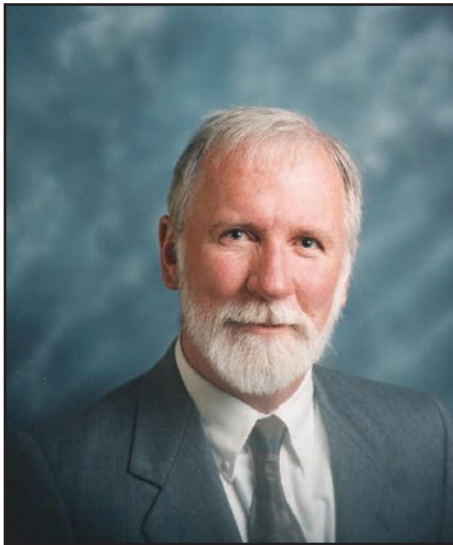


CHRONICLES

TALES OF GREATNESS IN THE MAKING FROM AWARD WINNING INSPECTORS

DAVE HARDY

PRESIDENT'S ELITE AWARD



“ I’ve heard industry associations say recently that it’s not enough anymore to be the best inspector. You need other tools. But, I don’t believe that. I think it is enough to be the very best. ”

- Dave Hardy Prescott, AZ

A decade ago, when he was living in Ohio, Dave Hardy made regular trips to Tucson, Ariz., to visit his father. He didn’t think Arizona would be a place that he’d like to call home until one trip took him through Prescott on a drive to visit the magnificent Grand Canyon.

When he saw Prescott, Dave loved the beautiful landscape, the ideal temperatures and the small-town atmosphere. He loved it so much, in fact, that he was willing to leave his job of 17 years at a company that produced electrical wiring products for contractors, where he was vice president of manufacturing.

“I would have been willing to drive a

taxicab just to live in Prescott,” he said. Fortunately for National Property Inspections and Dave’s many customers, he spotted the ad for the sale of an existing NPI franchise when he and a Realtor were doing a business search. Today, he’s in the driver’s seat as one of Prescott’s top-producing property inspectors.

Dave cringes at the mention of marketing, because he doesn’t view himself as a self-promoter. His business success, he says, has been built on doing a good job -- taking plenty of time with the inspection, putting a lot of thought into the report and being careful about potential liability.

Secretly, though, he has been doing a great job at marketing, building credibility with each Realtor and nurturing a strong client base. His business growth has been gradual, but steady.

Dave’s confidence in his ability as an inspector helps him win over Realtors. “I do one of the most thorough inspections in Arizona. I put a lot of effort and energy into the inspection. And, each year, business has just gotten a little bit better.”

His best marketing tool, Dave says, has been the six-month warranty on all in-

spected mechanical systems and appliances. In a small town, practices like that spread quickly through word of mouth. Realtors know they can count on him to provide a thorough report and a warranty to back it up.

Dave might not have predicted his success based on his first month in business. “When I purchased the franchise, part of the agreement was that the former franchise owner worked with me for a month. I think we had three inspections.” His biggest challenge was convincing Realtors that he was not there to kill deals. But, changes in the housing market helped change attitudes that worked in his favor. “Several Realtors got in trouble for not ordering a property inspection.”

Dave’s best advice to a new property inspector is to be careful. “Take care with your inspection and report,” he says.

He also encourages new franchise owners to strive to be the best inspectors in town. “I’ve heard industry associations say recently that it’s not enough anymore to be the best inspector. You need other tools. But, I don’t believe that. I think it is enough to be the very best.”