

# CHRONICLES

TALES OF GREATNESS IN THE MAKING FROM AWARD WINNING INSPECTORS

## GLEN FISHER

PRESIDENT'S CIRCLE AWARD



“*The best way to generate business is to present yourself well. When you’re doing an inspection, make sure you do a good job and that everyone sees it. Also, be prompt and keep your promises.*” - **Glen Fisher Oaklyn, NJ**

When Glen Fisher started his National Property Inspections business in 1989, he was facing a variety of challenges including a national recession and a lack of knowledge of the inspection industry among his area’s Realtors. But Glen persevered and worked hard on building his business.

Earlier this year, an advertiser’s forgetfulness helped Glen realize that he had, in fact, arrived. “An advertiser left our ad out of the yellow pages by mistake. But I’m just as busy as I’ve been in past years and I may have my best year ever.”

The path to the President’s Circle success had, in fact, been a long, hard road.

Glen, who came to NPI with a 10-year background in industrial and commercial construction, purchased his NPI business from a former franchise owner who’d never gotten it off the ground. Glen didn’t have the advantage of a client base. “Then, as soon as I purchased the franchise, a recession hit,” Glen said. “Business for a lot of the Realtors I visited was very slow because of the recession and also because the property inspection business was very new. I remember one Realtor’s office I visited had never even received a request for a home inspection. To make matters worse, there were about 60 inspectors at the time vying for what little business there was,” he added.

Mentally, the situation was challenging. “Initially, I had been very excited to start my own business, but there was a gradual let-down. After a few weeks I would wake up in the middle of the night wondering what I had done. I had money going out, but very little coming in.”

Glen didn’t dismay: “I’m not a panicky person,” he says. Instead, he put those early days to good use by increasing his knowledge and building his credentials. He attended school and earned a state building inspection license to better prepare him for inspections. Glen also

earned his membership in the American Society of Home Inspectors (ASHI), a respected industry group. He visited Realtors offices, distributing marketing materials, and made presentations.

Glen’s success was gradual and the result of his persistence. When building a business, actions speak louder than words. “The best way to generate business is to present yourself well. When you’re doing an inspection, make sure you do a good job and that everyone sees it. Also, be prompt and keep your promises.”

Glen’s advice to new inspectors is a reflection of the path he has been down as an entrepreneur. “Stay at it. It’s natural to get discouraged, but eventually things will go your way if you stay with it. And, most importantly, don’t forget who your customer is.”

With the licensing of property inspectors soon to be law in New Jersey, Glen’s future goals include completing that process. “Licensing may present opportunities to expand my business further,” he said. “These more stringent requirements will likely make life much tougher on any new competitors and the number of part-time inspectors.”