

CHRONICLES

TALES OF GREATNESS IN THE MAKING FROM AWARD WINNING INSPECTORS

JOHN HAMILTON

RISING STAR AWARD



Passion nearly always produces results. At least that's the way it is for GPI inspector John Hamilton. In the 25 years that John was in sales and marketing for a national wine importing company, he really had a passion for property. He built and remodeled nearly half a dozen homes, living in them and then selling the real estate.

So when his former employer gave him "the golden handshake," John knew where he wanted to invest his money: in a property inspection franchise. He purchased his GPI business in January 2004. His passion for the trade has earned John

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a GPI Rising Star Award, which is bestowed upon new franchise owners who excel in production.

In his second month in business, John conducted 32 inspections, and he generated 42 inspections in his third month. Success as a property inspections franchise owner is all about sales and marketing, he said. “You can't sit at home and wait for the telephone to ring. You have to market yourself seven days a week,” he said. John did that just by getting to know the Realtors in his area, attending Realtor meetings to tell potential customers more about himself and raffle bottles of wine, and visiting open houses. “It's a matter of finding common ground with Realtors and making them like you.”

His hot property market also has helped build business in his community of Barrie, Ontario, a bedroom town about 50 miles from Toronto “It's a commuter community. People want to live here.”

Both his homebuyers and Realtors appreciate John's low-key approach and the way he tells it like it is.

John says his mission is to help buyers understand the issues in their home. “If the sink is leaking, I don't make a big deal of it. It's something that can be solved and I'll tell the buyer that. If the basement has a leak, I explain that it's a bigger issue and that's just something that the buyer must deal with as well. Generally speaking, if it's a big issue, Realtors understand.”

John says he likes best the freedom and independence of his life as a property inspections business owner. His advice to new franchise owners is to consider marketing at least an eight-hour a day job, “even when you're not doing inspections.”