

CHRONICLES

TALES OF GREATNESS IN THE MAKING FROM AWARD WINNING INSPECTORS

SCOTT JORGENSEN

PACESETTER AWARD



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- **Scott Jorgenson** Thunder Bay, ON

Scott Jorgenson knows the importance of good communication with Realtors and clients when it comes to building his GPI business.

“I am always honest and tell them why I can be a benefit to them, listing my experience and the quality of the GPI report,” he said. “I build their confidence in my skills by explaining examples to them in terms that they can understand and that don't scare them away from the home.”

To meet Realtors, he attends open houses, coming prepared with GPI labeled water bottles, note pads, pens and treats. This takes his marketing a little above the competition. One day, when he was just starting out, he introduced himself as “the new home inspector in Thunder Bay” at an open house. The agent looked at his box of treats, turned around, walked to the

kitchen counter and picked up a business card he'd been given earlier. It was from another “new” inspector in Thunder Bay, one who didn't think of the extra service.

The agent told Jorgenson he heard about the new inspector with the great treats and was sorely disappointed when the other new inspector just handed him a card.

“He then realized there were two new guys in town, proceeded to rip up my competitor's business card, telling me at that time he would never use the competitor, knowing who I was,” Jorgenson said. “This broke the ice, and I won him over.”

Jorgenson has a background in carpentry and police work. He also has a private pilot's license. His family was heavily involved in construction during his childhood. When he decided to try something new, property inspection seemed a perfect fit. He started by researching different companies on the Web. When GPI's home office responded with a phone call and enthusiasm, he decided he'd found his company.

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The image of the franchise is professional on paper and on the internet.”

Because temperatures in his area can fall deep into the negatives in the winter, Jorgenson's business plan accounts for high and low points during the year.

“It's feast or famine,” his wife, Mari-Lou, said. During the summer, he is up at the crack of dawn and sometimes works until 10 p.m. or later, fitting in as many inspections as possible. In fact, he said the biggest challenge in his business is finding enough hours in the day during the busy season. Cold temperatures, including wind chills dropping way into the negatives, means waiting for the phone to ring.

“You have to want to work, and you will only get out of it what you put into it,” Jorgenson said. “The benefit is that you also can plan around your family for special occasions and vacations.” It also makes it possible to take a Friday afternoon off for recreation.

Both Jorgenson's wife and son help with the business. Eric, 21, assists with inspections while his wife, Mari-Lou, does some of the office work.