

# EASTERN PENNSYLVANIA

## Testing & Inspection Services, LLC

**Home Inspections Environmental Testing**

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Rich,

I've wanted to get a letter out to you for a while now but I'm apparently the busiest home inspector in my area, no small thanks to the response from the web site. What's a day off?

I wanted to formally thank you for the great service over the last few years. Not only with my constant changes, and the advice about the changes, but with the response I get from the site. I track the source of all phone calls to the office and while the majority comes from Realtor referrals, I'm often surprised at how many callers say "I was just looking at your web site" or "I'm on your site now." (Even the ones who were referred by their Realtor) I also do a post inspection survey and 98% of clients state that they visited my web site and found it helpful.

Here's the good part. After viewing the website, I get very few calls from price shoppers. The vast majority are calling for an appointment because they are already sold on my services. It sure is a lot easier than trying to close the deal on the phone.

When attending chapter meetings of ASHI, NAHI, or InterNachi the subject of web sites often comes up. Everyone thinks I'm crazy spending what I do on a website. Why? Because their website is either free or nearly so and "you don't get any business off of websites anyway." They are correct, at least when it comes to their websites. Most of them can only be found if you type the exact address in. Forget about using a search engine to find them. Some have fallen for the pitch "We'll get you on page one on Google for \$99 a month, Guaranteed." It's a really good deal for the guy selling the service but from what I have heard not so good for the client, their site only comes up if you search for something like "Home inspector, Pennsylvania, Harrisburg, Sunny side of the street" or some such nonsense.

I tell them that two average priced home inspections a year pay for the site. – One average priced mold/indoor air quality investigation (pre-mitigation) a year pays for the site. – One big mold/indoor air quality investigation pays several years of website costs. Think of it another way. For \$85.00 I can get a ONE 3 by 4 inch ad in a weekly newspaper that ends up in the bottom of the bird cage and is read by 11 people who are not looking for my services. I can spend hundreds of dollars to get a small ad in the phone book for a very limited area. Who even knows where their phone book is? Who under 50 even knows what a phone book is? When I need a number you can 411. My website is available 24/7

A website's success or failure can only be measured in terms of HOW MUCH BUSINESS IS IT GETTING ME. My answer is; MY WEBSITE GETS ME LOTS OF BUSINESS!

The last guy who ran my website took my money for a year and it never generated one phone call. You explained what you do more than once but all I know is, what ever you do - IT WORKS.

Thanks, I look forward to working with you for many years to come. If you ever talk to someone who is on the fence about using your web services, tell them to call me.

*Phil Houck* MIES, CRI

*Certified Real Estate Inspector (CRI)*

*Master Indoor Environmental Specialist (MIES)*

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