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June 2008

## Insight Home Services Newsletter

Dear Kim,

Your feedback on our newsletter is always welcome. And please feel free to reuse any part of this text in marketing your business.

### The Market From Our Vantage Point



We've been doing inspections for both buyers and sellers for many years. Right now, it's more buyers than sellers. We track who orders our inspections and over the last year it has been keeping at about 50/50 - buyers and sellers. But over the last couple of months, buyers have jumped to about 65%.

We know that banks are not ordering inspections on their properties they now own. Why spend the money when they don't have any need for disclosures? Our concern is that buyers of properties that are not well disclosed are not getting the opportunity to do their own inspections. I've heard stories of sellers insisting that there be no time allotted for inspections by the buyer. We fear that buyer's won't know what they are getting into. If the seller couldn't make the house payment it is likely upkeep went by the wayside.

If you clients do get some time for inspections, let us know we have a quick turnaround.

### Making a Referral

Making a referral or recommendation is ultimately a reflection of yourself. A vendor's problems can quickly become yours. But your clients need your help during the



transaction - it can be tricky.

American Ratings Company has come up with a solution to the dilemma. They offer a Diamond Certified award to companies that undergo and pass a rigorous 30 hour examination that covers customer satisfaction, insurance, business licenses, business practices, and complaint bureau status.

What this means to you is that you can refer companies listed in this directory with confidence. **Diamond Certified companies come with a \$1,000 money-back performance guarantee.** (The details of this guarantee are listed on their website via the link at the end of this article.)

IHS became Diamond Certified last December. They surveyed 400 of our clients from last year and we passed with a very high customer satisfaction rating. You can find details about our survey on their website.

Please give us a call or email us if you would like a hard copy version of the Diamond Certified Directory. We'd be happy to provide one to you.

[Click here for Diamond Certified's website.](#)

## Didja Know? How to Keep your Cool



Are you ready for summer? There are a variety of ways to keep your cool at home such as central air conditioning systems, evaporative coolers, whole house fans and ceiling fans to name a few.

Ceiling fans circulate the air within the room which make the room feel cooler. They are very heavy - if you're installing one of these, please make sure that you install it with the mounting box that comes with the fan.

Whole house fans are simple to maintain. They push large amounts of air out of the home. To avoid pressure building up in the attic, there must be sufficient attic ventilation to allow equal amounts of air to leave.

Evaporative coolers pull outside air into its cabinet and through pads saturated with water which cools the air and distributes it through the home. These are more frequently used in areas where humidity is low. Keeping the system clean is very important.

Central air conditioning systems are very complex. They compress

refrigerant gas into a liquid. A valve expands the liquid back into a gas which absorbs heat from a passing air stream. Finally a blower circulates the cool air throughout the home. Window air conditioners use the same process but does not go through ducting to different areas of the house.

## Just for Fun

The first person to respond with the correct answer to this trivia question will win a Barnes & Noble card. Send your answer to [Kim@InsightfulServices.com](mailto:Kim@InsightfulServices.com).

(The winner of our last email was Dee Rein of Century 21 Country Estates. She correctly guessed that Edison's light bulb lasted only 40 hours.)

***What are the names of the two women who fight James Bond in the movie "Diamonds are Forever"?***

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