The Starving-Crowd Test for Your ZIP Codes

Three ZIP codes. Three criteria each. Write the evidence you actually found, not the score you hope for.

The three ZIP codes you can reach inside a forty-minute drive, and how many houses sold in each of them last year:

PAIN — how long is a typical inspection period in contracts written in your market, and who told you that?

PURCHASING POWER — median sale price, share of cash buyers, share of first-time buyers. What does that say about your fee?

TARGETABILITY — name the brokerages, teams and lenders you can actually reach, and what it costs you to reach them:

Your Homeowner Avatar

One buyer, not a category. Write her the way you would describe her to somebody who has to go meet her tomorrow.

Who she is: the house she went under contract on, her household, and how many days she has left to respond:

What she is afraid of when you walk into her future kitchen — in her words, not yours:

What she typed into a search bar the night the contract was signed:

Who actually gave her your name, and what that person needed to believe about you first:

Personal Runway Worksheet

Household costs only — the business budget lives in chapter 5. Total it, divide your savings by the total, and write the number of months at the bottom.

MONTHLY PERSONAL EXPENSE	AMOUNT	COVERED BY (SAVINGS / SPOUSE / SIDE INCOME)

Demand by Month — Home Inspection

The printed index tracks the seasonal shape of home sales, because a purchase contract is what creates almost every inspection. Pencil your own expectations beside it.

MONTH	DEMAND INDEX	INSPECTIONS YOU EXPECT	REVENUE YOU EXPECT	WHAT YOU WILL SELL IN THE SLOW MONTHS
Jan	0.85			
Feb	0.90			
Mar	1.00			
Apr	1.08			
May	1.15			
Jun	1.15			
Jul	1.10			
Aug	1.08			
Sep	1.00			
Oct	0.95			
Nov	0.88			
Dec	0.86			
Year				

Demand index: 1.00 = an average month for this trade nationally (source in Resources). Your ZIP will differ — pencil your own index in the slow and busy months.

Dream Outcome Builder

Her words, her deadline, her relief. Write it the way she would say it to her sister on the phone.

The result she actually wants, in her language — finish the sentence: what I really want is to know...

The timeframe that is already fixed for her (inspection period, closing date, move-in), and where it came from:

What she gets to stop feeling once you deliver it:

Your one-sentence dream outcome: result + timeframe + what it lets her do:

Obstacle → Solution Map

Fifteen rows is the floor. Fill every obstacle first, all four categories, before you write a single solution.

#	WHAT STOPS THE BUYER	CATEGORY	HOW YOUR OFFER REMOVES IT
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

Your Value Stack

Score value to her and cost to you. High value and low cost stays in the core. Expensive and merely nice gets cut.

COMPONENT	PROBLEM IT SOLVES	VALUE TO THEM	COST TO YOU	KEEP / BONUS / CUT

Guarantee and Offer Name

Promise only what you control. Then write the limits beside it, in the same size type.

The delivery promise you control completely, and what happens if you miss it:

The limits, said plainly: this is a promise about my delivery, not about the property, because...

Where the scope and exclusions actually live, and who is writing that document for you:

Three candidate names for the offer. Say each out loud on a pretend phone call before you choose:

Service Area and Jobs You Will Not Do

Draw the boundary in minutes. Write the refusals down before somebody offers you money to forget them.

The towns you can reach and still complete a second inspection the same day. Real drive times, weekday morning:

Your outer boundary, the travel surcharge beyond it, and where a client sees that surcharge before booking:

Jobs you will refuse: outside your licence, outside your competence, or outside your insurance. Name them:

The exact words you will use to refuse, and the person you will refer them to instead:

Drive-Time Map

One row per town or ZIP inside your territory. Fill the drive time from your driveway, measured, not estimated.

TOWN / ZIP	DRIVE TIME (WEEKDAY AM)	HOMES SOLD LAST YEAR	SECOND JOB POSSIBLE?	IN, OUT, OR SURCHARGE

Ten-Competitor Scan

Read their sites as a buyer with three days left. In the promise column, write only what has a number, a deadline or a consequence in it.

COMPANY	GOOGLE RATING	REVIEWS	PRICE SIGNAL	THEIR PROMISE	GAP YOU CAN OWN

Your One-Liner and Positioning Statement

Problem, plan, success — in that order, in her language. She is the hero; you carry the flashlight.

The problem she has, in the words she would use to describe it to a friend:

The plan — the three steps you take, said simply enough for somebody who has never bought a house:

What her life looks like the day after you deliver:

The whole thing as one sentence you can say at a closing table without reading it:

Entity, EIN and Bank Setup

One afternoon. Tick the date beside each, because two of these have to happen in order.

☐ Business name checked against the state register and against inspection companies already working your counties	DATE
☐ Entity registered with the secretary of state	DATE
☐ Employer identification number obtained from the federal site (free — never pay a service for it)	DATE
☐ Business bank account opened	DATE
☐ Business debit or credit card issued and the personal card retired from company use	DATE
☐ Accounting software connected to the business account	DATE
☐ Sales-tax question answered by your accountant, in writing, for services in your state	DATE
☐ Registered agent and business address decided (not your home address if you can avoid it)	DATE
☐ Business phone number that is not your personal mobile	DATE
☐ Domain and professional email address secured before you print anything	DATE

License Requirements by State — Home Inspection

Eleven states researched for this book. Fees shown are published application costs only — education, exam, background checks and continuing education sit on top. Confirm on your own board's site before you spend anything.

STATE	LICENSE REQUIRED?	LICENSE	BOARD	FEE	EXAM
Kentucky	Yes	Home Inspector License	Kentucky Board of Home Inspectors (KY Public Protection Cabinet, Office of Occupations and Professions)	$250	Yes
Texas	Yes	Real Estate Inspector License	Texas Real Estate Commission (TREC)	$64–$124	Yes
California	No statewide	—	Check city / county	—	No
Florida	Yes	Home Inspector License	DBPR Division of Professions, Home Inspectors Licensing Program	$125	Yes
New York	Yes	Home Inspector License	NY Department of State, Division of Licensing Services	$100–$250	Yes
Pennsylvania	No statewide	—	Check city / county	—	No
Illinois	Yes	Home Inspector License	Illinois Dept. of Financial and Professional Regulation (IDFPR), Home Inspector Advisory Board	$250	Yes
Ohio	Yes	Home Inspector License	Ohio Division of Real Estate & Professional Licensing	$250	Yes
Georgia	No statewide	—	Check city / county	—	No
North Carolina	Yes	Home Inspector License	NC Home Inspector Licensure Board (Dept. of Insurance / Office of the State Fire Marshal)	$35–$160	Yes
Michigan	No statewide	—	Check city / county	—	No

Rules change — confirm with the board before you spend a dollar.

Insurance Lines and Annual Cost Ranges

Entry-level annual ranges for a solo operator. Errors and omissions is quoted on your limits and your state's minimums, so log yours on the next sheet.

COVERAGE	TYPICAL ANNUAL COST	WHAT IT COVERS	YOUR QUOTE
General liability	$249–$405	Damage or injury you cause to others	
Workers comp	0.35–1.1 per $100 payroll	Your crew, hurt on the job	
Commercial auto	$2,436–$3,120	The truck and what it hits	
Bond	$5,000–$10,000	Only 1 of the 9 licensed/regulated states sampled (NC) requires a bond or minimum net assets; KY, TX, FL, NY, IL, and OH require E&O/GL insurance but not a separate surety bond for a solo home-inspector license	
Tools & equipment		Theft from the truck or site	
Umbrella		Above the GL limit	

Insurance Quote Log

Three quotes minimum. In the notes, record whether the policy is claims-made and whether your ancillary services are named on it.

CARRIER / AGENT	LINE	LIMITS	ANNUAL PREMIUM	DEDUCTIBLE	DECISION

Questions for Your Attorney and Accountant

Take this list to the meeting. You are buying answers, not documents — and an hour of this is the cheapest hour in the whole startup.

- [ ] Which entity type fits my situation, and how should I be paid out of it? DATE
- [ ] Is my pre-inspection agreement enforceable in this state, and does it match my standards of practice? DATE
- [ ] Is a limitation-of-liability clause enforceable here, and what have courts done with them? DATE
- [ ] What does my state require me to say about scope and exclusions on the face of the report? DATE
- [ ] Are inspection services subject to sales tax in this state, and on ancillary services too? DATE
- [ ] How long must I retain reports, photographs and signed agreements — and how long should I beyond that? DATE
- [ ] What is the statute of limitations on a claim against an inspector here, and what does that mean for my archive? DATE
- [ ] Which ancillary services require a separate licence or certification in this state? DATE
- [ ] If I hire a second inspector, what changes about my insurance, my licence and my payroll? DATE
- [ ] What should I do the day a client says they are considering a claim — and what should I never do? DATE

Equipment Budget — Home Inspection

Researched price ranges. Mark every line day one, month three, or later — and rank what is left by how many inspections actually use it.

ITEM	LOW	HIGH	DAY ONE?	YOUR PRICE	BOUGHT
Pin-type moisture meter	$104	$349	Yes		
Infrared thermal imaging camera	$214	$899	Yes		
Electrical outlet/GFCI circuit tester	$12	$57	Yes		
Combustible gas leak detector	$59	$292	Yes		
Carbon monoxide detector/meter	$79	$499	Yes		
Multi-position/extension ladder (17-22 ft)	$68	$380	Yes		
Heavy-duty inspection flashlight	$72	$160	Yes		
Non-contact voltage tester	$14	$58	Yes		
Extendable roof/attic inspection camera pole	$179	$249	Yes		
Inspection report software subscription (annual)	$1,090	$1,308	Yes		
Laser distance measurer / tape measure	$170	$575	Yes		
Coveralls, knee pads, crawlspace gear	$9	$450	Yes		
Drone for roof inspection	$759	$1,159	Later		
Radon test kit/monitor	$779	$995	Later		
Sewer scope inspection camera	$2,745	$5,800	Later		
Essential equipment	**$2,070**	**$5,276**			

Ranges are retail prices at the time of research (sources in Resources). Used and rental are the day-one shortcuts.

Total Startup Budget

A ceiling, not a bill. The vehicle line dominates it; if yours already runs, strike it out and write the real number underneath.

LINE	LOW	HIGH	YOUR NUMBER
Essential equipment (previous page)	$2,070	$5,276	
Used compact SUV (2018-2019 Toyota RAV4, ~7 years old)	$20,500	$23,800	
General liability, year one	$249	$405	
Launch marketing	$800	$2,500	
Licenses and permits			
Software and phone, 3 months			
Personal runway (chapter 1)			
Reserve (10% of the total)			
Total startup	**$23,619**	**$31,981**	

Funding Sources

Rank them by what they truly cost — interest, equity, or a favour you will be repaying at Thanksgiving for a decade.

SOURCE	AMOUNT AVAILABLE	COST (RATE / EQUITY / FAVOR)	SPEED	USE IT?

Client-Financed Acquisition Plan

How the fee on this inspection buys the next one. Fixed share, off the top, into its own account.

Your payment rule, word for word, as the client hears it on the booking call:

Where that rule appears in writing — booking screen, confirmation email, agreement — so nobody is surprised:

The fixed share of every fee that goes to marketing, which account it moves to, and on what day:

What that share buys next month, specifically, and how you will know whether it worked:

Typical Jobs and Price Ranges — Home Inspection

Researched national ranges. Write your fee beside each, then write what the tier above yours includes that you do not offer yet.

TYPICAL JOB	LOW	HIGH	HOURS	PER HOUR (HIGH ÷ HOURS)	YOUR PRICE
Standard single-family home inspection (~2,000 sqft)	$300	$500	3	$167	
Condo/townhome inspection	$200	$400	2	$200	
Radon testing add-on	$125	$400	1	$400	
Wood-destroying insect (termite/WDO) inspection add-on	$150	$300	1	$300	
Sewer line scope add-on	$125	$500	1	$500	
New construction phase inspection (pre-drywall)	$100	$400	2	$200	
Re-inspection (follow-up on repairs)	$250	$350	1	$350	

Crews in this trade bill $80—$150 an hour (flat pricing). Technicians earn $25—$50 an hour.

Good / Better / Best Builder

What changes between tiers is which services are bundled — never how carefully you inspect. Say Best first, every time.

	GOOD	BETTER	BEST
Name			
What is included			
What is left out			
Price			
Guarantee			
Who buys it			
Anchor shown first?			

Break-Even Hourly Rate

Billable hours means the whole cycle: drive, inspect, write, call back. Count it the way it actually eats your week.

LINE	MONTHLY AMOUNT	NOTES
Your pay		
Insurance (GL and E&O)		
Vehicle + fuel		
Report software + phone		
Tools + repairs		
Marketing		
Other fixed		
TOTAL monthly nut		
Billable hours per month		
Break-even hourly = nut ÷ hours		
Target margin %		
Your rate = break-even ÷ (1 − margin)		

Markup vs Margin Table

With no material cost, your job cost is the time the whole cycle consumes. Price the hours, then read the margin column honestly.

JOB COST	MARKUP %	PRICE	MARGIN %

Your Attraction Offer

Two audiences. The buyer already has one. Write the one aimed at the person who says your name in the car.

The buyer-facing front end, in one sentence — what she says yes to first and what it costs her:

The referral-facing offer: what you will teach or hand an agent, lender or property manager that makes them better at their job:

Where and when you deliver it — brokerage meeting, class, sample report, driveway phone call:

What you will NOT give a referral source, and the rule you checked with your attorney before deciding:

Upsell and Downsell Plan

Ancillaries get prescribed on the booking call, from the house. Downsells change what they get, never the price of the same thing.

The ancillary paragraph, word for word, as you will say it on the booking call:

How you decide which services this specific house actually needs — the questions you ask before quoting:

Your two downsells: which service comes out, and which slot moves. Write the exact wording:

The line you will not cross, written down now so you recognise it under pressure later:

Continuity or Referral Plan

This business has no subscription. These are the things that genuinely repeat — fill the target column with your own first-quarter figure, not somebody else's benchmark.

PLAY	WHAT THEY GET	PRICE / REWARD	WHEN YOU OFFER IT	TARGET TAKE-RATE

Ancillary Attach Log

One row per month. No published benchmark exists for attach rate in this business, so your own last quarter is the number to beat.

MONTH	INSPECTIONS	RADON	WDO	SEWER SCOPE	ATTACH RATE	REVENUE ADDED

Job-Start Checklist

Nothing on this list is optional and two of them have to happen before the date is confirmed at all.

- [ ] Pre-inspection agreement signed by the person paying, before the date is confirmed — DATE
- [ ] Payment collected or authorised, with the release rule stated in writing — DATE
- [ ] Confirmation call the day before: access, lockbox code, pets, who is attending — DATE
- [ ] Utilities confirmed on — power, gas, water — and the listing agent told why it matters — DATE
- [ ] Ancillary services confirmed and the licence check done for each one — DATE
- [ ] Equipment checked: meter verified, batteries fresh, gas detector in date, ladder sound — DATE
- [ ] Arrive early, park without blocking, photograph the front elevation before you touch anything — DATE
- [ ] Introduce yourself to whoever is present and say how the next few hours will run — DATE
- [ ] Note anything that will limit the inspection before you begin, and tell the client then — DATE

Job-Close Checklist

The last twenty minutes on site and the two hours that evening decide your review, your referral and your defence.

- [ ] Walkthrough delivered: shutoff, panel, filter, and the three findings that matter most — DATE
- [ ] Every inaccessible area named out loud to the client, with the reason — DATE
- [ ] Photographs backed up off the phone before you leave the driveway — DATE
- [ ] Report written and delivered the same night, summary sorted safety / fix / budget — DATE
- [ ] Delivery call made — not an email into silence — DATE
- [ ] Re-inspection or warranty visit scheduled while she is still on the phone — DATE
- [ ] Review requested, in the words you practised, once she has said thank you — DATE
- [ ] Referral source logged: which agent, lender or past client sent this one — DATE
- [ ] File closed: agreement, report, photos, call notes, in one folder, in two places — DATE

Family Worksheet

Liability, reporting standards and the referral network — the three things this business actually runs on.

Your report standards, written as rules a stranger could follow: what gets photographed, what gets named as a limitation, and how:

Your archive: what you keep, where, in how many places, and for how long — and who told you that number:

The exact words you will use when an agent asks you to soften something, said calmly, in front of the client:

Your referral network: name the agents, property managers and lenders you will earn, and what each of them needs from you:

Equipment Log

Calibration and service dates, not just purchase dates. In year three this ledger is evidence, not housekeeping.

ITEM	BOUGHT	COST	SERVICE DUE	SERVICED	NOTES

Your Warm 100 — 1 of 2

Names first, script later. Agents, loan officers, title closers, past clients, contractors, neighbours — anybody who would take your call.

#	NAME	HOW YOU KNOW THEM	CONTACTED	RESPONSE	REFERRAL?
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

Your Warm 100 — 2 of 2

#	NAME	HOW YOU KNOW THEM	CONTACTED	RESPONSE	REFERRAL?
26					
27					
28					
29					
30					
31					
32					
33					
34					
35					
36					
37					
38					
39					
40					
41					
42					
43					
44					
45					
46					
47					
48					
49					
50					

Lead Magnet Plan

One for buyers, one for agents. Each solves a small problem completely and reveals the bigger one honestly.

ELEMENT	YOUR ANSWER
Narrow problem it solves	
Type (reveal / sample / one step)	
Delivery format	
Name (test three)	
Time to consume	
The next problem it reveals	
The offer that solves it	

LTGP : CAC Worksheet

Run it twice — once for a buyer, once for an agent relationship. The two answers will not look anything alike.

LINE	AMOUNT	HOW YOU GOT IT
Average job price		
Gross margin %		
Gross profit per job		
Jobs per customer (lifetime)		
LTGP		
Marketing spend last 30 days		
New customers last 30 days		
CAC		
LTGP : CAC		

Rule of 100 — Daily Tracker

One channel, a hundred a day, a hundred days. Tick the box on the days you did not feel like it — those are the ones that count.

MEASURE	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12
Warm reaches												
Cold reaches / office visits												
Content minutes												
Ad minutes / dollars												
Reviews requested												
Inspections booked												

WEEK NOTES

Booking Call and Walkthrough Checklist

Two moments decide this business: the call that gets the booking and the half hour that gets the next thirty.

- [ ] Answered live, or returned inside the hour — DATE ____
- [ ] Asked about the house — age, size, foundation, sewer or septic, updates — before quoting — DATE ____
- [ ] Ancillaries prescribed from the house, with a reason, including the ones this house does not need — DATE ____
- [ ] All three tiers said in one breath, most complete first, then silence — DATE ____
- [ ] Agreement sent and signed while she was still on the phone — DATE ____
- [ ] Payment collected or authorised, release rule stated — DATE ____
- [ ] Confirmation call made the day before: access, utilities, pets, attendees — DATE ____
- [ ] Walkthrough delivered sitting down: shutoff, panel, filter, then findings by category — DATE ____
- [ ] No repair prices quoted, no opinion offered on whether to buy — DATE ____
- [ ] Review requested in the specific words, at the moment she said thank you — DATE ____
- [ ] Referral source logged before the end of the day — DATE ____

Objections and Replies — Home Inspection

The objections are printed. Write your own replies in your own words, then say them out loud until they stop sounding like a script.

WHAT THEY SAY	WHAT IT REALLY MEANS	YOUR REPLY
The seller already had an inspection done. Can I just use that one?	I am trying to save a few hundred dollars in a week where money is flying out of my account.	
It has all been redone. It is a flip. There is nothing to find.	It looks finished, and I do not want to hear that the pretty part is hiding something.	
My agent gave me a guy who is cheaper.	I trust my agent more than I trust a stranger, and price is the only thing I can compare.	
It is a house that was just built. The county already inspected it.	Somebody official already signed off, so this feels like paying twice.	
Can you just look at the roof and the furnace? I do not need the whole thing.	I want the price of a partial and the comfort of a full inspection.	
Do I really need the radon test and the sewer scope, or is that just extra?	I cannot tell whether you are protecting me or selling me.	
We really want this house. Go easy on it.	I am afraid a report will cost me the deal, and I want permission not to know.	
That seems like a lot for a few hours of work.	I am pricing your time, because I cannot see what else I am paying for.	

Review Request Script

Ask at the moment she says thank you. Ask for something specific. Never offer anything in return.

Your request, word for word, including the two specific things you want her to mention:

When exactly you ask — the moment in the delivery call, not the day of the week:

What you say to an agent or property manager instead, since they review differently:

Your rule for a review that is unfair or wrong, written now while you are calm:

Referral Source Log

One line per booking. This log is where your referral rate comes from, and no benchmark exists — only your own last quarter.

DATE	CLIENT	WHO SENT THEM	FIRST TIME OR REPEAT	THANKED	WHAT YOU SENT BACK

First-Hire Scorecard

Evidence, not feelings. If more than two of these are missing, the answer is not a hire — it is a higher fee.

SIGNAL	YES / NO	EVIDENCE
Turning away bookings every week		
Missing calls while on site		
Booking lead time stretching		
Cash covers a full slow season of pay		
Written inspection order and defect library exist		
Report review process defined		
State licensing question answered in writing		
E&O carrier confirmed coverage in writing		
A ninety-day exit plan exists		

30 / 60 / 90 Ramp Plan

Ride along, then write under review, then work alone with your eyes still on the reports. Write what has to be true at each gate.

MILESTONE	DAY 30	DAY 60	DAY 90

Compensation Model Builder

Whatever you pay for is what you will get. Write what each option rewards and what it quietly encourages.

ELEMENT	OPTION A	OPTION B	WHAT IT REWARDS	WHAT IT RISKS
Base				
Per-inspection share				
Same-day delivery bonus				
Ancillary attachment				
Review mentions				
Callback / complaint penalty				
Review of his reports				

Org Chart at $250k, $500k and $1M

Three sketches. Write who does the inspecting, who answers the phone, and who reads the reports at each level.

At $250k: who is on the payroll, what do you personally still do every day, and what have you stopped doing?

At $500k: how many inspectors, who schedules, and who reviews reports before delivery?

At $1M: what is your actual job now, and how many houses a month do you still walk?

Which of those three do you actually want — and what would you charge instead if the answer is none of them?

Twelve-Month Forecast

Forecast inspections, not revenue. The printed index is the seasonal shape of home sales, which is what actually creates your bookings.

MONTH	DEMAND INDEX	INSPECTIONS	AVG FEE	REVENUE	COSTS	PROFIT
Jan	0.85					
Feb	0.90					
Mar	1.00					
Apr	1.08					
May	1.15					
Jun	1.15					
Jul	1.10					
Aug	1.08					
Sep	1.00					
Oct	0.95					
Nov	0.88					
Dec	0.86					
Year						

Demand index: 1.00 = an average month for this trade nationally (source in Resources). Your ZIP will differ — pencil your own index in the slow and busy months.

Cash Flow Log

One row per week. Watch the fixed costs that arrive in the slow months at exactly the size they arrive in June.

WEEK	CASH IN	CASH OUT	BALANCE	WINTER FUND	NOTES

Profit First Allocations

Split every deposit the day it lands. The tax slice is not yours and there is no such thing as borrowing it back.

ACCOUNT	TARGET %	THIS MONTH $	ACTUAL %
Income (100%)			
Profit			
Owner pay			
Tax			
Operating expenses			
Winter fund			
Ancillary / subcontract costs			

KPI Scorecard — Home Inspection

Six printed figures with their sources. Two are general home-services benchmarks rather than inspection-specific — read them as a compass, not a target.

MEASURE	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12
Inspections per month (veteran solo inspector, 3+ yrs) (target 10 count)												
Monthly gross revenue (veteran solo inspector, 3+ yrs) (target 4,650 USD/mo)												
Revenue per inspection (are you maximizing each job) (target 400 USD)												
Net profit margin (target 12.5%)												
Cancellation rate (warning ceiling) (target 10%)												
Report delivery turnaround (target 84 hours)												

WEEK NOTES

Monthly P&L

One row a month. The column that matters most is the last one you would think to add: revenue divided by inspections.

MONTH	REVENUE	INSPECTIONS	ANCILLARY REVENUE	OVERHEAD	NET PROFIT

Days 1–30: Get Cash

One goal: a paid inspection, from a real client, delivered to your standard. Everything else here supports that.

- [ ] Licence or credential path started, with the exam date booked — DATE
- [ ] Entity, EIN and business bank account done — DATE
- [ ] Pre-inspection agreement reviewed by your attorney and loaded into the scheduler — DATE
- [ ] General liability and errors-and-omissions bound, certificates saved on your phone — DATE
- [ ] Offer named, with the delivery promise and its two limiting sentences written out — DATE
- [ ] Business profile live on the map with real photographs and correct service areas — DATE
- [ ] Sanitised sample report published where a buyer can find it in one click — DATE
- [ ] Warm 100 written down — names only — and the first twenty contacted — DATE
- [ ] Booking script written, including payment-before-release and the ancillary paragraph — DATE
- [ ] Fixed inspection order and ten defect narratives loaded into the report software — DATE
- [ ] First paid inspection completed and the report delivered the same night — DATE
- [ ] First review requested at the moment she said thank you — DATE

Days 31–60: Get More Cash

Same number of bookings, more value in each. Then find out whether your fee was ever tested.

- [ ] Ancillary paragraph used on every booking call, without exception — DATE
- [ ] Attach log started — one line per month, your own baseline, no borrowed benchmark — DATE
- [ ] Base fee raised once, with the date and the old number written down beside it — DATE
- [ ] Nos counted since the raise, and compared honestly to the extra revenue — DATE
- [ ] Every delivery call ends with a follow-up scheduled where one is warranted — DATE
- [ ] Referral source logged for every single booking — DATE
- [ ] First brokerage or lender class delivered — DATE
- [ ] Booking lead time recorded weekly — DATE
- [ ] Reports still landing the same night — check the last twenty and count the misses — DATE
- [ ] Weekly office hour running on a fixed day, all four items, every week — DATE

Days 61–90: Get the Most Cash

There is no subscription here. Build the thing that actually repeats, and make the hire decision on evidence.

- [ ] Three or four proven referral sources identified from the log, not from memory — DATE
- [ ] Something genuinely useful delivered to each of them — a class, a walkthrough, a fast answer — DATE
- [ ] Property managers and investor clients approached, with terms decided in advance — DATE
- [ ] Warranty and re-inspection visits scheduled at delivery rather than remembered later — DATE
- [ ] Second fee increase considered, with the evidence written down either way — DATE
- [ ] First-hire scorecard completed honestly — and the answer is the phone before the ladder — DATE
- [ ] Referral share, attach rate and booking lead time all measured for a full quarter — DATE
- [ ] Archive audited: every inspection has agreement, report, photos and notes, in two places — DATE
- [ ] Renewal calendar built out for the next twelve months — DATE
- [ ] Ninety-day review written: what worked, what did not, what happens in the next ninety — DATE

Milestones and Tripwires

A tripwire is a number or a date that tells you something is going wrong while there is still time to steer.

MILESTONE	TARGET DATE	TRIPWIRE (WHAT TELLS YOU IT IS OFF)	HIT?

Decision Log

Write down what you decided and why, while you still remember the reason. Future you will want the reasoning, not the outcome.

DATE	DECISION	WHY	REVISIT ON