



## Marketing Guidebook For Home Inspectors Selling ANDalyze Lead Testing

### The Opportunity:

Home water testing using the ANDalyze Fluorometer and Sensors can:

- Generate significant topline revenue to a Home Inspection business
- Generate significant profit to the Home Inspector
- Simple to execute as a part of a typical home inspection
- Provides quantitative test results immediately at the home
- Competitive advantage over other home inspection companies



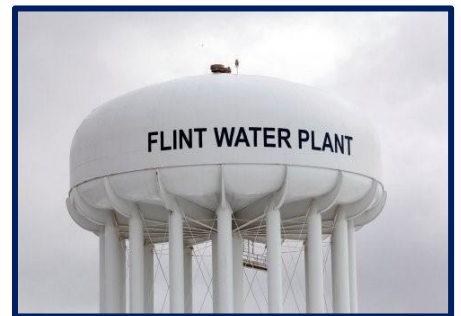
### **Why Testing for Lead is Important:**

Lead in a home's water supply, if it exceeds 15 parts per billion, has been shown to cause serious health issues, particularly to children and small animals. Lead can find its way into a home's water through a variety of situations including:

- Homes built before 1986 can be constructed with pipes using Lead Solder
- Old bathroom fixtures containing brass and bronze, or lead solder can contribute lead
- Lead service lines and pipes
- City Water Supplies can deliver lead and other heavy metals (Flint, MI example)
- Natural disasters can contribute (Florida and Houston 2017 hurricane damage)
- Fracking and mining can pollute nearby water aquifers
- Well water needs to be tested on a regular basis

### **The Financial Picture:**

A Home Inspector who can deliver 15 Lead Water tests per month can generate \$27,000 in incremental revenue annually and deliver nearly \$12,000 in bottom line profit at year's end.



At 30 tests completed in a month, a Home Inspector can generate over \$50,000 in incremental revenue and nearly \$24,000 in profit.

*See chart on the next page.*

	<u>15-Tests/Month</u>	<u>30-Tests/Month</u>
Purchase Price of Fluorometer	\$2495	\$2495
Customer Selling Price for an Average Test	\$ 150	150
Cost per Sensor	\$ 10	10
Tests per Month	15	30
Average Number of Sensors per Test	6 / (90 per month)	6 (180/month)
Plus One Calibration Sensor per Test	1 / (15 per month)	1 (30/month)
Total Sensors per Month	105	210
Monthly Test Revenues	\$2250	\$4500
Monthly Sensor Costs	\$1050	\$2100
	<u>15-Tests/month</u>	<u>30-Tests/month</u>
Monthly Cash Flow	\$1200	\$2400
Gross Margin	53%	53%
Annual Revenue	\$27,000	\$54,000
Annual Cash Flow	\$14,400	\$28,800
Year 1 Less Cost of Fluorometer	\$11,905 Net Profit	\$23,810



## **Marketing Recommendations:**

### **Target Audiences:**

*Primary Target* – Adults (with families) interested in purchasing an older home (pre-1986 construction)

*Secondary Target* – Any home purchaser who is concerned about water safety for themselves and their children (and pets)

*Retargeting Opportunity, Primary* – Past clients living in older homes (pre-1986)

*Secondary* – Any previous client in your database

### **Messaging suggestions:**

*For the primary target* – “Is your home’s water supply safe to drink and use? Lead in water has been shown to cause illnesses, particularly in young children. If your home was built before 1986, we recommend you check to insure that there are no lead particulates in your water supply. At XYZ Home Inspections, we utilize the EPA validated ANDalyze water testing system. We’ll check each of your water outlets, and provide the results to you that same day at a very reasonable cost per home. Ask us about the ANDalyze water testing technology.”

*For the secondary target* – “Your home purchase is probably the biggest investment you’ll ever make. Let’s inspect your home before you buy, and while we are at, let us do a water test for lead. Lead has been shown to cause serious illness if present in the water supply of a home. Your city’s water supply may be fine, but what about the fixtures and plumbing inside your home. Older faucets, the use of lead solder, and galvanized pipes all can contribute to head in your home’s system. We utilize the ANDalyze water testing system. We’ll check each of your water outlets, and provide the results to you that same day at a very reasonable cost per home. Ask us about the ANDalyze water testing technology.”

### **For the Retargeting Messaging:**

*Primary message* – “I wanted to again thank you for your business with XYZ Home Inspections in the past. We hope your home purchase has worked out beautifully for you and your family”. I wanted to reach out to you to tell you about a new service we are offering to test your water supply for lead. Lead has been shown to cause serious illnesses if present in your water, especially for young children. Since your home was constructed before 1986, it may have been constructed using galvanized piping; used lead solder; and older fixtures can sometimes leach lead. XYZ Home Inspections is utilizing the EPA validated ANDalyze water testing system. We’ll check each of your water outlets, and provide the results to you that same day at a very reasonable cost per home. Ask us about the ANDalyze water testing technology.”

*Secondary message* –

“I wanted to again thank you for your business with XYZ Home Inspections in the past. We hope your home purchase has worked out beautifully for you and your family”. I wanted to reach out to you to tell you about a new service we are offering to test your water supply for lead. Lead has been shown to

cause serious illnesses if present in your water, especially for young children. XYZ Home Inspections is utilizing the EPA validated ANDalyze water testing system. We'll check each of your water outlets, and provide the results to you that same day at a very reasonable cost per home. Whether its seepage from nearby mining or fracking, damage from hurricanes, or city-wide disasters like the one that occurred in Flint Michigan, you want your children to be safe. Ask us about the ANDalyze water testing technology.”



### **Media to Reach Target:**

*Website* – Include Water testing on your website as an a la carte option for your customers; Utilize the ANDalyze logo and the picture of the Fluorometer, your “lab in a hand” as part of your web feature.

Consider including the Lead Water Test as part of a premium package for your customers, which might include the home inspection, radon inspection, and lead testing with a moneysaving package price.

Download various sales materials from the ANDalyze website and make them available to your interested customers through a download from your own site, or from a follow-up email. Available sales documents include: An overview of the ANDalyze testing, a copy of the Flint Michigan case study, and an article from the NY Times on water quality issues around the country. More documents will be added on a regular basis.

*Email Marketing* – Include information about water testing for lead along with any brochures and information you send out to potential clients writing to get more information through your contact us tab on your website.

*Email* is an incredibly effective method of reaching back to past clients you have done work for, particularly those who have homes that were built pre-1986.

*Outbound Phone Calling* – In response to requests for information, phone calls back to interested clients should include information about Lead testing in addition to other home inspection services.



### **Social Media:**

Social Media channels like Facebook and LinkedIn are ideal for communicating the concerns over potential Lead poisoning. Frequently post on your company’s Facebook page, your personal page, and your company’s LinkedIn page.

The messaging should be straight forward and introductory in nature:

*Messaging example:* “Did you know that even trace amounts of lead in your home’s water supply can potentially cause serious illnesses, particularly in children and the elderly. We at XYZ Home Inspectors are proud to introduce a new testing service ... the ANDalyze water testing technology. Our inspectors can test each of your primary water outlets in your home to determine if lead is present, and provide you with their results immediately. It’s low cost, fast, and wonderful for your peace of mind. The ANDalyze Fluorometer, a lab in your hand, determines if more than 15pbs, the FDA safety limit, is exceeded in your home’s water supply.”

“Testing is particularly important for any home that was built prior to 1986. Back then, plumbers and builders used galvanized pipes with lead solder. Many faucets from back then can also leach lead”.

*Sales Support Materials* - ANDalyze will periodically be distributing case studies and articles of interest concerning lead and heavy metal concerns. Check [www.ANDalyze.com](http://www.ANDalyze.com) occasionally to see what new materials are available in the Home Inspector tab off the front page.

*Newsletters* – Most Home Inspectors utilize newsletters to their existing customer base, as well as sending them to area Realtors. Consider including an entry that focuses on the importance of lead testing in homes, using any of the material available on the ANDalyze website.

*Affiliate Marketing* – If you work closely with a few Realtors in your trading area, share the information about lead testing utilizing the ANDalyze technology. Your realtor partners are anxious to make sure that every home purchase that they are involved in provides a safe and satisfactory acquisition by their clients.

*Lead Remediation* – It might prove beneficial and profitable to identify a qualified lead remediation company that you can refer problems to in order that they be repaired or replaced. Consider arranging a “finder’s fee” commission for any and all referred business as a result of uncovering lead in a client’s home.

### **Well Water Serving Homes:**

Homes using well water are particularly susceptible to the possibility of contaminants seeping into a homes water supplies. In areas where fracking or mining is underway, this is a very real danger. It is recommended that homes serviced by wells be tested at least two times per year. Tests should include Lead sensors, but also uranium sensors, especially in the Southwest.

### **The Competition:**

There are other Lead testing options out there. Most rely on sending water samples out to a lab for analysis, and your final report will not arrive for nearly two weeks, long after your Home Inspection report has been filed.

The ANDalyze water testing technology will provide you with immediate results to include in your Home Inspection final report.



To Order: Go to [www.andalyze.com](http://www.andalyze.com)

Or contact us at:

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