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CANADIAN OPPORTUNITIES MAGAZINE

AUTOMOBILE INDUSTRY

WHAT MAKES A SUCESSFUL FRANCHISE CONCEPT

WHO ARE THE BEST FRANCHISEES

ENTREPRENEURS MUST BE LEADERS

COVER STORY



Canadian
RESIDENTIAL INSPECTION SERVICES®
Home Inspection Franchises



Russell Cook
President of Candian Residential Inspection Services

FRANCHISE OPPORTUNITIES AT THE DAWN OF A NEW DECADE

SYSTEM CHANGES - SOMETIMES NECESSARY

PERSONAL VS PROFESSIONAL WHERE DO YOU DRAW THE LINE

OPERATIONS MANUAL AND LEGAL CONSIDERATIONS

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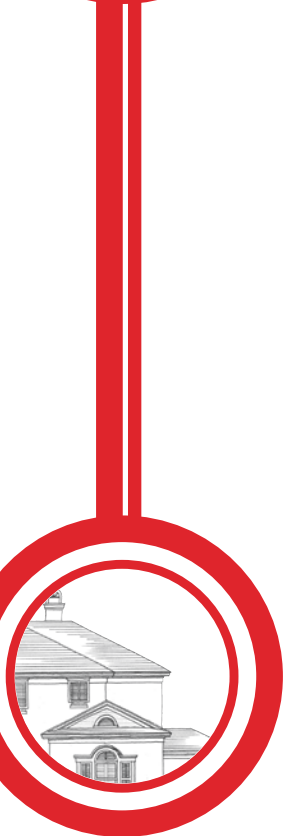
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Canadian
RESIDENTIAL INSPECTION[®]
 SERVICES

Home Inspection Franchises

CANADIAN RESIDENTIAL INSPECTION SERVICES

TOP FRANCHISE IN HOME INSPECTION SERVICES

Consumers are more and more prudent when it comes to buying a home. They want to know what they are buying, and their mortgage lenders encourage them to have it inspected. Buying a home these days is one of the largest investments anyone will make in their lifetime; therefore it is worth spending money to have it properly inspected by a competent and experienced inspector.

HOME INSPECTIONS ARE ALMOST A REQUIREMENT TODAY

The perfect home does not exist. This is an important fact to consider, when purchasing a home and arranging the inspection. Fortunately, many of the problems can be fairly minor and therefore repairable. Some minor problems the client may be able to live with. Some situations, however, could prove financially disastrous. It is important for the buyer to be aware of any problems with the house, so that he or she can make an informed decision when it comes to purchasing.

Canadian Residential Inspection Services is dedicated to offering clients the highest quality, unbiased home inspection with courteous, professional, prompt service. They ensure this by providing all their Franchisees with an exceptionally high level of professional training and support.



Kathryn Cook



Russell Cook

HOME INSPECTION FROM A CLIENT'S POINT OF VIEW

There is little doubt that for most people, purchasing a home is the largest single investment of their lives. Enlisting the assistance of a qualified home inspector provides a potential homeowner with an additional set of eyes. And by choosing a professional, home buyers can feel safe and secure in the knowledge that the house they are about to buy should stand up to the test of time. Hiring a professional home inspector will ensure that home buyers don't find any hidden surprises waiting for them. "Buying a home is a big investment. You should at least find out exactly what you're getting yourself into," says Barry Tibbo, who recently bought a home.

His real estate agent highly recommended he have the house inspected before making a decision. He and his wife Marlene decided to go with Canadian Residential Inspection Services. The company gives the client an objective and technical assessment of the property. They provide a highly-detailed 30-page report. In this report, they remind clients that the perfect home simply does not exist.

Every home needs regular maintenance and will have minor flaws and/or needed repairs. A home inspector can point out major structural damage that the untrained eye might miss. Tibbo said having his home inspected was a learning experience for him and his wife. As inspector Russell Cook of Canadian Residential Inspection Services took them on a thorough tour of their prospective home, he explained things in layman's terms so the couple could easily understand what he was telling them. At the same time, he provided them with tips for future maintenance. After the inspection was complete, Cook went over what he had found in detail, walking them step-by-step through the report. "He was very thorough. He didn't rush anything and he took the time to point out a couple of faults which might become a source of problems later on," said Tibbo.

If you are thinking of buying a home, and lack a professional background in construction, and don't feel comfortable assessing the plumbing, electrical and structural aspects of a home, an inspection is definitely money well-spent. "You'd be a fool today if you didn't get your home examined. I'd recommend it to anybody," adds Tibbo.

WHY CANADIAN RESIDENTIAL INSPECTION SERVICES?

Canadian Residential Inspection Services, Ltd. is a solely Canadian-owned company. The company was established in 1988 to address the inspection needs of the real estate marketplace, and since that time has developed an innovative expertise in the industry.

Home inspections began as a consumer service in the United States in the early 1970s in direct response to the growing demand by home buyers to learn about the condition of a house prior to purchase. It is a unique discipline, distinct from construction, engineering or municipal building inspection and requires special training.

The company was conceived and developed by Russell Cook who has owned companies in the construction industry his whole career. In the 1980's Cook saw the need for home inspections in Canada. At that time it was an emerging industry in this country and Cook remains at the leading edge of the subsequent growth. He was a founding member of the Canadian Association of Home Inspectors Atlantic. He has always had a strong belief that the national association should foster professionalism and standards for home inspectors in this relatively new field.

A pre-purchase home inspection is a visual inspection of the accessible internal and external aspects of the property. This includes systems such as surface grading and drainage, roofing, insulation, ventilation, chimneys, exterior siding, windows and doors, structural integrity, foundation, electrical and plumbing. The inspectors from Canadian Residential Inspection Services are all highly trained and help clients gather the information they require to make their decision. The inspection gives clients the knowledge and the understanding to feel confident making this important purchase.

CANADIAN RESIDENTIAL INSPECTION SERVICES HAS OFFICES IN LOCATIONS ALL ACROSS CANADA.

The mandate of Canadian Residential Inspection Services is to continue to expand their franchise operations, delivering high level inspection services through dynamic training and superior reporting programs. The inspection report that clients receive from Canadian is unparalleled; clients are amazed at the depth of information and ease of use.

Canadian Residential Inspection Services Ltd. is a leading company in the field. A big part of that is the training programs provided to franchisees, which include an extensive training in defect recognition, exclusive to this company and unavailable to other inspectors. It helps make their inspectors top of their field.



Rick inspecting





Canadian Residential inspectors look at close to 1,000 things in the average house, and put the information into an easy to read, yet comprehensive report. The purchaser can read the report and see that the house is in excellent condition, or if there are areas of concern which may require attention.

The inspection report is one of the most important aspects of the home inspection process. It is imperative to have a professional, clear, comprehensive reporting system. Canadian's detailed reporting system is designed for customer presentation. A concise, step-by-step format will help ensure that the details have been addressed in the inspection. The easy to read report design makes it user-friendly for the consumer.

Their reporting system also contains valuable maintenance tips and important information on common deficiencies with recommendations that clients welcome. The report includes a scope which ensures that the client understands what the service covers.

They are aware that in many real estate transactions, time can make a difference. The design of the system enables their inspectors to provide a written report immediately upon completion of the inspection, thus avoiding any delay.



Bert inspecting

HOW STRONG IS THE MARKET FOR HOME INSPECTION SERVICES?

“Home inspection is one of the fastest growing business opportunities in Canada,” explains Russell Cook.

In fact, he is right. Most banks and other mortgage lenders are now suggesting clients have their home inspected. Visiting Web sites of major banks confirms that most of them now include a home inspection in their checklist of items to include in an offer to purchase.

Realtors, lawyers and consumer groups are also recommending home buyers have their future home inspected. It therefore becomes an automatic decision for home buyers to hire the services of a competent home inspector. It has become a part of the real estate agreement of purchase and sale documents.

“With thousands of homes being sold every day in Canada, there’s tremendous potential for new home inspectors, and we’re excited to be in a position to help enthusiastic, qualified individuals tap into this exciting business,” says Cook.

In November, the Canadian Real Estate Association (CREA) posted that there were 401,124 real estate transactions through the real estate boards during the ten months from January 1, 2009 to



October 30, 2009. CREA's forecast for the full year is 460,200 real estate transactions which is higher than the 2008 total of 433,990. Their forecast for 2010 is 492,300. Every home that sells in Canada is a potential home inspection. As a result of consumer awareness most homes sold in Canada have a home inspection performed as part of the real estate transaction. Canada Mortgage and Housing says that on average Canadians move every four and a half years. Home inspections are typically \$350 to \$400 which makes the Canadian Home Inspection business a multi-billion dollar industry.

The recent down swing of the North American economy has some people asking if this is the best time to look at self-employment. However, it has become apparent during the past economic difficulties that working for someone else as an employee has little security. "The home inspection business in Canada has been growing exponentially over the past decade," says Cook. He notes that Canadian Residential has performed 20% more inspections in the past year compared to previous years. "Clients like the service they receive from our Franchisees and they have supported our growth even in these tough economic times."

The home inspection industry has received considerable attention in the past two years, specifically targeting home inspectors who are not trained and educated. The National Certification Authority of Canada has recently established a certification program for home inspectors in Canada. This program has set the bar by developing a nationally consistent qualification level for Canadian home inspectors. It requires specific levels of academic and practical education from accredited training providers. This provides a sense of security for the Canadian public and brings with it a new level of professionalism. British Columbia passed legislation in the spring of 2009 that requires home inspectors to have accredited training prior to obtaining a license to practice. When asked about this program Cook replied, "Yes, we're very proud to be a part of this program. Our training has been accredited by the National Certification Authority and we provide all of the academic and practical hours required to obtain a National Certificate as a Home Inspector in Canada. All of our Franchisees receive this training."

WHAT IS THE SUPPORT AVAILABLE TO FRANCHISEES?

Cook personally operated a successful home inspection company for two decades. This hands-on knowledge of the industry was critical for the development of the Franchise system and protocols. This is a distinct advantage for his Franchisees who receive advice from a professional who has had experience in every aspect of the home inspection industry. While developing the Canadian Residential Inspection Services system, Cook was able to observe how it functioned in the real world of home inspections. As the needs and expectations of the public changed over the years, this system has stayed one step ahead. Cook explained that the needs of the individual hoping to purchase a home are diverse and a good home inspector has to be sensitive to the different requirements of each client.

When asked what the company looks for in their franchisees, Cook replied without hesitation, "We look for individuals with honesty, integrity and good people skills. Our Franchisees enjoy helping people and get enormous satisfaction from that aspect of their work." He adds, "The assets of our individual Franchisees has contributed significantly to the overall strength of our company. Our unusual care when choosing franchisees for our territories has resulted in individuals who are strongly suited to this industry and who bring with them skills and knowledge that have strengthened our organization as a whole. The end result is a strong network of Franchisees capable of providing an unusually high level of service for their clients from coast to coast. Our level of client satisfaction is amazing. We are particularly proud of the fact that all over Canada friends tell friends about us. We take that as huge compliment!"



Bert inspecting





Cook says entrepreneurs have been drawn to his company because it offers benefits new business owners usually don't have access to, like intensive training, marketing support, and established reporting programs. He says being part of a national chain means that each franchisee receives on-going support that new businesses need to help ensure they will succeed.

A home inspection franchise provides franchisees with the opportunity to make a good living as a professional consultant with the ability to have more control of their daily schedule. It offers the flexibility of self-employment with the security of having a mentor providing you with knowledge and advice whenever you need it.



When asked to describe what a typical day as a home inspector looks like, Cook responded, "It's a fun job! You're not stuck behind a desk performing repetitive tasks. You're out in your community meeting new people every day. You are a professional consultant and you are helping people make one of the most important decisions of their life. It's very satisfying and it's a great lifestyle. You are able to control your schedule and mold your work around what is important in your life." He pauses with a smile and says, "Enjoy your work. Live your life."

THE FRANCHISEE'S PERSPECTIVE



James Kane

"Buying this franchise was one of the best business decisions I have ever made to this point in life," says James Kane, a Registered Home Inspector who has owned and operated a Canadian Residential franchise in the Annapolis Valley of Nova Scotia for 8 years. "The company makes sure you receive the proper training and continues to be available for ongoing support. It was a great change in lifestyle for me because I'm in charge of my own schedule and the financial rewards are great. This is a great franchise to be involved with and the start up costs and fees are much less than most other inspection franchises."



Bert Gaudet

"I researched the company thoroughly," says Bert Gaudet of Moncton, New Brunswick. "I went through a few different home inspection franchise possibilities. In the end, the training was probably what made me come to Canadian Residential versus any other franchise out there," he informed us. Bert has owned his Canadian franchise for 2 years. In 1996 Bert purchased a family-oriented restaurant. But he found that his day often started at 5 a.m. and ended around 7 in the evening. He would then go home for a two-hour nap, before returning to close the restaurant at 2 a.m. When he started to look for a viable alternative, he was drawn to the Canadian Residential Inspection Services franchise. For Bert, it seemed to be an opportunity to reduce his labour, get into a business with minimal inventory and overhead and still maintain the personal interaction with the public that he so enjoyed from his restaurant work. "It's helped me enormously with my family. I am now able to coach basketball for my oldest son. I actually have time to spend with my two year old, so it's been great," he says with a smile. "It's very rewarding when a client walks away and they say "Thank you" for helping me make the biggest decision of my life."



Richard Zyp

"Building a business from scratch is tough. Having someone give you the benefit of their 20 years of experience is invaluable. Learning how to avoid the pitfalls of starting up a new business is what Canadian Residential Inspection Services did for me," says Richard Zyp. Richard has been a franchisee of Canadian Residential in St. Albert and Edmonton, Alberta for over 5 years. "One of the first things that drew me to the company was the name itself. I am very happy to be working with a homegrown company, in which none of the earnings leave the country," he explains. "Canadian Residential has a proven system in place. They provide guidance in inspecting, marketing and training. Whether you need reports, promo materials or stationary, they provide these promptly and at a consistent high

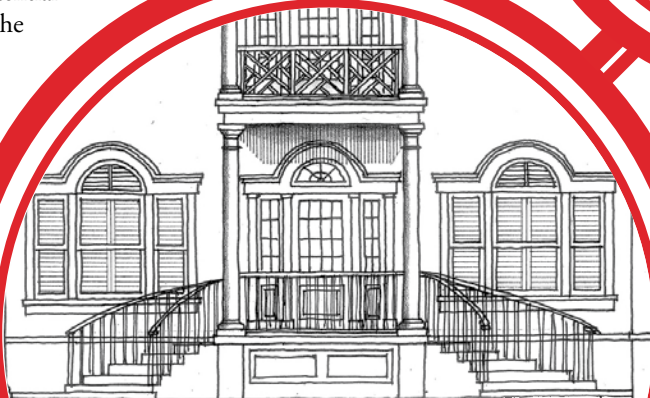
quality. Having these resources only a phone call or email away, allows me to focus on being a Home Inspector and building my business. This is a family run business and not some heavy handed corporate entity. I feel comfortable always dealing with the same people whom I have met face to face many times," he tells us.

"There are a lot of business opportunities available but when I started to look closely at what is actually involved in getting started & becoming successful (time, money, education, return on investment), the opportunity presented by Canadian Residential Inspection Services made the most sense to me," says Alex Cruz. Alex purchased his franchise in Calgary Southeast over 2 years ago. He has a business degree and previously worked as a business solutions specialist. He tells us, "Like anything in life, you get out of it what you put into it - this business has certainly given a lot back to me. It allows me to work in a positive environment and meet great people. It's very rewarding. Regarding lifestyle, it has afforded me the chance to see more of my family than a regular job would give me. Discipline is always required in time management but I have more flexibility now that the business is more established. The repeat business and referrals are indicators that I'm doing a great job for my clients, a job that I enjoy!"

"Becoming a professional home inspector and purchasing a Canadian Residential Inspection Services franchise 8 years ago has become the second best decision I've ever made (marrying my wife is the first)," quips Blaine Swan. He informs us that, "Russell Cook has been extremely helpful all the way from start up and training to our weekly "How are you doing?" phone calls. Russell is always there every step of the way. I take great pride in displaying the Canadian name. The inspectors at Canadian are a very knowledgeable and experienced group. Would I make the same decision again? Absolutely! I'm proudly Canadian!"

Bruce Hennessey has owned his franchise in Nova Scotia for 2 years. Prior to his purchase he retired from a very demanding and stressful home energy business in the United States. He thought he was ready to retire but within 3 months he was researching home inspection franchises in Canada and the US. He explains, "There are many options and it was time consuming trying to find the one that really appealed to my background and personality. All my research steered me to Canadian Residential Inspection Services. After 15 years living in the US, I was determined that I wanted my next venture to be totally Canadian. I can honestly say that I have not had an inspection where I regretted my decision. Russell and Kathryn have been fantastic and totally supportive in all ways." He went on to say, "The training was great and focused on how to handle all the different situations I could run into. The fact that I can pick up the phone on an inspection and ask a question about a certain issue and get a straight answer is very comforting to me. I feel that I am helping my customers make an informed decision and at the same time having fun!"

As a magazine in business opportunities we are often being asked about what is the best franchise available considering the investment required and the potential return on that investment, our answer is the servicesector offers generally the best return, in that sector **CANADIAN RESIDENTIAL INSPECTION SERVICES** franchise is a good example of what we consider a good franchise offering an excellent return on the investment.





FRANCHISE OPPORTUNITIES

Canadian Residential Inspection Services, Ltd. is a solely Canadian-owned company dedicated to providing professional home inspections, working solely for the home buyers and free from conflicts of interest.

The company's mission is to perform the highest quality, unbiased home inspection with courteous and prompt service across Canada.



CANADIAN RESIDENTIAL INSPECTION SERVICES

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