



GPI Franchisee Wins Through Marketing



Passion nearly always produces results. At least that's the way it is for Global Property Inspections inspector John Hamilton. In the 25 years that Hamilton was in sales and marketing for a national wine importing company, he really had a passion for property. He built and remodeled nearly half a dozen homes, living in them and then selling the real estate.

So, when his former employer gave Hamilton the "golden handshake," he knew where he wanted to invest his money: in a property inspection franchise.

Franchising the GPI Way

Hamilton purchased his GPI business in January 2004, and his passion for the trade earned him a GPI Rising Star Award, which is bestowed on new franchise owners who excel in production.

In his second month in business, Hamilton conducted 32 inspections, and he performed 42 inspections in his third month. Success as a property inspection franchise owner is all about sales and marketing, he said.

"You can't sit at home and wait for the telephone to ring. You have to market yourself seven days a week," Hamilton said.

He did just that by getting to know the Realtors in his area, attending Realtor meetings to tell potential customers more about himself and raffle bottles of wine, and visiting open houses.

"It's a matter of finding common ground with Realtors and making them like you."





Hamilton's hot property market also has helped him build business in his community of Barrie, Ontario, a bedroom town about 50 miles from Toronto. "It's a commuter community," Hamilton said. "People want to live here."

Both his homebuyers and Realtors appreciate Hamilton's low-key approach and the way he tells it like it is.

Success With GPI

Hamilton said that his mission is to help buyers understand the issues in their homes. "If the sink is leaking, I don't make a big deal of it. It's something that can be solved, and I'll tell the buyer that. If the basement has a leak, I explain that it's a bigger issue and that's just something the buyer must deal with as well. Generally speaking, if it's a big issue, Realtors understand."

Hamilton said that he likes best the freedom and independence of his life as a property inspection business owner. His advice to new franchise owners is to consider marketing at least an eight-hour-a-day job, "even when you're not doing inspections."