NRCIA Leads Process

INTERNAL USE ONLY

Current Cost Per Lead: **$0**

SUBJECT TO CHANGE

Lead Process

1. Receive notice from NRCIA of request in your area via email
2. Respond to the request within 4 business hours Yes or NO
    a. Business Hours: (8am - 2pm PST)
    b. If no response, the lead will be passed onto another inspector in your area (if applicable)
3. Receive full information of request
4. Reach out to lead ASAP to setup inspection

Information Provided

Name
Location (City / State / Zipcode)
Contact (Phone / Email)
Basic Request
Estimated Inspection Date

NRCIA Leads are not prequalified. Once choose to receive a lead from the NRCIA you are responsible for understanding the true nature of their needs and setting up an inspection appointment.

How to Qualify Leads

1. Ask the lead what they need to be inspected and why they need the inspection
    a. Use this information & our decision tree decide the type of inspection
2. Ask when they need the inspection to be completed
3. Confirm that they will pay for the inspection
    a. After entering the lead in InspectionPLUS, send them the Pre-Inspection Agreement

Tips

- Respond quickly
- Introduce yourself as a certified NRCIA Inspector
- Keep your service area up-to-date in your member profile
- If you're to busy to accept NRCIA leads, send an email to memberships@nrcia.org or your success manager, requesting to pause leads.
    - To unpause, send us an email letting us know you are ready to receive leads again

Reference Resources

NRCIA Inspection Decision Tree - Understand the type of inspection the client wants

NRCIA Pricing Guidelines - Suggested pricing structure for different types of inspections.

NRCIA Service Glossary - Comprehensive glossary for NRCIA terms and services