

uFire.

REAL ESTATE ADJACENT

Buyers Trust Their Agent and Their Friends. Be Who Both Recommend.

Home inspectors are chosen based on agent referrals and trusted friend recommendations. uFire builds your community presence so that when first-time buyers ask who to use — your name comes up from both directions.

THE PROBLEM

Why Home Inspector Businesses Struggle to Grow

Commoditization by Price-Comparison Sites

HomeAdvisor and Google send buyers to whoever is cheapest. But inspection is a trust purchase — the cheapest inspector is often the last person you want examining a \$400,000 home.

Your Expertise Is Invisible Until It's Too Late

First-time buyers don't know what a great inspector looks like until after the inspection. By then, they've already chosen. Ambassador content showcases your expertise before the decision.

Agent Relationships Take Years to Build

Most inspection businesses grow slowly through agent referrals built over years. Ambassador content — educational, trust-building, shareable — accelerates that timeline dramatically.

THE SOLUTION

How **uFire** Works for Home Inspector

1

Recruit Past Clients as Ambassadors

We enroll homebuyers who used you for their inspection and loved the experience. They post educational content, their inspection day experience, and personal recommendations to house-hunting friends.

2

Launch Educational Content Campaigns

'What home inspectors actually find' educational reels. 'This saved me \$15,000 at negotiation' testimonials. Content that builds your authority and trust before buyers need to choose.

3

Pay Per Post, Build Your Referral Pipeline

Flat per-post pricing. When a friend announces they're under contract and needs an inspector, your ambassador's follower already knows and trusts your name.

THE NUMBERS

The Math Behind the Campaign

\$450

Average home inspection
fee

3x/yr

Typical inspection
frequency for active
inspectors via agent
referrals

67%

Of buyers choose their
inspector from an agent or
friend recommendation

A 12-post campaign costs \$500–\$1,000. If it generates 20 new inspection bookings at \$450 each, that's \$9,000 — a 9–18x return. Plus new agent relationships that refer indefinitely.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Home Inspector — powered by uFire.

ufire.ai/brands/home-inspector

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime