

MAIL THE RSVP BELOW TO:

CRAIG HAAS
1383 LYNN PARK DRIVE
CLEVELAND HEIGHTS, OH 44121

RSVP BY SEPT. 3, 2011

If you have any questions please email:
markshomeinspect@sbcglobal.net

RSVP FORM - OHIO HOME INSPECTOR EXPO - FALL 2011

NAME: _____

COMPANY NAME: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

CHAPTER: _____

ASHI/NAHI MEMBER NUMBER: _____

AMOUNT ENCLOSED: _____ EXPO FEE A - \$150.00 IF PAID IN FULL BE SEPT. 3, 2011 OR
 EXPO FEE B - \$175.00 IF PAID AFTER SEPT. 3, 2011

Make checks payable to: "NORTH CENTRAL OHIO ASHI"

CRAIG HAAS
1383 LYNN PARK DRIVE
CLEVELAND HEIGHTS, OHIO 44121
ADDRESS CORRECTION REQUESTED



SEPT. 10, 2011

THIS EXPO IS APPROVED FOR
8 ASHI CE's and
8 NAHI CEU's

TO BE HELD AT:
Holiday Inn Akron - West
4073 Medina Road
Akron, OH 44333
(@ Interstate 77 & Rt. 18 Interchange)

Phone: 330-666-4131
Call for your room reservations by
September 3, 2011

SPONSORED BY:
OHIO CHAPTER OF ASHI
NORTH CENTRAL OHIO CHAPTER OF ASHI
OHIO NAHI



SPEAKER BIO'S AND INFO.

Turning Your Website Into A Call Generating Machine & Social Networking

Earn CE's While Learning How to Increase Your Businesses

This seminar is for all inspectors, whether you currently have a website, or don't have one (we'll talk about why you need one!). We'll discuss:

- What a websites true value is...
- How having a website is important for offline marketing.
- How to get to the top of the search engines to make the best use of it.
- How to convert the people who are looking at your site into callers.
- How to optimize sites for keywords, page titles, content, domain names.
- Why dynamic content such as blogs and news feeds are important.
- How to effectively use paid search engine ads until your site naturally appears on the first page.
- How to use social networking sites like Facebook to bring in jobs.
- Why have multiple websites and how it increases your profit.
- How to ensure that the client actually calls you after looking at your site.
- How to convert visitors into sales even at midnight.

And a LOT more!

Speaker: Dominic Maricic



President of Home Inspector Pro Inspection Software and Website Hosting, founded in 2004. Home Inspector Pro is now used in 15 countries and in 6 languages.

Dominic Maricic has a degree in Computer Science and spent 10 years teaching math, computer programming and website design at the high school level. He's been designing websites for over 15 years for personal use and businesses. On top of being the main programmer for Home

Inspector Pro, he's currently in charge of the websites for multiple inspector associations (including CREIA) and assisting others associations in SEO.

Dominic has been publishing articles for the inspection industry on how to improve their website rankings for several years. Over the past 2 years he's traveled around the US and Canada giving talks on website optimization and increasing sales for Home Inspectors. These articles have been used by inspectors across the country to improve their site rankings and their business.

SCHEDULE OF EVENTS

		SATURDAY, SEPTEMBER 10
TIME	7:00 - 8:00 AM	REGISTRATION AND FULL BREAKFAST (PROVIDED) (ASSORTED PASTRY AND EGGS, BACON, SAUSAGE, HOME FRIED POTATOES, COFFEE, TEA, JUICE, WATER)
	8:00 AM - 9:00 AM	SPEAKER: Dominic Maricic TOPIC: Websites true value
	9:00 - 10:00 AM	SPEAKER: Dominic Maricic TOPIC: How to convert website views into calls
	10:00- 10:15 PM	BREAK (PROVIDED)
	10:15 - 12:15 PM	SPEAKER: Dominic Maricic TOPIC: Keyword optimization, domain names
	12:15 PM - 1:00 PM	LUNCH (PROVIDED)
	1:00 PM - 3:00 PM	SPEAKER: Dominic Maricic TOPIC: Why blogging and newsfeeds matter, using paid search engine ads
	3:00 PM - 3:15 PM	BREAK (PROVIDED)
	3:15 PM - 5:15 PM	SPEAKER: Dominic Maricic TOPIC: Using social networking, converting viewers to customers
		ADJOURN @ 5:15 PM on Saturday

REASONS TO NOT MISS THIS EXPO:

- IT WILL BE THE BIGGEST AND BEST OHIO HOME INSPECTOR EXPO THIS FALL. GET YOUR CE'S AND HAVE FUN TOO!!!
- RAFFLE FOR ONE NIGHT IN THE HOTEL!
- LEARN HOW TO BEST MARKET YOUR COMPANY ON THE INTERNET FROM ONE OF THE MOST WELL RESPECTED EXPERTS IN THE FIELD, DOMINIC MARICIC

EXPO FEES and HOTEL INFORMATION

ALL HOME INSPECTORS (ASHI OR NAHI, MEMBERS OR NON-MEMBERS)

HOME INSPECTOR EXPO FEE A - \$150.00 IF PAID IN FULL BEFORE SEPTEMBER 3, 2011

OR

HOME INSPECTOR EXPO FEE B - \$175.00 IF PAID IN FULL AFTER SEPTEMBER 3, 2011

**HOTEL RESERVATIONS: \$79.00 PER NIGHT PER ROOM
(BOOK DIRECTLY WITH THE HOTEL, CALL 330-666-4131)**

