



THE REPEAT BUSINESS EMAIL & AI KIT

4 plug-and-play email templates
AI customization prompts
5-minute self-audit scorecard

Built specifically for home
inspectors

What's inside:

Template 1: The Post-Inspection Follow-Up

Template 2: The Review Ask

Template 3: The Agent Re-Engagement

Template 4: The Annual Home Check-In

AI Customization **Prompts**

The Home Inspector Email Self-Audit
Scorecard

TEMPLATE 1: THE POST-INSPECTION FOLLOW-UP

When to send: 24 hours after you deliver the report.

Subject line options:

- Before you bring in a contractor - a quick note from me
- [First Name], one thing I want you to know about your report
- Something worth doing before you close

Body:

Hi [First Name],

Now that you've had a chance to look through the report from yesterday's inspection at [property address], I wanted to check in.

A few things worth doing while it's fresh:

Skim the summary section first. That's where I flag anything I think is worth thinking through before closing.

If anything in the report doesn't make sense, or you want to know how serious something actually is, text or email me. No question is too small. I'd rather you understand the house than wonder about it later.

If you decide to ask for repairs or credits, you or your agent can put together a repair list through the SpectorA customer portal, and I'm happy to clarify findings with any contractor or specialist you bring in.

Most issues in a home inspection are smaller than they look at first glance. Some are bigger. My job is to help you tell the difference.

Whenever you're ready, just reply here or call/text [phone number]. I'm around all week.

[Inspector Name] [Company] | [Phone] | [Website]

Primary CTA: Reply with questions.

What to swap:

- First name, property address, your contact details.
- The review ask has been moved to Template 2 — a separate email that goes out a few days later, after you've had a chance to prove your value. If you prefer to keep everything in one email, add a P.S. here, but don't do both.
- If you don't field repair callbacks, soften or remove line 3.
- Voice check: this should sound like the same person who walked through the house with them. If you're more casual in person, lean casual here.

TEMPLATE 2: THE REVIEW ASK

When to send: 3–5 days after delivering the report.

Subject line options:

- Can I ask you something, [First Name]?
- One thing I forgot to mention
- Did the report end up being helpful, [First Name]?

Body:

Hi [First Name],

I hope things have been moving in the right direction since the inspection. If any questions have come up as you've worked through next steps, repairs, credits, what to prioritize, I'm still happy to help sort through them.

I do have one small ask.

If the inspection was worth your time, and I hope it was, would you leave me a quick Google review? It doesn't need to be long. A sentence or two about what the experience was like goes further than anything I could put on my own website.
[Google review link]

Reviews are genuinely how most of my new clients find me, and one from someone I've actually worked with means a lot.

Either way, thank you for trusting me with something as important as your home.

[Inspector Name] [Company] | [Phone] | [Website]

Primary CTA: Google review link.

What to swap:

- Use your actual Google review link — a direct link to the review form, not a search result.
- Personalize the opening if you remember something specific: a concern they had during the inspection, a finding you talked through, their closing timeline.
- If your post-inspection email (Template 1) already includes a P.S. asking for a review, skip this email or adjust the opening: "I mentioned this briefly in my last note — just following up..."
- Keep this email short. One ask, one link, one thank-you. The moment it starts to feel like a newsletter, it stops feeling personal.
- Voice check: warm but direct. This isn't a form email. It should read like a message you actually typed.

TEMPLATE 3: THE AGENT RE-ENGAGEMENT

When to send: To any agent who used to refer regularly and has gone quiet for 60–90 days.

Subject line options:

- Something made me think of you this week
- The house I inspected last week made me think of you
- Miss working with your clients, [First Name]

Body:

Hi [First Name],

Realized it's been a while since we worked together, I think the last inspection I did for one of your clients was [rough timeframe]. Wanted to send a quick hello.

No pitch, no ask. Just so you know: I'm still inspecting across [service area], and if you ever have a client in a tough spot, older home, weird system, mold concern, short timeline, I'm happy to be the second opinion or pick up an inspection on short notice.

If anything's changed with how you like reports delivered or what your clients are asking for these days, I'd genuinely love to hear it. Always trying to make things easier on the agent side.

Hope the year is off to a good start.

[Inspector Name] [Company] | [Phone] | [Website]

Primary CTA: Google review link.

What to swap:

- Make the "last inspection" reference specific if you remember — "this past spring" or "last fall" works fine if you don't.
- Adjust the service area and any specialties worth mentioning (mold, sewer scope, commercial, etc.).
- If you have a calendar link or scheduling page, drop it in — but keep it optional, not pushy. The whole power of this email is "no pressure."
- Resist the urge to add a P.S. asking for referrals. It breaks the tone.

TEMPLATE 4: THE ANNUAL HOME CHECK-IN

When to send: 12 months after the original inspection. Set this once and let it run automatically.

Subject line options:

- [First Name], it's been a year since I was inside your home
- A year later, here's what I'd be watching at [property address]
- The thing I flagged in your report, did you ever get to it?

Body:

It's been about a year since I inspected your home at [property address]. Wanted to send a quick note, partly to say hi, partly because the one-year mark is a useful time to think about a few things in any house.

A short list:

- HVAC: change filters, and schedule a service if you haven't yet this year. Both heating and cooling like a yearly tune-up.
- Roof and gutters: a visual check from the ground after the seasons we've had is worth five minutes of your time.
- Water heater: most last 8–12 years. Check the install date and put it on your calendar.
- Any items I flagged in the report: if you haven't gotten to them yet, no judgment, just a friendly reminder.

And if you, or anyone you know, ends up moving, selling, or buying again, you know where to find me.

Thanks for trusting me with your home a year ago.

[Inspector Name] [Company] | [Phone] | [Website]

Primary CTA: Book a warranty inspection

What to swap:

- Property address, and the send date (set 12 months after the original inspection).
- The seasonal checklist, adjust for your climate.
- If you offer annual maintenance inspections, add a soft pitch and booking link at the bottom.
- The "anyone you know" line is the referral ask. Leave it where it is, at the bottom, soft, earned by the value above. Don't lead with it.

The Home Inspector Email Self-Audit Scorecard

A 5-minute self-grade you can run this week.

Two sections: Deliverability (are your emails reaching the inbox?) and Repeat-Business Readiness (are they doing their job once they land?).

For every item, score yourself 0 (we have this problem), 3 (sometimes), or 5 (fully handled).

SECTION 1: **DELIVERABILITY** (out of 25)

1. My subject lines avoid spam triggers - no ALL CAPS, no "FREE," no dollar signs, no excessive punctuation.
2. Every marketing email I send has a working unsubscribe link.
3. I only email people who opted in or did business with me. No purchased or scraped lists.
4. My emails have a healthy text-to-link ratio and aren't just one big image.
5. I send on a consistent cadence, not 50 emails one week and silence for three months.

Your score:

- 21–25: You're in good shape. Move on to Section 2.
- 13–20: You have 1–2 deliverability leaks costing you opens. Find your lowest score and fix that one this week.
- 0–12: Your sender reputation is at risk. Start with #3 (list hygiene) and #1 (subject lines). Those move the needle fastest.

SECTION 2: **REPEAT-BUSINESS READINESS** (out of 15)

1. **Hook:** Does the first sentence make me want to keep reading?
2. **Value:** Does the email give something useful before it asks for anything?
3. **CTA:** Is there exactly one clear next step?

Your score:

- 12–15: Your emails are doing their job. Focus on volume and consistency.
- 7–11: Solid foundation, weak execution on one of the three elements. Audit your last 5 emails and find the pattern.
- 0–6: You're already sending, which is the hard part. Now make each email earn its open. Start with subject lines.

BONUS: THE 30-SECOND INBOX TEST

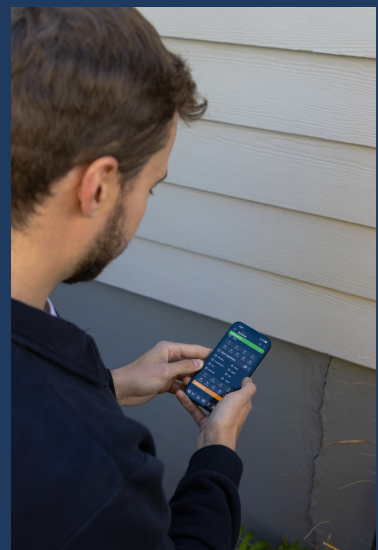
Send your next marketing email to a Gmail account you control (not your business address).

Then check:

1. Did it land in Primary, Promotions, or Spam?
2. Does the preview text make sense, or is it a fragment of code or an unsubscribe line?
3. On mobile, is the subject line cut off before the value lands?
4. Three checks. Run it before every campaign you send.

NEXT STEPS

- Score under 30/40? Watch the webinar replay and follow along with the deliverability fixes in Section 1.
- Score 30+? Skip ahead to the four templates above and start sending this week.
- Either way: the templates are yours to keep, edit, and brand as your own.



Inspector Beau Brown's Personal AI Prompts



VIDEO SCRIPT & CONTENT CREATION

Before I ever write a script, I start with research. I ask AI to go find me the most commonly asked questions on Google about the topic I want to cover, and then cross-reference those with what people are actually complaining about or asking in Reddit threads, Facebook groups, and home inspector forums. That way I know the content is hitting a real pain point before I invest time filming it.

When I am standing in front of something specific like a furnace, a panel, or a crawl space, I will ask it to give me a list of video topic ideas that are specific to that system. It narrows the content down to what is actually relevant to what I am looking at.

For the actual script, I never ask for a word for word script. I ask for an outline in bullet point format. I also tell it that every claim needs to be real, verifiable, and backtrackable, meaning there should be authoritative sources, code references, or recognized experts already on record saying the same thing. I do not want to put information out there that I cannot stand behind.

Example prompt:

"Research the most commonly asked Google questions and Reddit pain points about [topic, e.g., HVAC maintenance]. Give me a list of 5 video topic ideas based on what real people are struggling with. Then take the top idea and give me a bullet point outline for a short-form video. Every talking point should be based on verifiable information from authoritative sources. Do not write a word for word script."

CLIENT COMMUNICATION & ADMIN

For anything going to a client, agent, or business contact, I always include a few standing instructions:

No hyphens. Make it sound like a human wrote it. Keep it business casual, not corporate. And most importantly, I ask it to watch the verbiage for liability, meaning it should communicate clearly without making promises, assigning blame, or using language that could be used against me in a dispute. I also tell it to avoid leaning too heavily on industry jargon since most of my clients are homeowners, not inspectors.

Example prompt:

"Write a follow-up email to a homebuyer explaining the main concerns from their inspection. The issues were [paste notes]. Keep the tone reassuring but honest. Use business casual language, no hyphens, no industry jargon. Make sure the wording reduces liability without sounding evasive. Sound like a real person wrote it."

MARKETING & STRATEGY

For marketing, I never jump straight into execution. I always start with a brainstorm first. I will ask AI to help me think through an idea, explore different angles, and identify whether the direction I am going is a hot topic right now or something that has already been overdone.

One thing I do that most people do not is ask it to tell me what the controversial or offensive angles of a topic are, and who would be offended and why. That sounds counterintuitive, but it is incredibly useful. It tells me which demographics I might alienate with a certain take before I post it, so I can either adjust my angle or go in knowing exactly who I am speaking to and who I am not.

Example prompt:

"I want to create content about [topic, e.g., why buyers should always get an inspection even on new construction]. Before we write anything, help me brainstorm the different angles I could take. Tell me which angles are currently trending or generating strong engagement. Then tell me what the controversial or potentially offensive takes on this topic are, who would be offended, and why. I want to understand the full landscape before I decide on a direction."

CORE AI TOOLS I USE

Manus: My heavy lifter. I use it for deep research, managing complex multi step workflows, and tasks that require pulling from multiple sources and synthesizing them into something actionable. This is what I use when I need something done right, not just done fast.

Fyxxer AI: My inbox and scheduling assistant. It connects directly to my email, learns my tone over time, and drafts replies so I can review and send in seconds instead of writing from scratch. It handles the back and forth of scheduling too.

ChatGPT and Claude: For quick content generation, brainstorming, and running the prompts above. I keep a library of my go to prompts saved so I can drop in variables and get consistent results without starting over every time.



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