

My business: Educated Home Inspections

Posted By [Editor](#) On May 6, 2010 @ 8:00 am In [Business](#)



Fred Ensminger, owner of Educated Home Inspections, inspects the roof of a house. (Photo: Educated Home Inspections)

Compiled by Morristown This Week

Why did you start the business? Fred Ensminger: I believed that the combination of 20-plus years of hands-on contracting and home-renovation projects made for an excellent transition into the home-inspection field. Buying a home in New Jersey is a major undertaking with a lot of money at stake.

A home inspection can help the home buyer be made aware of adverse conditions, deteriorated equipment and a general overview of the property to aid in making their critical decision. I saw a course offered at Morris County School of Technology and decided to pursue obtaining my license. At the time I obtained my license, the licensing requirements were far more rigorous than they are now. I was required to complete 300 hours of classroom training, participate in over 50 field inspections and work as an inspector with a licensed home-inspection firm.

I had two teachers who are pioneers in the New Jersey home-inspection industry. Unfortunately, this level of training is no longer available since the requirements to obtain a New Jersey home inspector license have been reduced. There are only a handful of us inspectors who underwent the original training requirements. The training requirements now are more lenient.

If you could do it again, what would you do differently? I am very comfortable with the level of training I have received and would not have changed anything.

What's the best business advice you have ever received? To be honest and provide a service that is truly worth the client's hard-earned money.

What personality trait helps you the most? The ability to communicate, educate and to understand and appreciate the magnitude of a home purchase.

What's the hardest part of the job? In the home-inspection business, Internet visibility is a must. My wife designed and updates my website on a regular basis to obtain maximum web exposure.

The easiest? Talking to the client and making them feel comfortable about our services.

What's your least expensive product or service? Each house is different and prices vary. Things we consider in pricing are the number of bedrooms, the number of bathrooms and the age of the house. Older homes typically have more issues. Condominiums are usually less expensive. We offer radon-level measurement testing and wood-destroying insect inspections. We also can arrange for septic and well testing and other inspection needs. In many cases, the credit or peace of mind you may receive from the home inspection will far outweigh the cost of the inspection.

The most expensive? Multi-family older homes require additional time and a more involved report.

Describe your most unusual customer, job or work experience. Although each home inspection is unique, one experience that stands out is being told it was OK to inspect a basement, only to be cornered by the homeowners two very aggressive dogs. I was left alone to complete my inspection and make it out of the basement in one piece.

When you leave the business, what will you do? Upon my retirement, I plan to enjoy the things that make New Jersey a great place to live: skiing, fishing, boating and spending time with my family.

In one sentence, tell us why customers should call you. Our home-inspection company offers excellent service, tremendous value, confidence and peace of mind to the home buyer.

EDUCATED HOME INSPECTIONS

Type of business: Home inspection

Owners: Fred Ensminger

Address: 17 Glenbrook Road, Morris Plains

Phone: 973-538-0245

Website: www.educatedhomeinspections.com ^[2]

Hours of operation: 8 a.m. to 8 p.m. daily

Founded: 2004
