
LESSON 8: KEY CONCEPTS

Are Sewer Camera Inspections Profitable?

- **Equipment Cost** - \$450 to \$8,000
- **Labor and Overhead Costs** – sole proprietor and multi-inspector
- **Insurance Cost** – minimal to cover equipment (\$350)
- **Liability and Risk** – typically no greater than
- **Sewer Camera Agreements** – perhaps for stand alone inspections
- **Gross Revenue** - \$9,000 to \$150,000
- **Profit Margin** - \$5,000 to \$75,000
- **Added Business and Market Share** through customer service

What are the best ways to market sewer camera inspections?

Differentiation in the Market Place – value added service

- Extraordinary service – above and beyond
- Timeliness of Information
- One Stop Shop
- Increase market share

Inspection Fee Price Point

- Licensed plumbers typically charge **\$350 to \$500**
 - Most do not want to do them as a stand-alone service – liability, profitability, manpower
 - If you get one to start working with you, they slowly grow tired of it
- Price Points
 - Typical Range - **\$100 to \$300**
 - Sole Proprietor – **\$150 to \$175** (marketing, insurance, 15% FICA)
 - Multi-Inspection Firm - **\$200 to \$225** (marketing, commission incentives, payroll, HR)
 - Extra Drain Lines - **\$100 per branch line**

Point of Sale – Order

- Age of the Home – Cast Iron Drains
- Foundation Repair/Issues
- Large, Mature Trees
- New Construction

Onsite Upgrades

Visible Cues and Functionality Issues

- House built more than 25 years ago – no evidence of repair or improvement
- Evidence of Repair – with multiple materials; flippers
- Large trees in the yard – in alignment with laterals (canopy)
- Structural movement – isolated foundation measurements; If the soil around a house seems to have shifted, the pipe may have been affected. If it has moved, it could have broken or become bent and damaged, which may require a costly repair.
- Soil Movement – depressions in yard, sidewalk and driveway heaving
- Extra-green or lush patches of grass – suspiciously healthy-looking spot in yard
- Multiple Slow Drains – different bathrooms or sides of house
- Water backing up inside the house or crawlspace – damage or significant clog

Website and Social Media

Website

- Include in list of Ancillary Services on website
- Upload Sample Report
- Define value and expectations with blogs

Social Media

- Share pictures of inspectors performing sewer camera inspections
- Have fun with what you find during scopes on social media
- Be respectful and do not share personal information or make fun of owners directly

Client Reviews

- Encourage Client Reviews of Sewer Camera Inspection
- Capture stories of client satisfaction and empowerment
- Share stories where \$1,000's were saved in option period
- Solicit Agent testimonials regarding the value of the information gathered from a sewer camera inspection

Agent Education and Awareness

- **Title Companies** – Broker/Agent Classes
- **Stress the Value** of Information during the option period
- **Agents are your partner** in client education
- **SET EXPECTATIONS**

What do I need to get started performing sewer camera inspections?

