HOW REAL ESTATE PROS ARE TURNING FHA MINIMUM PROPERTY STANDARDS INTO NEW REVENUE

Create a new service, increase your value, and earn more per property

By Catherine Hall · Featuring ProLab Mold Testing Integration

THE REALITY MOST INSPECTORS FACE

PAID ONCE PER PROPERTY

A single transaction with no follow-on revenue from the same job.

COMPETING ON PRICE

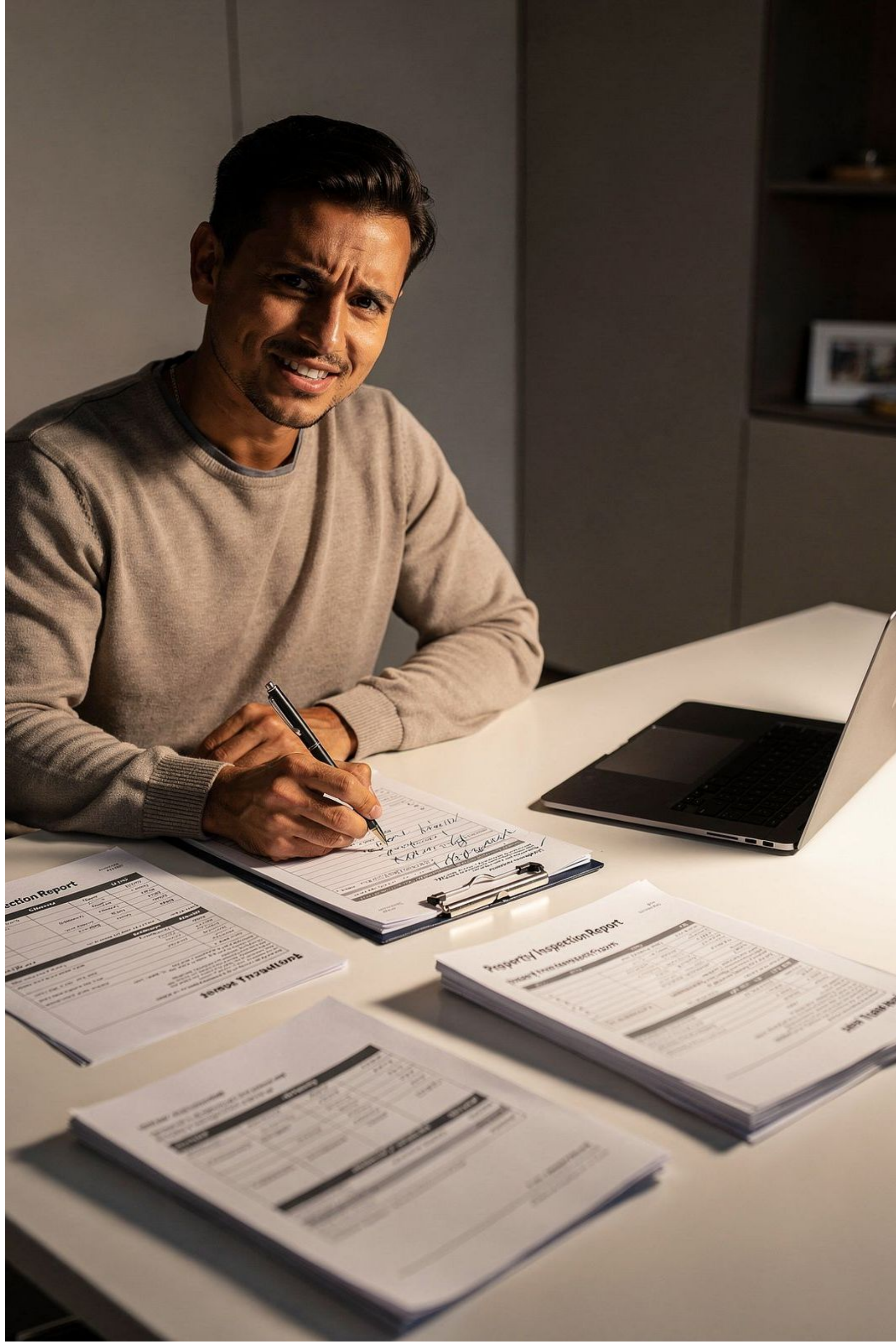
Constantly undercutting to win business in a crowded market.

LOSING DEALS TO LOWER-COST OPTIONS

Clients choosing cheaper inspectors, leaving you without the job.

WALKING AWAY AFTER THE REPORT

The engagement ends the moment the report is delivered.



HERE'S THE BIGGER PROBLEM

You are already seeing:

WHAT YOU'RE OBSERVING

- Water damage
- Safety issues
- Moisture concerns
- Possible mold

THE PROBLEM

You are identifying real, significant issues on every property you walk through — issues that have financial and safety consequences.

But you're not getting paid beyond the inspection.

Every observation you make has untapped revenue potential attached to it.

THE MISSED OPPORTUNITY

Every property has:

FINANCING IMPLICATIONS

The condition of the property directly affects whether a buyer can secure a loan.

REQUIRED REPAIRS

Lenders and programs mandate specific fixes before closing can occur.

HIDDEN REVENUE

Opportunities to provide additional services that buyers and agents need.

Especially with FHA buyers — 👉 You're already seeing the opportunity

THE QUESTION THAT CONTROLS FHA DEALS

WILL THIS PROPERTY PASS FHA?

This single question determines whether a deal moves forward — and you are the expert best positioned to answer it.

WHAT IS MPS?

Minimum Property Standards are:

REQUIRED FOR FHA FINANCING

Any property being purchased with an FHA loan must meet these standards before the loan can be approved.

FOCUSED ON SAFETY, SECURITY, AND SOUNDNESS

MPS evaluates whether a property is safe to live in, structurally sound, and secure for occupants.

A DEAL DECISION FACTOR

MPS compliance — or lack thereof — can make or break a real estate transaction.

A NEW SERVICE OPPORTUNITY

INSTEAD OF

FULL INSPECTION OR NOTHING

The traditional binary choice leaves money on the table and limits your value to clients.

OFFER INSTEAD

MPS EVALUATION

- Lower cost
- Faster
- High demand

WHY THIS WORKS

BUYERS WANT CLARITY	AGENTS WANT DEALS TO MOVE FORWARD
They need to know if the property they're purchasing will qualify for their FHA loan before they go too far in the process.	Real estate agents need transactions to close. An MPS evaluation helps them identify and resolve issues early.

👉 You become part of the decision process

MPS CHANGES THE GAME

MPS IS NOT THE END

Many inspectors treat MPS as a final deliverable — a pass/fail verdict on the property.

That thinking is costing you money.

IT'S THE ENTRY POINT TO MORE REVENUE

👉 Every MPS evaluation is a doorway. When you identify issues, you have the opportunity to offer the next step — testing, documentation, consulting, and more.

MPS is where the revenue journey **begins**, not where it ends.

WHAT MPS ACTUALLY REVEALS

1

PROPERTY DEFECTS

Structural and physical issues that affect the livability and value of the home.

2

SAFETY CONCERNS

Hazards that put occupants at risk and must be addressed before FHA approval.

3

MOISTURE ISSUES

Water intrusion and elevated moisture levels that signal deeper problems.

4

POTENTIAL MOLD PROBLEMS

Conditions that indicate mold growth — a critical FHA concern that requires testing and documentation.

WHERE MONEY IS BEING LOST

Most inspectors follow the same pattern:

1

IDENTIFY ISSUES

They spot the problems during the inspection.

2

RECOMMEND FURTHER EVALUATION

They note it in the report and suggest someone else look at it.

3

MOVE ON

They walk away and never capture the downstream revenue.

👉 Someone else gets paid

THE SHIFT

What if you could:

TEST IT

Conduct the mold testing and environmental evaluation yourself, right at the property.

DOCUMENT IT

Produce professional reports and documentation that lenders, agents, and buyers need.

GET PAID FOR IT

Capture the revenue from every additional service you're already positioned to provide.

WHY MOLD MATTERS

IMPACTS FHA APPROVAL

Mold is a direct disqualifier for FHA financing. Lenders require it to be addressed before a loan can close.

SIGNALS DEEPER ISSUES

Where there is mold, there is moisture. Mold is rarely an isolated problem — it points to underlying structural or water intrusion issues.

CAN DELAY OR STOP DEALS

Unaddressed mold can kill a transaction entirely or push closing dates back significantly, frustrating all parties involved.

FEATURED SEGMENT: PROLAB

[First Name] from ProLab will show:

HOW MOLD TESTING FITS INTO YOUR WORKFLOW

A practical walkthrough of how to integrate ProLab mold testing into your existing inspection process without disrupting your schedule.

HOW INSPECTORS ARE MONETIZING THESE FINDINGS

Real examples of inspectors who have added mold testing to their services and the revenue they are generating as a result.

HOW TO MOVE FROM IDENTIFYING ISSUES TO GETTING PAID

The exact steps to transition from noting a problem in a report to delivering a paid service that solves it.

THE REVENUE FLOW

Each step in this flow represents a billable service. By following this sequence, inspectors transform a single property visit into a multi-service engagement that generates significantly more revenue per property.

WHAT HAPPENS NEXT

MPS leads to:

REPAIR REQUIREMENTS

MPS findings generate a list of required repairs that must be completed before FHA approval — creating demand for your documentation and follow-up services.

RENOVATION OPPORTUNITIES

Properties that need significant work open the door to renovation consulting and project oversight services.

203K CONSULTING

The FHA 203k loan program finances both the purchase and renovation of a property — and inspectors with the right credentials can consult on these deals.

THE FINANCIAL ADVANTAGE

Many of these services:

CAN BE FINANCED

Services tied to FHA transactions can often be rolled into the loan itself, removing the barrier of upfront cost.

PAID AT CLOSING

Rather than requiring immediate payment, these services can be structured to be paid when the deal closes.

NOT OUT-OF-POCKET FOR THE BORROWER

Because costs are financed or paid at closing, buyers are far more willing to say yes — removing the biggest objection to additional services.

YOUR ROLE EVOLVES

YOU ARE NO LONGER JUST AN INSPECTOR

The traditional inspector role is transactional. You show up, you report, you leave.

This model limits your income and your influence.

YOU BECOME:

FHA ADVISOR

The go-to expert on whether a property will qualify for FHA financing.

PROPERTY CONDITION EXPERT

The authority on what a property needs to meet lender and safety standards.

DEAL PARTNER

An essential member of the transaction team that agents and buyers rely on.

WHAT YOU GET

MPS MOBILE SYSTEM

A complete mobile-ready system for conducting and delivering MPS evaluations in the field.

1 MONTH PREMIUM ELITE MEMBERSHIP

Full access to the Premium Elite tier for one month, giving you everything you need to launch this new service.

TOOLS AND TEMPLATES

Ready-to-use templates and tools designed specifically for MPS evaluations and client deliverables.

BUSINESS-BUILDING RESOURCES

Resources to help you market your new services, attract FHA clients, and grow your revenue per property.

BONUS

203K CERTIFICATION KIT

Everything you need to get certified in FHA 203k consulting — one of the highest-value add-on services available to home inspectors working in the FHA space.

FHA MPS CHECKLIST

A professionally designed FHA MPS Checklist built for agents and clients — a powerful tool that positions you as the expert and makes it easy to share your value with every referral partner.

INVESTMENT

$497

ONE-TIME INVESTMENT

Everything included — MPS Mobile System, 1 Month Premium Elite Membership, Tools and Templates, Business-Building Resources, 203k Certification Kit, and FHA MPS Checklist.

> Many of these services can be financed or paid at closing — meaning your investment can be recovered from a single transaction.

PROLAB BONUS

6 LAB FEES INCLUDED

A $150 value.

2 PREPAID FEDEX MAILERS

A $60 value.

FUTURE LAB FEES

Just $25 each, all-inclusive.

FREE FUTURE SUPPLIES AND SHIPPING

FREE FOREVER.

ONGOING REORDER BENEFIT

For every 4 samples submitted, ProLab sends a prepaid overnight mailer for the next order.

TAKE IT TO THE NEXT LEVEL...
OFFER AIR SAMPLING

Complete system includes additional testing supplies and a rechargeable, battery-operated air sampling device.

Just $750

WHAT THIS MEANS

YOU DON'T NEED MORE INSPECTIONS

Chasing volume is exhausting and unsustainable. More inspections means more driving, more time, and more competition on price.

That is not the path to a better business.

👉 YOU NEED MORE REVENUE PER PROPERTY

The same property you are already visiting can generate significantly more income when you offer MPS evaluations, mold testing, documentation, and consulting services.

Work smarter, not harder.

THE OPPORTUNITY

FHA DEMAND IS GROWING

More buyers are turning to FHA financing, especially first-time homebuyers — expanding the market for MPS evaluations every year.

MPS IS REQUIRED

This is not optional. Every FHA transaction requires MPS compliance, creating consistent, non-negotiable demand for your services.

MOLD ISSUES ARE COMMON

Moisture and mold problems appear in properties across every market and price range — making mold testing a high-frequency add-on service.

👉 Most inspectors are not monetizing this

FINAL THOUGHT

YOU ARE ALREADY SEEING THESE OPPORTUNITIES.

Every property you walk through contains the issues described in this presentation. Water damage. Safety concerns. Moisture. Possible mold. Financing implications. Required repairs.

You have been identifying these problems and walking away — leaving the revenue for someone else to capture.

Now it's time to get paid for them.

CALL TO ACTION

Get started today. Add this to your business immediately.

GET THE MPS MOBILE SYSTEM

Start offering MPS Evaluations right away with a complete system built for inspectors.

ACCESS YOUR BONUSES

Receive the 203k Certification Kit and FHA MPS Checklist to immediately expand your service offering.

INVEST $497 TODAY

One investment. Multiple new revenue streams. More money per property — starting now.

Get Started Today — $497