

Subject: Media support; call to members.

Date: November 24, 2004

Dear members,

During these past few months the OAHI has been working to promote the services of our members and raise public awareness. This effort has consisted of correspondence to various media.

Some of our efforts are starting to pay off. I had the opportunity to promote OAHI on CFRB radio in October; we changed the focus of an article in the Toronto Star in November to use an OAHI inspector to avoid problems.

There are more seeds out there which will bear fruit in the weeks and months to come.

What we lack is the ability to track all of the articles or story's which are OAHI or just Home Inspection related. In Mid November there was a morning radio personality who was relating a story about how they got talked out of an inspection. When he moved into the house he was shocked to discover that the house needed \$60,000 worth of repairs. Had we known of this story, we could have contacted this individual and promoted the services of our members.

What I would like you as a member to do is be our eyes and ears. If a news story appears anywhere in the province that is remotely Home Inspection related, please contact the OAHI office either by phone, email, or fax right away.

The office will contact our spokespersons right away so that we can respond, or seize the opportunity when the time is right. Within hours or even minutes in some cases.

I as your humble servant will continue to promote OAHI and its members at any and every opportunity and look forward to your assistance.

Sincerely,

Alrek Meipoom, RHI  
President