





"It not just about being certified but about building a successful business!" Doug Hoffman, Executive Director

Today's Agenda

idea

# 1. Quickstartup

(Entrepreneur, Leads Groups, Insurance, Resources)

## 2. Contract for Services

(Pricing, Contract is Payment Guarantee, Deposit)

## 3. Interview, Inspect & Sample

(Collect information occupants, exterior, and interior, then sample)

## 4. Develop & Present Report

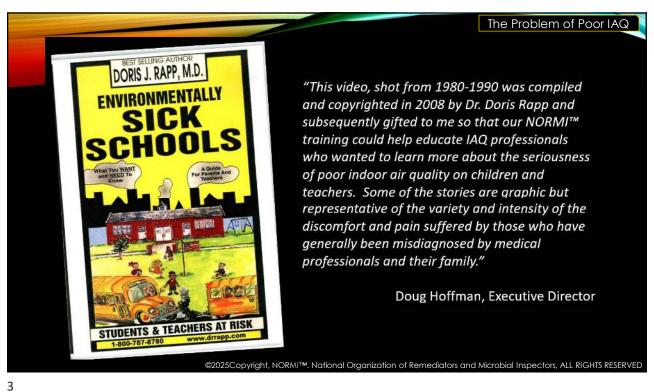
(based on assessment, testing results, and interpretation)

## 5. Followthru & Followup

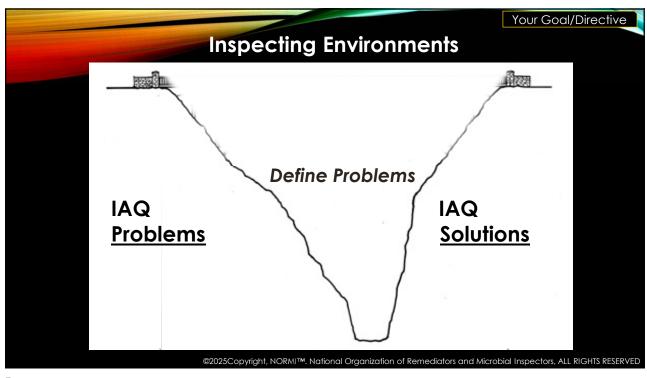
(recognize nature of service industry, value referrals, Flip the Funnel)

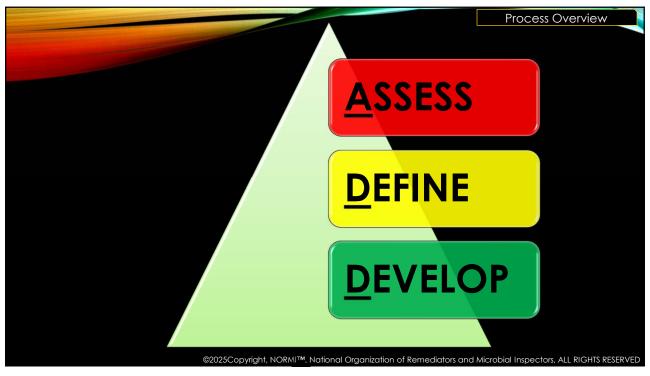










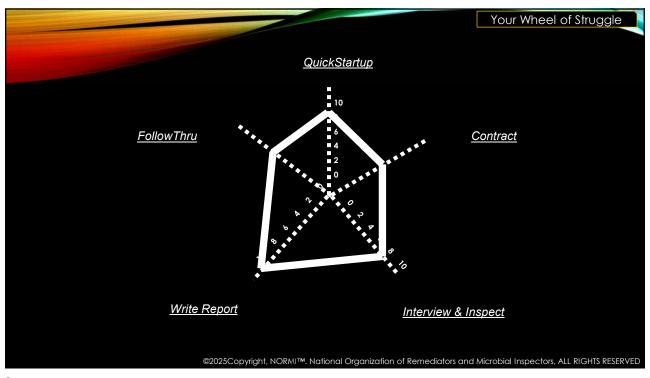


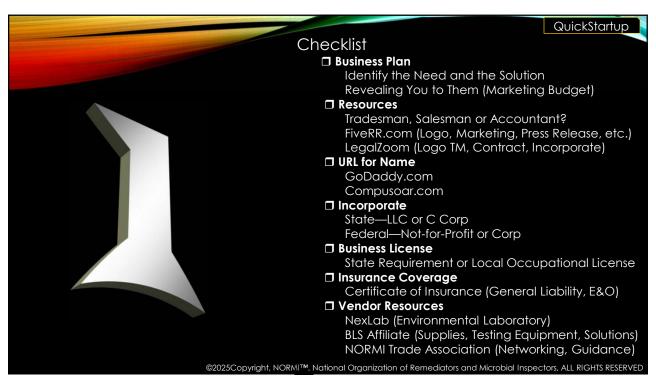


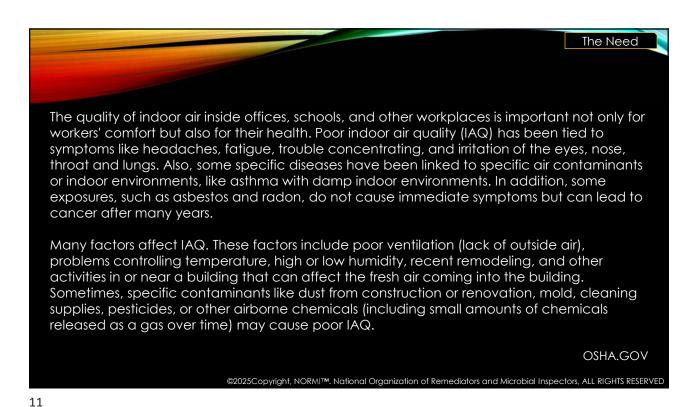
QuickStartup

FollowThru

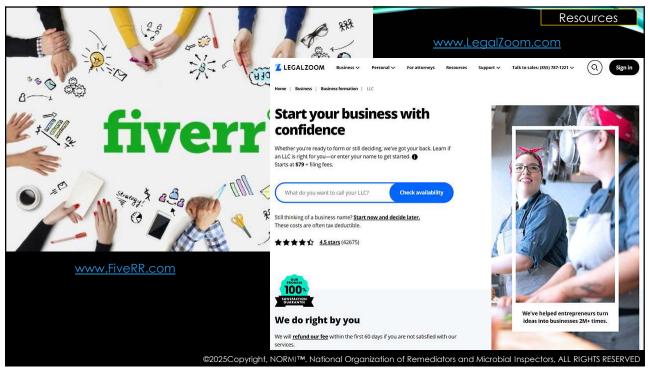
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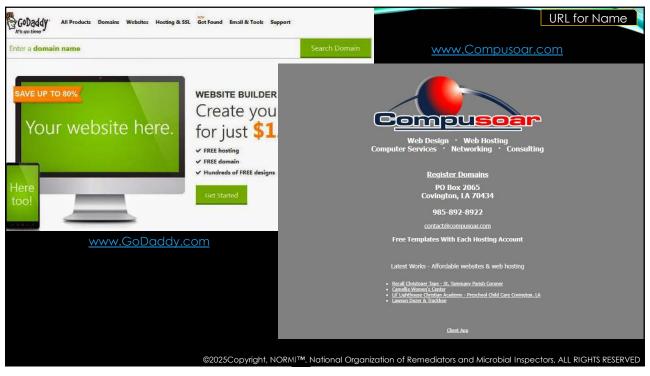


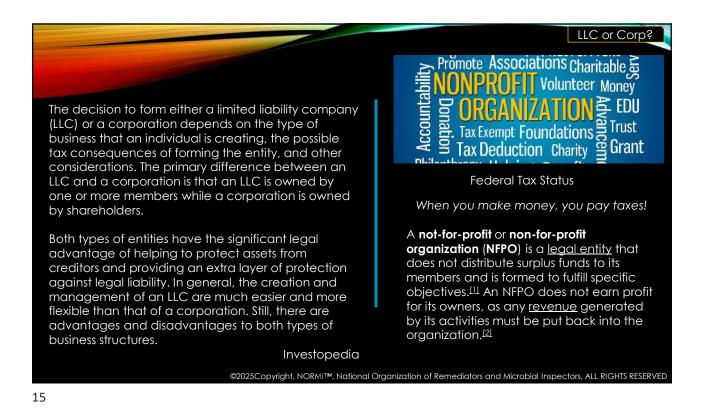




Business Plan entrepreneur | INTERMEDIATE ENGLISI entrepreneur Who you are: noun [C] บร 🕩 / an·trə·prəˈnɜr, -ˈnʊər/ Problem-Solver a person who attempts to make a profit by starting a company or by operating alone in the business world, esp. when it involves taking risks: Risk Taker · He's an entrepreneur who made his money in computer software entrepreneurial Gap Seer adjective us ◀》 / an tre pre nar i el, - noer-/ Job Creator (Definition of entrepreneur from the Cambridge Academic Content Dictionary © Cambridge University Press) Simon Sinek Visionary https://www.youtube.com/watch?v=NuQr2Hkg 0Q Tradesman Salesman Accountant ©2025Copyright, NORMI™. National Organization of Remediators and Microbial Inspectors, ALL RIGHTS RESERVED







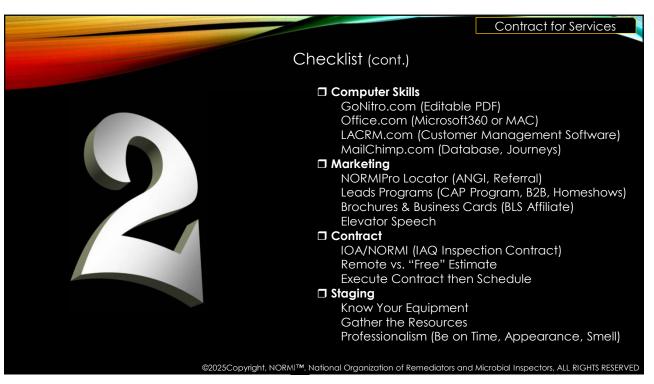
Secretary of State

Secretary of State

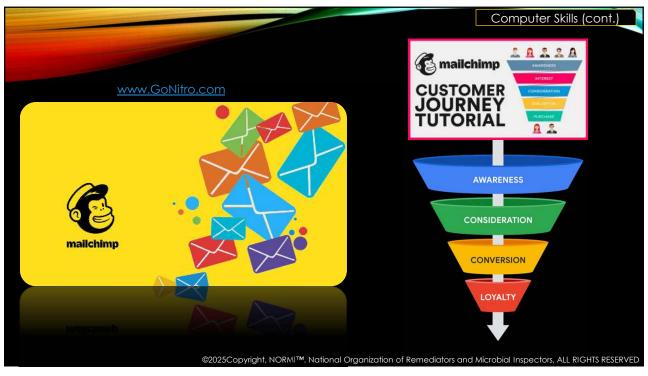
Ceneral liability lives up to its name – it's generalized liability coverage for lawsuits, property damage, and advertising injuries.

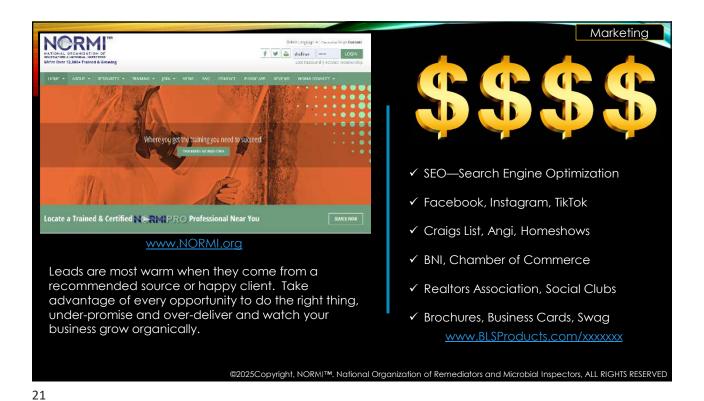
E&O only covers lawsuits over the financial losses someone experienced because of your work.





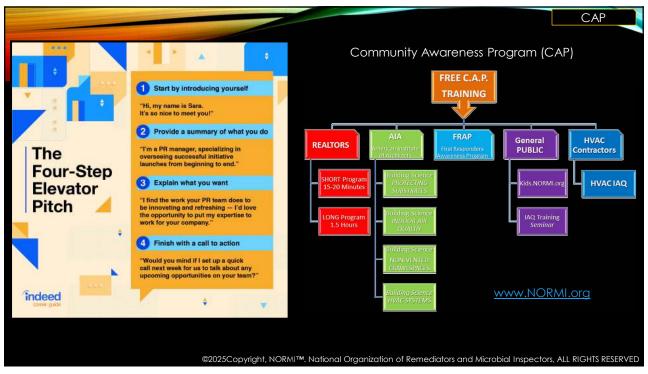


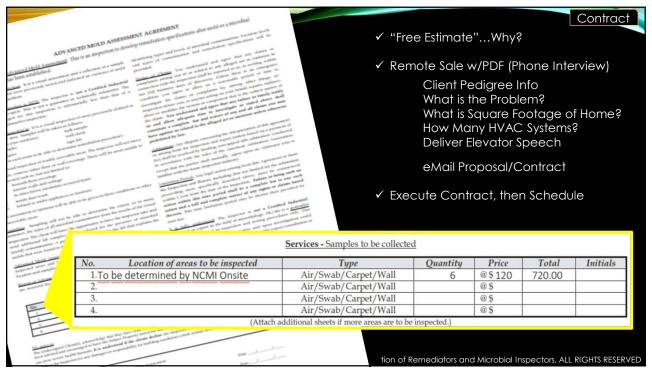




SoTellUs Review System Marketing (cont.) Your business <u>needs</u> to collect reviews from satisfied customers because: The Power of Marketing SoTellUs 1. Increase Brand Trust 2. Increase Online Exposure 3. Increase Local SEO 4. Creates Feedback Loop 5. Develops Customer Intelligence 6. Improves Click-Through Rates 7. Converts More Customers 8. Increases Brand Visibility 9. Provides Customer Behavior Insights **Customer Reviews** 10. Reviews Influence Purchasing Decisions \*\*\*\* 11. Boosts Local Business Awareness 12. Improves Customer Engagement

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• COMPLETE IAQ Survey
 • COLLECT IAQ Surface/Air Samples
 • UNDERSTAND Top 40 Contaminants
 • DISCUSS 10 Most Successful Solutions
 • AWAIT Lab Report
 • DEVELOP IAQ Report from Step Two
 • PRESENT Personalized Action Plan

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## A word or two to the wise...

This is a simple, casual discussion with the property occupant/complainant to confirm the previous discussion regarding the need for an inspection. Listen, listen as you are building a relationship with someone who others may have ignored.

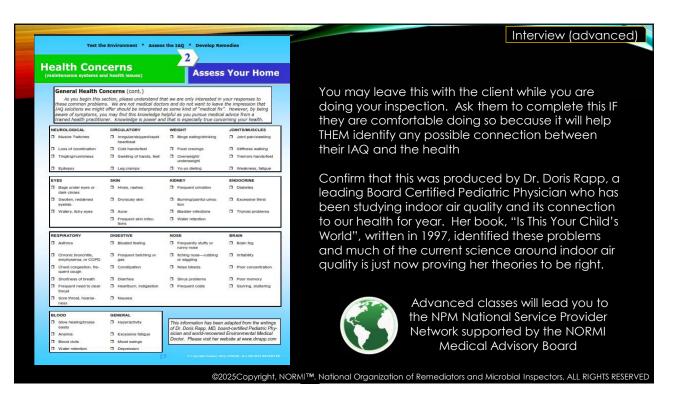
Ask about the history of the problem, when it started, who has been affected, are there times (like the summer months) when it seems worse.

Ask the occupant to walk you around the house and be sure to take notes about what each room is called. When you personalize the locations where you've taken samples and it appears on the report, it becomes personal for them, and they feel as though the report was not boiler-plated.

Give them a realistic time from for when the report will come back from the labs (add a couple of days) and a timeline for when you will have the report. Give yourself enough time to make sure you can make the deadline. Many times, clients are suspicious and need reassurance the your are a professional. Confirm their confident in you by assuring them they have made a wise choice.

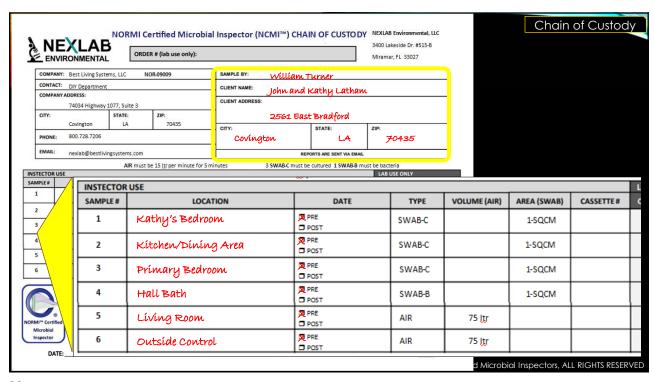
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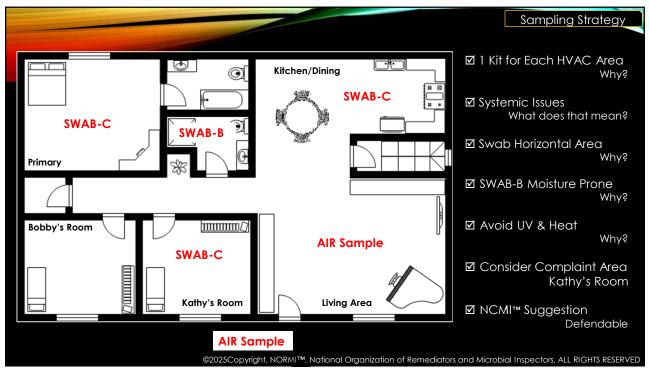
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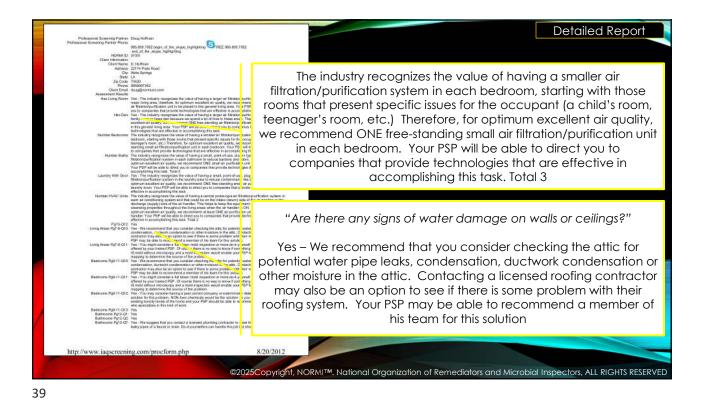






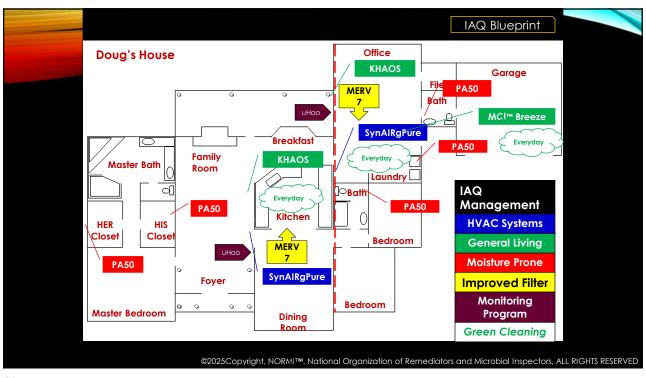
Step 2 at IAOScreening.com

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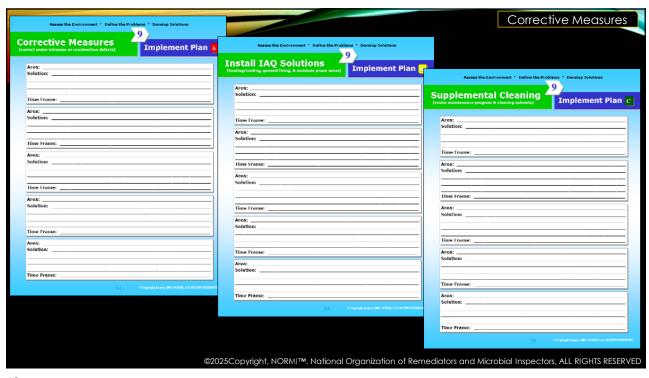


NOMM\* Professional Practices

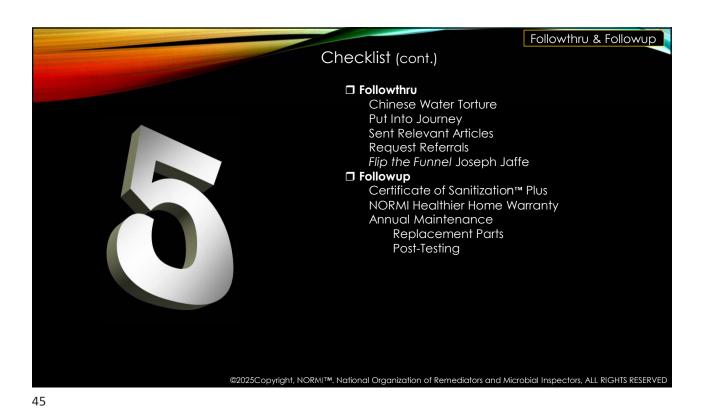
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Wh	olistic Solutio	ns Bring <u>More</u> Pro	ofits and	Offer <u>Bet</u>	<u>ter</u> Soluti	on!
				MSRP	Affilate	PROFIT
IAQ Management	2	SynAlRgPure™24K	1008.00	2016.00	988.00	1028.00
HVAC Systems	2	SynAlRgPure™16K	849.00	1698.00	860.00	838.00
General Living	2	KHAOS	895.00	1790.00	960.00	830.00
Moisture Prone	1	MCI™ Breeze	249.00	249.00	100.00	149.00
Improved Filter	5	PureAir50	64.00	320.00	110.00	210.00
Monitoring		90 Day Filter (CP)	72.00	144.00	50.00	94.00
Program	2	иНоо	299.00	598.00	-	00
Green Cleaning	1	BLS Everyday	99.99	99.99	50.99	49.00
			TOTAL	6914.99	3118.99	3198.00







Chinese Water Torture

There are better ways now to accomplish the same goal of getting results but the idea of constantly staying in touch with your previous client has merit.

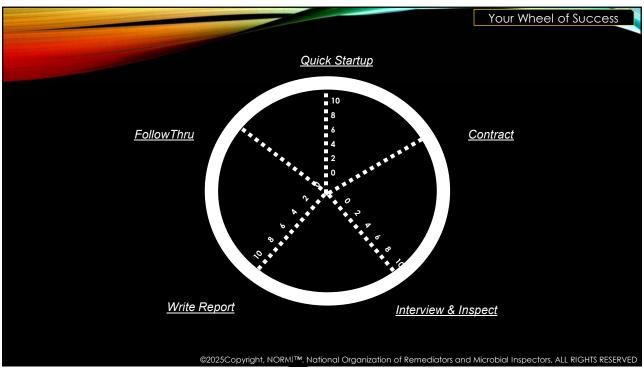
In MailChimp you can put them in a "Journey" where they will be receiving pertinent information until they "opt out" or you unsubscribe them.

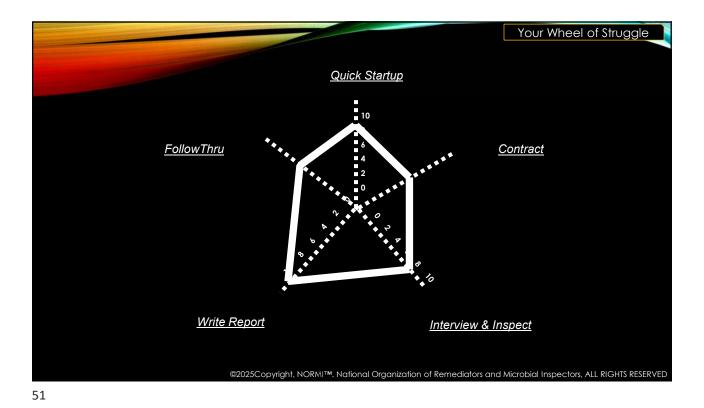
Here are ideas on what you could send...











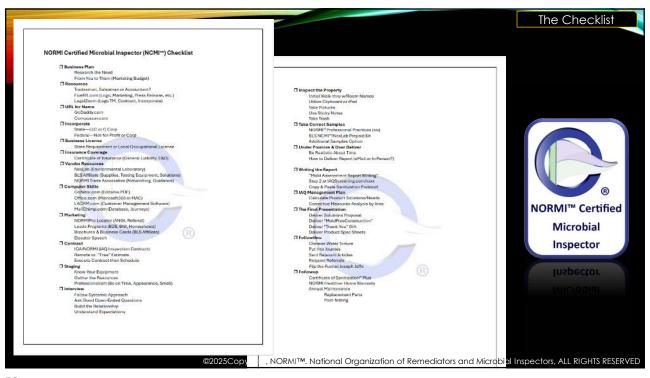
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(Collect information occupants, exterior, and interior, then sample)

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(based on assessment, testing results, and interpretation)

5. Followthru & Followup
(recognize nature of service industry, value referrals, Flip the Funnel)





# NORMI Certified Microbial Inspector (NCMI™) Checklist

☐ Business Plan
Research the Need
From You to Them (Marketing Budget)
☐ Resources
Tradesman, Salesman or Accountant?
FiveRR.com (Logo, Marketing, Press Release, etc.)
LegalZoom (Logo TM, Contract, Incorporate)
☐ URL for Name
GoDaddy.com
Compusoar.com
☐ Incorporate
State—LLC or C Corp
Federal—Not-for-Profit or Corp
☐ Business License
State Requirement or Local Occupational License
☐ Insurance Coverage
Certificate of Insurance (General Liability, E&O)
☐ Vendor Resources
NexLab (Environmental Laboratory)
BLS Affiliate (Supplies, Testing Equipment, Solutions)
NORMI Trade Association (Networking, Guidance)
☐ Computer Skills
GoNitro.com (Editable PDF)
Office.com (Microsoft360 or MAC)
LACRM.com (Customer Management Software)
MailChimp.com (Database, Journeys)
☐ Marketing
NORMIPro Locator (ANGI, Referral)
Leads Programs (B2B, BNI, Homeshows)
Brochures & Business Cards (BLS Affiliate)
Elevator Speech
☐ Contract
IOA/NORMI (IAQ Inspection Contract)
Remote vs. "Free" Estimate
Execute Contract then Schedule
☐ Staging
Know Your Equipment
Gather the Resources
Professionalism (Be on Time, Appearance, Smell)
☐ Interview
Follow Systemic Approach
Ask Good Open-Ended Questions
Build the Relationship
Understand Expectations

#### ☐ Inspect the Property

Initial Walk-thru w/Room Names

Utilize Clipboard or iPad

**Take Pictures** 

**Use Sticky Notes** 

Take Trash

#### ☐ Take Correct Samples

NORMI™ Professional Practices (six)

BLS NCMI™/NexLab Prepaid Kit

Additional Samples Option

#### ☐ Under Promise & Over Deliver

Be Realistic About Time

How to Deliver Report (eMail or In Person?)

#### ☐ Writing the Report

"Mold Assessment Report Writing"

Step 2 at IAQScreening.com/xxxx

Copy & Paste Sanitization Protocol

#### ☐ IAQ Management Plan

Calculate Product Solutions/Needs

Corrective Measures Analysis by Area

#### ☐ The Final Presentation

**Deliver Solutions Proposal** 

Deliver "MoldFreeConstruction"

Deliver "Thank You" Gift

**Deliver Product Spec Sheets** 

#### ☐ Followthru

**Chinese Water Torture** 

Put Into Journey

Sent Relevant Articles

Request Referrals

Flip the Funnel Joseph Jaffe

#### ☐ Followup

Certificate of Sanitization™ Plus

NORMI Healthier Home Warranty

**Annual Maintenance** 

**Replacement Parts** 

Post-Testing

#### ADVANCED MOLD ASSESSMENT AGREEMENT

Explanation of Advanced Mold Assessment: This is an inspection to develop remediation specifications after mold or a microbial contamination has been established.

Scope of the inspection: It is a visual assessment and a collection of a sample taken in areas that were previously tested and indicated an existence of mold or a microbial problem.

What this inspection is NOT: The inspector is not a Certified Industrial Hygienist or expert. This is not a guarantee or technically exhaustive. The amount charged for this inspection is substantially less than that of a technically exhaustive inspection.

What this inspection is: It is a visual inspection of areas previously defined as a "red flag" area. Samples will be taken as follows:

air samples (one outdoors) bulk sample carpet samples wall check swah samples tape lift

samples in each room to be able to determine remediation procedures

It is a visual inspection of readily accessible areas. The inspector will not move furniture, remove either floor or wall coverings. There will be areas unable to be inspected such as, but not limited to:

- beneath floor coverings
- 2. interior walls and ceilings
- 3 in attics below insulation or stored items
- inside duct work 4
- 5. behind or under appliances or furniture

No assessment or opinions will be able to be given in these conditions or other inaccessible areas.

Sampling: Sampling will not be able to determine the extent, or in many instances, the types of all microbial contaminates from the results of the visual inspection. The client will have the opportunity to have the inspector take and send additional lab samples to be analyzed for the presence of microbial (mold) contamination. A guide may be provided by the lab that explains the molds that were found in the sample (s).

Advanced Mold Assessment Sampling: Sampling and visual assessment of inspected areas and this applicable sample will be listed by area and by location and samples and sent to a lab to analyze for microbial contaminants.

Report of Advanced Mold Assessment: After both visual and sampling results are received from the lab, the client will be provided with a written report

identifying types and levels of microbial contamination. Location levels and types of contamination and remediation specifications will be provided.

Notice of Claims: You understand and agree that any claims or complaints arising out of or related to any alleged act or omission in connection with the inspection shall be reported to us, in writing, within ten (10) business days of discovery. Unless there is an emergency condition, you agree to allow us a reasonable period of time to investigate the claims or complaints by, among other things, reinspection before you, or anyone acting on your behalf, repairs, replaces, alters or modifies the system or component that is the subject matter of the claim. You understand and agree that any failure to timely notify us and allow adequate time to investigate as stated above shall constitute a complete bar and waiver of any and all claims you may have against us related to the alleged act or omission unless otherwise prohibited by law.

Arbitration: Any dispute concerning the interpretation of this agreement or arising from the inspection and report (unless based on a payment of fee) shall be resolved by binding, non-appeal able arbitration conducted in accordance with the rules of the American Arbitration Association, except that the parties shall mutually agree upon an Arbitrator who is familiar with the home inspection industry.

Limitation Period: Any legal action arising from this Agreement or from the Inspection and Report, including (but not limited to) the arbitration proceeding more specifically described above, must be commenced within 1 year from the date of the inspection. Failure to bring such an action within this time period shall be a complete bar to any such action and a full and complete waiver of any rights or claims based thereon. This time limitation period may be shorter than provided by state law.

It is fully understood: The inspector is not a Certified Industrial Hygienist or expert in the field of microbiology. He/she is a generalist and has been trained in inspection and testing procedures only. This inspection is not technically exhaustive and upon investigation could require an expert at your own expense for possible expert consultation or technical exhaustive inspection.

#### **Services -** Samples to be collected

No.	Location of areas to be inspected	Туре	Quantity	Price	Total	Initials
1.		Air/Swab/Carpet/Wall		@\$		
2.		Air/Swab/Carpet/Wall		@\$		
3.		Air/Swab/Carpet/Wall		@\$		
4.		Air/Swab/Carpet/Wall		@\$		

(Attach additional s	heets if more areas are to be inspected.)
been advised and encouraged to have the Subject Property tested for mo can pose severe health hazards. It is understood if the clients decline	Total Cost \$tand what the limited mold assessment agreement <b>does</b> and <b>does not</b> cover, and they have ld, and that they understand that the presence of certain types of mold prevalent in housing the inspector conducting any of the services recommended above, the clients agree to hold additions which remain undiscovered regarding the discovery of mold and mold spores.
Property Address	
Acceptance of this agreement/contract is by my signature, or payment.	
Signature of Client	Date/
Signature of Inspector	Date/

# NEXLAB ENVIRONMENTAL

# **NORMI Certified Microbial Inspector (NCMI™) CHAIN OF CUSTODY**

#### **NEXLAB Environmental, LLC**

3400 Lakeside Dr. #515-B

Miramar, FL 33027

COMPANY	Best Living Syste	ms, LLC <b>NO</b>	R-09009	SAMPLE BY:			
CONTACT: DIY Department			CLIENT NAME:				
COMPANY ADDRESS:							
74034 Highway 1077, Suite 3			CLIENT ADDRESS:				
CITY:		STATE:	ZIP:				
	Covington	l LA	70435				
				CITY:	STATE:	ZIP:	
PHONE:	800.728.7206						
			1				
EMAIL: nexlab@bestlivingsystems.com			REPO	ORTS ARE SENT VIA EMAIL	_		

AIR must be 15 ltr per minute for 5 minutes

3 SWAB-C must be cultured 1 SWAB-B must be bacteria

INSTECTOR	INSTECTOR USE						LAB USE ONLY	B USE ONLY		
SAMPLE#	LOCATION	DATE	TYPE	VOLUME (AIR)	AREA (SWAB)	CASSETTE#	CONDITION OK	SAMPLE#		
1		□ PRE □ POST	SWAB-C		1-SQCM					
2		□ PRE □ POST	SWAB-C		1-SQCM					
3		□ PRE □ POST	SWAB-C		1-SQCM					
4		□ PRE □ POST	SWAB-B		1-SQCM					
5		□ PRE □ POST	AIR	75 ltr						
6		□ PRE □ POST	AIR	75 ltr						





DATE: TIME:	RECEIVED BY:
-------------	--------------

# To PRODUCE the Automated Report go to <a href="www.lAQScreening.com/xxxxx">www.lAQScreening.com/xxxxx</a> STEP TWO

Do you have a living room?	Yes	No
Do you have a familiy room or large den?	Yes	No
How many bedrooms do you have ?	123456	78
How many bathroom do you have?	123	3 4 5
Do you have a separate laundry room?	Yes	No
How many HVAC systems (furnaces)?	123	3 4 5
General Living Area Location:		
1) Are floors carpeted?	Yes	No
2) If yes, is there padding under the carpeting?	Yes	No
3) Is there upholstered furniture in the room?	Yes	No
4) Are there draperies in the room?	Yes	No
5) Are the above items cleaned on a scheduled basis?	Yes	No
6) Are there windows in the room?	Yes	No
7) Does condensation ever appear on the windows or window sills?	Yes	No
8) Are windows opened on a regular basis, as weather permits?	Yes	No
9) Is there dust under furniture, in corners, above moldings, behind cabinets?	Yes	No
10) Are there any signs of water damage on walls or ceilings?	Yes	No
11) Are there any signs of discoloration possibly consistent with microbials?	Yes	No
12) Is there any discoloration on walls or ceilings?	Yes	No
13) Is paint cracked or peeling?	Yes	No
Additional General Living Area Location:		Ī
1) Are floors carpeted?	Yes	No
2) If yes, is there padding under the carpeting?	Yes	No
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13)	Are beddings, pillows, and covers hypoallergenic?	Yes	No
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8)	Are windows opened on a regular basis, as weather permits?	Yes	No
9)	Is there dust under furniture, in corners, above moldings, behind cabinets?	Yes	No
10)	Are there any signs of water damage on walls or ceilings?	Yes	No
11)	Are there any signs of discoloration possibly consistent with microbials?	Yes	No
12)	) Is there any evidence of mice, cockroaches, or insects?	Yes	No
13)	Are beddings, pillows, and covers hypoallergenic?	Yes	No
Ad	ళ్ళు ళ్ళు ళ్ళు Iditional Bedroom Location:		
1)	Are floors carpeted?	Yes	No
2)	If yes, is there padding under the carpeting?	Yes	No
3)	Has carpeting ever been wet?	Yes	No
4)	Are there draperies in the room?	Yes	No
5)	Are the above items cleaned on a scheduled basis?	Yes	No
6)	Are there windows in the room?	Yes	No
7)	Does condensation ever appear on the windows or window sills?	Yes	No
8)	Are windows opened on a regular basis, as weather permits?	Yes	No
9)	Is there dust under furniture, in corners, above moldings, behind cabinets?	Yes	No
10)	Are there any signs of water damage on walls or ceilings?	Yes	No
11)	Are there any signs of discoloration possibly consistent with microbials?	Yes	No
12)	) Is there any evidence of mice, cockroaches, or insects?	Yes	No
13)	Are beddings, pillows, and covers hypoallergenic?	Yes	No

Ba	throom Location:		
1)	Is there an exhaust fan in the bathroom?	Yes	No
2)	If yes, does it work properly?	Yes	No
3)	If yes, it is used during showers?	Yes	No
4)	If yes, does it run on a timer or manual switch?	Yes	No
5)	Do bathroom walls remain wet with condensate more than 15 min after bath?	Yes	No
6)	Is caulking secure and not cracked around toilets, sinks, shower, and tub?	Yes	No
7)	Is there any signs of pipes leaking around toilet or vanity?	Yes	No
8)	Is there at least one window?	Yes	No
9)	Are shower and window curtains clean?	Yes	No
10	) Is there dust, dirt, or hair on the floor, in corners, above door or moldings?	Yes	No
11	) Are there holes in walls or around pipes?	Yes	No
12	) Is there carpeting in the bath area?	Yes	No
Δd	Iditional Bathroom Location:		
	Is there an exhaust fan in the bathroom?	Yes	No
1	If yes, does it work properly?	Yes	No
1	If yes, it is used during showers?	Yes	No
4)	If yes, does it run on a timer or manual switch?	Yes	No
5)	Do bathroom walls remain wet with condensate more than 15 min after bath?	Yes	No
6)	Is caulking secure and not cracked around toilets, sinks, shower, and tub?	Yes	No
7)	Is there any signs of pipes leaking around toilet or vanity?	Yes	No
8)	Is there at least one window?	Yes	No
9)	Are shower and window curtains clean?	Yes	No
10	) Is there dust, dirt, or hair on the floor, in corners, above door or moldings?	Yes	No
11	) Are there holes in walls or around pipes?	Yes	No
12	) Is there carpeting in the bath area?	Yes	No

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Kitchen Location:	_	
1) Is there an range hood exhaust fan vented to the outside?	Yes	No
2) If yes, does it work properly?	Yes	No
3) If yes, it is always used during cooking?	Yes	No
4) Does the refrigerator have an icemaker?	Yes	No
5) Are you able to pull the refrigerator away from the wall to clean?	Yes	No
6) Is kitchen sink caulking secure and not cracked?	Yes	No
7) Is there any signs of pipes leaking inside the cabinets?	Yes	No
8) Are you able to hand-tighten the trap under the kitchen sink?	Yes	No
9) Are there any spots on the counter top where water pools?	Yes	No
10) Is there dust, dirt, or hair on the floor, in corners, above door or moldings?	Yes	No
11) Are there holes in walls or around pipes?	Yes	No
12) Do you have a dishwasher?	Yes	No
Laundry Area/Room Location:		
1) Is there an exhaust fan in the laundry area/room?	Yes	No
2) If yes, does it work properly?	Yes	No
3) Is there a floor drain?	Yes	No
4) If yes, are there odors coming up from it?	Yes	No
5) Is there a laundry tray/sink?	Yes	No
6) Are there any signs of water leakage under the laundry tray/sink?	Yes	No
7) Is the clothes dryer vented to the outside?	Yes	No
8) If yes, is the piping straight (not kinked) and open, clear, and free-flowing?	Yes	No
9) Are the hose connections to the washing machine free from cracks?	Yes	No
10) Are the hose connections to the washing machine secure?	Yes	No
11) Is there dust, dirt, or hair on the floor, in corners, above door or moldings?	Yes	No
12) Is there a window in the laundry area/room?	Yes	No

Basement Location:		
1) Is the basement area finished?	Yes	No
2) Are all areas painted and sealed?	Yes	No
3) Is basement wet or damp?	Yes	No
4) Is there carpeting in the basement?	Yes	No
5) If yes, has carpeting ever been wet?	Yes	No
6) Is there any ventilation in the basement?	Yes	No
7) Are there windows in the basement?	Yes	No
8) Are the windows open when weather permits?	Yes	No
9) Is there upholstered furniture, stuffed toys, or draperies in the basement?	Yes	No
10) Are there any odors in the basement?	Yes	No
11) Are there any holes in walls or around pipes?	Yes	No
12) Is paint peeling or cracking?	Yes	No
13) Are there any leaks?	Yes	No
14) Do the walls, ceilings or floors have water staining?	Yes	No
15) Is there dust or dirt on walls, ceilings, floors, etc.?	Yes	No
16) Are litter boxes in the basement?	Yes	No
17) Are any paints, strippers, varnishes, cleaners stored uncovered?	Yes	No
18) Is there any discoloration consistent with mold on walls, ceilings, or floors?	Yes	No
19) Is there any discoloration consistent with mold on furnishings, toys, shelves?	Yes	No
20) Are windows or Bilco Doors leaking?	Yes	No
21) Are sewer lines leaking?	Yes	No
22) Are pipes leaking?	Yes	No
23) Is there evidence of mice, rodents, cockroaches, or insects?	Yes	No
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Attic Location:		
1) Are there any roof leaks or wet areas?	Yes	No
2) Is there evidence of water staining on the roof rafters or underlayments?	Yes	No
3) Is the space properly ventilated?	Yes	No
4) Do any bathroom or kitchen fans exhaust and terminate in the attic?	Yes	No
5) Are soffits or exhaust vents covered with insulation?	Yes	No
6) Are animals nesting in the space (birds, squirrels, rodents?)	Yes	No

Heating/Cooling System Location:	_ <del></del>	_
1) Are filters dirty?	Yes	No
2) Are supply registers, return registers or ducts dirty or have condensate?	Yes	No
3) Are there visible gaps in the return or supply air ductwork?	Yes	No
4) Are there any oil or gas odors emanating from the heating/cooling system?	Yes	No
5) Is there discoloration consistent with microbial growth?	Yes	No
6) If yes, are odors more common during heating/cooling season?	Yes	No
7) Is the blower compartment dirty?	Yes	No
8) Does sealant around duct seams appear intact?	Yes	No
9) Is there excessive water in the drip pan?	Yes	No
10) Is there evidence of water or creosote leaks around the chimney?	Yes	No
11) Are there any oil spills or weeping on or around the oil tank (if present)?	Yes	No
12) Are air filters high efficiency (at least MERV 7)?	Yes	No
13) Do you currently have an annual maintenance contract in force?	Yes	No
Additional Heating/Cooling System Location:		
1) Are filters dirty?	– Yes	No
<ul><li>2) Are supply registers, return registers or ducts dirty or have condensate?</li></ul>	Yes	No
3) Are there visible gaps in the return or supply air ductwork?	Yes	No
4) Are there any oil or gas odors emanating from the heating/cooling system?	Yes	No
5) Is there discoloration consistent with microbial growth?	Yes	No
6) If yes, are odors more common during heating/cooling season?	Yes	No
7) Is the blower compartment dirty?	Yes	No
8) Does sealant around duct seams appear intact?	Yes	No
9) Is there excessive water in the drip pan?	Yes	No
10) Is there evidence of water or creosote leaks around the chimney?	Yes	No
11) Are there any oil spills or weeping on or around the oil tank (if present)?	Yes	No
12) Are air filters high efficiency (at least MERV 7)?	Yes	No
13) Do you currently have an annual maintenance contract in force?	Yes	No

**<u>UPLOAD</u>** Lab Chain of Custody(ies) to client record