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HouseMaster launches new online resource system for R.E. agents

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HouseMaster, one of the most experienced home inspection franchise systems, has launched a new user-friendly, online resource to help real estate agents access quality content for their newsletters, Web sites, blogs or for their clients or customers.

HouseMaster sends out several hundred thousand newsletters each month providing useful and timely information on homeownership and residential construction. "The newsletter regularly generates requests from agents and the media to use that information," President and CEO Kathleen Kuhn said, "It just made sense to address this growing need and make access to the information convenient for everyone."

HouseMaster has long been recognized as an authority on home inspections and home defects. "Members of the HouseMaster staff have appeared on CNN Open House, CNBC, and HGTV network and housemaster.com, the Web site that was awarded the Good Housekeeping Website Certification Seal in 2007." In addition, Vice President of Franchise Development Mike Kuhn co-authored "The Pocket Idiot's Guide to Home Inspections."

Information and knowledge is what consumers want and the professionals who work to provide accurate and timely information to their markets can set themselves apart from their competition. The HouseMaster Library helps industry professionals better meet the needs of their clients. "While other inspection providers come and go, HouseMaster is looking forward to celebrating its 30th anniversary in 2009. HouseMaster has always been committed to the raising the standards of the inspection industry and looks forward to providing information to consumers and their Realtors for many years."

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