

ORLANDO

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INFORMING AND INSPIRING REAL ESTATE AGENTS

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**OCTOBER 2018**



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THE **JEFF** TEAM  
**MACKKEY**

*with Pillar to Post*

Jeff Mackey







Mandy Davis



Richard Mackay



Ashley Perry



Dan McNelis



Liz Vega



Carolann Flesch



Mark Merritt



*Realtors should give us a shot if they want an inspection done quickly, efficiently, and with the service to go along with it.*

## Looking for an inspection company that makes doing business with them both easy and efficient, with timely service?

With a strong office staff and three specialized home inspectors, Pillar to Post Home Inspectors, The Jeff Mackey Team, runs an ultra-productive operation that aims to do nearly 1,400 home inspections this year. Pillar To Post is represented by more than 500 franchises across the continent. Orlando can rest assured that The Jeff Mackey Team has their inspection needs covered. "Pillar To Post is the largest home inspection company in North America in terms of both inspections and revenue," said Jeff Mackey, franchise owner for Pillar to Post.

Jeff had the opportunity to see Orlando grow up as he grew up. He's B.D. (Before Disney) and moved to Orlando so his father and the construction company he worked for could build it. Beginning at a young age, Jeff was surrounded by the construction and property industry. Jeff's mother also worked in the real estate.

He began his career in home inspections after working for a large pest control company. Looking

for a change, Jeff was able to take his knowledge from construction, real estate, and the pest control industries with the money that he saved up and purchased a Pillar to Post franchise.

Jeff has turned himself and his team into a "one-stop shop." He is a licensed home inspector who also has a mold license and a certified pest control operator license due to his extensive background with termites. His team is well-balanced with great communicators, inspectors and marketers that understand customer care and can help cater and relate to real estate agents.

Exceeding their customers' expectations is a passion Jeff has for his business. "When I started with Pillar to Post," he recalled, "we were the first to ever do reports on computers. I would get done doing an inspection, print up a report on site, give them a nice binder, and mouths would drop. Now, almost 20 years later, the world's caught up with us a little bit."

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That hasn't stopped Jeff and Pillar To Post from innovating and staying ahead of the pack. They are ecstatic about integrating iPads and cloud-based systems into their service with clients. There will be an App to schedule inspections and reports will continue to be printed on site but with electronically delivered reports being available sooner, as well. "You have to differentiate yourself from the competition. We're really focusing on customer care and service. We look for the little things that we can do to make the experience better for our clients and their agents."

The Jeff Mackey Team with Pillar To Post sets itself apart in how well they relate to realtors. Carolann Flesch is the Marketing Director for Pillar To Post and a former broker and agent that Jeff used to do inspections for himself. "She knows the ins and outs of our business and the business of Realtors, so she does a great job helping other Realtors not just with home inspections but with just about anything," Jeff said. "Carolann's a great representative

for our company." Having a former broker/Realtor on the staff allows Jeff's team to provide exactly what agents want in an inspection.

"Realtors should give us a shot if they want an inspection done quickly, efficiently, and with the service to go along with it. This is an 'I need it yesterday' business. If you call a single operator or smaller outlet, you may get an inspection three, four, five days out. You call us, we're generally scheduling the next day and a lot of times, in the same day." Gaining trust is their key to a smooth inspection process and referrals for future business, much like how a Realtor generates new clients.

In his business with Pillar to Post, his family life, and in his activity with his church, Jeff wants to be a light in the world and be a good influence for his children, his employees and his clients. To Jeff, success is: "Happiness and fulfillment... Treating others with love and respect, and doing the right thing - that brings both happiness and fulfillment."