

## What is the Soft Cover Home Reference Book?

The Soft Cover Home Reference book is an easy-to-use manual with over 450 informative pages and 550 color illustrations that are simple, attractive and informative.

With 25 editions since its introduction in 1988, the Home Reference Book has been used on thousands of inspections by many home inspection firms throughout North America.

For more information, please call 800-268-7070 ext. 232 or visit our store at [store.carsondunlop.com](http://store.carsondunlop.com)

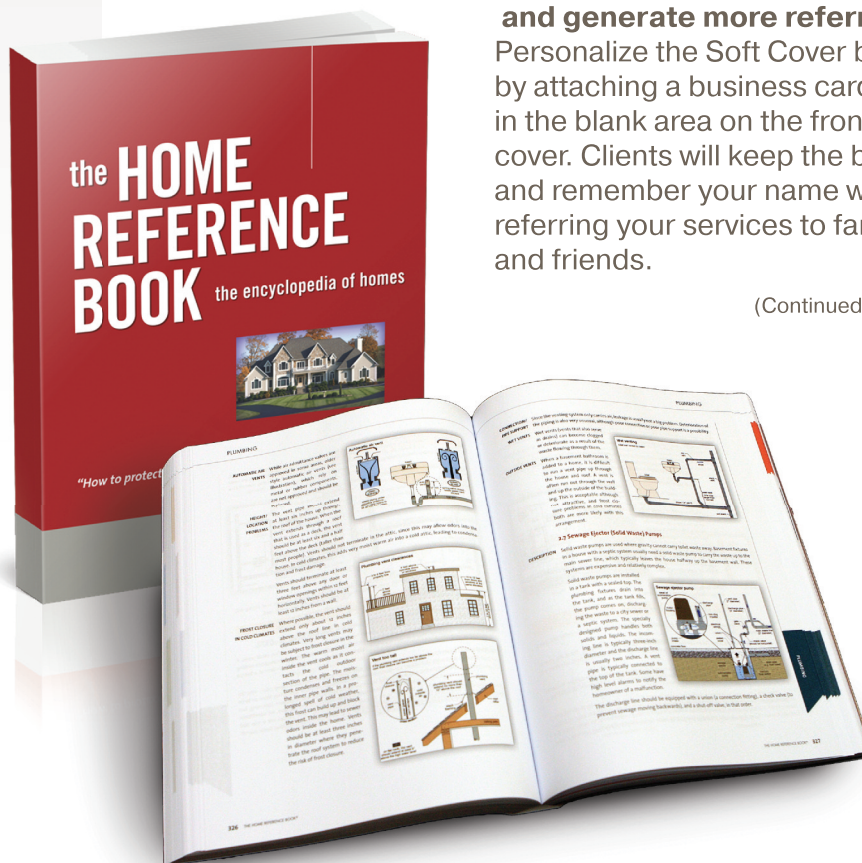
## The Home Reference Book: The Encyclopedia of Homes

Do you want to expand your business and wow your clients? The new Soft Cover book is the perfect marketing tool for Home Inspectors and Real Estate Professionals.

### BENEFITS INCLUDE:

- **Stand out from your competition.** Give your clients something they didn't expect – a tangible reminder of your service.
- **Make your first impression last and generate more referrals.** Personalize the Soft Cover book by attaching a business card in the blank area on the front cover. Clients will keep the book and remember your name when referring your services to family and friends.

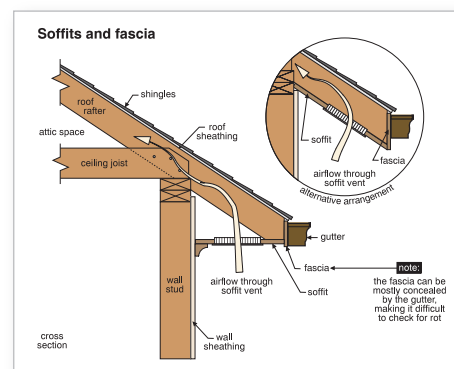
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## Additional benefits (continued from front)

- **Knowledge is power.** Show your expertise and professionalism. The technical illustrations in the book help explain intricate systems of the house.
- **The Home Maintenance section** provides great advice for homeowners to help protect their investment, maximize their home comfort and efficiency, and extend the life of house systems and components. Complex subject matter is made elegantly simple.
- **The Supplementary section** touches on issues that are outside the scope of the home inspection but may be of interest to homeowners. The topics include Asbestos, Radon, Lead, Mold and Carbon Monoxide.
- **Life Cycles and Costs section** contains a wealth of information on the normal life expectancy of house systems as well as the ballpark costs of replacing them. Very useful information for homeowners and investors.



For more information on the Home Reference Book, bulk orders and special pricing:

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## About Carson Dunlop

Carson, Dunlop & Associates Ltd. has been a leading Consulting Engineering Firm devoted to building inspection since 1978. They are one of the largest independent home inspection companies in North America that leverages their extensive technical knowledge across six integrated business lines – Home Inspection, Commercial Inspection, Report Writing, Energy Audits, Home Inspector Training and Continuing Education.

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