



HOUSEDOCTORS SEE 30% INCREASE IN HOME INSPECTIONS WITH PLANS TO HIRE 5 EMPLOYEES

Rick Carlberg ACI, IBR has worked as a home inspector for over 21 years, but it was 17 years ago that he and his wife, Paulina, first established their business—The Housedoctors Property Inspections, Inc. Rick is licensed by the State of Illinois and certified by the American Society of Home Inspectors (ASHI). And five years ago, Paulina became a State Licensed Radon Professional. From the start, their business has grown pretty organically.

They've expanded more into social media recently and six months ago they started working with a marketing person who helps manage their website, but overall—they seem like naturals when it comes to growth. And yet, they still reached out to NLNW, in search of new ways to grow.

“There are always things to learn on the technical side and things to learn on the business side. We felt like we had a lot of experience, but still had a lot to learn,” Rick says.

INSPECTING AN INSPECTION BUSINESS

Paulina first heard about NLNW during a financial literacy course she attended that was hosted by the Schaumburg Village community where a representative from NLNW was one of the speakers. She and Rick had both worked with another business coach in the past, but felt like they were still lacking in direction.

“We knew that we needed to have more accountability. And we wanted to develop better processes and systems for our company as we grew,” Paulina says. “We also needed a budget. That was a really big thing for us, understanding and learning our numbers. We thought NLNW would be a good opportunity for that.”

Through the program, they were partnered with professional business coach, Sybil Ege, President and Founder of Oracle Business Planning, who helped them establish their budget and refine their processes. Rick emphasized, “That was a game-changer for us.”

“Sybil was awesome, in terms of helping us to develop our first-ever budget for this year,” Paulina says. “She helped us work on an awesome Excel spreadsheet that looks at our cash flow and budget. It also helped us make a financial model for hiring new people, which is just huge. Rick always says we’re flying the plane while we were building it, and now we feel that we have a direction for where to fly the plane.”

EIGHTY-FIVE
FIVE-STAR GOOGLE REVIEWS

30% INCREASE
IN HOME
INSPECTIONS

EMPLOYEE INCREASE:

1 PART-TIME
EMPLOYEE
HIRED **4** ADDITIONAL
PLANNED
HIRES

We knew that we needed to have more accountability. And we wanted to **DEVELOP BETTER PROCESSES AND SYSTEMS FOR OUR COMPANY AS WE GREW.**

Paulina Carlberg, Co-Founder and Radon Inspector of The Housedoctors Property Inspections

PREMIUM RESULTS

Although the pandemic has been hard on a lot of businesses, Rick and Paulina both agree that business in their industry is definitely booming.

"I don't think we have ever—even when it was really, really busy— been so busy. Being busy may not have anything to do with the business coaching, but the coaching has really helped us properly prepare for our busy season," Paulina says. "We're not flying the plane while we're building it anymore. We really feel like we've gotten some of those systems and processes in place to help us better manage the business, and all of the work that we're getting right now. We are definitely up over last year."

With help from the new budget and improved processes, they are able to bring new people on to help with the influx of business.

"We're in the process of onboarding a part-time inspector right now who should be ready in the next four weeks," Rick says. "We are also looking for another full-time inspector after the part-time inspector is in the field. We're also looking for a Radon technician as well. And then down the line, a growth person and opps person as we continue to add to our team."

What's more, they're not only able to track the growth of the business, but client satisfaction, too. They began using Blipp to capture customer reviews, and since working with Sybil, they've gone from 2 reviews to 85 5-star Google reviews.

Being in a constant state of growth can be a lot of work, though. And while Paulina and Rick both agree that they really needed the coaching and it's been a huge help, it wouldn't have been as beneficial without their partnership.

"Our partnership has been a really good one," says Rick. "We can depend on each other and it's worked out really well."

ABOUT NEXT LEVEL NORTHWEST

Next Level Northwest is a not-for-profit business accelerator program that supports existing local businesses. The program was founded by five Northwest Chicagoland municipalities—Elk Grove Village, Hanover Park, Hoffman Estates, Rolling Meadows, and Schaumburg—a public-private partnership to support regional and local businesses through collaborative and innovative initiatives to help grow local economies. To learn more about Next Level Northwest or to submit an application for your company to join the next class of companies in the business accelerator program, visit www.nextlevelnorthwest.org.

THE PATH TO SUCCESS STARTS HERE



To get started, visit NextLevelNorthwest.org and/or contact your local Economic Development Director for more information.

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