

JEFF MACKEY

PILLAR TO POST



“FOR PETE’S SAKE”

“PILLAR TO POST IS THE LARGEST HOME INSPECTION COMPANY IN NORTH AMERICA, AND PROBABLY THE WORLD. I OWN THE FRANCHISE LOCALLY AND HAVE BEEN IN BUSINESS FOR 20 YEARS,” JEFF MACKEY BEGINS.

A native of Orlando, Jeff was raised in and around the construction business. Before founding his own inspection company, he worked for Terminix.

“It was back in 2000. My kids were still young, I checked with my wife, and she was behind it. So, we jumped into the entrepreneurial world,” Jeff recalls.

TOP OF THE LINE SERVICE, TOP OF THE LINE PRODUCTS

Jeff’s first day of training was September 10, 2001. “And we all know what happened on September 11...It was an ominous beginning,” Jeff remembers.

Despite getting his business off the ground during a trying time in U.S. history, Jeff quickly achieved success. He leveraged Pillar to Post’s reputation and tools to quickly become one of Central Florida’s most well-renowned inspectors. Twenty years later, his team includes seven licensed home inspectors.



"We are a one-stop-shop and can offer any service a client is looking for," Jeff says. "We are licensed for termites, mold — just about anything you need involving inspecting a home."

In addition to offering the basics, Pillar to Post Home Inspectors provides a host of specific products and services to differentiate themselves from their competition.

"No one else can deliver PTP360," Jeff begins. "It is an innovation that creates an interactive, navigable, 360° tour of the home inspection. It allows home buyers to revisit the home anytime they want via computer, smartphone, tablet,

whatever. Not only will they be able to see a tour, but many of the key findings will be represented in that tour. They just need to click on it."

Pillar to Post offers three distinct levels of service — Plus, Premium, and Prestige.

"People like choices, and we don't have a one size fits all. Everyone has a different comfort level and budget, so we provide packages to serve and fit what their comfort level is," Jeff explains. The premium package also includes infrared technology, a measured floor plan, Centriq, and PunchList. ● ● ●



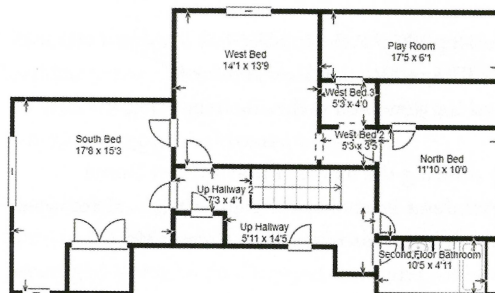
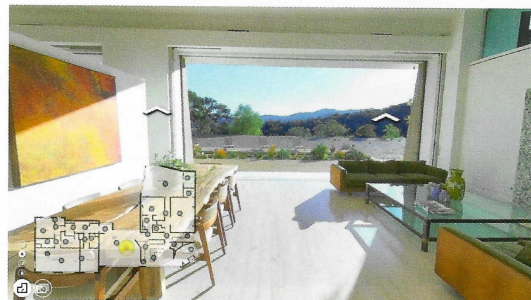
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“The floorplan can help clients with placing furniture, looking for floorings, etc. They’ll have the dimensions of the house printed right on the floor plan,” Jeff explains. “Centriq is a home management app. It provides recalls, manuals, and reminders, parts and supplies, how-to videos and troubleshooting, warranty support, and repair. Even though we enter the major appliances on the home inspection, you can use it on anything in the home, from a hairdryer to a lawnmower...PunchList provides a cost estimate for every issue identified during the inspection. This allows both the buyer and the seller to make more informed decisions post-inspection.”

Jeff often refers to the Prestige package as the ‘healthy home package. It includes everything in the Premium package, plus a mold and allergen inspection. All three levels of service include PTP360 and Punchlist. The upper two levels — Premium and Prestige — include a floor plan of the home and Centriq.

REALTOR RELATIONS

Jeff’s mother has worked as a real estate agent for over 40 years. As a result, Jeff has always had a unique insight into the needs of those working in the industry.



“I was exposed to how REALTORS® bleed, how they live, their heartaches, their successes. And I lived through that with my mom,” he says.



With seven inspectors on his team, Jeff is able to schedule inspections as soon as the next day; often, he can even offer same-day inspections. All reports are generated and printed on-site — meaning there is no waiting for the report after the inspection has been completed.

“This is an ‘I need it yesterday’ business, and I can provide that,” Jeff says.

As Jeff assesses his journey as an entrepreneur, his only regret is that he didn’t take the leap into business for himself sooner. His company continues to grow, as does Central Florida’s real estate market.

“We are growing at an unbelievable pace. Our goal [is] to continue to provide a premium service and to keep up with that pace.”

For more information, please visit orlando.pillartopost.com.

FUN FACT:

Jeff has four children, ages 35, 34, 33, and 21. Only Jeff’s youngest still lives at home—putting Jeff and his wife, Marie, on the cusp of being empty nesters.

“Pete, our youngest, was our surprise. He was born in 2000. So when I bought this business, I incorporated Pete’s Sake, Inc. I have to keep working, for Pete’s sake,” Jeff laughs.

