

INSPECTION SOFTWARE THAT RUNS YOUR BUSINESS
Scheduling | Reporting | Marketing



Try Horizon today!

CarsonDunlop.com/horizon

866-303-7999



HORIZON
INSPECTION SOFTWARE
by CARSON DUNLOP

**Join the Horizon community.
We are with you for the long term.**

Whether you are new or experienced, Horizon gives you seven building blocks to success at one low price.



NO SET-UP FEES | NO UPDATE FEES | FREE SUPPORT FOREVER

REPORT WRITING

KEY BENEFITS

- Reports that make you look good
- Illustrations, articles and implications added for you
- Work online or offline

You spend a lot of time writing reports – so you deserve the best tool available. You need to quickly write clear reports that look professional and are easy to read. You need a system that has your back, minimizing mistakes and liability. You need Horizon.

- Best looking report output.
- Flexible – everything from the title page to the data is customizable.
- Data input is simple and fast.
- Unique Power Search and Speed Write features save clicks and time.
- Illustrations, technical articles and implications added automatically for you.
- Work online or offline. Work on your PC, tablet or phone.

Armed with your personalized HORIZON Report, I know that I am making a very well-informed purchase decision.

**E.S.,
Homebuyer**



- Photos can be added where they belong. No need to upload, sort and place photos. Editing is easy.
- Add JPG or PDF documents to reports.
- Includes 500-page Home Reference eBook with each report (\$59 value).
- Completion check so you do not forget anything.
- Over 30 ancillary forms for pool, spa, radon, lead, mold, etc.
- Automated PDF report delivery is quick and simple. No logins or passwords needed.
- Work orders, reports and all your photos are archived in the cloud. Never lose your data.
- Horizon – why settle for less?



Your reports consistently impress my clients. They love the clarity, photos, targeted comments and reference information. In my 25 years I've never seen another inspection report come close.

Allen Meredith,
Realtor

INTEGRATED SCHEDULING

KEY BENEFITS

- Convenient – everything in one place
- Efficient
- Keeps you in control

Our scheduling system makes you look more professional, eliminates scheduling mistakes and saves you time. You only enter information once and it appears everywhere – report, cover letter, contract, invoice and emails.

INTEGRATED SCHEDULING

- Contract management, client and agent information, property details and interactive maps.
- Eliminate double bookings. Add and customize fields. Tells you if you have inspected the property before.

ONLINE BOOKING & CONTRACT ACCEPTANCE

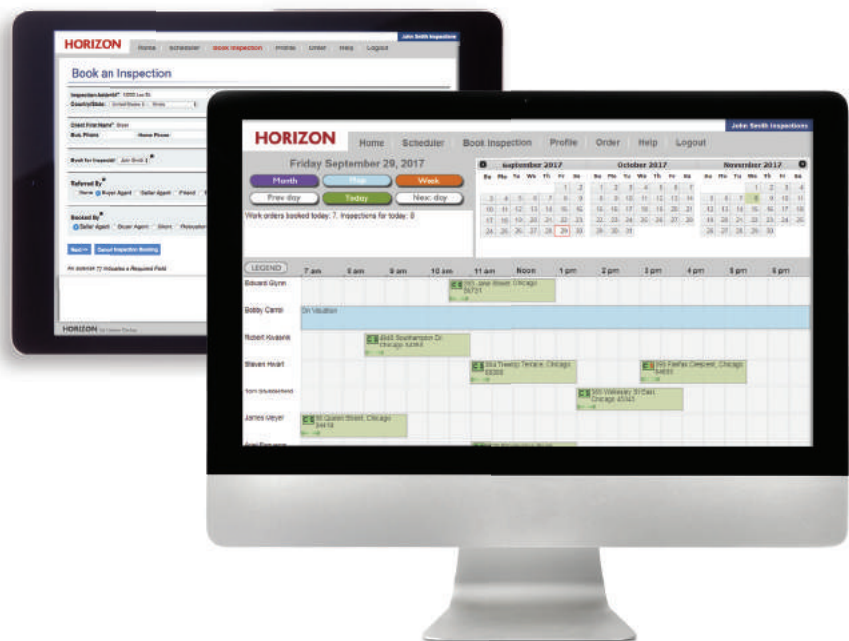
- Clients and agents can easily book inspections on your website.
- We put you in control of your business, make sure you don't miss out on any inspections, help you look more professional, make sure you get contracts accepted, make sure you get paid, and you save a ton of time.

SCHEDULING, REPORT WRITING AND MARKETING – ALL IN ONE SIMPLE PACKAGE

- Run your entire business from one system, from anywhere, any time.

It improves the efficiency of our business and just makes us better at what we do. I am also certain that this gives us an edge on our competition!

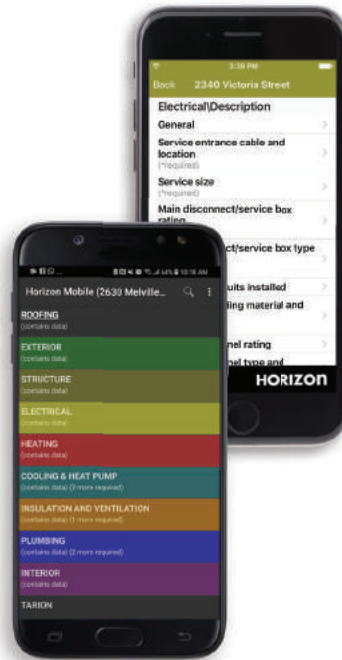
Mark & Cindy Hall
HomePro Inspections
of the Keys, Inc.



3 MOBILE APPS

Horizon helps you write great reports quickly. Save time without compromising quality. Choose the report writing tools that work for you – Android, Apple, phone, tablet, PC. Work online or offline.

- Horizon Mobile – the fastest way to collect data and add photos.
- This data collection tool dramatically reduces report writing time.
- Included with Horizon at no extra cost!
- Portable, convenient and fast.
- Photos inserted where they belong as you take them. No more uploading, sorting and placing photos.
- Save time – eliminate clicks, scrolling and frustration.
- Speed through routine data entry.
- Get paid on time, every time!
Process credit card payments on-site with Horizon's Pay Invoice feature.



KEY BENEFITS

- Work online or offline
- Android or iOS
- Fast & efficient

The ability to take a picture with my iPhone and insert it into the report exactly where it belongs and document the issue all right there with no fuss, doesn't matter if I'm on the roof or in the crawlspace, has cut down considerably on report writing time. It's amazing!

Jeff Luther,
Home-Probe Inc.



4 AUTOMATED MARKETING

KEY BENEFITS

- Promote your business while you sleep
- Send messages to the right people at the right time
- Keeps you connected to your audience

Thanks guys for the new Horizon Marketer. I love it as you guys continue improving the system.

Chris D. Hilton,
Home Inspector

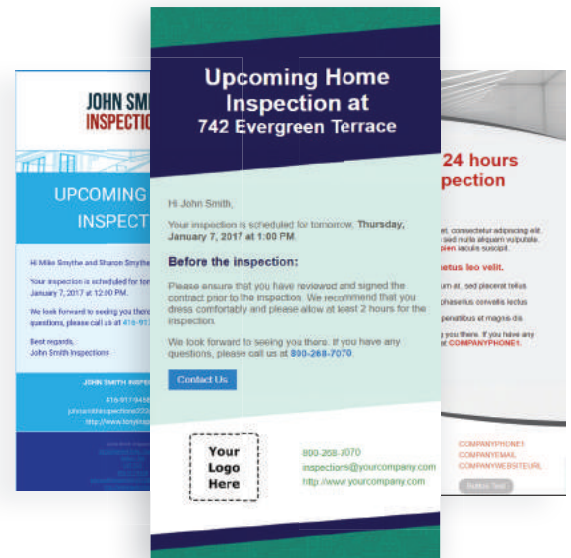
Not only are your Horizon reports great-looking and a powerful marketing tool, but Horizon is also your free, automated marketing department. Set up Horizon Marketer and let it do the work for you.

AUTOMATED, TIME-TRIGGERED HTML MARKETING EMAILS

Imagine a tool that promotes your inspection services without you lifting a finger. Horizon automatically sends personalized emails to clients and agents.

HERE ARE JUST A FEW SAMPLES:

- Send an acknowledgment email when an inspection is booked.
- Send reminders 24 hours before the inspection to clients and agents.
- Thank clients when they accept the contract or pay online.
- Ask clients for a positive review (Google, Yelp, Facebook).
- Promote additional services (swimming pool, infrared, mold, asbestos, etc.)



CLIENT AND AGENT DATABASES TO DRIVE YOUR MARKETING

Horizon organizes your clients and agents into separate databases. Here are some of the tools:

- The agent's name and info auto-completes as you type in the work order.
- You see the last inspection the agent did with you, including date, address and client name – helps you look good by remembering the agent.
- A report showing which agents worked with you for the 1ST time last month – a great opportunity to build a relationship.
- A report showing any agents who have stopped calling recently – follow up with them.

TRAINING & SUPPORT

With Horizon, you not only get powerful report writing and business tools, but also unlimited live technical support and personalized one-on-one training. We will help you get the most out of Horizon.

Horizon users enjoy access to a support team that is invested in helping you! Horizon is an easy-to-use reporting tool, but it also streamlines scheduling, marketing and business reports.

JOIN THE HORIZON COMMUNITY

We want Horizon to work as well for you as it does for Carson Dunlop in our inspection business. We are looking for partners who are as passionate about home inspection as we are.

We have a unique and engaging orientation program to get you started.

You receive 2½ hours of one-on-one time with a Horizon specialist. It is free and backed up with tutorials and videos. Monthly webinars on new features and trends keep you up-to-date.

INSIGHT

Our in-field reference app – Insight, is free for Horizon users. With over 13,500 images, it shows you what to look for, and how to report it.



KEY BENEFITS

- Get up and running fast
- 2½ hours of one-on-one training
- World-class technical support

Customer support has been second to none. The Horizon team always makes me feel like they have time to listen to my concerns and take the time to walk me through the solutions. Expect to talk to a real person when you need help from customer service or technical service!

Paul Picard,
Home Inspector

HOSTING & ARCHIVING

KEY BENEFITS

- Instant access to your inspection history
- Effortless report delivery
- Cloud hosting keeps you secure
- Free archiving for 7 years

The inspection reports are excellent! Being able to add Site Info and Appliance ancillary sections to my report is a bonus.

Picture management, resizing and the report storage feature is unbelievable.

Steve Molnar,
Home Inspector

HOSTING

Horizon makes life easy. Send your reports at the click of a button. Horizon automates the entire process. Clients can view reports online, download and/or print them. Horizon hosts your reports online for 7 years.

ARCHIVING

Your reports and work orders are archived together. Better still, photos that you did not include in your report are also archived, in case you ever need them – a garage filled with storage, for example.

Horizon logs and archives the contract wording, who accepted it and when. You can see every time a report is viewed, and the IP address it was viewed from.

Create multiple versions of any report, Horizon archives each version for easy access.

CONTROL YOUR BUSINESS

Your reports can also include Private Notes your clients don't see. You can attach articles, letters, etc. to reports. These can be shared with clients or kept private. You have full access from anywhere, and everything in one place.

YOUR DATA IS SECURE

Horizon's powerful back-end engine lets you focus on what matters. It's all in the cloud so you never have to worry about losing your data, and it's all included free with Horizon.



**NEVER
LOSE YOUR
DATA**

SALES & RECEIVABLES REPORTS

SALES REPORTS

Horizon tracks your business for you. Sales reports are available in chart and graph form. See monthly sales trends year-over-year by revenue as well as number of inspections. Sales are reported by inspection type and by inspector.

RECEIVABLES REPORTS – GET PAID!

Check receivables and go to the work order in a single click to follow up and get paid.

CONTRACT FIRST AND PAYMENT FIRST

Horizon's Contract First and Payment First features prevent clients from accessing their reports until they have accepted the contract terms and paid for the inspection – keeps you in control.



KEY BENEFITS

- Keeps you on top of your business
- Get agreements signed every time
- Get paid on time, every time

In difficult economic times I have grown my business by 38%! My business and quality of reports continues to impress local agents who now refer me to their clients on a regular basis.

Ed Stroz,
Home Inspector

HORIZON HAS EVERYTHING YOU NEED!

- Run an amazing, efficient business
- Provide a brilliant product
- Give clients great service
- Market for growth
- Know exactly where your business is
- Spend less time doing it all

Why settle for less?

TRY HORIZON FOR FREE AT CarsonDunlop.com/horizon
CALL US AT 866-303-7999

