



ASHI Suncoast Chapter

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NEWS RELEASE FOR IMMEDIATE CIRCULATION

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CONSTRUCTION RESOURCES GROUP SELECTED TO PROVIDE PUBLIC RELATIONS SERVICES

St. Petersburg, FL, March 15, 2005 – The Suncoast Chapter of the American Society of Home Inspectors (ASHI) has selected Construction Resources Group, Inc. (CRG), St. Petersburg, Fla. to provide marketing and public relations services to the organization. ASHI Suncoast along with the National office have just begun a major public relations campaign entitled “The ASHI Experience.” CRG will be assisting the organization in the implementation of this program and other marketing/public relations activities.

According to Karl Goellner, ASHI Suncoast Public Relations Committee Chair and Immediate Past President, CRG was selected because of their knowledge of the construction industry and unique concept of partnering with their association clients. Construction Resources Group, Inc. is a 20 year old multi-association management and corporate event planning firm. They provide full and specialized management services, including public relations, marketing and day-to-day administration to national, state and local trade and professional associations in the construction industry. When announcing CRG’s selection Goellner stated “We are a group of professionals with expertise in home inspection not public relations. We brought in CRG to provide us with that missing link. ASHI and CRG will be working in close partnership as we launch the ‘ASHI Experience’ spreading the word about ASHI and its members to real estate and construction professionals and the general public.”

ASHI Suncoast is a not-for-profit professional association and is part of a national organization of more than 80 chapters. The Society, founded in 1976, is the leading national professional organization of independent home inspectors in the U.S. Its Standards of Practice and Code of Ethics are benchmarks of professional performance in the field. To become a member of ASHI, an inspector must meet rigorous professional and technical requirements, including the successful completion of two comprehensive written exams. In addition, he or she must perform at least 250 fee-paid home inspections that meet or exceed the ASHI Standards of Practice.

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