

# Homespree

Stress-free home improvement from the convenience of your smartphone

# The Problem

## Home Improvement Estimate Process

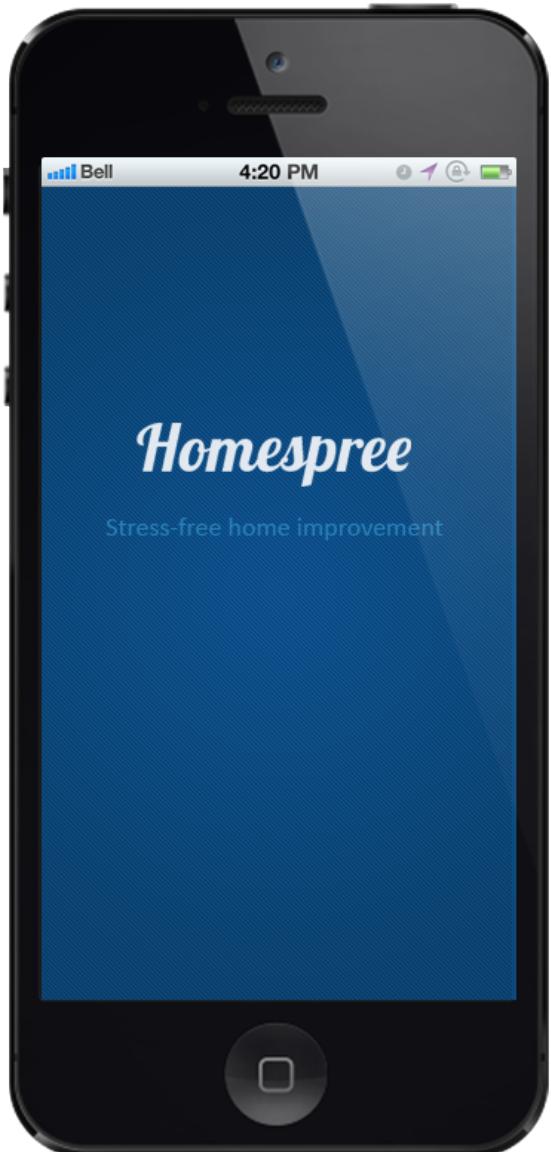


- Word of mouth
- Online
  - Google
  - Yelp
  - Angie's List
  - City Search
- Phonebook

- Call several contractors to schedule estimate
- Issues:
  - Do contractors respond to your calls?
  - Is the appointment convenient?

- Choose a contractor
- Issues:
  - Are you sure you're paying a fair price?
  - How do you know your contractor provides quality services?

# The Solution



## What is Homespree?

Homespree is a mobile and web application that enables homeowners to request competitive estimates from multiple contractors for home services.

## Value to Homeowners

Homespree makes the process of hiring a contractor less stressful by providing the right information to make a better informed decision through a simple and convenient platform.

## Value to Contractors

Homespree makes the process of connecting with new customers more efficient and effective by providing a repository of quality local leads.

# Process Overview

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Homespree connects homeowners and contractors in 3 simple steps

1

Homeowners  
submit project  
requests

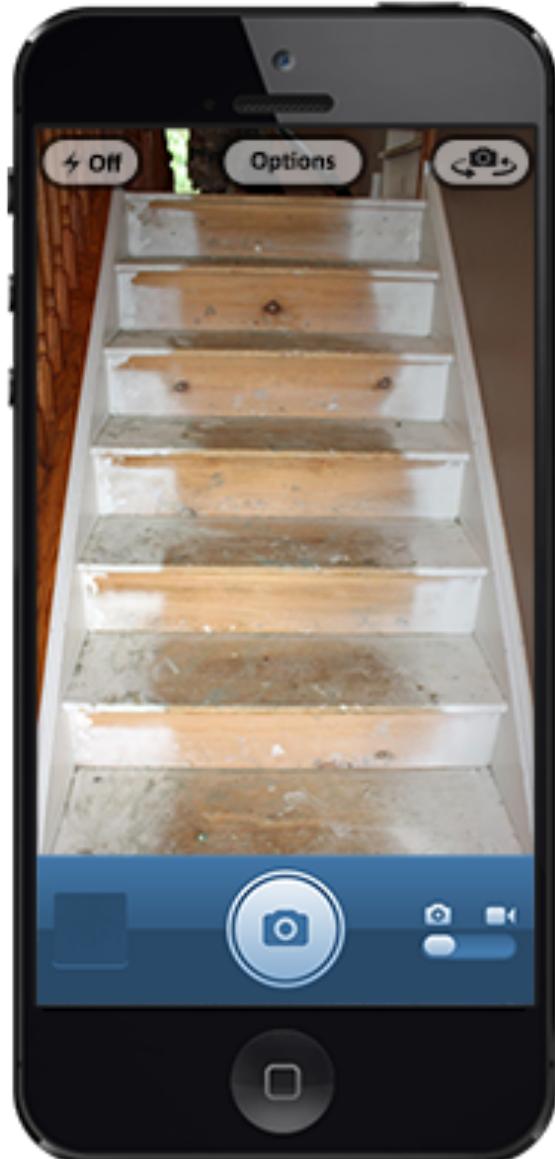
2

Contractors bid on  
the projects

3

Homeowners  
choose contractors  
based on price,  
rating & reviews

# Requesting an Estimate



## Category

Homespree offers a wide array of home improvement services. Categories range from painting to landscaping and even cleaning.

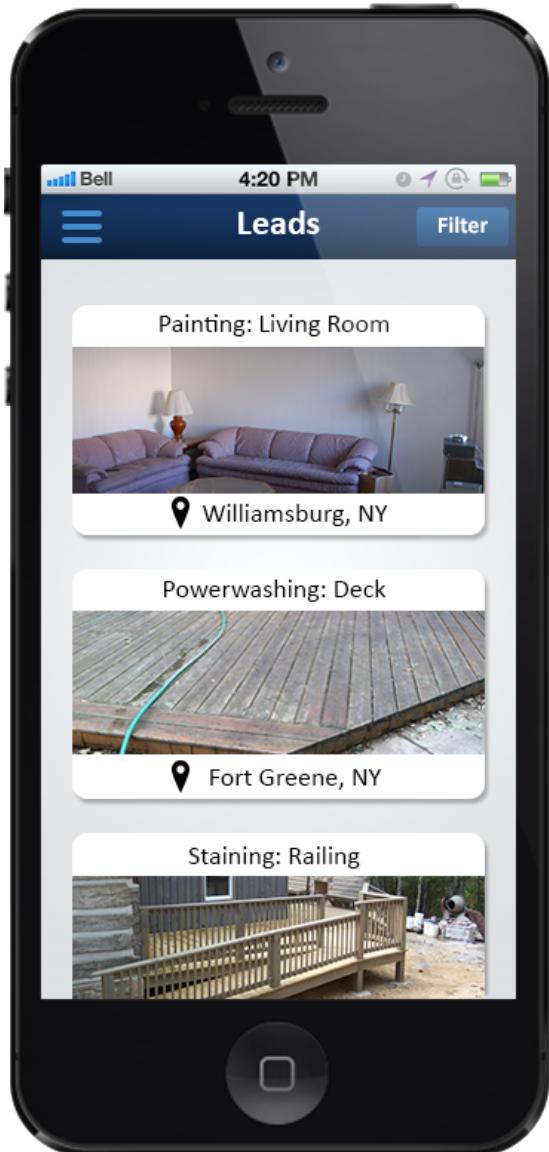
## Images

Snapping several pictures or recording a video provides contractors with a visual presentation of the request and a good sense of the project scope.

## Details

Several details are required to supplement the images and provide a quality estimate. Homespree utilizes direct input from contractors to ensure the right details are captured.

# Submitting Bids



## Timeline

Homeowners choose the date by which they require the job to be complete enabling Homespree to match them with a contractor that has availability.

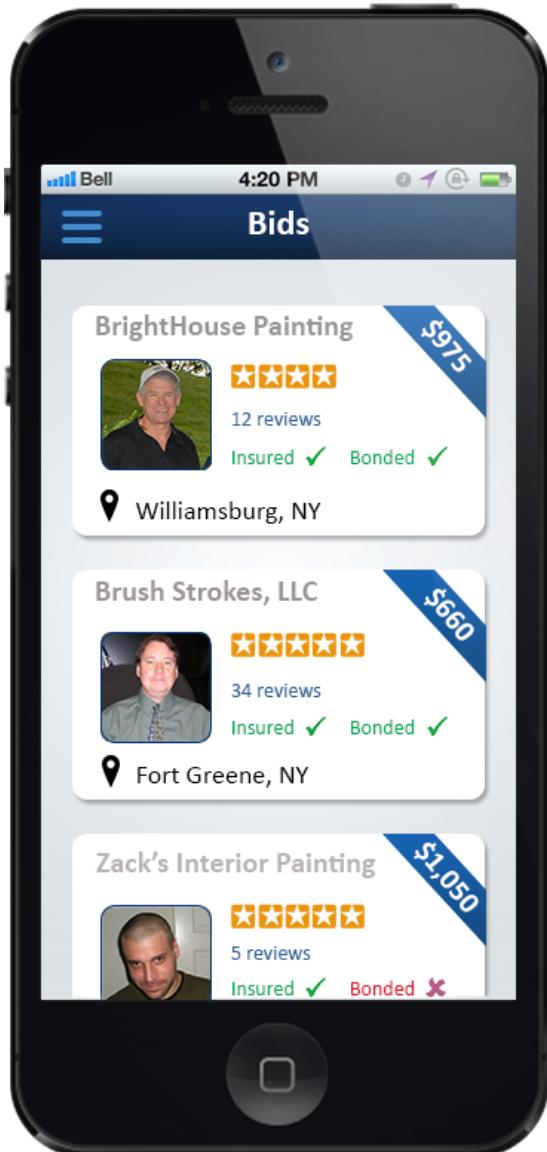
## Blind Auction

Bids are only visible to the homeowner who has requested the estimate. Contractors bid in a blind auction so as to promote fair pricing.

## Review

Homeowners are provided at least 3 competitive bids from pre-screened contractors that best match their project needs within 24 hours.

# Choosing a Contractor



## Portfolio

Contractors are required to upload a portfolio to provide visual examples of the quality of their work.

## Ratings and Reviews

Homeowners are prompted to submit ratings and reviews following the completion of their project. Price is only one variable that homeowners factor into the equation to choose a contractor; ratings and reviews are also given significant weight.

## Contact

Once a homeowner has chosen a contractor, they are able to contact that contractor through private messaging to schedule a time for final walk-through and/or to begin the job.

# Revenue Model

## Commissions

- Contractors are charged a commission on accepted estimates

## Targeted Advertisements

- Homespree offers suppliers of building products unique targeted advertising opportunities

## Deal Promotion

- Homeowners can see which contractors are offering deals in their local area

# Implementation

## Phased Rollout



- Win in local markets
- Sign up 10 contractors in each service category
- Market to local homeowners
- Scale to new markets

## Implementation Tactics

- Convert homeowner leads from Google Ads
- Focus on contractors that demonstrate adoption of technology
- Contractors will be prescreened by staff and only those that receive approval can join Homespree; require 3 referrals and a portfolio
- Partner with other players in the online home space to drive leads

# Online Home Improvement Space

Reviews

**Angie's list**



Home

**Homespree**



Tasks



Kudzu®

**Homespree**

# Competitive Analysis

Company	Bids	App	Photos	Rich Profile	Preferences	Social
<b>Homespree</b>	3	✓	✓	✓	✓	✓
<b>redbeacon</b>	4	✓	✓	✓	✗	✓
<b>HomeAdvisor</b> Trusted home repair & improvement	Many	✓	✓	✓	✗	✗
<b>ServiceLive</b> How to-do is done today	1	✓	✗	✗	✗	✗

# Conclusion

**Homespree**

Homeowners   Contractors   About

## Stress-free home improvement.

Connect with quality contractors. Get free estimates.

Email

I am a... ▾

Sign Up

Bell 4:20 PM

Homespree  
Stress-free home improvement

Homeowner

Contractor

- Process of requesting and submitting home improvement estimates is antiquated
- Homespree seeks to advance industry by providing a marketplace for home services
- Tremendous value to homeowners and contractors
- Massive opportunity: 114MM households and 7MM employed in construction industry in the U.S.
- Rapid expansion of mobile devices facilitates customer adoption