

Homesfree

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 based on quality, referrals, and price
- Issues:
 - Are you sure you're paying a fair price?
 - Are you able to contact the contractor's referrals?

The Solution



What is Homesfree?

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

Value to Homeowners

Homesfree 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 medium.

Value to Contractors

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

Process Overview

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

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

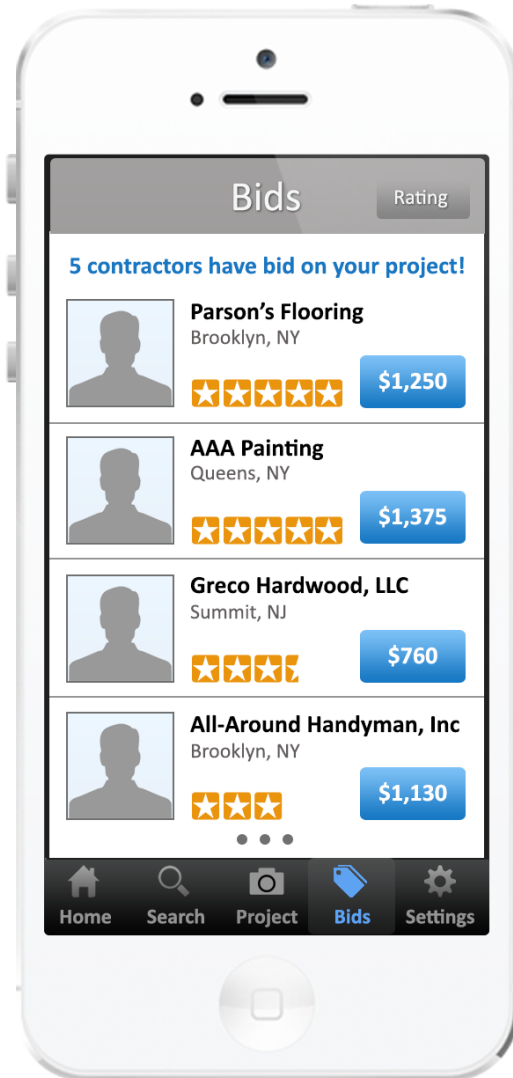
Images

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. Homesprea 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 Homespreet to match them with a contractor that has availability.

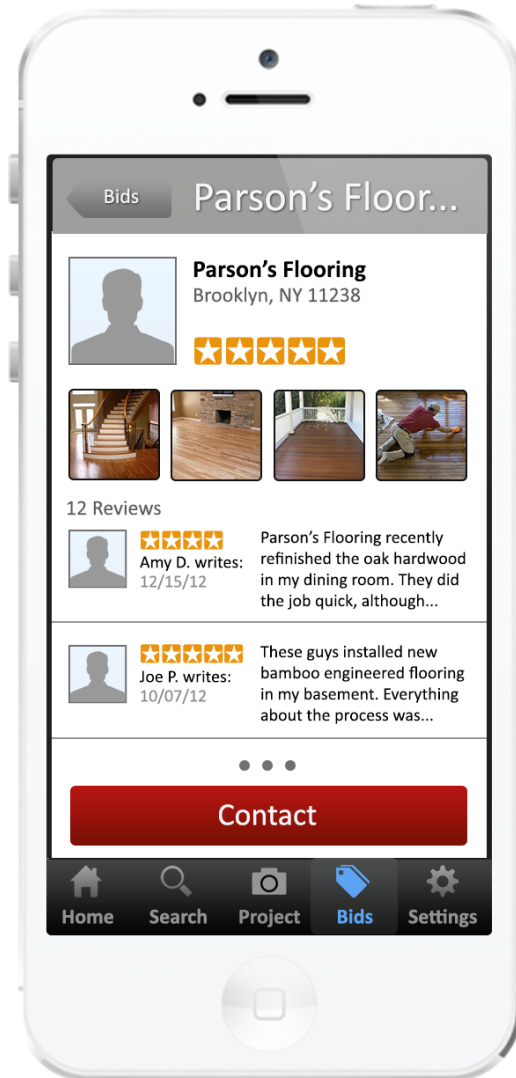
Blind Auction

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 the 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 used 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 and Fees

- Contractors are choose between a monthly subscription fee of \$50/mo. and 15% commission on accepted estimates

Targeted Advertisements

- Homesfree 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

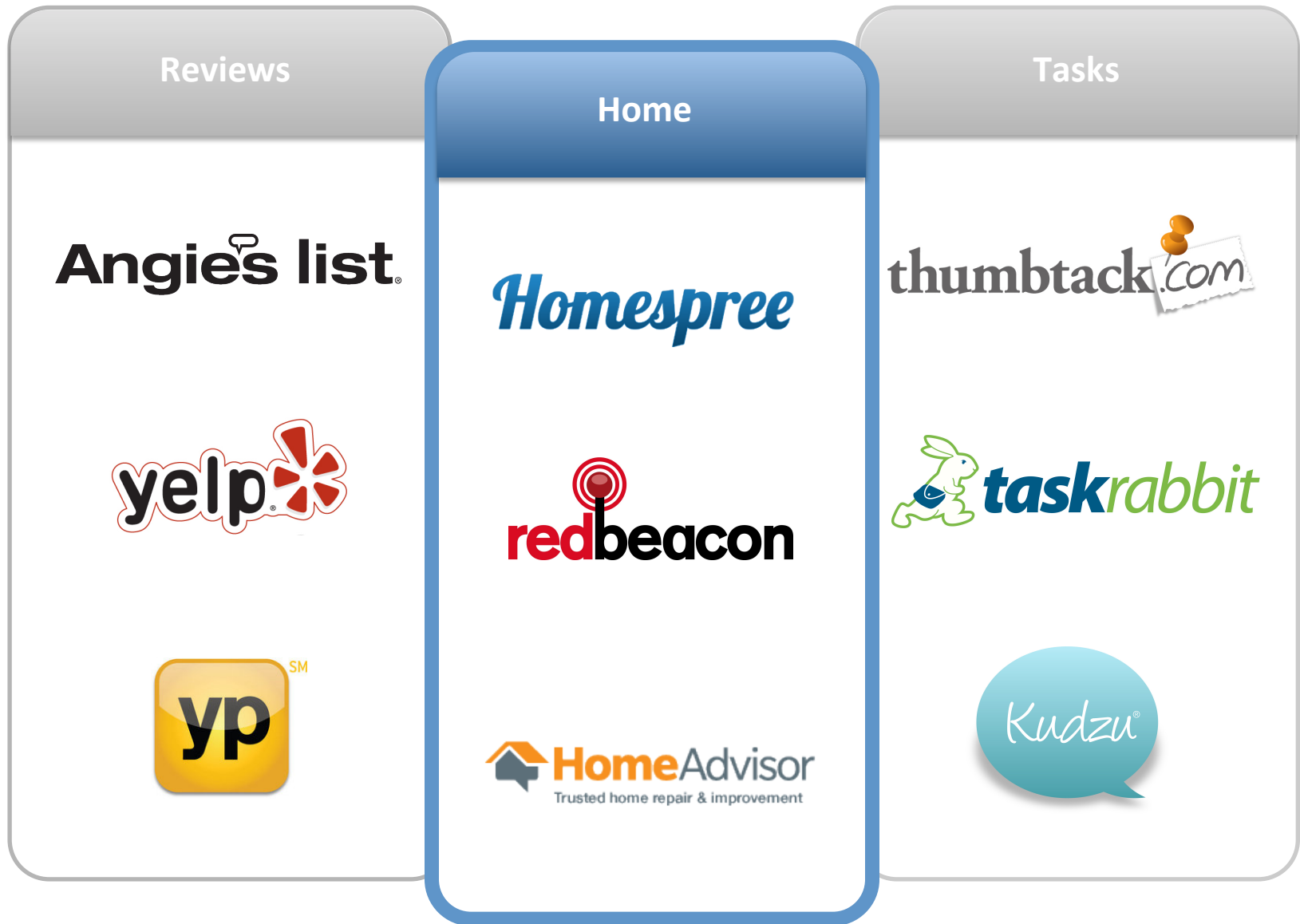


- Win in local markets
- Sign up 10 contractors in each service category
- Market to local homeowners
- Scale to new markets




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 Homesfree; require 3 referrals and a portfolio
- Partner with other players in the online home space to drive leads

Online Home Improvement Space



Competitive Analysis

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

Conclusion



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