# ELEVATOR PITCH

Homeowners end up paying

almost 10K a year in unexpected hidden costs

most of which could have been avoided with regular, simple maintenance.

Let's make it easy for homeowners

to save money and protect their homes

with a subscription service that provides regular maintenance.

Over $80 billion is spent on home repairs each year

and of the homeowners we've talked to

75% are interested in a service to provide regular maintenance.

Now is the time to act.

There's only a handful of competitors trying similar ideas

and no one is doing it right.

This is a real opportunity

to help homeowners build wealth and invest

in their homes and communities.

# 

# LONGER PITCH

### ---- PROBLEM ----

**There's a serious problem for homeowners...**

Most of them don't know the real costs of home repair and maintenance.

Many of them don't even know what maintenance they should do.

They end up paying almost 10K a year in unexpected and hidden costs,

Much of which goes to costly repairs that could have been avoided with regular, simple maintenance.

**The truth is . . . $1 of maintenance can save a homeowner up to $100 on repairs.**

**So why don't people just do the maintenance?**

\* They don't know what to do.

\* They don't remember to do it.

\* They don't have time to do it OR figure out what is needed.

\* They physically can't do it, or they just don't want to.

**Let's face it - who wants to spend their weekend draining a water heater or cleaning out gutters?**

### ---SOLUTION --

**So what can we do about it?**

Let's make it easy for homeowner

to save money and protect their homes.

A subscription service to provide regular maintenance

based on a customized plan that fits each homeowner's needs and budget

at a lower cost than doing it yourself.

The service also includes

help with planning and budget for home improvements

a way to track the value of your home based on the money you put into it

and low-cost repairs by our trusted technicians.

### ---- MARKET ---

**EACH YEAR**

$80 billion is spent on home repairs

$400+ billion is spent on home improvement

One Third of homes need repairs and

One Third of homeowners don't have money saved for repairs.

... and most don't know how much money maintenance saves them.

**In our initial surveys...**

75% of homeowners are interested in an annual service to identify, manage, and perform maintenance and repairs for less than $1.00/sq. ft.

\* one third of these are "extremely/very interested"

AND

75% of homeowners are interested in a DIY support service that you could call or text to get expert advice in managing home repair.

### ---- PRODUCT ---

\* Yearly service plan for home repair

\* Customer-first, super safe, super secure all hassle removed.

\* Quarterly inspections

\* Financing

\* Gamify your home value

\* home repair report when you sell your home

### **---- COMPET**I**TORS ---**

Now is a GREAT time to enter this market with this solution - there's only a handful of competitors trying similar ideas and no one is doing it right.

* Super - complicated pricing scheme
* Sheltr - unclear if it's a service plan or insurance
* Dobby - unclear if it's a service plan or insurance

**Similar models**

There's some companies "doing it right" in similar spaces that we can learn from...

\* RESI - full service remodelling in the UK

\* Homebound - customer-centric & technology driven home-building in CA