* Pricing integration eventually?
* Specific pain points
  + Getting contractors to embrace the system of Retail Alliance
  + Contractor Retention
  + We can provide these leads
  + $1000 a month
  + High probability of large number of leads for contractors wanted – done a zip code system
  + If we can quantify willingness to pay for an area, maximize the value the buyer pays
  + Dynamic pricing of zip codes
  + Tell the contractor how much they can make per zip code
  + Segmentation of houses – the right contractor for the right person
  + Make sure to focus on partnering rather than growing
  + Agent retention pain point is huge
    - Fix home inspection issues and contracting issues for the new adoptees
* PRIMARY GOAL: RETENTION RATE OF CONTRACTORS
  + Increase revenue per contractor as a secondary goal
  + **Things need to be copyable from region to region**