* First Impressions:
  + Business Model:

+ Attractive advertising medium

* + - * Targeting customers at juncture with high willingness to pay
      * Taps into customer’s lack of familiarity with new area
        + Customer acquisition for restaurants, bars, laundromats
        + I would even consider paying for aggregation/comparison of services at new area

Growth potential: Would be great if it can compare prices for basic services like cable, telephone, electric, and capitalize on third party search position.

+ Pits relocation services head to head.

Decision engine? Should show comparisons. Gain leverage over services unless you can get better fees for exclusive referrals.

* Limited upside in revenue potential? Movers will get smarter, more efficient
* Curious about costs outside of acquisiiton
  + Penetration:
    - Growth:
      * Sharing is great way for self-promotion. Good avenue for free advertisement to friends.
        + Good if can connect with friends in area – get recommendations?
        + Serve housewarming gift packages?
      * iFrame integration into partner sites is smart
  + Team:
    - Don’t know Greenberg, but “Leading expert in the relocation industry” – background doesn’t entirely support that?