



WHO IS SERVICEMAGIC?

ServiceMagic is the nation's largest marketplace connecting homeowners to prescreened contractors, real estate agents and service professionals. The company is creating a better connection between ready-to-hire consumers and prescreened, customer-rated businesses that are matched to the consumer's need and interested in their service request.

In 1998, we recognized the need for an efficient way to find and connect with quality service professionals. Today, we facilitate over 100,000 service requests per month. ServiceMagic currently operates in all major markets across the nation, attracting growing numbers of consumers, businesses and strategic partners.

OUR PARTNERS

By partnering with the largest sources of Internet traffic, ServiceMagic is able to drive a large number of ready-to-hire customers to its website. ServiceMagic has partnered with major home improvement and real estate-related websites such as:



HIGHLIGHTS

- ▶ Over 100,000 service requests are submitted each month
- ▶ ServiceMagic facilitates over \$300 million in home services spending each month
- ▶ One of every four ServiceMagic consumers has a household income > \$100,000
- ▶ Over 1 million homeowner members
- ▶ Over 45,000 service business members



SERVICE REQUEST

Homeowner

- ▶ Describes needs
- ▶ Provides contact information
- ▶ Submits request online



LEAD NOTIFICATION

ServiceMagic

- ▶ Matches consumer's request to your criteria
- ▶ Sends leads to you immediately via e-mail, cell-text messaging, phone, pager or fax



LEAD REVIEW AND ACCEPT

Professional

- ▶ You review unlimited leads for FREE
- ▶ If lead interests you, accept for a nominal fee

A NEW CUSTOMER

Professional

- ▶ You connect with consumer
- ▶ You provide an estimate
- ▶ You grow your business faster & cheaper



CONSUMER CONNECTION

ServiceMagic

- ▶ Sends consumer contact information to you
- ▶ Introduces you to consumer with your profile and ratings





You have a new "Install or Completely Replace Wood Flooring" lead! Upon accepting this lead, you will receive this customer's contact information.

ACCEPT NOW FOR CUSTOMER INFO

REJECT

Job Information

Lead Description:

Location:

Job Number:

Job Code:

Install or Completely Replace Wood Flooring
Golden, CO 80401
1534389
RB

Service Description

Project Stage:

Desired Job Completion Date:

Historical Work:

Covered By Insurance:

Ready to Buy
2 weeks
No
No

Type of Project:

Rooms to Install Flooring:

Wood Preference:

Existing Flooring Sub Boards:

Stain Color Preferences:

Replacing Other Flooring
Living Room, Kitchen, Dining Room
Birch
Don't Know
Light Stain

Comments:

We just purchased a 1950's ranch house. We want to replace the shag carpeting with hardwood flooring throughout the main living areas. The total area is approximately 550 square feet. We also want the carpet and pad hauled away.

ACCEPT NOW FOR CUSTOMER INFO

REJECT

Thanks for being part of the ServiceMagic Network!

Customer Service Team

Toll-free (877) 947-3339

Mail to: MemberSupport@ServiceMagic.com

AN E-MAIL LEAD SHOWS THE COMPLETE LEAD INFORMATION:

Lead Information - View type & location

Customer Responses - We've done the screening for you! Review the details of the request

Customer Comments - Read the customer's description to understand exactly what the project includes

Accept Lead - After reviewing the lead, just click the Accept button to instantly receive the customer's information



REASONS TO BECOME A SERVICEMAGIC SERVICE PROFESSIONAL

No More Cold Calls!

ServiceMagic provides an easier way for you to get new customers. Have highly motivated home buyer and seller prospects chasing you instead of the other way around. The ServiceMagic prospects you call will be warm and interested in hearing from you. We professionally introduce you to the prospects who have expressed interest in having you contacting them.

Grow Your Business with a Wealth of Quality, Targeted Leads

ServiceMagic receives over 3 million hits to our website each month, processing over 100,000 service requests per month. We do the leg work to weed out the tire-kickers so you get interested, targeted leads.

Take Only the Best Business for You

You tell us the type of customers and business you are looking for and we will deliver targeted, matching leads to you via email or cell phone. You can be more selective with the customers you work with and avoid wasting time qualifying customers who may not be interested or ready to hire. You can select the types of customers and specific locations in which you want to work. With ServiceMagic, you can view as many leads as you want for free, accepting only those that meet your preferences.

Increase Your Advertising Flexibility

Unlike fixed cost print advertising, you can expand or contract your marketing spend instantly. You can attract new business (new services, new geographies) with the click of a button.

Increase Your Profitability

ServiceMagic will be your lowest cost marketing tool. Customers you find through ServiceMagic cost a fraction of those obtained via direct mail, yellow page ads, newspaper ads, and expensive back-end referral services.

Increase Your Efficiency

With ServiceMagic, you can win business during typical "down" time. ServiceMagic leads can be delivered to you via your cell phone at any time, even when you are stuck in an unproductive activity! Imagine learning of a new lead and being instantly connected to the consumer while sitting in traffic.



CHECK OUT WHAT SOME OF OUR MEMBER PROS HAVE SAID ABOUT SERVICEMAGIC

Before ServiceMagic, I was spending money on local ads; yellow pages and other opportunities with poor comparative results. **My costs have gone down by about 80% per customer!** I have used ServiceMagic to narrow the territory I service while doubling my business at the same time, saving me a lot of time and increasing my profits.

- Jeff McKinney, JEM Plumbing, Springfield, VA

"I joined ServiceMagic and I was **pleasantly surprised by the quality of customers your leads were providing. I have never been happier.** About half of my work now comes from ServiceMagic. I absolutely love being my own boss and serving my new ServiceMagic friends. **Thank you again for helping change my life** and letting me become a part of your team."

- Sam Henderson, Aztec Electrical Services, Kent, WA

"**This is the best lead source I have ever had. I have earned over \$50,000 in work so far** and the work I have received from you has kept me busy full time. I just had to learn how the system worked."

- Dale Horton, Cornerstone Construction, Littleton, CO

"**I have found service magic to be truly magical...** can you imagine being able to hand-pick your customers and jobs right from the convenience of your bedroom or office? These buyers are "intelligent consumers", who know what they want, and the quality they expect, **making my life simple as doing the work and getting paid.** If all people in business could know their customer first, then do the work for them, how profoundly different things would be in industry."

- Bruce Klarberg, Clear Mountain Construction, Wayne, NJ

"I am happy to report that we are **a success story.** A majority of our business in Denver and Phoenix comes from ServiceMagic leads. We had one lead turn into 24 jobs in Phoenix this past week. **I now have crews busy for months off just one lead. What a great thing!**"

- Rex Halbeison, The Bison Group, Westminster, CO

"I had run months of newspaper ads with little results, so I thought what have I got to lose with ServiceMagic and if it doesn't work at least I would lose less than I did with the newspaper ads. I am getting new customer notifications and **now I have more work than I can do! If it were not for Service Magic I would have no work!** THANK YOU!"

- Donna Boles, Sunrise Painters, Lake Alfred, FL

"Everything is working great! I receive many leads each day, allowing me to prescreen the exact type of project I want to quote on while **giving me more control over scheduling. I love this service!**"

- Jon Rossman, Handyman, Chlemsford, MA