



HomeAdvisor & You: It's a win/win

HomeAdvisor provides homeowners the tools and resources to find professionals they need to help complete their home improvement project. How can this help you with your business? They drive millions of service requests to the front door of professionals such as you each year.

What is in it for you?

1. 50% off all leads the first 30 days of membership
2. 8% rebate on all future leads (this generally equates to one free month)
3. Free access to AB Online Contractor focused training
 - a. Industry specific topics
 - b. HomeAdvisor specific topics

Facts on HomeAdvisor:

1. Leading digital marketplace for home services
2. International services touch millions of people each day
3. 18+ MILLION service requests in 2017 (~200,000 directly from the paver and retaining wall business)
4. 200,000+ screened and engaged professionals
5. Innovative – first to partner with voice assistance services such as Amazon Alexa, Google Assistance, Facebook Booking Experience and more

Homeowner Needs:

1. Safety and security at home is #1
2. Find pros who can perform work when they need it done
3. Education on costs associated with similar work
4. Education through reviews of pros in their market

***HomeAdvisor has found a way to address these top needs with technology and world class customer service.*

How do you become a partner with Allan Block and HomeAdvisor?

1. Finish the AB Contractor Certification Class including hands on
2. Pass the test at the conclusion of the class
3. Build a wall and document it with your AB sales partner

How do you use it?

1. Refine your criteria to only receive leads from homeowners who are looking for what you prefer
 - a. Learn how to best do this through FREE online training available to AB partners
2. Use it as frequently (or infrequently) as you want – only pay for leads you want
3. To grow your business when you want to grow your business