



allanblock.com

We are constantly searching for ways to bring additional value to our producer partnerships along with our programs such as the Allan Block Contractor Certification program. We are very pleased to announce that we have just strengthened both with a recent alliance with HomeAdvisor.

If you are not familiar with HomeAdvisor (HA), simply watch a sporting event or do it yourself show and you will soon learn the marketing power they have. They are a sister company to the well-known Angie's List and on their own, they are one of the largest platform's consumers use to connect with local construction professionals. As examples, over the past year, HomeAdvisor has had over 18 million service requests including more than 185,000 leads from consumers who are looking for retaining walls and/or paver patios – this is a 30% growth when compared to the previous year.



**Why is HomeAdvisor interested in creating an alliance with Allan Block?** HomeAdvisor builds their business around connecting people that need things done with companies that can help get things done. The Allan Block Contractor Certification Program is the bridge that allows them to see value from partnering with us and for you and your contractors to see value from them.

**Why is this good for you?** We believe this alliance will allow you to expand your contractor program and drive additional sales. This will not happen without effort and support, but this additional component to the AB Contractor Program will further differentiate it from virtually anything on the market today. You and your team will now be armed with additional reasons to promote education and certification with local contractors. All you and your team will need to do is train and certify contractors!

**What is in it for the contractor?** This program has been designed to allow Allan Block Certified Contractors to identify opportunities to grow their business at their own pace. Each contractor can define the type of lead/s they want, when they receive them and from what type of customer the leads should come from. HomeAdvisor is a bit different from many other similar platforms in that they are not a subscription service. Members pay a minimal fee to join (\$288/year) and then only pay for the quantity and type of leads they want. Only certified contractors will receive the benefits of the Allan Block and HomeAdvisor partnership that includes:

- 50% discount on leads provided in the first 30 days
- 8% rebate each quarter (this should equate to roughly one month of leads for free)
- Direct consulting on how to use HomeAdvisor to grow their business that is unique to Allan Block Certified Contractors

This partnership is a win for everyone involved. There is nothing for you or your sales team to do other than schedule certification classes, fill the seats by promoting the advantages of the program and then follow up with contractors to certify them. Allan Block and HomeAdvisor will take care of the rest. We see no downside to this partnership and can't wait to get started. We will be in touch soon to get your thoughts. Thanks.

Sincerely -- The AB Senior Management Team