



HomeAdvisor

THE #1 MARKETPLACE

FOR PROJECT-READY HOMEOWNERS TO CONNECT WITH PRE-SCREENED PROS



Why do service pros choose HomeAdvisor?

- 12 million unique visitors come to HomeAdvisor's site each month
- Target your projects by job type and location
- Build your business' reputation with verified ratings and reviews
- Get your business listed in our Exclusive Partner Network (This Old House, Realtor.com, etc.)



Why do homeowners choose HomeAdvisor?

- It's a free and easy service for consumers to find the right pro – right away
- Service professionals are pre-screened and approved
- Access to more than 5 million verified rating and reviews
- Homeowners can shop through over 500 different project types from a directory of over 206K pros



How the Program Works

- To sign up, call: 844-663-2066
- Pros choose the jobs they want in the zip codes they want to work in
- HomeAdvisor uses its Profinder™ technology to match you to consumer project that fit your expertise
- Once your \$400 credit is exhausted, pros pay on a per lead basis (Lead pricing varies by job type and region)
- Pros control what they spend by setting a target based on their need for more leads
- To learn more about how this program can help you, call: 844-663-2066



Pro Tips

- Respond quickly and follow-up: 50% of jobs go to the first pro to contact the homeowner
- Update your profile: add photos, awards and information- robust profiles receive 60% more contacts
- Collect and respond to reviews: easily collect ratings and reviews to build your reputation
- Optimize your leads: target larger areas or single zip codes based on your preferences
- Utilize customer service: identify additional opportunities and optimize your account settings

**QUALIFYING LOWE'S PROS RECEIVE THIS SPECIAL DISCOUNT:
\$400 IN FREE LEADS
PLUS, FREE 1-YEAR MEMBERSHIP (\$287.99 VALUE)**

This offer is available to new HomeAdvisor Members only through 9/9



MEMBERS WITH QUESTIONS:
Call: 877-947-3639
HomeAdvisor Customer Care



NOT A MEMBER?
Visit: homeadvisor.com/lowes4pros/
Call: 844-663-2066
Email: lowes4pros@homeadvisor.com