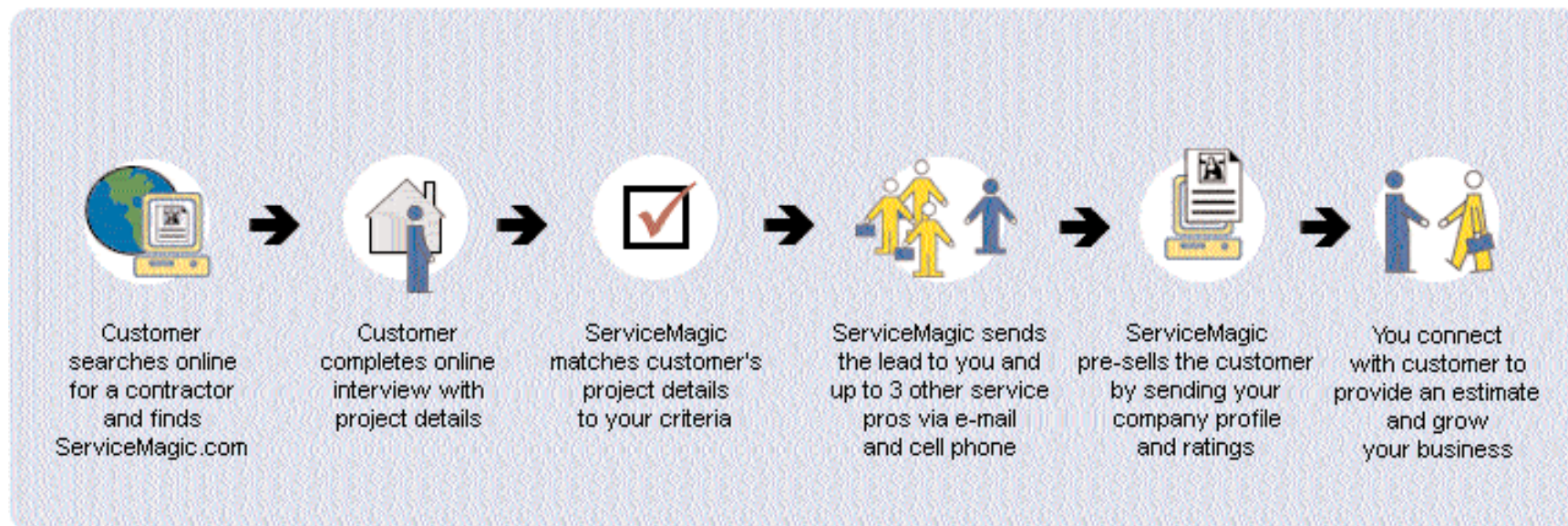
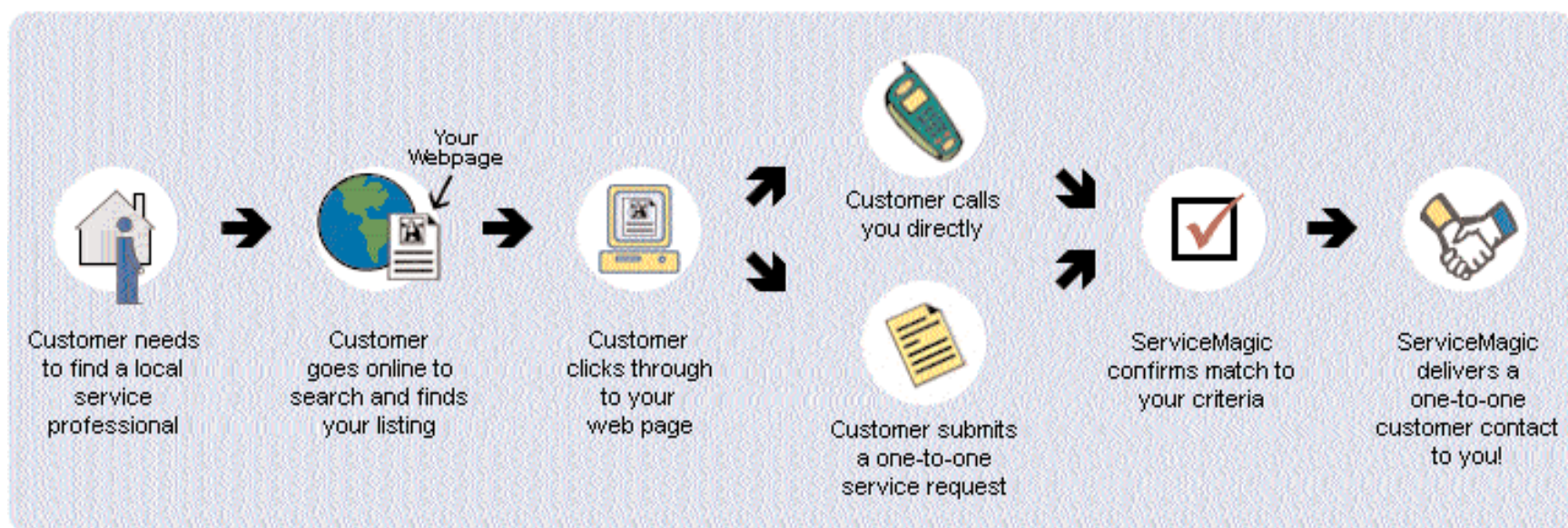


## Market Match



## Exact Match



Dear Jamie,

You have a new "Remodel a Kitchen" lead!

#### Contact Information

**Customer Name:** John Smith  
**Contact Time:** Cell Phone - Anytime  
**Cellular Phone:** 123-456-7894  
**Daytime Phone:** 123-123-1234  
**Email:** testlead@email.com  
**Address:** 123 Main Street  
Anytown, NY 12345

#### Job Information

**Description:** Remodel a Kitchen  
**Job Code:** L  
**Location:** Anytown, NY 12345  
**Job Number:** 3694906

#### Service Description

**Request Stage:** Ready to Hire  
**Desired Completion Date:** 9 - 12 weeks  
**Financing Requested:** No  
**Historical Work:** No  
**Materials Provided by Homeowner:** No  
**Covered by Insurance:** No  
**Request is for Commercial Location:** No  
**Design Preparation:** Sketches and/or basic idea of project  
**Square Footage:** 300  
**Extensiveness of Remodel:** Replace/Update everything  
**Features to be Remodeled:** Cabinets; Countertops; Flooring; Sink  
**Special Elements:** Special Elements: Natural stone countertops  
**Expected Level of Quality:** Expected Level of Quality: High End.  
I prefer the highest quality craftsmanship

#### Comments:

We have just moved into a new house and the kitchen requires extensive remodeling. We plan to gut the existing counters and appliances and replace with a new kitchen top to bottom.

Thanks for your interest in being part of the ServiceMagic network!

Enrollment Team  
Toll free (877) 526-1051  
[JoinServiceMagic@ServiceMagic.com](mailto:JoinServiceMagic@ServiceMagic.com)

**Lead Information** - View type and location

**Customer Responses** - See responses to specific questionnaires created by experts in the field

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

## SERVICEMAGIC CAN BE THE MOST COST EFFECTIVE WAY FOR YOU TO GET YOUR NEXT CUSTOMER!

▶ **Pay just \$99 for a one-time enrollment, with no monthly or annual fees and no referral fees or commissions**

- This is a one-time charge for screening, processing and activating the account.

▶ **Simply tell us how many leads a month you want for your business and we'll send you that many**

- Consistent predictable monthly spend
- Spend as much or as little as you like and get the right amount of leads for your business
- Adjust your spend target at any time

▶ **Lead fees range from \$7 to \$55 depending on the project type\***

- Small (\$7-\$13) = maid service, handyman
- Medium (\$17-\$22) = install cabinets, install carpet
- Large (\$28-\$33) = build a wood fence, install a concrete swimming pool
- X-Large (\$38-\$55) = addition, kitchen remodel, build new custom home

\*Exact Match Lead Fees are 1.5X Market Match Fees - ask your sales representative about the ServiceMagic Exact Match service.

▶ **Contractors agree ServiceMagic provides a great return on investment!**

- **Example:** Kitchen remodel lead \$50
- Contractor accepts 10 leads = \$500 cost
- Contractor closes one remodel worth \$20,000 US. This contractor just made \$40 US for every marketing dollar he spent!

## SERVICEMAGIC MARKETING VS. OTHER FORMS OF MARKETING

ServiceMagic brings you more customers at a lower cost than print advertising. If you advertise in the Yellow Pages, Newspaper or Direct Mail, consider this...

- ▶ **Yellow page advertising** requires large fixed spending with no guarantee of results as well as calls from unqualified prospects that eat up your precious time. ServiceMagic provides 100% targeted leads from homeowners looking for the work you specialize in.
- ▶ **Direct mail** has a typical response rate of less than 1%. Why spend a fortune on direct mail with questionable results? ServiceMagic contractors close an average of 10 - 50% of the leads they purchase.
- ▶ With **print advertising**, you can spend a lot of time vetting unqualified callers to determine if they are serious and right for you. ServiceMagic provides 100% targeted leads from homeowners looking for the work you specialize in.
  - You pay a fixed fee with no guarantee of the phone ringing,
  - It's very difficult to measure your success or return on investment
  - You can't adjust your advertisement quickly
- ▶ With **ServiceMagic**, you only pay for leads from customers who match the type of work you do within the areas you prefer to work.
- ▶ With **Do-It-Yourself Internet marketing**, expenses add up quickly. Internet marketing requires two steps – building your web site and then driving people to it - and both involve a financial commitment without any guaranteed results. In fact, Internet advertising often requires you to pay a fee each time someone clicks on your Internet listing regardless of whether or not they contact you. With ServiceMagic, we create your Web page and manage all your Internet advertising. You avoid all the up-front costs and pay only when a customer contacts you!



**Q: I am too busy with my current work load, why should I join?**

**A :** With ServiceMagic, you will see leads targeted to your type of work and preferred locations that are more profitable for your company. ServiceMagic doesn't just offer you more work but rather more profitable work. Get connected with the right type of customers for your business.

**Q: How do homeowners find ServiceMagic?**

**A:** ServiceMagic spends over \$10M in advertising every year and has partnered with over 125 online partners to drive over 2 million visitors to our website each month. Let us be your multi-million dollar web marketing department!

**Q: Do I pay even if I don't get the job?**

**A:** With ServiceMagic you pay a fee for every lead regardless of the outcome. The lead fees have been priced in a way that even with a small win percentage, ServiceMagic will be your lowest cost of advertising. Depending on the job type, most of our contractors close 10% - 50% of the leads they purchase. Even if they win only one out of every ten they have only paid a small amount for that new customer.

- Example: Kitchen remodel lead \$50 US\*
- Contractor accepts 10 leads = \$500 US cost
- Contractor closes one remodel worth \$20,000 US. This contractor just made \$40 for every marketing dollar he spent!

\*Exact Match Lead Fees are 1.5X Market Match Fees - ask your sales representative about the ServiceMagic Exact Match service.

**Q: Why should I pay for leads when I currently get most of my work by word-of-mouth?**

**A:** Word-of-mouth is great, but many times it is unreliable and you end up doing projects that are not the most profitable or, you have to travel great distances between jobs. With ServiceMagic you can get a steady flow of leads and take only the jobs that are profitable for your company and close to your home or office.

**Q: What qualifications must a contractor have to join ServiceMagic?**

**A:** All contractors and service professionals must be licensed according to the laws in their state and must carry general liability insurance. ServiceMagic also checks all members for lawsuits, liens, judgments and bankruptcies in the last three years.

**Q: Is it safe to give ServiceMagic my payment information online?**

**A:** ServiceMagic uses state of the art security to protect our contractor's information. We use Secure Socket Layers (SSL) and encrypt all of your personal information. The industry leader Verisign backs all of our security measures. You can rest assured we have done millions of online transactions without any incidents of credit card fraud.

**Q: How do I know this will work in my area?**

**A:** To find out how many leads we produce in your area for your type of work, call our enrollment team toll free at: (877) 526-1051. You can also try a 10-day free preview. Just tell us what type of work you do and the areas you like to work in and we will show you actual leads as if you were a member, free for 10 days. To sign up for the free preview, call us at: (877) 526-1051.

"B&G Landscape Inc. has been using ServiceMagic for a little under three years. In that time the amount of leads generated resulted in \$2 million in sales! ServiceMagic leads have tripled the size of my business! I was using ImproveNet, a competitor, and saw moderate results as its service did not match my specific job categories or produce the results I wanted to achieve. Hats off to ServiceMagic!"

**- William Vecchione II, B&G Landscape Architects / Outdoor Rooms, NJ**

"Unlike other advertising mediums, ServiceMagic really lets me show my skill and expertise to my prospects. The Customer Ratings & Reviews system has really helped me win clients because they tell people about my ability as a service professional. People really do look at these reviews and I'm finding they choose my company over my competition simply because I have the Ratings & Reviews. These have become my word-of-mouth referrals for my online prospects!"

**- Gerald Simmons, 3NI Services, FL**

"We have a high confirmation rate with ServiceMagic. More than 95% of our ServiceMagic customers agree to meet with us. ServiceMagic gets you in the door more times for less cost than other advertising methods. It is the highest closing lead service we have - other sources cannot compare to what ServiceMagic has brought to the table... Good companies like to work with other good companies. ServiceMagic is one that we like to work with and will continue to do business with. We are two powerful partners with two common goals - increase productivity / reduce marketing costs and satisfy the customer."

**- Darcy Reardon, Guaranteed Home Improvement, VA**

"ServiceMagic accounts for 75% of all the new customers I receive and has allowed me to add another crew. I am now busy following up on the many leads I get instead of wasting time hoping potential customers see my ads. I have also found that more than 25% of my clients spread the word to their neighbors about my services. These referrals are icing on the cake."

**- Scott Fairman, Scott Turf Company, NC**

"With ServiceMagic, I am able to get a steady flow of leads targeted to the exact type of work I want to do, in the locations I like to work. ServiceMagic put me in touch with customers I would not have found otherwise... ServiceMagic has helped me grow my business based on MY needs, and that's all I pay for - only what I need. I may pay \$25 for a lead but then make \$3,500 on it - that's one return on investment!"

**- Scott Svetic, S.M.S. Decorating Service, IL**

"ServiceMagic provides me with steady, targeted leads in the areas I want to work, doing the type of work I want to do. With ServiceMagic, it's the first time I have felt I could afford to not take just any job that came along but rather I could focus on where I want to work and do exactly what I want to do."

**- Roy Terry, Coast Building Company, CA**

"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, VA**

**THE KELSEY GROUP: LOCAL MEDIA JOURNAL**

ServiceMagic an Example of Emerging Local Model  
July 2005

**NEW YORK MAGAZINE**

No Job Too Puny  
June 2005

**POOL & SPA NEWS**

Online Outreach - Lead Generation Programs Can Extend  
Builders' Advertising Arms  
May 2005

**USA TODAY WEEKEND**

Get a Fair Shake of Home Repair  
September 2004

**THE KELSEY GROUP: LOCAL MEDIA JOURNAL**

ServiceMagic: A Tale of a Dot-Com Survivor  
September 2004

**REPLACEMENT CONTRACTOR**

It's a Match  
September 2004

**QUALIFIED REMODELER**

Resources: ServiceMagic  
August 2004

**THE TODAY SHOW**

Don't get scammed on your house fix-up project  
July 2004

**PROFESSIONAL REMODELER**

Referral Service Funnels the Breadth of the Internet  
June 2004

**WASHINGTON POST**

Wanted: Remodeler  
June 2004

**PROFESSIONAL BUILDER**

Driving Targeted Leads  
June 2004

**ROOFING CONTRACTOR**

ServiceMagic to Provide Services on MSN House and Home  
May 2004

**ROCKY MOUNTIAN NEWS**

ServiceMagic Reports Record Revenues, Profits  
April 2004

**CBS MARKETWATCH**

Where Can I Find a Trustworthy Contractor  
February 2004