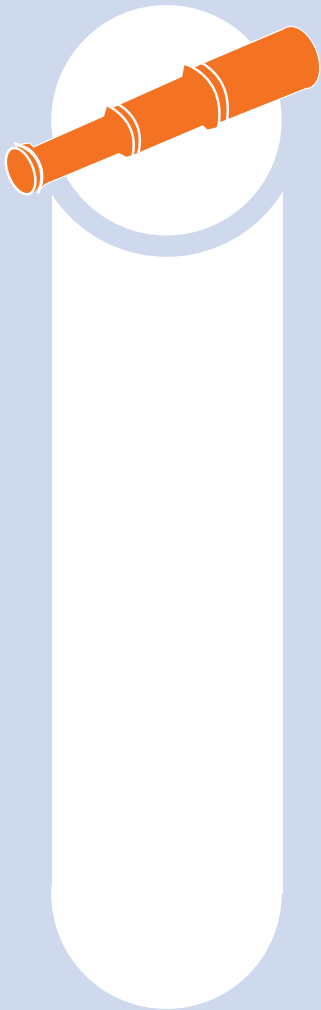




SHIFTING TERRAIN

- ① Buying digital leads from brokers getting riskier
- ① Google squeezing lead brokers out of the market is under way
- ① Consumers researching options online undergoing generational change
- ① Investing in your website to generate leads is the surest way forward



NEW WAY FORWARD

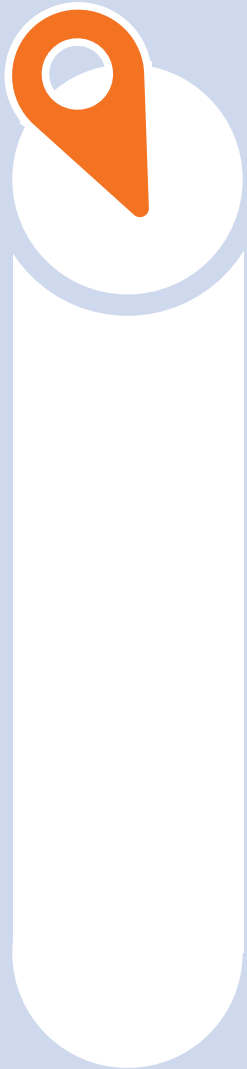
History of Internet is 'cutting out the middleman'

Auto dealers, newspapers, travel agents all squeezed by Google

Same is happening to lead brokers selling to home-service companies

Prospects still search Google researching answers, finding solution

Smart businesses are giving Google the content it wants for the 'New Internet'



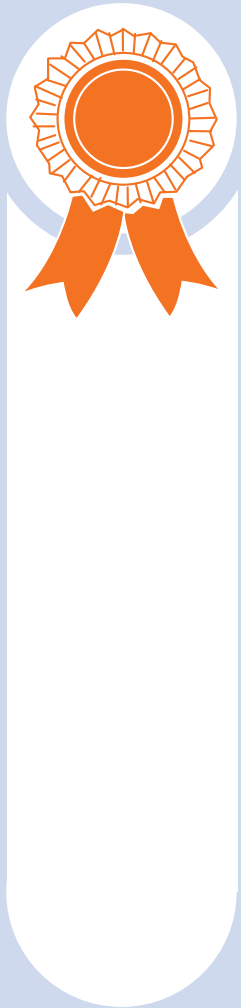
KEEP IT LOCAL

Google now seeks local content from 'real' businesses/people

Authentic content from 'local subject matter experts' now rules

Creating useful content providing local homeowners needed answers wins

Creating your own website with this content becomes 'lead generating machine'



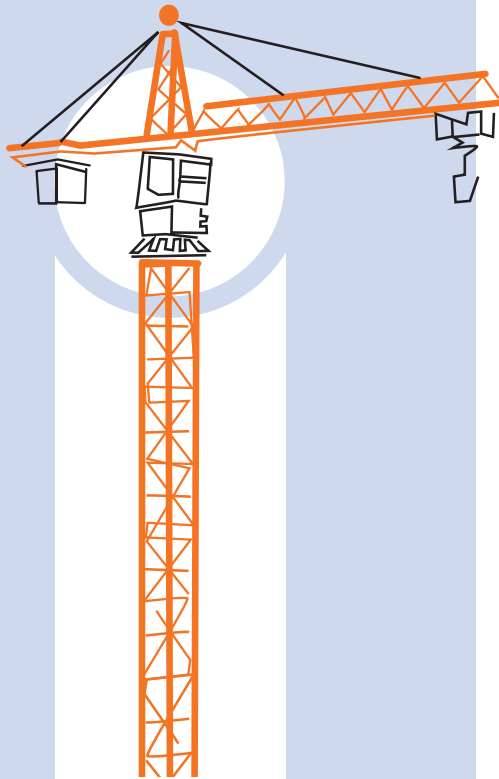
YOU ARE THE EXPERT

You are the subject matter expert that Google seeks

You know best how to fix/maintain/improve local homes

Provide accurate, useful information on website and Google sends prospects your way

Run Local Display Google Ads and this sends local prospects your way, too



BUILD YOUR OWN FUTURE

Paying contractor to build/maintain/optimize website you own makes business sense today

Tracking website visitors, reporting user activity measures ROI on website investment

Tracking long-term website lead generation places dollar value on 'website asset'

Steadily performing website can be passed on to next generation or sold to new owner