



### About Favorite Contractors

Our mission is to provide contractors with quality web-based software, allowing homeowners to easily find a local verified professional.

### Contractor Testimonial

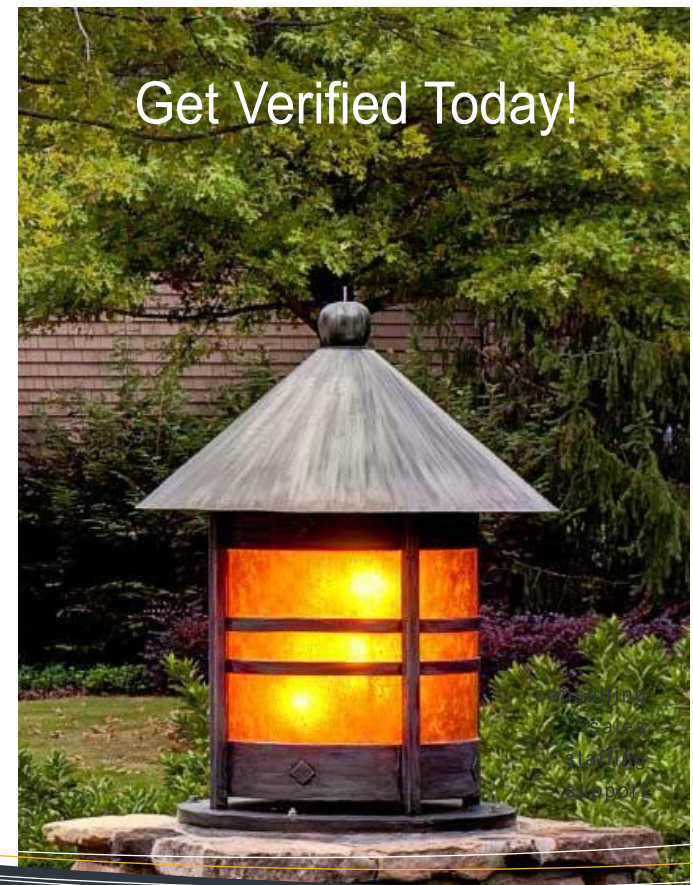
"Favorite Contractors is simple and just makes sense for us. We have one of the three slots available for our trade in the Chester County service area, resulting in high quality leads and less competition" – John, West Chester PA

Ron Shur, co-founder of Favorite Contractors, has been involved with the internet industry since 1995. He started the National Financial News Service in 1992, reporting mortgage news in newsprint media, i.e. the Wall Street Journal, Washington Post, LA Times among 300 others newspapers across the United States. In 1995, he started a sister company called the Financial News Network, which was a mortgage lead generator business. Making him one of the first pioneers in the real time lead generation industry. The timing was perfect because the newspapers realized they must have their print replicated online to stay up to date with the new competitor, the "Internet". The opportunity Presented itself for the News Service to have consumers enter their contact information to create the "lead". That data was then immediately forwarded to four mortgage companies at the same time for them to compete for business — that idea caught on! We specialize in:

- Getting a set number of contractors per zone
- web-based portal allowing for simple management.
- SEO ranked contractor profiles



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# Simple & Honest Business Model

ARE YOU TIRED OF EXPENSIVE AND COMPETATIVE LEAD SITES?

Favorite contractors has taken a different approach to the lead generation business for home Improvement contractors. Rather than have hundreds of contractors competing for the same lead, favorite contractors has limited the number of slots available to three per zone.

Too much competition has resulted in both homewner and contractor frustration. Homeowners don't have time to sort through sixteen different contractors, nor do contractors have the time or energy to respond to homeowners looking for the lowest, cheapest price. Favorite Contractors is built around a simple and honest business model, limited the number of contractors availabel to just three pro's per category per local area. Homeowners have responded and love the idea!

## How are we different? How are we Better?

### EXCLUSIVE SLOTS BY AREA

With The Favorite Contractors formula, there are only a set number of contractors allowed to join per trade, per area. This design still provides healthy competition and attracts homeowners. However, it avoids the overly competative problems with existing, more expensive online platforms. With Favorite Contractors, you can rest assured that your locked into your trade for your area, for an affordable monthly subscription.

### BETTER OPPORTUNITY TO WIN

Homeowners are responding in numbers, submitting request for estimes as well as leaving reviews for their favorite contractors in their area. Contractors have a higher chance of success by only competing with a small, qualified set of competators. Tired of getting outbid by a fly-by-night contractor with no insurance, no review and no online presence? Join today and get plugged into a simple more practical system.

### FAVORITE FEATURES:

- LEAD MANAGEMENT
- SIMPLE TO USE & MOBILE READY
- REPUTATION MANAGEMENT
- VIDEO / AUDIO GREETINGS
- PROFILE ANALYTICS



Become one of three contractors to secure your trade in your local area today!

Each zone at favorite contractors has three professional level contractors as well as three apprentice level contractors.



### LEAD MANAGEMENT

Establish a relationship with your homeowners and prospects quickly while in the office or on the road. The Favorite Lead management tools provide simple interface to connect to new clients.



### BE FOUND ONLINE

Favorite Contractors platform provides built-in SEO allowing you to be easily found by homeowners looking for improvement services.



### CONTRACTOR PROFILES

With the favorite contractor profile manager, you can easily complete your business profile, add photos, manage leads and even create an audio or video greeting for homeowners.

The screenshot shows the user interface of the Favorite Contractors platform. At the top, there's a navigation bar with 'Home', 'About Us', 'Testimonials', and 'Join Today'. Below that, a user profile for 'Inspire Contracting, LLC' is displayed, including a photo and member ID. The main dashboard area features a progress bar indicating 'Your listing is 50% Complete'. There are several sections for adding content: 'Add Member Article', 'Add Coupon', 'Add Photo Album', 'Add Video', 'Add Audio File', 'Add Classified', 'Add Job Listing', and 'Add Property'. A 'Manage Listing' section includes buttons for 'Contact Details', 'Profile Photo', 'Listing Details', and 'About'. An 'Account Details' section shows user information like 'Joined: 06/17/2018', 'Level: Pro', and 'Status: Active'. A 'Free QR Code Image' section provides a QR code and instructions to use it for linking to the listing.