

# R2R Marketing | Angi Leads

## Angi Leads Account Program Overview and Best Practices

Samantha Levine – Account Manager, Strategic Partnerships



# Presenting Angi Leads



## **Samantha Levine – Account Manager, Strategic Partnerships**

Email: [Samantha.levine@angi.com](mailto:Samantha.levine@angi.com)

- Over 5 years in Sales, Account Management, and Partnerships working for both small and large companies.
- A New York born, Long Island native, now living in the midwest (Columbus, Ohio) for 3 years
- My role is to manage and support R2R's & Angi's corporate partnership, so that we continue to grow and be successful together. R2R's point person for education, strategic initiatives, and program success.

# National Partner Support

***National  
Account  
Sales  
(NAS)***



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Phone:



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# Agenda

**Angi Overview & Evolution**

**Profile Ratings and Reviews**

**Account Optimization**

**Contact Strategy**

**Q+A**



## **Angi Overview & Evolution**

# Company History



HomeAdvisor  
opens its doors as  
ServiceMagic, Inc.

1998



InterActiveCorp  
(NASDAQ: IACI)  
acquires company.

2004

Website hits  
10 million  
users.

2008



ServiceMagic  
rebrands to  
HomeAdvisor.

2012

Website hits  
35 million  
users.

2015

## Angie's list

HomeAdvisor  
merges with  
Angie's List to form  
ANGI  
Homeservices Inc.  
(NASDAQ: ANGI)

2017



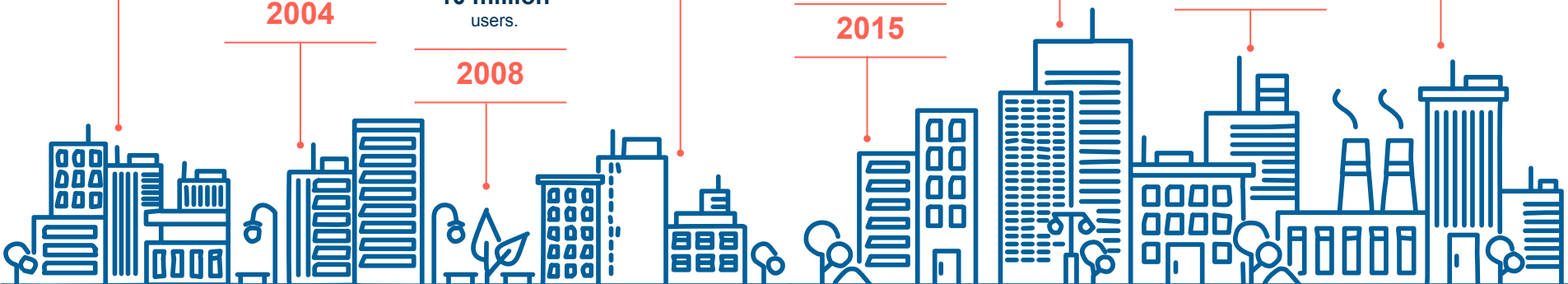
ANGI Acquires  
Handy.com

2018

# Angi

Angie's List and  
HomeAdvisor  
rebrand as **Angi**,  
the company's new  
flagship brand

2021



# Introducing Angi

Providing the nation's  
largest network of  
screened contractors.



**32 MM**

ANNUAL  
SERVICE REQUESTS



**500+**

PROJECT CATEGORIES



**250,000**

SCREENED SERVICE  
PROFESSIONALS



**400 MSAs**

NATIONWIDE  
COVERAGE

Combining superior technology & brand strength

- One-stop shop for consumers, Home for Everything Home
- Pros will reach the widest possible audience in a variety of ways
- Increased marketing efforts under Angi = increased exposure

# Why Homeowners and businesses Choose Angi?

**A Better Way to get  
Projects Done**

Directories and word-of mouth recommendations do not address the needs and expectations of homeowners today.

# Angi



Angi was designed to address top homeowner needs with **innovative technology** and **world class customer service**.

## WHAT DO HOMEOWNERS WANT?



### SAFETY AND SECURITY

Criminal & Financial background checks on pros



### ADVANCED MATCHING

Find local pros available to take on new work now



### ON-DEMAND SERVICE

Only national solution for connecting and booking instantly with pros



### PROJECT RESOURCES

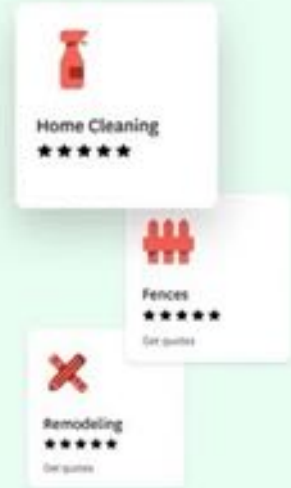
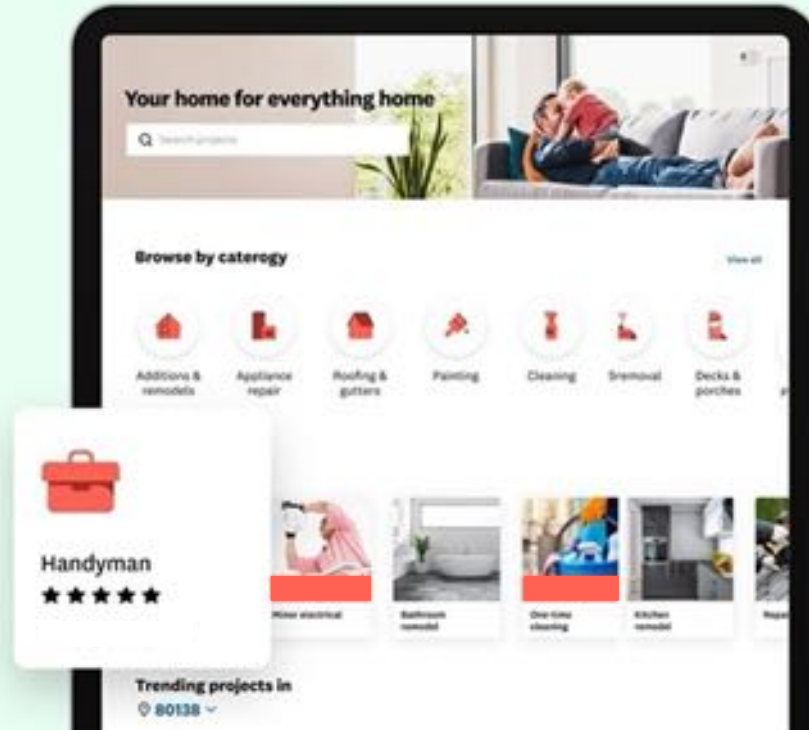
Comprehensive reviews, project cost guides and inspirational content



# Every project, under one roof



**It all starts  
here** — home and  
business owners  
choose how they  
want to connect with  
professionals for  
their project



# Homeowner Project Qualification Process



To capture project information, decision stage, and contact information

The image displays four sequential smartphone screens illustrating the Angi project qualification process for plumbing services.

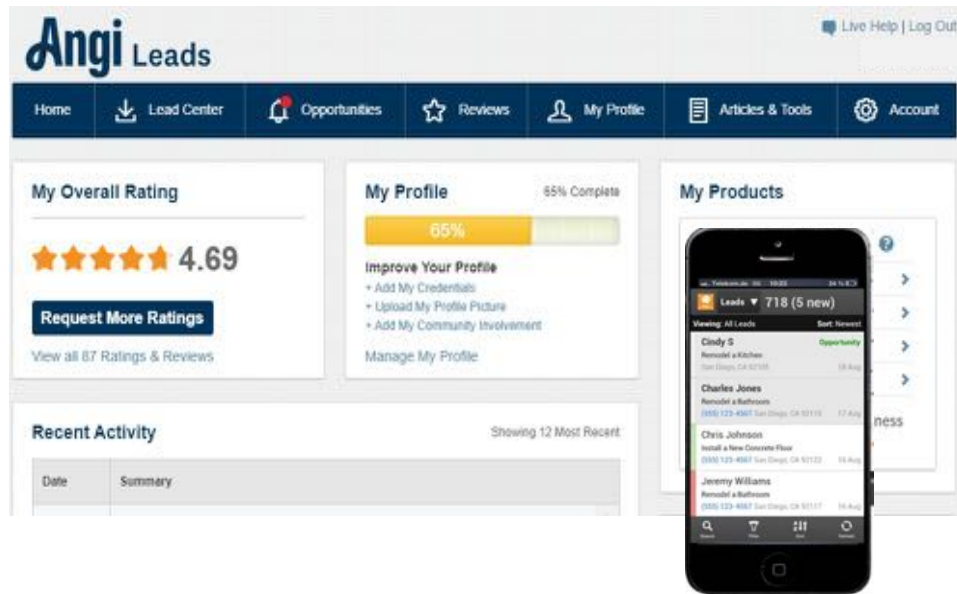
- Screen 1: Set up your service**
  - Title: **Set up your service**
  - Subtitle: **Faucets, Fixtures and Pipes - Repair or Replace**
  - Form fields:
    - What kind of location is this? (Dropdown menu: Home/Residence)
    - What kind of service do you need? (Dropdown menu: Repair a faulty plumbing item)
    - What best describes the problem? (Dropdown menu: Leaking pipe)
    - How many plumbing fixtures are involved in this job (faucets/shower heads/ toilets)? (Input field: 1)
  - Button: **Continue**
- Screen 2: What kind of plumbing project do you need help with?**
  - Title: **What kind of plumbing project do you need help with?**
  - Form fields (Radio buttons):
    - ☒ **Faucets, Fixtures and Pipes**
    - ☐ Water heater
    - ☐ Sewers or water mains
    - ☐ Shower or bathtub
    - ☐ Addition or remodel
- Screen 3: Project Status:**
  - Title: **Project Status:**
  - Form fields (Radio buttons):
    - ☐ Ready to Hire
    - ☐ Planning & Budgeting
- Screen 4: We have matching Faucets, Fixtures and Pipes - Repair or Replace Services in your area!**
  - Title: **We have matching Faucets, Fixtures and Pipes - Repair or Replace Services in your area!**
  - Image: Red faucet icon with a drop of water.
  - Progress bar: A red progress bar indicating the project is in progress.
  - Text: **Building your project ...**



## **Your Profile, Ratings & Reviews**

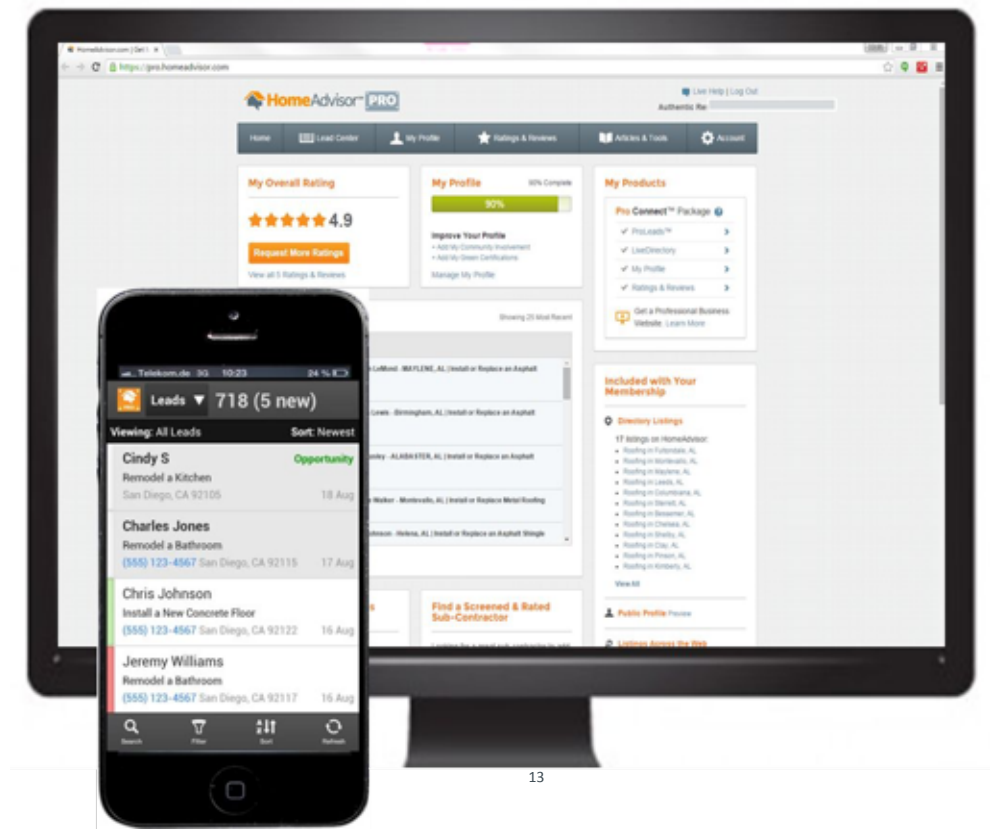
# What to Expect in the Onboarding Process

- Basics
- Lead Categories
- Coverage Area
- Forecast and Spend Target
- Communication Preferences
- Profile – Reviews!
- Background Check and Licensing
- Membership and Payment Expectations



Dedicated R2R representatives are standing by to ensure you are set up for success with Angi Leads!

# Access Angi Anywhere



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**On a computer:** Log into your Pro Portal & bookmark it as a favorite for easy access: [pro.homeadvisor.com](https://pro.homeadvisor.com)

**From your phone:** Download the App - Angi Pro Leads

# Update your Profile

## Keys to Success

The screenshot displays the 'My Profile' page on the Angi platform. At the top, a navigation bar includes links for Home, Lead Center, Opportunities, Reviews, My Profile, Articles & Tools, and Account. Below this, a sub-navigation bar offers options to Preview My Public Profile, Photos of My Work, and Tools.

The main section is titled 'My Profile' and features a progress bar indicating '90% Complete'. To the right of the progress bar is a button labeled 'Improve Your Profile' with a sub-link 'Add a Star'. Further right is an orange button labeled 'Preview Public Profile'.

Below the progress bar is the 'Business Description' section, which includes a 'Edit' button. The description text reads: 'Reduce Your Carbon Footprint, Increase the Value of Your Home! Treasure, Inc. is a general contracting company established in 1991, specializing in the remodeling, energy and design industry. The belief that change begins from the inside out, and that for every need there is a green solution, which is why we offer renovation services that meet our clients in creating their dream homes in an efficient, sustainable, healthy manner that benefits both their families and the planet simultaneously. At the forefront of innovation, spearheaded by high levels of integrity, technology and customer's satisfaction, while maintaining unmatched service, reliability and commitment is the unified culture worked at Treasure.'

Below the description is the 'Business Logo' section, which shows a green logo with a white 't' and a 'Change Logo' button. A note states: 'You can upload jpg, gif or png. Your image will be scaled to fit a maximum of 300 pixels wide by 300 pixels high.'

To the right of the logo section is the 'Photos of My Work' section, which shows a gallery of photos. The first photo is labeled 'Kitchen Renovation | Treasure' and 'Identified 08/13/2018'. Below the photo is a button labeled 'Add a new photo Album'.

# Ratings and Reviews

Sean's QA Testing Service

★★★★☆ 4.4 53 reviews

✓ Angi Certified

Request quote

Troy's Testing Service

★★★★☆ 4.4 73 reviews

✓ Angi Certified

Request quote

Plumbing & Heating Doctor

★★★★★ 4.7 92 reviews

✓ Angi Certified

Request quote

Request quotes from all

Demo Account for Mobile App

★★★★☆ 4.4 42 reviews

✓ Angi Certified ⓘ

Community Involvement

- lorem ipsum
- more lorem ipsum

Expertise

- Expertise 1
- Plumbing

Certifications

- Background Checked

[Learn More](#)

About

Placeholder text for a short bio or description.

Demo Account for Mobile App

★★★★☆ 4.4 42 reviews

About

Quality service just for you!

Verified Reviews

★★★★★ 4.8 11/5/2020

great!

Kim C. in Atka, AK

★★★★★ 5.0 11/1/2021

Coolio

Bob J. in Atka, AK

★★★★★ 5.0 11/6/2019

Mase is awesome.

Request quote



# The Importance of Reviews

- **Boost your credibility.**  
Homeowners are more likely to choose a pro with reviews
- **Show you're trustworthy.**  
Homeowners want to see that you're the best pro for the job
- **Win more Jobs.** Pros with 3 reviews are **3x more likely** to win the job.





## **Account Optimization**

# With Angi Leads, you're in control

Enjoy the flexibility and control of Angi Leads. Modify spend, lead volume, task and location to meet the needs of your business at any given time.



## **On-demand lead control**

24/7 control of lead volume so you can receive leads when it suits your schedule.



## **Adjustable spend control**

You determine how much you want to spend month over month, with the option to adjust your spend at any time.



## **Target by task & zip code**

Set your service types and zip code targets, and we'll connect you with customers seeking services in your area.

# Adjusting the Spend Target

- 1) Log In
- 2) Click "Account"
- 3) Click "Manage My Spend Targets"
- 4) Adjust as needed

The screenshot displays the HomeAdvisor Pro Connect user interface. At the top, a navigation bar includes links for Home, Lead Center, Opportunities, Reviews, My Profile, Articles & Tools, and Account. The Account link is circled in blue. Below this, a secondary bar lists various account management options. The main content area is titled 'My Account' and features a left sidebar with 'Billing' and 'Settings' sections. In the 'Billing' section, 'Manage My Spend Targets' is highlighted with a red circle. The 'Settings' section lists options like Account Details, Insurance & Licensing, and Communication Preferences. The main content area also shows 'My Products' with a 'Pro Connect™ Package' and a 'Get a Professional Website' offer. Below this, a second navigation bar is visible, and the 'Manage Spend Targets' section is shown with a 'Market Match Spend Target' input field set to \$2200.00. A checkbox for agreeing to terms is present, and 'Update' and 'Cancel' buttons are at the bottom.

Home Lead Center Opportunities Reviews My Profile Articles & Tools Account

Statement Manage Payments Account Details Insurance & Licensing Communication Preferences Username & Password Connected Apps & Sites

## My Account

**Billing**

- View My Statement
- Manage My Payments
- Make a Payment
- Manage My Spend Targets
- Request a Credit
- View My EasyPay Invoices

**My Products**

**Pro Connect™ Package**

ProLeads

Get a Professional Website

Reach more customers online with a professional website

Home Lead Center Opportunities Reviews My Profile Articles & Tools Account

Statement Manage Payments Account Details Insurance & Licensing Communication Preferences Username & Password Connected Apps & Sites

## Manage Spend Targets

Market Match Spend Target \* \$ 2200.00 US Dollars per Month

☐ I agree the above amount is my monthly spend target and authorize HomeAdvisor Pro to charge me according to my previously selected payment method, and I also agree to receive leads sell forth as follows for my current coverage areas and task selections, all as per the Terms and Conditions

Update Cancel

# Contact Strategy

## Strategy

- Speed to lead
- 3 different days, 3 different times, 3 different ways
- Incorporate call, text, and emailing strategy
- Routine cadence
- Keep accurate dispositions



CALL



TEXT

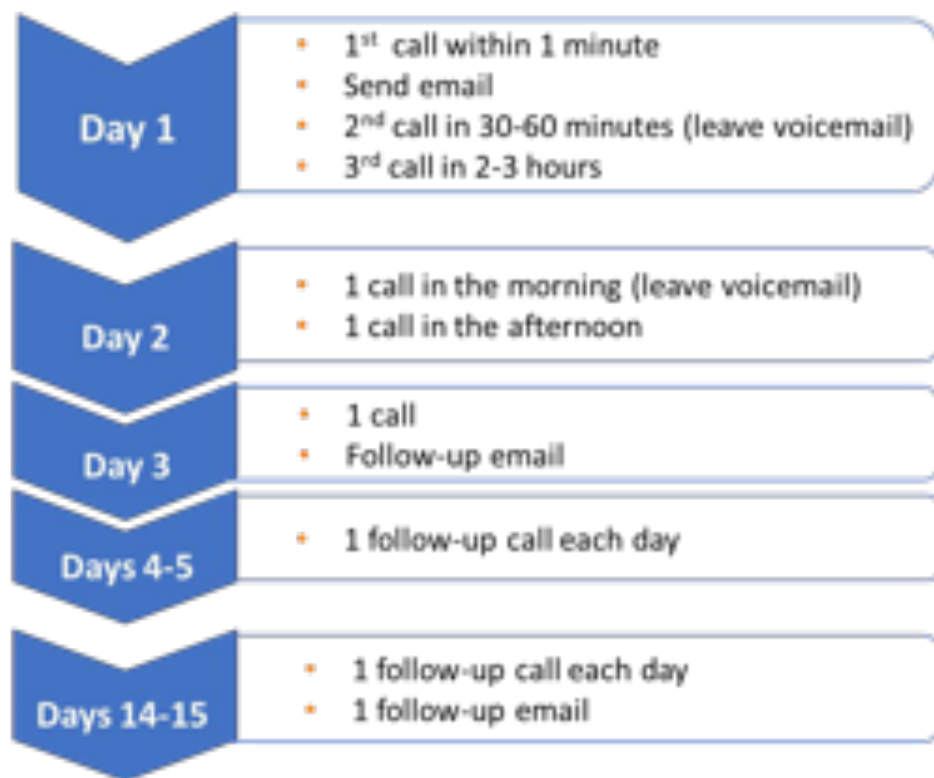


EMAIL

## Nurturing

- Remarket to leads you already have
- Follow up with leads and jobs and ask for referrals.
- Set up Auto-Text and email campaigns.
- Lead conversion emails
- Estimate conversion emails
- Keep accurate dispositions

# Follow Up for the Win



## Tips from our Partners

- **Positive Impression:** We always remember to exude positive energy –that leak in the roof or siding issue could be causing a lot of stress. If you can lift them up in the moment, that will go a long way!
- **Localization:** We use a local phone number and texting to reach the customer for a more personalized experience
- **Follow Up Emails:** We send customized emails (two templates: one if we've talked to the homeowner, another if we haven't)
- **Follow up Process:** We call a lead 7 times within 2 weeks before we take it out of our queue

# In Summary

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- Understand the basics
- Log into your Angi Pro Portal
- Manage your profile & reviews for success
- Drive volume through services offered, coverage file, and increased spend targets
- Focus on your lead response and follow-up strategies – Have a plan!
- Nurture your leads
- Big picture marketing

# Get In Touch

## New Members

Call: 844.875.8773

Email: [r2rleads@angi.com](mailto:r2rleads@angi.com)

## Once Established

Customer Care: 877.800.3177

Login: [pro.homeadvisor.com](https://pro.homeadvisor.com)

For being part of R2R network, take advantage of this Angi offer:

**50% off Leads**

**+**

**2% Quarterly Rebate!**



# Any Questions?

A black smartphone is shown at an angle, with its screen displaying the Angi logo in red. The phone is resting on a light-colored, textured surface.

For additional support or to start your account - please email:

**[samantha.levine@angi.com](mailto:samantha.levine@angi.com)**

**R2R**  
MARKETING

**Angi**



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# APPENDIX

# Economic Outlook: What to Expect

2022 has proven to be a transitional year for the home service market. We expect the following effects on the market through the remainder of the year.

## SUPPLY

- In the short term, **rising interest rates will disincentivize new home buying and some home construction**
- A slowdown in new home construction will **ease the constraints on both building materials and building labor**

## DEMAND

- **Home equity gains** coupled with rising interest rates will **increase the competitive position of remodeling vs. moving**, as the total cost of buying a new home has nearly doubled since 2020
- As housing stock continues to age, **the demand for remodeling services is expected to increase**

## OVERALL MARKET

- **Home improvement market growth is expected to normalize and slow** from 26% in '20-'21 to 10% in '21-'22
- This slowdown will **bring back balance to the market** - easier for homeowners to fulfill their demand, for pros to hire talent, and for suppliers to have more predictable supply chain

# State of Home Spending in 2022

<p><b>\$8,484</b></p> <p>Average home <b>improvement</b> spending</p>	<p><b>\$2,467</b></p> <p>Average home <b>maintenance</b> spending</p>	<p><b>\$1,953</b></p> <p>Average home <b>emergency</b> spending</p>
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- Across all three categories of home spending—improvement, maintenance, and emergencies— **total average spending in 2022 was \$12,904 across an average of 12.5 projects.** Although this was a decrease in spending from 2021, total home services spending was relatively flat compared to 2020 and increased 42% since our 2019 State of Home Spending report.
- **Average home improvement spending was \$8,484 in 2022.** Homeowners who invested in home improvement did an **average of 3.2 projects**, which was nearly flat compared to the previous years' number of projects.
- **Home maintenance spending in 2022 was \$2,467. The average number of completed maintenance projects was 7.5**, which is in line with the number of maintenance projects in 2020 at 7.48 projects. Homeowners completed an average of 3 landscaping jobs, 2.2 cleaning jobs, and 2.3 other maintenance projects.
- **Home emergency spending was \$1,953 across 1.8 projects per household.**
- The top three most popular projects of 2022 were **regular maintenance (38%), such as lawn mowing, gutter cleaning, interior painting (34%), and bathroom remodels (29%).**

# Economic Outlook: Looking Into 2023 & Beyond

**Maintenance, maintenance, and more maintenance** is on the horizon.

## Most Popular Projects Planned for 2023

Regular Maintenance

29%

Paint Interior Space

23%

Remodel a Bathroom

22%

Install New Flooring

20%

Remodel a Kitchen

17%

Install Smart Home Device

17%

Paint/Stain Home Exterior

17%

Install New Landscaping

16%

Add/Replace Windows

16%

Install New Fencing

15%

- More than 60% of homeowners surveyed by Angi plan on making additional large investments in their homes over the next five years.
- Despite rising interest rates, homeowners largely anticipate spending the same amount in 2023 on home improvement, maintenance, and repairs as they did in 2022.
- As material prices and supply chains stabilize, nearly half of 2022's barriers to project completion will potentially disappear, resulting in even more growth in demand for home projects.

# Consumer expectations

Consumers are shopping online now more than ever before.

**78%** of consumers visiting Angi are **looking to hire a pro.**

**81%** Say **ratings and reviews** are the most important factor when hiring a pro.

**70%** Say **contact speed and overall convenience** are the most important factors when hiring a pro.



# Your online reputation matters to customers

81%

Of customers say **ratings and reviews** are the most important factor when hiring a pro.

## Which pro would you hire?

<b>Wright Now Remodeling</b> ✓ Angi Certified ★★★★★ 5.0 120 Verified Reviews <a href="#">Request a quote</a>	<b>Jack of All Trades</b> ✓ Angi Certified ★★★★☆ 4.1 20 Verified Reviews <a href="#">Request a quote</a>	<b>AB Construction &amp; Rehab</b>  0 Verified Reviews <a href="#">Request a quote</a>
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## Angi gives you the tools to manage your reviews and reputation easily.

- **Easily request reviews** from past and current customers through Angi.
- **Build trust with reviews** displayed directly on your Angi profile.
- **Angi verifies every review** and has an entire team dedicated to the integrity of our reviews - it's one of the many reasons why homeowners choose us to find trusted pros.

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# Review Best Practices

# How to get more reviews:

1. Sign into [pro.homeadvisor.com](https://pro.homeadvisor.com)

2. Select Reviews - click "Request Reviews from Customers" in the top left corner or "Request More Reviews" in the blue box on the right.

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**Angi Leads** Live Help Log Out

Home Lead Center Opportunities **Reviews** My Profile Articles & Tools Account

**Request Reviews From Customers** Non-Customer Feedback Embed Widget on Your Site

You have new appointment requests. See my appointments.

### My Ratings & Reviews

**My Angi Leads Overall Rating** 20 Total Reviews  
★★★★★ 4.41

Ratings by Criteria		Ratings Distribution	
Quality	★★★★★ 4.65	5 Stars	17
Customer Service	★★★★★ 4.38	4 Stars	0
Value For Money	★★★★★ 4.20	3 Stars	1
		2 Stars	1
		1 Stars	1

#### Ratings & Reviews Win Jobs

- Reviews are the New Word-of-Mouth  
9 out of 10 homeowners go online to research options before hiring a pro.
- Increase Your Win Rate with Reviews  
Pros with 2 reviews are 2 times more likely to win jobs.
- Showing You're a Quality Pro Matters  
94% of Angi Leads users say they are willing to pay more for a quality pro.

**Request More Reviews**

#### Ratings & Reviews

Showing 1 - 20 of 20

Date	Rating	Review
09/29/2022	★★★★★ 5.0 Quality: 5.0 Customer Service: 5.0	Review by Jason R. in Molalla, OR Project: Remodel a Bathroom



# How to get more reviews:

3. There are three ways to request reviews in this section:

- Select the homeowners you've been matched with from our system and send them an automated email with your review link (photo of that email example below).
- Enter in as many email addresses as you want separated by commas to past customers. You can create your own message or use/edit our template.
- Copy and paste your review link in a text, email, website, electronic invoice, etc. This will take the homeowner directly to your personalized review page.

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**Angi Leads** Live Help Log Out

Home Lead Center Opportunities Reviews My Profile Articles & Tools Account

Request Reviews From Customers Non-Customer Feedback Embed Widget on Your Site

You have new appointment requests. See my appointments.

### Request Reviews from Customers

**Option 1:**  
**Get Reviews from Angi Leads Customers**  
Select customers who were matched to you by Angi Leads and we'll ask them to rate and review you.

	Customer Name	Lead Description	Lead #	Lead Date
<input type="checkbox"/>	Vic, G, 10, 14, 22, 04	Electrical Switches, Outlets & Fixtures - Install or Repair	#053421087	10/14/2022
<input type="checkbox"/>	Vic, G, 10, 14, 22, 01	Electrical Switches, Outlets & Fixtures - Install or Repair	#053400000	10/14/2022
<input type="checkbox"/>	test@moon, fred	Exterior Home or Structure - Paint or Stain: Large	#053376789	10/13/2022
			#0346754	10/13/2022
			#3106619	10/10/2022
			#3101685	10/10/2022
			#3306192	10/10/2022
			#2907814	10/07/2022
			#2506576	10/03/2022
			#2506844	10/03/2022

**Option 2:**  
**Get Reviews from Any Customer**  
Anyone can review your company from your personalized review page.  
Enter the customer's email address to send them a link to your review page.

To:   
Separate multiple addresses with commas  
From:   
Message:   
Hello,  
We appreciate the opportunity to work with you and, if you are happy with our service, we invite you to leave a review for us on the Angi.com website.

**Send**

Your personalized review page:  
<http://www.angi.com/g2PH6T9H>

Share:

**Preview Email: Rating & Review Request**  
All Rating & Review emails you send will be personalized to your company.

Dear CUSTOMER NAME,  
Thank you very much for working with YOUR COMPANY NAME HERE. I hope you were satisfied with the service(s) we performed. Please share your Rating & Review to help your friends and neighbors make the smart choice when hiring professionals.

**How Would You Rate Our Performance?**  
Service Request: REQUEST DESCRIPTION  
**Submit Rating**

Thank you for your time. We appreciate your Rating & Review.

Regards,  
COMPANY NAME  
COMPANY ADDRESS  
COMPANY PHONE  
COMPANY EMAIL  
This email has been sent to you from Angi Leads on Behalf of YOUR COMPANY NAME HERE.

# Best Practices and Tips for Reviews



- Send the review form via the app, email, or text **before** you leave the property/as you are doing the final walk through. As you are shaking the customers hand and thanking them for their business, let them know that you emailed them a link to review them and that you would greatly appreciate the feedback on how the job went.
- Ask the customers as close to the finish of the project as possible. You want to get them at the Apex of their happiness (when they have a beautiful new kitchen/bathroom, etc) not three weeks later when the initial happiness surge is gone.
- Follow up on the review like you do a lead. If you didn't see it post within a few days, send the email or text again to remind them how much you value their feedback.
- Respond to the reviews: Past customers will feel valued and want to use you again. New customers like seeing responses to see if the pro really does value their customers and the feedback. Also always respond professionally for a good or bad review. Customers will always read that.
- We live in a *"What have you done for me lately"* society. Consumers look at reviews and make decisions on what people have said recently. Would you go to a restaurant where people said great things 6 months ago or 6 days ago? Always keep your reviews current.

# Examples of how to respond to reviews

## Responding to positive feedback:

- Example: *If I could give more than five stars I would! We had an absolutely perfect experience and we love how our project turned out. We would recommend this company to anyone and everyone!*
- Thank you so much for this stellar review! We're so glad you had a great experience. We really enjoyed working with you, and we loved how the project turned out too! We look forward to working with you again should you need services in the future.

## Responding to a bad rating with a short or blank review:

- Example: *This company is awful!*
- Thank you for your feedback! We're sorry you had a negative experience. We strive to provide the highest level of customer service and we regret that we didn't meet your expectations. We would love the opportunity to address your concerns. Please reach out to us at [email or phone number]. Thanks again!

## Responding to an unmet expectation or suggestion:

- Example: *Communication could be better, but I'm happy with the final outcome.*
- Thank you for your suggestion! On behalf of [company], I'm sorry to hear that we fell short of your expectations as far as communication. We're working to improve our methods and implement new tools in order to communicate more effectively. We hope that you'll give us another chance if you need services in the future! Email us at [email] and mention this review for a discount on your next project.

## Responding to a potential miscommunication or contract issue:

- Example: *This company left our property a mess! All the time it's going to take to deal with their mess isn't worth the work they did.*
- We appreciate this feedback about our services! We're sorry that you were left in this situation. We pride ourselves on being diligent when cleaning up if the service is included in the contract. Many homeowners opt out of cleaning services in order to save on their budgets. There may have been a miscommunication around this detail in your contract. We would love the opportunity to correct the situation and work with you to turn this into a more positive experience! Please contact us at [email or phone number] at your earliest convenience.

# Google Reviews Import

Pros who have 3+ reviews are 3X more likely to connect with the homeowner.



Leads pros can now import their 5 most recent Google reviews from the Reviews tab on the Angi Leads pro site.

**Angi Leads** Live Help Log Out  
Patrick's Testing Service

Home Lead Center Opportunities **Reviews** My Profile Articles & Tools Account

Request Reviews From Customers Non-Customer Feedback Embed Widget on Your Site

### Request Reviews from Customers

Option 1:

#### Get Reviews from Angi Leads Customers

Select customers who were matched to you by Angi Leads and we'll ask them to rate and review you.

Customer Name	Lead Description	Lead #	Lead Date
<input type="checkbox"/> Nottingham, Brett	Handyman for Multiple Small Projects	#258883150	01/10/2023
<input type="checkbox"/> Jacky, Jim	Electrical Switches, Outlets & Fixtures - Install or Repair	#258853648	01/10/2023
<input type="checkbox"/> Harrison, Henry	Electrical Switches, Outlets & Fixtures - Install or Repair	#258863520	01/10/2023
<input type="checkbox"/> Putz, Jeff	Electrical Switches, Outlets & Fixtures - Install or Repair	#258852576	01/10/2023
<input type="checkbox"/> Hwankar, Hank	Electrical Switches, Outlets & Fixtures - Install or Repair	#258852085	01/10/2023
<input type="checkbox"/> Jacks, Jim	Electrical Switches, Outlets & Fixtures - Install or Repair	#258852107	01/10/2023
<input type="checkbox"/> Harrison, Henry	Electrical Switches, Outlets & Fixtures - Install or Repair	#258851786	01/10/2023
<input type="checkbox"/> Joshenton, Josh	Electrical Switches, Outlets & Fixtures - Install or Repair	#258851260	01/10/2023
<input type="checkbox"/> Jackson, Jim	Electrical Switches, Outlets & Fixtures - Install or Repair	#258850670	01/10/2023

**Request Reviews** Preview Sample Email

Option 2:

#### Get Reviews from Any Customer

Anyone can review your company from your personalized review page.

Enter the customer's email address to send them a link to your review page.

To:

From:

Message:



Hi,

We appreciate the opportunity to work with you and, if you are happy with our service, we invite you to leave a review for us on the Angi.com website.

**Send**

Your personalized review page:

[http://www.angi.com/Y\\_228E8go](http://www.angi.com/Y_228E8go)

Share:  

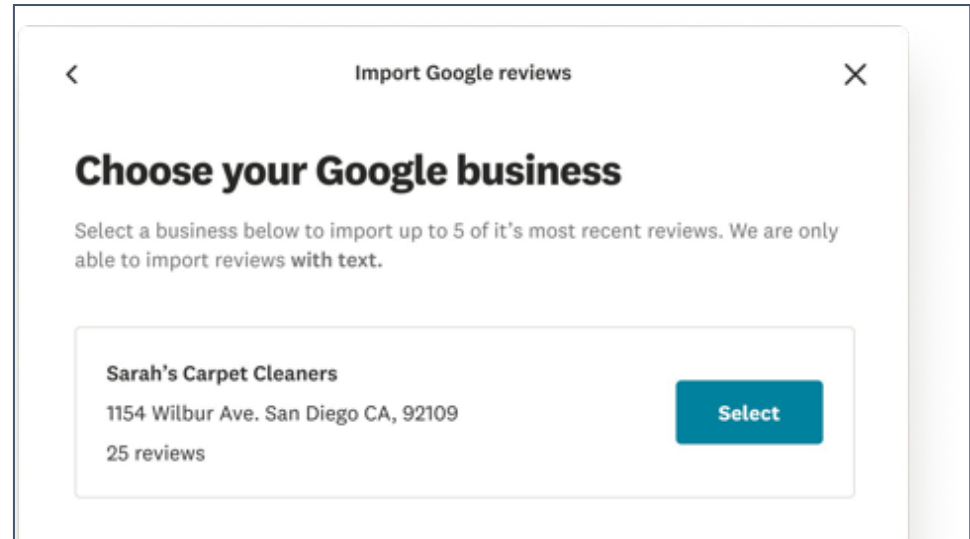
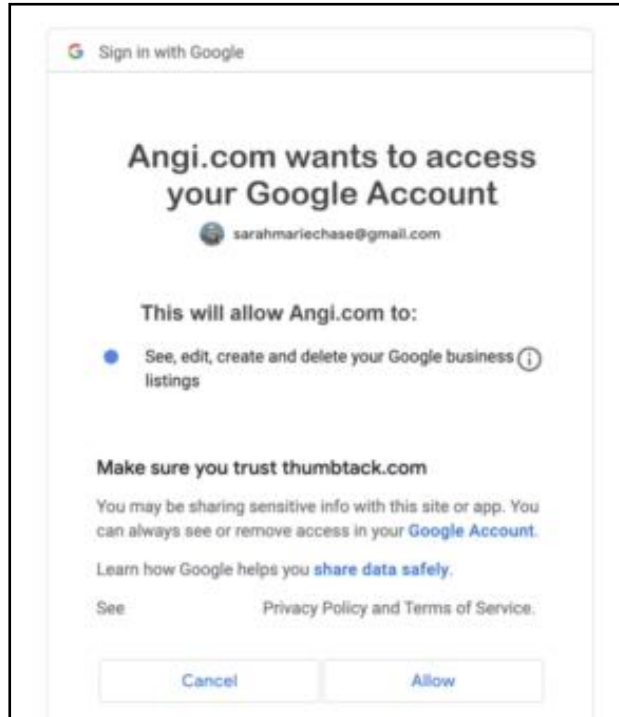
Option 3:

#### Add Reviews from Google

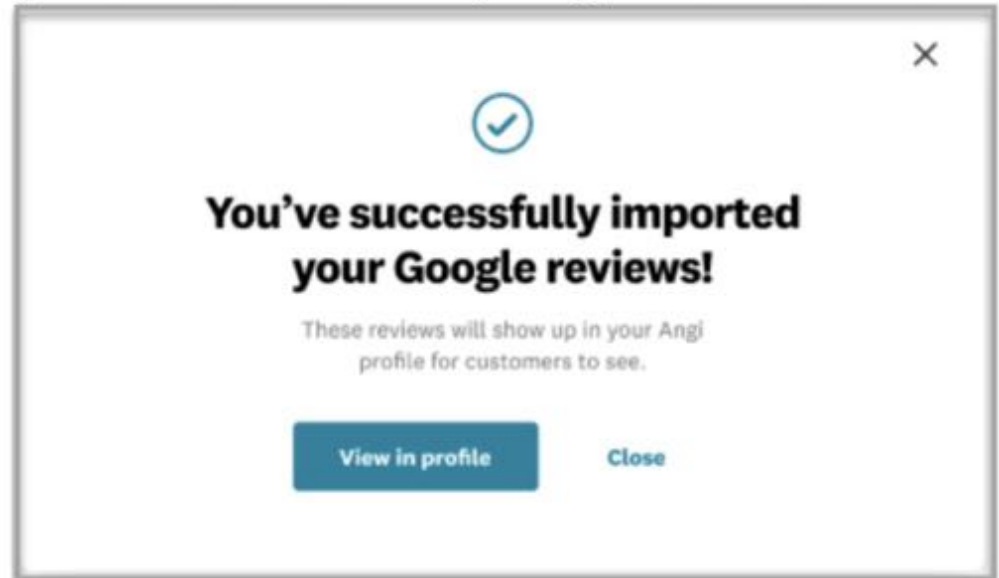
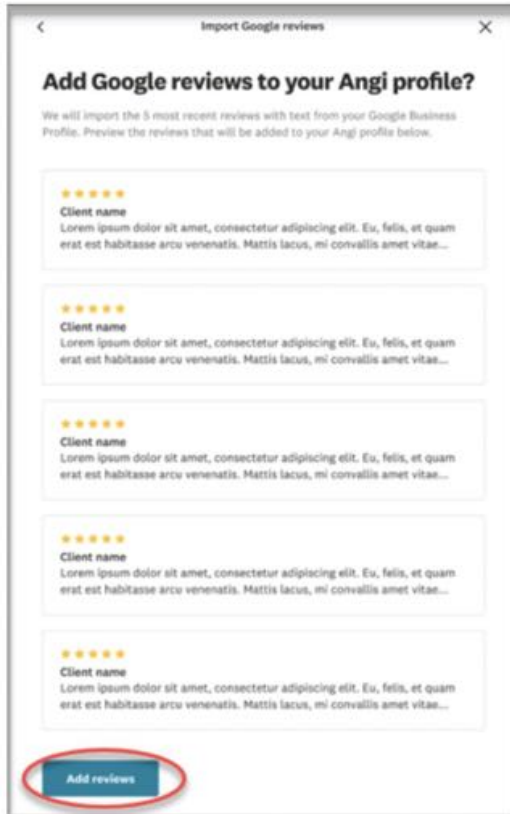
Connect to your Google Business Profile and import up to five of your most recent reviews.

**Import now**

**Pros will be asked to give Angi access to their Google account and to select which Google business account they should link.**



**Pros will preview the 5 reviews they can import and will see a confirmation page when the import is successful.**



Consumers will see those 5 reviews on the pro's profile with text that indicates the review is from Google.

**Everydry Waterproofing of Illinois**  
★★★★★ 5.0 | 6 Verified Reviews  
[Get a Quote](#)

**Ratings**

5.0  
★★★★★  
6 Verified Reviews\*

5 ★ 6  
4 ★ 0  
3 ★ 0  
2 ★ 0  
1 ★ 0

Highly rated for ⓘ  
Quality Value  
Customer Service

\*Reviews imported from Google have not been individually verified by HomeAdvisor.

**Reviews**  
Showing 1-6 of 6 results

★★★★★ 5.0 **Paul G. Aurora, IL**  
**Waterproof a Basement or Foundation**  
Only company with Life Time Warranty. They answer everything in a authentic, logical manner. They have a Top Reputation especially right in their own Western Suburbs. They finished a job right on time. I am very happy with the results.

**Response from Company:**  
Paul, we appreciate all our customers...and it is comments like yours, from people that include a detailed analysis of the numerous ways we create value, that keep us going. Thank you for your remarks. Gratefully, Everydry Waterproofing of Illinois.

★★★★★ 5.0 **Millerbeachgirl162** **Google Review** ⓘ 10/4/2022

Only company with Life Time Warranty. They answer everything in a authentic, logical manner. They have a Top Reputation especially right in their own Western Suburbs. They finished a job right on time. I am very happy with the results.

**Response from Company:**  
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★★★★★ 5.0 **Millerbeachgirl162** **Google Review** ⓘ 10/4/2022

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# Profile Tips

# Personalized profile

Profiles allow pros to provide information, showcase projects, and offer customer discounts at no additional cost.

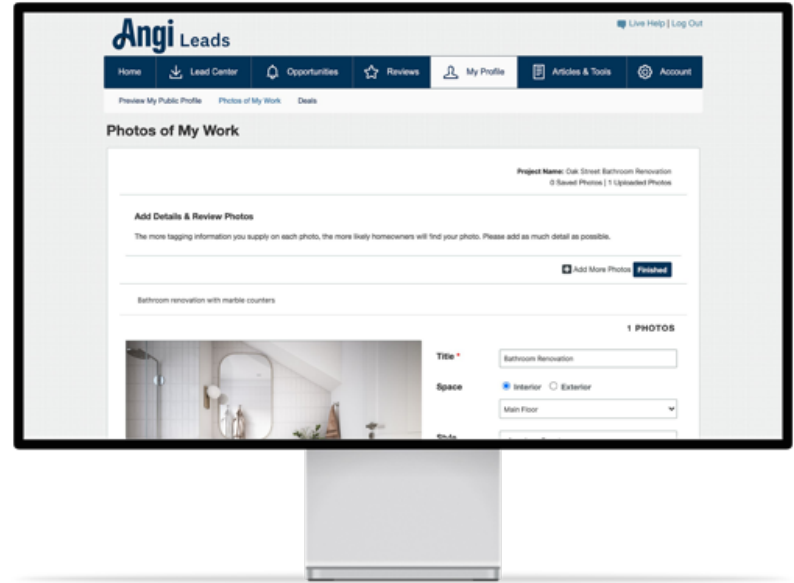
# 60%

Pros with a robust profile receive **60% more contacts**.

## Where can my Angi profile be found?

Customers can search for your Angi business profile using any search engine, Homeadvisor, and more.

*The company that wins the attention is the one who makes the meaningful, trusted connection!*



**Make your business memorable.** Add photos of before and afters with the customers holding your sign, “100% satisfied!”

**Describe your business.** Stand out from the crowd, tell customers more about your business, background, or mission statement.

**Add business details.** Do you provide warranties? Emergency Services? Free Estimates?

# Best Practices for a Top Notch Profile



*Who would you pick? Update your profile today!*



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- Update photos: Customers love looking at your work. Do you have any photos? Are they from 2019? Show off your most recent work. Add captions, product names, how long it took to complete.
- Enter a Deal: Rotate this quarterly to keep it fresh or make it seasonal.
- List your product brands & associations you are affiliated with.
- Humanize your brand: Enter an about you, how you got started, what you love to do? Build trust with the consumer so they feel comfortable letting you in their home where they feel like they know you.
- Look at your competitors profiles: Do they have something that stands out over yours? How do you stand out from the rest.
- List your badges and awards on your website & social media platforms

**Project photos are one of the quickest and most compelling ways to demonstrate your skills and set yourself apart. Here's how posting new project photos to your Angi profile can help you win more jobs:**

**Seeing is believing:**

Most people need to see photos to believe that a product or service is right for them. That's why homeowners look for photos of past projects. Photos are proof that you do good work that you're proud enough to display publicly.

**Photos build trust:**

Project photos help homeowners make informed decisions. Like good ratings and reviews, good photos can reinforce your service offerings and your reputation — showing potential customers that they can trust you to deliver on your promises. When homeowners can see that you've performed quality work for other homeowners with similar projects, it gives them the peace of mind they need to hire you with confidence.

**Images inspire projects:**

Some homeowners know that they want to make home improvements and updates, but are unsure exactly what they want to do. Showing prospective customers what you've done for other homeowners may inspire new ideas and project additions. And when it does, it's sure to seal your position as exactly the right pro for the job.

**New photos show you're active:**

Sure, you added a few project photos when you first set up your profile. But if it's been a few years, A) You may not be showcasing your best work, and B) Homeowners may be left wondering if you still offer those services. Aim to have at least one album from a project you completed in the last 6 months. Post photos of a wide range of projects to demonstrate the full extent of your specialized skills and service offerings.

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# Display your badges:

## Angi Super Service Award

Our most prestigious award. We proudly honor top service pros each February with our Super Service Award.



- ✓ **Customer Satisfaction**  
Absolutely zero customer complaints.
- ✓ **Consistent**  
Earns verified ratings & reviews.
- ✓ **Well Rated**  
Maintained an average rating of 4.0 or better
- ✓ **Quality**  
Superior work practices and best assistance.



The Super Service Award gives us a lot of credibility to potential buyers. **That alone has been so valuable to help build our brand.**

**Steven A.**

Mr. Handyman of Nassau County | Plainview, NY

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# Pro Perks

# Pro Perks offer discounts from top-name brands

From business loans to office supplies to truck and fleet maintenance and repair, enjoy access to discounts from top-brands to offset costs and drive your business forward.

**priceline**

Save up to 25% on select hotels

**indeed**

\$50 off a sponsored job credit

**CarAdvise** ✓

20% off total truck maintenance and repair

Supplies



vistaprint

**Office  
DEPOT**



SHERWIN-WILLIAMS.

Business Services



 Square



Marketing



manta

Insurance



**Allstate**  
You're in good hands.

 **Thimble**

**NEXT**  
INSURANCE

<http://b2b.angieslist.com/properks>

A photograph of a family gathering in a backyard. In the background is a two-story green house with white-trimmed windows and a deck. A large, leafy tree stands to the right. In the foreground, a man is lifting a young child into the air. To the right, a group of people are seated at an outdoor table under the shade of the tree. Bunting flags are strung across the yard. The overall scene is festive and social.

# Thank you

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