

**Angie's list.**<sup>®</sup>  
companyconnect  
Company.AngiesList.com

**Angie's List Toolbox 2010**

Your guide to growing your business with Angie's List

# Angie's List 101

## What is Angie's List?

Angie's List entered the marketplace more than 15 years ago, before the Internet changed the way consumers and companies go about their daily lives. Beginning with a call center and magazine, Angie's List became an early adopter of web-based technology and is now known as a pioneer in word-of-mouth marketing with more than 1 million members nationwide.

Angie's List members pay a fee to access the ratings and information on the List, and to rate and review the contractors, service companies and healthcare professionals they've used. Members search more than 500 categories on Angie's List 25,000 times every day, and we receive more than 40,000 new reports from our members each month.

## How the List works

Companies don't pay to be on Angie's List. The only way a company receives grades on Angie's List is when our members tell us about their experience in a member report. It only takes one report to get rated on the List. Angie's List is strictly based on the feedback of area consumers that are Angie's List members.



## How you benefit

When our members need service, they check Angie's List via our website, magazine or call center to find out who does the best work, based on the feedback of other local members. Your placement on Angie's List gives you the opportunity to get inquiries and business from more than 1 million affluent members. Use Angie's List to grow your business.

# Why we're different

## Angie's List is a premium word-of-mouth service

- No anonymous reports
- Free access to reading and responding to reports on your company
- Free alerts each time a new report is submitted on your company
- Live support from our call center

## Certified audit

Our data collection process is certified each year by BPA Worldwide, a respected auditing firm. The exhaustive audit confirms Angie's List follows a consistent and documented process to present all member ratings and input fairly.

## Better exposure

A company's standing with Angie's List is recorded on an A-F grading scale. When our members research local companies through our website, magazine or call center, we share information on A and B rated companies first. Besides the company name and how to get in touch with them, we also share details such as:

- Number of employees
- Area of specialization
- Hours of operation
- Location
- Member reviews
- Company logo, photos of work and an audio message

The screenshot shows the Angie's List profile page for USA Roofing Systems & Exteriors LLC. The page includes contact information, service details, and a performance table. The performance table shows ratings for various categories, with Overall and Price both rated 'A'.

	Current	Total
Overall	A	A
Price	A	A
Quality	A	A
Responsiveness	A	A
Punctuality	A	A
Professionalism	A	A
Total Reports	52	63
Non-Member Reports	0	1
PCH Nominations	20	21

Angie's List Profile Page

# All about members

## How Angie's List attracts members

Angie's List is a national company with a strong focus on local service. We have implemented a major media public relations and advertising strategy that coincides with our local marketing to attract new members. Angie's List has been featured on Good Morning America, The Today Show, CNN and NPR, in addition to a variety of print media, such as *The New York Times*, *U.S. News & World Report* and *Money*.

"...an invaluable repository of informed judgments on an increasingly deep inventory of service providers."

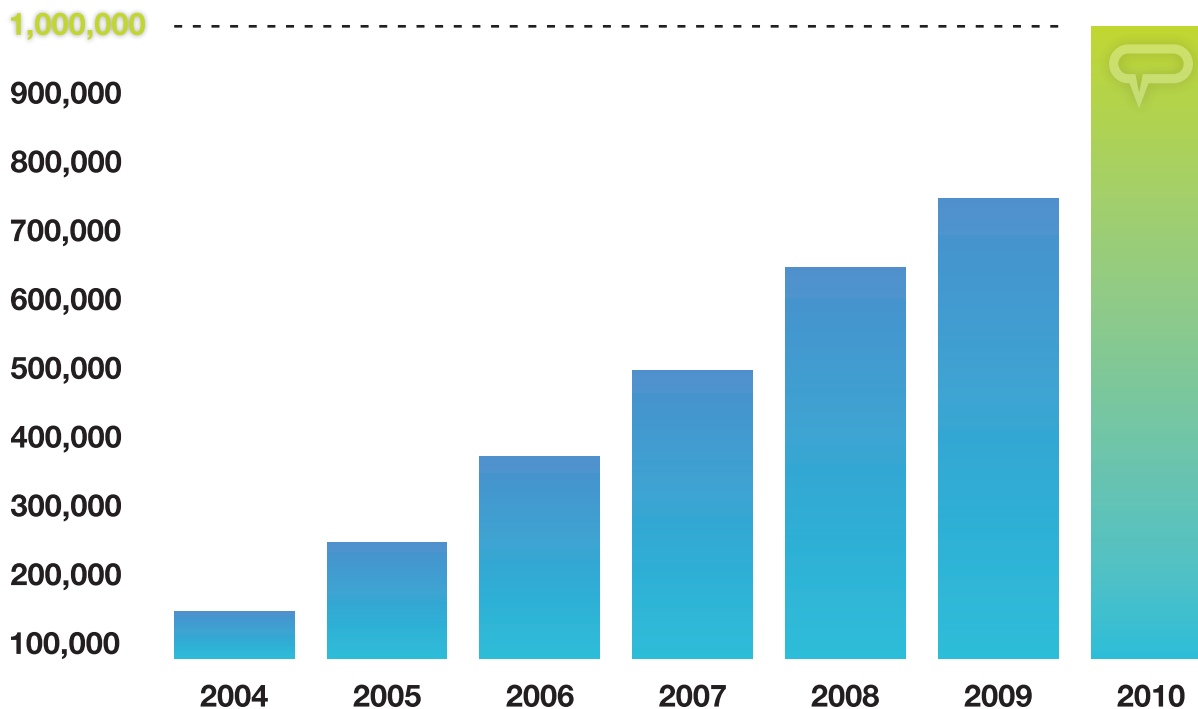
*U.S. News & World Report*  
August 2009

"Not sure where to look for a reliable contractor?...join Angie's List."

*New York Times*  
January 2009

## Member growth

Angie's List is more than 1 million members strong – and growing. Thanks to our members telling their friends and neighbors where they can go to find the best local companies, word is spreading fast!



# Demographics and spending

## Member demographics

Angie's List members represent many of the most affluent, educated and successful consumers across the country.

### Profile



**Gender:** 35% Male, 65% Female



**Age composition:** Median age is 50.6 years



**Household income:** Angie's List members are in the top 15% of wage earners in the US  
65% have a net worth of more than \$250,000  
81% are employed in professional positions



**Homeownership:** 96% own their homes



**Angie's List member loyalty:** 83% read Angie's List magazine every month\*

\*Readership Surveys, August and September 2009  
Data from MRI, Claritas, Equifax, and Angie's List surveys.

## 2010 projected spending

In 2010, Angie's List members plan to spend almost 5% of their home's value on home projects and improvements, which is more than \$17,500 on average per member.



# Your company profile

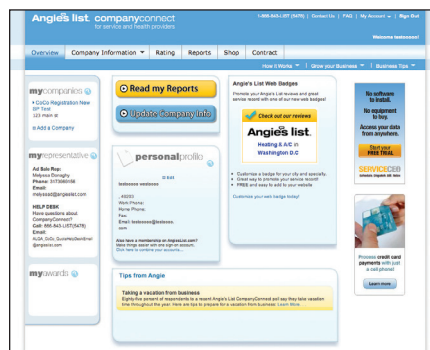
## Free services and tools

Angie's List offers companies on the List several ways to market their business to our members, including some features for free. These tools are designed to help our members learn more about your company and the services you provide, available through the Angie's List CompanyConnect website, [Company.AngiesList.com](http://Company.AngiesList.com).

## Complete your company profile

Control how your company is presented to members by including a general description, services you provide, hours of operation and much more. Make your profile stand out by uploading your company logo, company brochures, letters of recommendation or insurance information.

We also provide e-mail and phone assistance to help guide you through completing your profile, or answer any questions you may have about Angie's List and CompanyConnect.

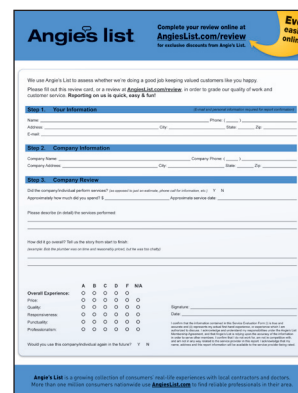


CompanyConnect Profile

## Manage your reports

Use your account to access your company ratings and reviews, respond to reports and read summaries of your reports by category. Sign up to receive automated report notification e-mails, which will alert you each time a new report or a change to a report by a member is submitted on your company.

You can access free Angie's List Report Forms to give to all your customers to encourage them to submit a report on their experience with your company.



Report Form

## Promote your listing

Link to your website from your Angie's List profile, and add a free Angie's List Web Badge to your website to promote your glowing reports to all your customers and potential customers.



Web Badge

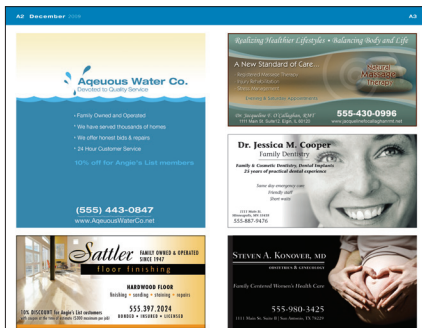
# Grow your business

## Increase your exposure

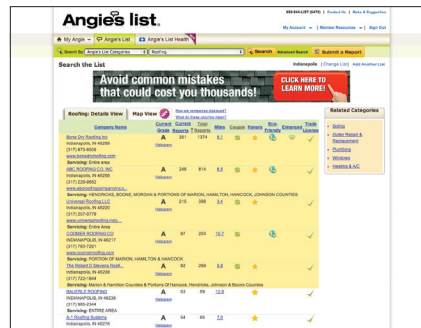
Consumers are bombarded with advertising each day, so these messages can get lost or fall short of reaching the customer at their time of need. Traditional advertising doesn't require a standard for quality service and workmanship that companies must meet to advertise. Therefore, consumers often place little trust in the advertising message. That's not the case with Angie's List. Our members pay for access to the List to seek out professionals to hire, making them a more qualified lead than traditional advertising methods.

**Advertising through Angie's List is by invitation only.** Service companies must maintain an A or B rating to be eligible to participate in exclusive advertising opportunities to reach a more affluent and educated consumer, with limited competition from other advertisers.

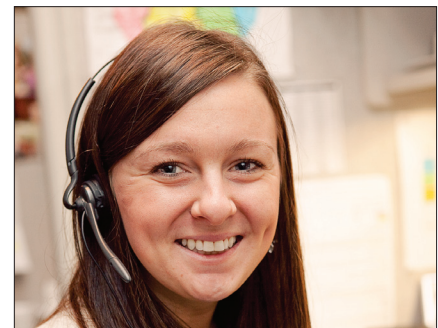
Unlike most advertising tools available, many of the options available through Angie's List are scalable and customized to your company's unique needs. With our national presence and local approach, advertisers are able to market their company, product or services across the country, or narrow their advertising to target specific zip codes.



Print Advertising



Web Advertising



Call Center Advertising

**Advertisers have more than a 10 to 1 advantage in generating leads from our members\*.** Angie's List offers exclusive multi-platform advertising opportunities to market your company, products and services. With advertising available through our magazine, website, call center and opt-in e-mails—all limited to just a few advertisers each—Angie's List has an assortment of highly effective tools to reach our members.

\*10 to 1 advantage refers to a comparison based on the average number of reviews through our call center and website of advertisers versus A-B rated service companies on the List who don't advertise in all markets and categories between 1/1/2009 – 12/31/2009.

# Member feedback

## Member loyalty

Members renew at a rate of 72% and the average life of a member is 5 years, confirming that Angie's List is an invaluable service:

*"It's the best investment a homeowner can make!"*

**Dawn, Chicago, Illinois**

*"With four kids, I look for ways to save time. With one call to Angie's List, I save hours of scouring through the phone book and asking friends for recommendations."*

**Mary, Columbus, Ohio**

*"The great thing about Angie's List is that you are not just getting a word-of-mouth recommendation from one person who has worked with the contractor but rather recommendations from a whole community of people... Anytime we have a project we want to hire out, we start by calling Angie's List and getting a number of contractors with excellent records of service."*

**Michael, Zionsville, IN**



*"Before Angie's List, selecting a service provider was like throwing darts blindfolded. Those who report on Angie's List have helped me make informed, logical, educated decisions. I am truly grateful."*

**Nancy, St. Paul, MN**



# Angie's List is results

## Service provider success

Contractors and service companies find Angie's List to be just as valuable as members:

*"Angie's List has been great for attracting customers. I definitely recommend Angie's List to everyone."*

**Kevin Jones, ChemDry, Indianapolis, IN**

*"I have been extremely satisfied with the Angie's List advertising. I am actually cancelling my other forms of advertising because Angie's List has worked so well."*

**Matthew Urbas, First Class Construction Inc., Painesville, OH**

*"I believe Angie's List subscribers are serious about getting work done. Angie's List subscribers have proven to be a great fit for our service."*

**Andy Hough, Handyman Connection, St. Louis, MO**



*"In 2007, we earned \$6,900 from Angie's List members. Last year, we earned \$97,000! I'm not a little bitty business, but I'm not a great big huge business either. I do about \$1 million in annual sales with four plumbing trucks. And Angie's List is 10% of my revenue. There's not a Yellow Page ad that will do that - no one even reads the Yellow Pages anymore. When you think of advertising and marketing, Angie's List is a wow. Angie's members are discerning buyers and we like being their plumbing contractor."*

**Sonny Friedman, Atlas Plumbing, Dallas, TX**