# **Angie's List overview**

#### What is Angie's List?

Inspired by the difficulty her co-founder had finding reliable contractors in Columbus, Ohio, Angie Hicks went door-to-door recruiting and collecting reviews from friends and neighbors.

With this information, she took the "ask your neighbor" concept to a higher level, using the feedback as the basis for providing current, reliable, unbiased ratings and reviews on local service and health providers to consumers.

19 years later, **Angie's List is the nation's premier provider of trusted reviews** on contractors and doctors in over 720 categories, 240 of those in the health industry. More than 2.4 million paid households check Angie's List to find the best providers and save on treatments with exclusive member discounts.

### How Angie's List works

Providers receive grades on Angie's List when our members provide a review on their experience in a review. It only takes one review to get rated. Non-member reviews that can be verified are accepted, and will count toward your grade if the reviewer chooses to join Angie's List.

### How you benefit

When members need a health provider, they check Angie's List via our website, magazine, or call center to find the best practice based on the feedback of other local members. After their appointments, they submit valuable reviews that turn into quality feedback to better your practice.

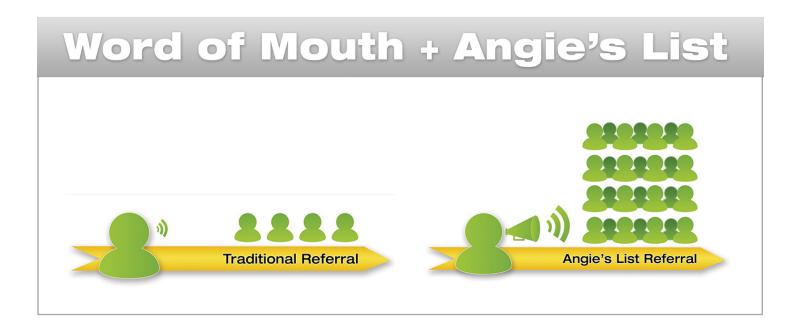
On Angie's List you have the potential to build a reputation with our members and gain new patients. Angie's List has a solid brand image and core values. Best of all, **being on Angie's List is completely free.** 



# Why we're different

Trusted reviews from paying members

- Reviews come from real people, not anonymous users
- Consumers pay a fee to research and find high-quality providers
- You get a free, custom profile on AngiesList.com to showcase your work
- You are notified of reviews submitted by your patients



Free tools to succeed

- Dedicated Business Center website to manage your Angie's List presence (see page 4)
- Promotional materials to help you get reviews faster (see page 5)
- Friendly staff to answer questions and point you in the right direction
- Helpful information and tips to maximize your listing

# Patients you want

#### **Demographics**

Being on Angie's List allows you to **reach educated**, **successful consumers seeking to hire** the best providers to fulfill their needs. Our members pay a fee to use Angie's List, where they access reviews of other member experiences to make their decisions.

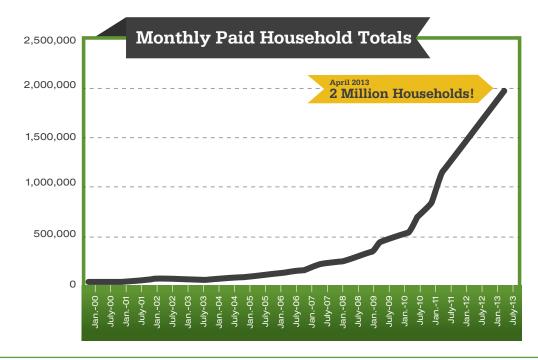
### Our typical member:\*



\*Based on information appended to the Angie's List member base from the July 2013 release of DataSource, supplied by Merkle.

### Member growth

By focusing on subscribing new members and renewing current members, we've sustained growth at a local and national level.



For more information, contact BusinessCenter@AngiesList.com or call 1-866-843-LIST (5478) Visit us online at 5 b[ ]Yg@gh6 i g]bYgg7 YbhYf 'Wca

# **Showcase your services**

## Your Angie's List profile

Angie's List members submit more than 150,000 reviews on average monthly in 2013.\* **By completing and updating your profile regularly, searching members learn more about your practice.** Customizing your profile is free and easy.

## Inform

Share information to help members get a better understanding of your practice. Besides the basics (address, office hours, phone number, and email) you can add insurance information, procedures, and services offered. **Go the extra mile with a detailed service description to draw members in.** 





#### Upload

Make your profile stand out by posting pictures of work completed or of team members. Also upload videos, commercials, or a recorded personal voice message. For member assurance, licensing and insurance documents can also be uploaded.

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| ?                                      | Recent       | All  |
| Overall                                | А            | Α    |
| Availability                           | А            | А    |
| Office Environment                     | А            | Α    |
| Punctuality                            | А            | Α    |
| Staff Friendliness                     | А            | А    |
| Bedside Manner                         | А            | А    |
| Communication                          | А            | Α    |
| Effectiveness of Treatment             | А            | А    |
| Billing and Administration             | А            | Α    |
| All Reviews                            | 21           | 29   |
| Non-Member Reviews                     | 0            | 0    |
| POH Nominations                        | 4            | 5    |
| Disputes                               | 0            | 0    |

#### Respond

Read what members are saying about your practice by looking at your report card or individual reviews. The report card gives you an overall feel of patient satisfaction, while the individual reviews can help diagnose specific issues. **Respond to each review to show members you care about your reputation.** 

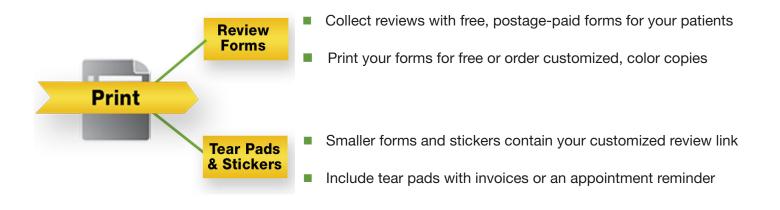
\*Information from Internal Angie's List data as of 12/31/2013

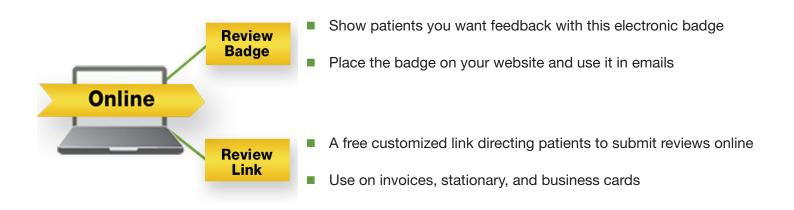
# **Review generation tools**

### **Build your reputation**

Reviews are essential to establishing your presence on Angie's List and vital in getting more patients. They offer valuable feedback and give members a snapshot of the quality of your care. **The more reviews you accumulate, the more attractive your services are to members.** 

The Angie's List Business Center has developed a wide variety tools that are easy to use, many of which are free to you. Maximize results by using multiple tools and let your member testimonials speak for you.





# **Create more opportunities**

#### What's next

What happens once you're established your profile and presence on Angie's List and started collecting reviews? We offer our most highly rated providers opportunities to gain even more exposure.

#### Maximize exposure

A-and B- rated providers with at least two current reviews are eligible to advertise and extend exclusive offers and deals to members. Taking advantage of these opportunities **exponentially increases your exposure to searching members** who value finding quality providers.

#### **Premium options**

Feature your practice with Angie's List, positioned prominently in one or more of the following ways:



**Web Placement or Keyword Advertising** – Secure prominent placement in search results so members can easily find and access your reviews.



**Call Center Advertising** – Be one of only four practices suggested when a member calls looking for a highly rated health provider.



**Magazine Advertising** – Showcase your services in our award winning publication distributed monthly to members with local content and health care advice.



**My Storefront and The Big Deal** – Earn quick revenue and new patients by offering services at lower or deeply discounted rates for a temporary period of time.

# What providers say

#### **Educated consumers**

"I am a believer. We just got another Angie's List patient who accepted our treatment. It seems our referrals from Angie's List are well educated consumers and above the average. Please make sure, I am up-to-date with how I present myself to your members!! A big thanks."

-Dr. Jerry Gardner, DDS

### Grow your business

"I just wanted to take a minute to thank Angie's List for our online referrals and you for your work in helping grow our business. We continuously receive great clients from Angie's List on a regular basis! These clients are top-notch, ready to go consumers that feel comfortable with our services before they even come to our practice. This is in part thanks to Angie's List and our online reputation. Angie's List does a wonderful job keeping our practice at the forefront of potential clients and we appreciate your efforts!"

-Dawn Patrick, Fairlington Dental

### Multiple new patients

"Angie's List has been a wonderful addition to marketing our medical practice to patients who would otherwise not have heard about us. We've had multiple new patients seeking our family practice in a short span of time. I have been really happy with Angie's List, and will continue to use their marketing services as long as I am able."

-Dr. Joshua Dawalt, Dawalt Family Practice



#### **Excellent** exposure

"I want to say that the type of people Angie's List attracts is top-notch. And the reviews that are being generated from this program provide excellent exposure for our studio."

-Mark Herrenbruck, Saffron Massage Studio

# **Get started now**

#### As easy as 1, 2, 3

You are in control of how you optimize and access a highly desirable consumer base who need your services. All it takes is a little up-front time to make the most of your presence on Angie's List.



### Establish your presence

Your profile is a free tool to help you stand out to searching members. Update your information so they can properly reach you. Upload pictures, videos, and a detailed description so **searching members have a detailed picture of your practice and what benefits you can provide.** 

#### It all starts with reviews

Obtaining two or three reviews can make a huge difference to members. **The more reviews, the more opportunities you have to increase your visibility.** With all of the review generation tools at your fingertips, collecting reviews is easy. Use our free or premium options and ask every patient to provide their feedback.

#### Establish your presence

When you start to get more reviews, you **unlock opportunities** that give you an advantage of increased exposure. This can propel you ahead of your peers and change your practice for the better.

#### Are you ready?

Take advantage of the tools and services Angie's List provides to help your grow you practice. It's free to take control of and promote your Angie's List reputation. It all starts with one review from a patient, **but the possibilities and benefits of using Angie's List are endless.**