



UTZO



28

PROFESSIONALS

16

ETA (MIN)

1.2

DISTANCE
(MILES)



MISSION STATEMENT

Find anything, anywhere, and in real-time.

VISION STATEMENT

To always connect homeowners with the best-screened and reliable contractors at all times.

A person's home is a big investment and UTZO is built with love to help protect it.

UTZO BACKGROUND

In many ways, UTZO can be considered as being an on-line tech equivalent to receiving on-demand home improvement services.

However, UTZO on-line services offers more than just that! In fact, the UTZO app offers numerous business screening and operational services that our competitors don't offer to home improvement contractors and homeowners.

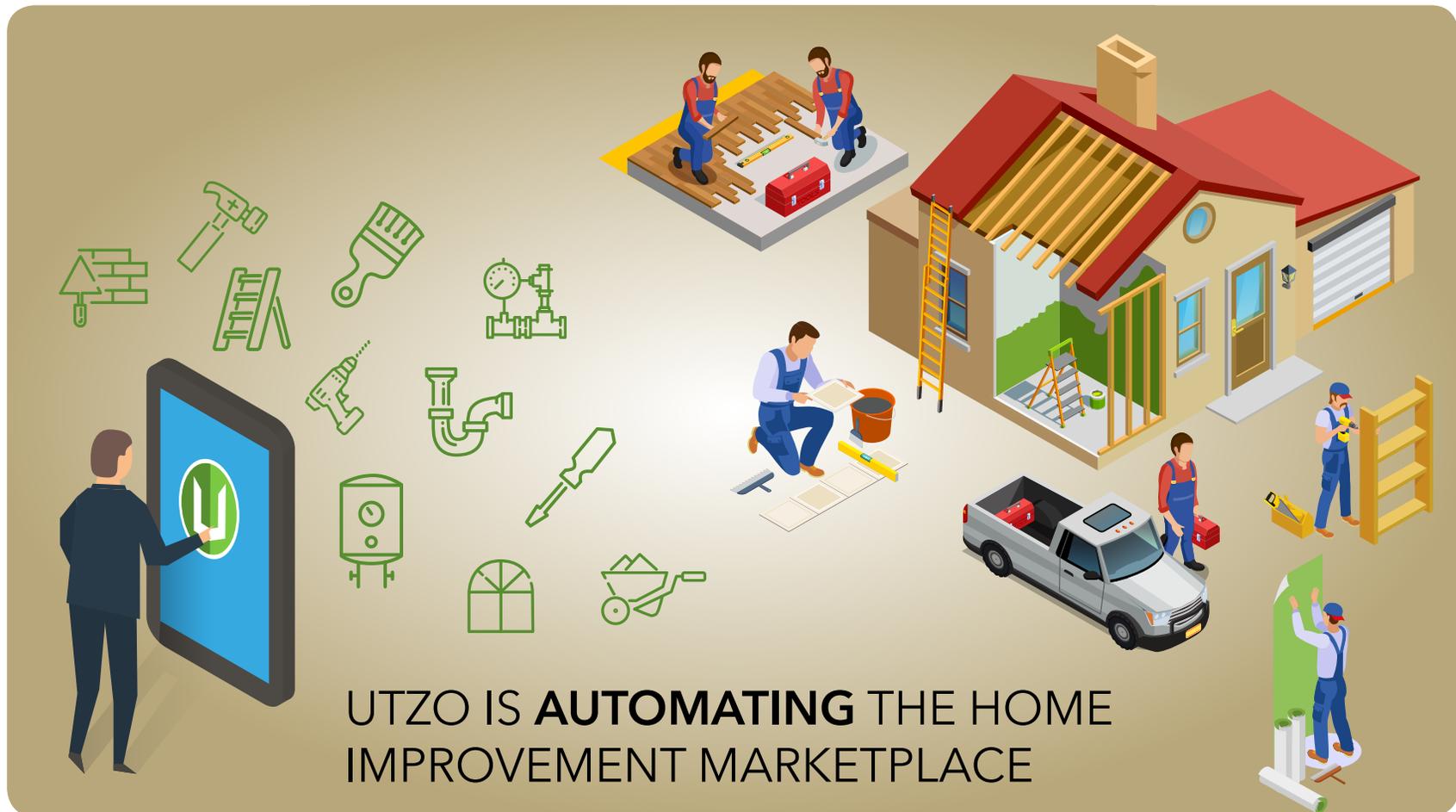
This is why UTZO has developed a solid reputation for generating a great value for its clients.

After all, a value-added and cost-efficient service makes it possible for our contracting clients to focus on what they do best at all times and at all places.



UTZO

UTZO is a robust digital marketplace that connects homeowners and service professionals together.





Connecting homeowners with nearby, available, screened and licensed professionals in real-time.

UTZO is an advanced platform and marketplace that connects professional service providers within the home improvement market to homeowners who have immediate needs.

UTZO has identified that homeowners want to hire pre-screened, licensed professionals who are available when the homeowner needs them - not when the professional can make the time.

Homeowners who use the UTZO APP and web portal are able to quickly locate professionals across a wide range of services who are not only pre-certified, but who are local, available and ready to take the project immediately.

Homeowners are able to use UTZO to connect with the professional and track their location and status as they get ready to fulfill the needs of the project.

With UTZO - everyone wins!

UTZO is super fast and easy as 1234!

1

Download the APP.

Homeowners create and verify their account.

2

Use the DASHBOARD to find the services you need.

There are thousands of items and hundreds of services.

3

Add services you want to the cart.

Once you do - you see all the service professionals in your area ready to help you out.

4

Homeowners can track service professionals in real-time

Using our innovative pro tracking system we show you real-time locations and eta on your local map.

Tell the service professionals your needs ...

?

Answer a few basic questions.

These help the professional understand problem.

Describe the problem.

Write out a short description of what you want done.

Upload photos.

Share photos showing the work you need done.

What qualifications do you want?

Choose if you require a licensed, certified and bonded professional or if any will do.

Schedule the service.

Define when you want the service completed.

Connect with the professional.

Finding the right professional is easy. Read reviews, company profiles, license, certifications, bond and other information then stay in constant communication with the Pro using our communication tools and track their location eta and route.

Homeowners can easily get practically any task or project done by qualified, pre-screened, local service professionals using UTZO.

THE UTZO APP CONNECTS YOU TO LOCAL CONTRACTORS WHO ARE AVAILABLE AND ON STANDBY



I'm a homeowner and need help. I use UTZO to put in a request for service. UTZO matches my needs with qualified service professionals in my area.

INSTANTLY GET QUALIFIED HELP WHEN YOU NEED IT AND KNOW WHEN THEY'RE ON THEIR WAY!



I'm a top-rated, local, licensed pro and I'm available now. UTZO matches my skills and availability/location to homeowners I can help.

LICENSED & AVAILABLE NOW



IT'S EASY TO GET ACCURATE QUOTES AND FAST, RELIABLE SERVICE WHEN YOU USE UTZO!

UTZO

LOCATE, HIRE & TRACK AVAILABLE CONTRACTORS

UNSAFE
UNAVAILABLE
UNQUALIFIED
UNDESIRABLE



KNOW THE EXACT STATUS OF THE LOCAL SERVICE MARKET

1

PROS (AVAILABLE)

3

ETA (MINUTES)

1.1

DISTANCE (MILES)

HUNDREDS OF SERVICES ON UTZO

HANDY WORK
PLUMBING
REPAIRS
PAINTING
MOVING
HEATING
HVAC

REMODELING
FLOORING
WINDOWS & DOORS
ROOFING & GUTTERS
LAWNCARE
CLEANING & MAIDS
DECKS & PORCHES

REMODELING
CARPENTRY
APPLIANCES
FENCING
CABINETS
DRIVEWAYS
LANDSCAPING
AND MORE

Service Professionals get access to local projects from homeowners ready to hire and pay for projects they need done right away.



Whether you need a single, simple task done or have a long list of jobs, UTZO service professionals are ready to help.



Pro Locator lets you instantly see available, vetted pros in your neighborhood.

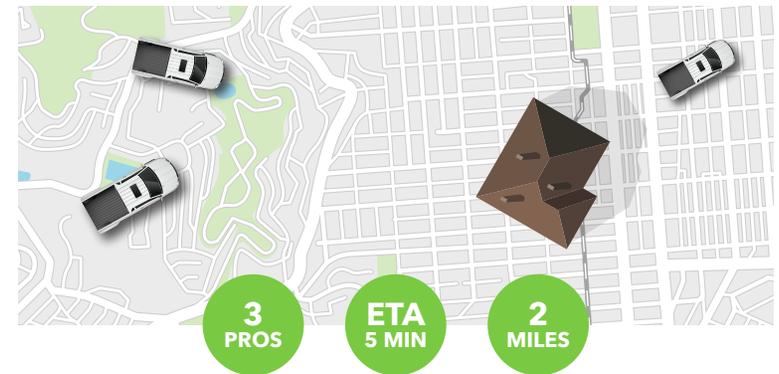


Local, Available, Ready To Help!



UTZO Pro Locator™

When you have an urgent project you need to know who's in the neighborhood and available to service your needs. We created the Pro Locator to let you see what available local options there are.



Pro Locator shows you how many local pros are in the area and their distance from you. It takes the guess work out of the service process. Now you know what your options are!



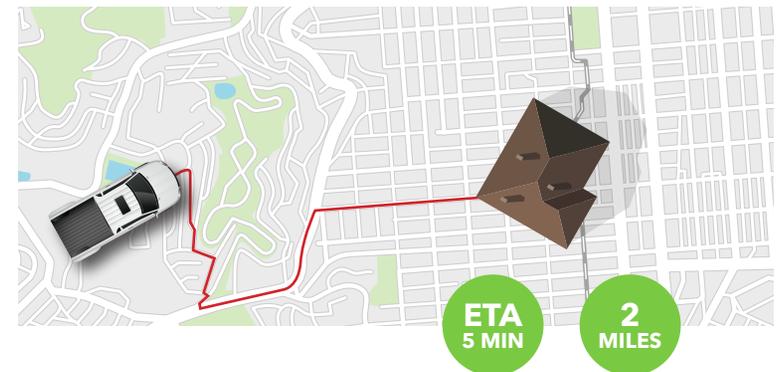
Finding the right service professional has never been easier with UTZO's Direct Connect feature.



UTZO Direct Connect™

When homeowners need help with a project they want the work done quickly. Finding an available, qualified professional has never been easier.

Local service professionals are displayed on the UTZO dashboard showing their availability.



UTZO allows the homeowner to stay connected with the service professional from start to finish - seeing where they are en-route and their ETA.

Get your needs met - FAST!



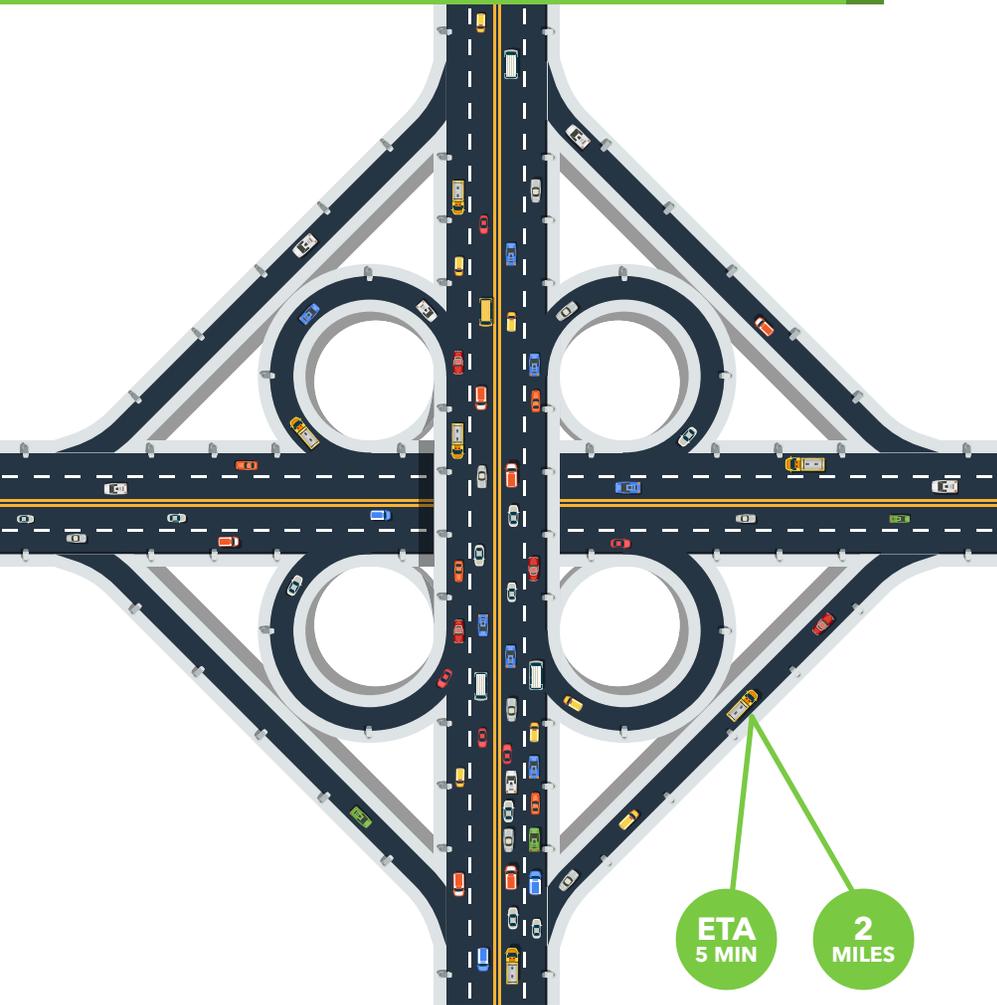
Gregg Anderson

★★★★★ (22) Reviews

Bonded Screened Licensed



Once you have a service provider
UTZO lets you see where they are in
real-time using Quick Link



Quick Link lets you know when your professional is arriving
and that lets you plan out your time.



UTZO Quick Link™

Home owners can view the en-routed service professionals
driving status and can watch the professional on an animated
map with his route, time to location and distance.



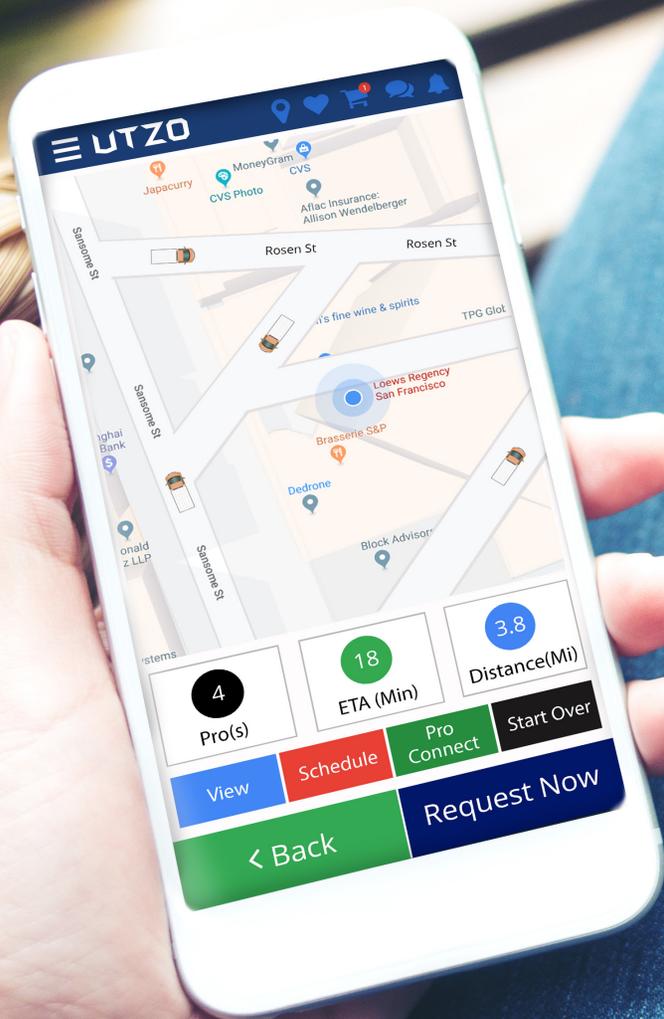
Knowing your professional is on schedule and on their way
lets you know your needs are about to be met. Quick Link
is great for making sure things are still on track with your
project and professional.



Know what's going on with UTZO!

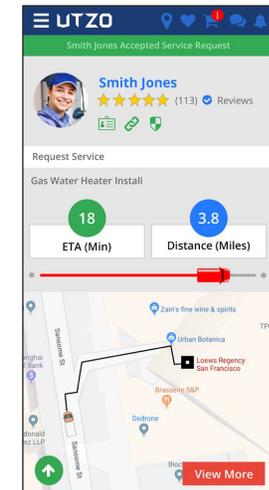
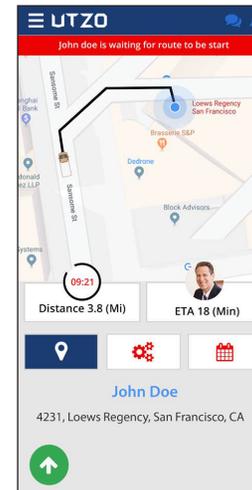


Pro Connect lets you instantly see available, vetted pros in your neighborhood.



UTZO Pro Connect™

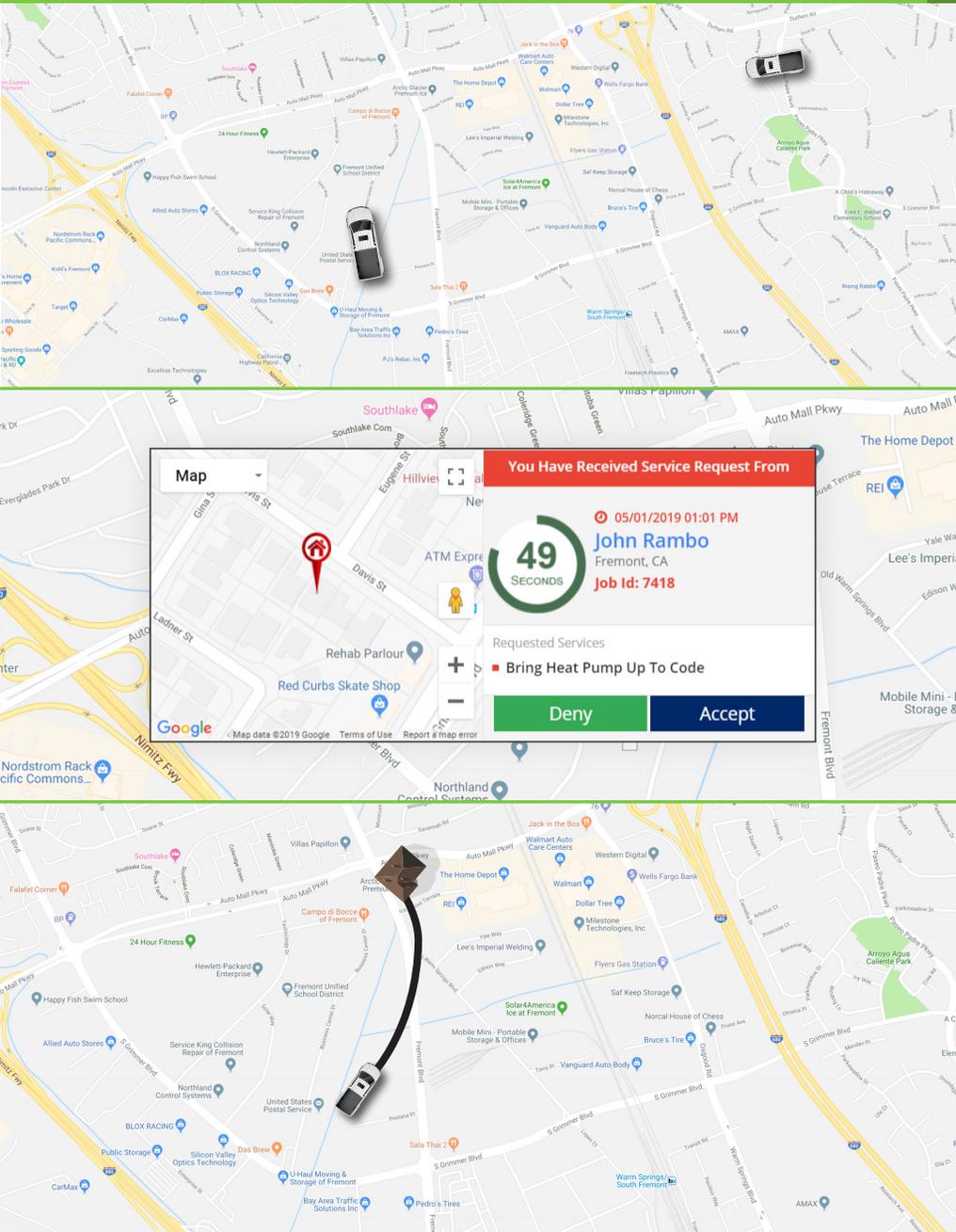
Let UTZO find the professionals surrounding your location in real-time. It's an amazing sight to see all the available pros who are ready to help you with your needs. All pros are vetted, checked for backgrounds and are matched to your needs.



With just a glance you can see how many pros, how far away and how long it would take to get to you. When an emergency happens UTZO gives you a tremendous time saving tool. UTZO takes your needs and request for service and lets all qualified pros see your project – UTZO gets the pros contacting you.



Dispatch Genius let's service companies track and coordinate jobs with their pros.



UTZO Dispatch Genius™

A smart dispatch engine that connects the company operated service professionals with home owners in real-time. Use the dashboard to SEE where everything is and co-ordinate all activities and projects.

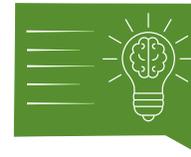


This allows the service company to know where their pros are any time, how far they are from home owner service location and who is the nearest one to dispatch to home owner service location for quickest and expert service.

Coordinate and add operational efficiencies with UTZO



Chat Genius is a powerful communications tool built into UTZO to help keep everyone on the same page with the project.



UTZO Chat Genius™

Chat genius is a chat engine that features private chat rooms with video/photo exchange and documentation retention that makes everyone accountable. Join others into the chat session for project management.



Chat Genius keeps everyone accountable as your communication is documented on UTZO and shared with all participants.

Add in as many participants as you need to work together on your project.



Quick Reserve is the ultimate schedule tool that does the work of matching up available time slots automatically.



**UTZO'S QUICK RESERVE
CLOUD BASED SCHEDULING**



UTZO Quick Reserve™

The UTZO APP makes scheduling fast and seamless for all parties with highly innovative feature that does the work for everyone.



UTZO's Quick Reserve automatically compares time slots submitted by both parties to find the best overall schedule giving each party accept/reject powers. Schedule times go back-and-forth in real-time until a schedule is agreed upon.

**Spend more time working and less
time coordinating - UTZO solves
the scheduling problems for you.**



Proximity Alert lets a homeowner watch for when a service professional matching their needs comes into their area.



UTZO PROXIMITY ALERT™

Lets the homeowner get notified when there is a service professional nearby that they are looking for. If a homeowner is looking for a plumber, for example, Proximity Alert tells them when one is close by.

This is a great way for homeowners to reach out to connect with the service professional using UTZO's innovative solutions.



Homeowners can also setup a proximity alert to only go off on certain times or days to match the availability of the homeowner.



UTZO's Up For Bid solution allows the homeowner to request bids be filled by service professionals who qualify.



Accepting Bids:
Home Improvement Project:
Replace Windows



UTZO UP FOR BID™

Allows a homeowner to request all local service professionals to receive a request to bid on a project. Whoever wins the bid, gets the project.

The homeowner can see the highest and lowest values of the bids for their projects. This creates an innovative tool to use for evaluating the value of a project - all done in over UTZO in real-time.



This is a great way for the homeowner to find qualified pros and for the pros to find new work.



Know who you're inviting into your home before you contact them.



UTZO Ensures Our Platform is Safe

Before you open your home and family to a random service professional, consider who you may be about to let in your front door and allow to move around in your home.

UTZO carefully background checks all service providers on our platform.

We also make sure our service professionals have integrity and a great reputation with customers. We are very careful with the providers we allow on our platform.

Know you're safe with UTZO service professionals who are licensed, bonded, insured and covered by worker's comp.



Pre-Screening for All Service Providers



Background and Database Checks



No Felons or Sex Offenders Allowed

Reputation and Quality of Service
Real-Time Customer Feedback
Unbiased Satisfaction Ratings



UTZO Puts You In Charge Again

UTZO was created to help homeowners reclaim control over the process of hiring a service professional. Instead of the homeowner putting out calls, leaving messages and waiting for callbacks UTZO empowers the customer with tools to find immediate solutions. UTZO takes the frustration out of finding someone who has the time to help with their needs.

Instead of looking on-line and searching for random results, UTZO has created an entire ecosystem of service providers waiting on your business.

You can find the right professional in a fraction of the time, without the hassle, and know that they are fully vetted, pre-screened, bonded, licensed, insured pros and can see their profile and reviews.



Gregg Anderson

★★★★★ (22)  Reviews

 Bonded  Certified  Licensed

Company Profile

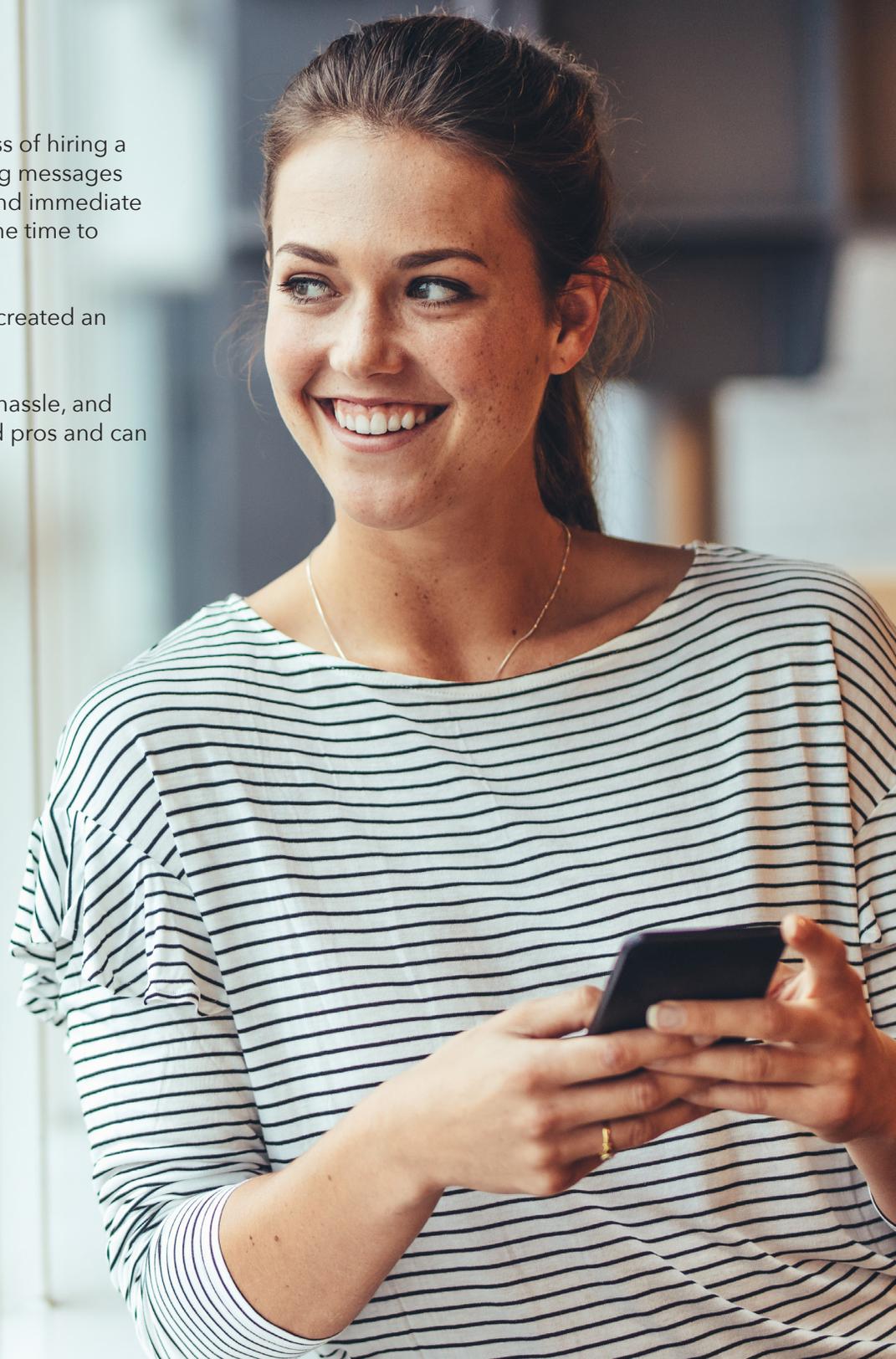
I am an independent professional and owner of Anderson Construction. I have over 20 years experience in home improvements, cabinets, expansions and bathroom remodeling. I am a member of the local Chamber of Commerce, have a great reputation for customer satisfaction and stand behind my work.

Contact Number: 1-800-555-1212

License Details:

License Number: 1238328
Start Date: 10/01/99
End Date: 10/01/25

UTZO takes the worry out of getting work scheduled for your home.





The UTZO Platform

Unlike other home improvement sites, UTZO uses advanced cloud-based technologies to empower our platform. Unlike many of the home improvement sites in the marketplace, UTZO was created to be the bridge that connects the interests of both the pro and the homeowner. We're not trying to make money on listing fees, ads or charge the homeowner a price to access our market.

Service Professionals are carefully screened and accepted as members of our marketplace only if they meet our stringent requirements. The UTZO network is comprised of elite pros who are able to pass background checks and vetted.



PRO LOCATOR

The number of service professionals with ETA and the distance from service location, on a live real-time dashboard.



DIRECT CONNECT

UTZO understands the value of great communication and provides this by letting the homeowner and pro remain in constant communication.



QUICK LINK

Home owners can view the en-routed service professionals driving status and can watch the professional on an animated map with his route, time to location and distance.



PRO CONNECT

UTZO screens your project needs and then matches it to the pros who review the project.



DISPATCH GENIUS

A smart dispatch engine that connects the company operated service professionals with home owners in real time. This allows the company to know where their pros are any time, how far they are from home owner service location and who is the nearest one to dispatch to home owner service location for quickest and expert service.



QUICK RESERVE

The UTZO APP makes scheduling fast and seamless for all parties with highly innovative feature that does the work for everyone. It automatically compares time slots submitted by both parties to find the best overall schedule giving each party accept/reject powers with confirmation given in real-time.

UTZO instantly connects the homeowner with the service professional and builds clear and efficient communications stream between both parties so everyone benefits.





UP FOR BID

Allows a homeowner to request all local service professionals to receive a request to bid on a project. Whoever wins the bid, gets the project.



PROXIMITY ALERT

Lets the homeowner get notified when there is a service professional nearby that they are looking for. If a homeowner is looking for a plumber, for example, Proximity Alert tells them when one is close by.



CHAT GENIUS

Chat genius is a chat engine that features private chat rooms with video/photo exchange and documentation retention that makes everyone accountable. Join others into the chat session for project management.

SERVICE PROFESSIONALS BENEFIT FROM UTZO

UTZO HELPS STREAMLINE YOUR PROJECT ACQUISITIONS FROM THE START.

- > LOCAL PROJECTS COME TO YOU WITH PHOTOS & PROJECT DESCRIPTIONS
- > DIRECT CONNECT TECHNOLOGY SAVES GAS TRAVEL TIME AND VEHICLE WEAR-&-TEAR
- > GIVE QUOTES TO CUSTOMERS OVER CHAT
- > AUTOMATIC ENROUTE UPDATES
- > PROFESSIONAL DISPATCH TOOLS
- > MANY MORE GREAT PRO FEATURES

MAKE MORE MONEY USING UTZO CONNECTIONS TO GET MORE WORK

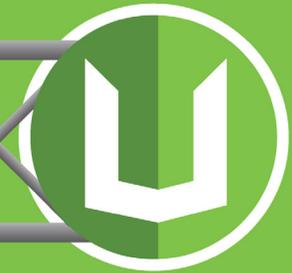
UTZO HOMEOWNERS WANT

HANDY WORK
PLUMBING
REPAIRS
PAINTING
MOVING
HEATING
HVAC

REMODELING
FLOORING
WINDOWS & DOORS
ROOFING & GUTTERS
LAWNCARE
CLEANING & MAIDS
DECKS & PORCHES

REMODELING
CARPENTRY
APPLIANCES
FENCING
CABINETS
DRIVEWAYS
LANDSCAPING
AND MORE

- > BUSINESS IS LOCAL
- > AUTOMATIC SCHEDULING AND CONFIRMATION TOOLS
- > KEEP IN TOUCH WITH CUSTOMERS EASILY USING UTZO CHAT



THE BEST ROUTE IS MAPPED OUT AUTOMATICALLY



Connect with a growing base of ready-for-service homeowners. Our model is simple, we give you the tools to connect and the customers base too.



How Does UTZO Compare?

There are other solutions in the home repair marketplace so how do they compare to the UTZO platform?

Feature List	UTZO APP/Web	Search Engines	Business Listings	Other APPs
 Verification of Service Professional Credentials	<p>Only insured service professionals are displayed. Full details of insurance and license shown as proof of coverage.</p>	<p>No guarantee of service professionals that are licensed, insured, and bonded.</p>	<p>No guarantee of service professionals that are licensed, insured, and bonded.</p>	<p>Only some make the effort to guarantee service professionals are licensed, insured and bonded. No explanation.</p>
 Deep Background Check and Screening Process	<p>UTZO guarantees that a service professional is statewide background checked, screened, and checks if the yearly search follow-up is conducted.</p>	<p>No guarantee of service professionals that are statewide background checked, screened, and not a sex offender.</p>	<p>No guarantee of service professionals that are statewide background checked, screened, and not a sex offender.</p>	<p>Some apps actually guarantee that a service professional is indeed statewide background checked, screened, and checks if a yearly search follow up is conducted.</p>
 Service Professional Current Location Verification	<p>UTZO displays the service professionals current location.</p>	<p>No guarantee that the listed address is the current location of the service professional.</p>	<p>No guarantee that the listed address is the current location of the service professional.</p>	<p>No guarantee that the listed address is the current location of the service professional.</p>
 Immediate Response Time by the Service Professional	<p>UTZO customers don't have to wait for the service professional to call them back. They stay on-line while UTZO connects them to the qualified service professional.</p>	<p>The customer has to call the service professional to schedule a service request, which can take a while to receive a response from them.</p>	<p>The customer has to call or e-mail the service professional to schedule a service request, which will take a while to receive a call back from them.</p>	<p>The customer must either call the service professional or submit a service request via the app and rely on them to reply back or call back, which sometimes never happens.</p>
 Multiple Chat Options Available	<p>Using the UTZO app and website, customers can call, chat, text, email service professionals. They can also create chat groups, exchange and transfer files, pictures, videos, and more. There is always accountability.</p>	<p>No chat options. Telephone and e-mail communication required from the customer to attempt to reach a service professional. Offers no accountability.</p>	<p>No chat options. Telephone and e-mail communication required from the customer to attempt to reach a service professional. Offers no accountability.</p>	<p>Some offer chat, call or e-mail options. Chat and direct open communications are not strengths in other APPs. Offers no accountability.</p>
 En-route Location Assurance	<p>UTZO is designed with the latest GEO locating technology that enables customers to locate the current status of en-routed service professionals in real time, which also includes their current ETA and miles to drive.</p>	<p>The customer has no idea if the service professional is en-route to the job location in real time, if there are delays or what the active status of the service call is at any moment.</p>	<p>The customer has no idea if the service professional is en-route to the job location in real time, if there are delays or what the active status of the service call is at any moment.</p>	<p>Some offer call, chat or e-mail options. Communication is not a strength most other APPs are known for.</p>



What Features Are Most Important?

We have extensive support for active communications, status, scheduling and streamlining the whole process for both homeowners and service professionals.

Feature List	UTZO APP/Web	Search Engines	Business Listings	Other APPs
 <p>Service Professional Notifications</p>	<p>UTZO keeps its customers connected with their service professionals at all times and in real-time. We do this via our application and push notifications that keep our customers updated about en-routes, arrival time, rescheduling, acceptance, and other actions.</p>	<p>The customer receives no notification from the service professional.</p>	<p>The customer receives no notification from the service professional.</p>	<p>The customer receives no notification from the service professional.</p>
 <p>Tracking Service Professional Real-Time Movement</p>	<p>UTZO provides real-time status of the en-routed service professionals showing their location, driving route, distance and ETA. Service company admins may also view driver locations which adds better monitoring and safety of the professional.</p>	<p>No feedback or visual updates showing the service professional's location, driving route, ETA or distance.</p>	<p>No feedback or visual updates showing the service professional's location, driving route, ETA or distance.</p>	<p>No feedback or visual updates showing the service professional's location, driving route, ETA or distance.</p>
 <p>Instant Access to a Large Number of Local Service Professionals</p>	<p>UTZO's cutting edge technology enables customers to see the amount of available service professionals in real time and in their locations. This helps the customer in receiving assurance that there is available help that can assist them immediately.</p>	<p>No information provided on the number, location and availability of service professionals. Customer does not know what resources are available before requesting service.</p>	<p>No information provided on the number, location and availability of service professionals. Customer does not know what resources are available before requesting service.</p>	<p>No information provided on the number, location and availability of service professionals. Customer does not know what resources are available before requesting service.</p>
 <p>Immediate Assistance Upon Request</p>	<p>Provides access to qualified, local providers who are available. Service requests may be sent to just local providers to achieve a faster response and service, especially good for emergency use when time is critical.</p>	<p>Customer does not know who is local, what the availability of a provider is, and has limited information from which to attain a service professional who can meet immediate needs or answer emergency calls.</p>	<p>Customer does not know who is local, what the availability of a provider is, and has limited information from which to attain a service professional who can meet immediate needs or answer emergency calls.</p>	<p>Customer does not know who is local, what the availability of a provider is, and has limited information from which to attain a service professional who can meet immediate needs or answer emergency calls.</p>



The Best Value

Homeowners want the best service for the best price and service professionals want the best projects at a rate they can sustain a profit from. With UTZO both parties can win.

Professionals benefit from a steady stream of projects and homeowners benefit from access to a wide range of providers who are both local, available and well qualified.

Feature List	UTZO APP/Web	Search Engines	Business Listings	Other APPs
 <p>Accurate and Reliable Ratings, Feedback and Reviews</p>	<p>The UTZO system verifies all providers cell numbers. Service professionals in the UTZO network are not listed publicly. Ratings and feedback is restricted to come only from homeowner who was serviced by the professional. This guarantees accurate, unbiased information is given to UTZO members to help them in deciding if a service professional is right for their needs.</p>	<p>Inaccurate and biased feedback is common often misleading the viewer. Anyone can post reviews including unethical providers.</p>	<p>Inaccurate and biased feedback is common often misleading the viewer. Anyone can post reviews including unethical providers.</p>	<p>No accuracy or verification of the customer accounts and the service professional's profile is open to the public, which makes the public posting of reviews and feedback to be less accurate.</p>
 <p>Instant Customer Request</p>	<p>UTZO provides the homeowner with a way to connect with available service providers and give them consistent information on the project including photos, details and all the information needed to give you a fast, accurate quote for the work.</p> <p>UTZO saves you time by letting you enter the project information once and then quickly get connected with the right professional.</p>	<p>Each time a homeowner reaches out to a new service provider they must go through the same process of describing the problem, waiting for estimates to be created and then finding out if the schedule time is acceptable.</p>	<p>Each time a homeowner reaches out to a new service provider they must go through the same process of describing the problem, waiting for estimates to be created and then finding out if the schedule time is acceptable.</p>	<p>Each time a homeowner reaches out to a new service provider they must go through the same process of describing the problem, waiting for estimates to be created and then finding out if the schedule time is acceptable.</p>



UTZO

UTZO: A Better Process for Everyone

UTZO streamlines the project fulfillment process within the home project and repair marketplace.

Problems We Solve

Fast Service Calls: When you have an emergency or urgent need time is of the essence. But how do you know who to call and if they are available, where they are and how long it would take to get to you?

Getting Service Professionals On-board: Reaching a service provider can be challenging. Leaving messages, playing phone tag, getting project details delivered and getting an estimate and scheduled time for the work takes time and effort.

Communications and ETA for Service: Homeowners are always left waiting on service and never knowing if the service professional is on their way, or if they're delayed. There is a gap in communications between parties.

Access to Service Professionals: Homeowners aren't able to connect with company operated service professionals.

Scheduling Problems: Homeowners have to schedule a service call on days and times when they are able to be at home. Service professionals schedules can change and co-ordinating schedule changes is difficult between both parties.



The UTZO Solution

Pro Locator: Shows you the number, location and availability of local, pre-screened professionals ready to help you with your problem. Get help fast with UTZO!

Direct Connect: Connects you to the service providers who are able to meet your needs. UTZO takes the hassle out of multiple calls, quotes and chasing down providers. Now providers come to you and your options are expanded, the project is better evaluated and can start sooner with UTZO.

Quick Link: Lets the homeowner watch the service provider on a map and see their location, distance and estimated time of arrival. UTZO lets the professional and homeowner chat/group chat and stay in constant contact during the entire project.

Dispatch Genius: A smart dispatch engine is part of the UTZO APP and allows real-time access to a service provider company's service professionals.

Quick Reserve: UTZO uses a smart and easy scheduling system that makes changes and confirming schedule appointments a snap. Real-time scheduling and rescheduling updates let everyone work on the same page until a date is confirmed by everyone.



UTZO

Problems We Solve

How do you find the right pro: Some pros only work on certain types of project. Homeowners waste time finding a good match with the right service professional.

Communication and Documentation: Keeping everyone on the same page with project details, costs and other communication surrounding the work being done is essential to make repairs and home improvements flow smoothly. A lack of quality tools for project coordination exist in the market.

Without UTZO

Who do you call? - How do you know who can respond fast?
- Who is available? - Are they local? - How do you know their credentials? - Are they a felon or sex offender? - Are they Bonded? Are they Licensed? Do they carry Worker's Comp? Getting that information is hard and takes time.

Time to scan review sites - Time to search the web - Time to find the numbers - Time to make calls - Time waiting for callbacks - Time to explain the problem to every pro you contact - Time to send photos and details - Time waiting on a quote. It's too much!



UTZO: Fast Connections

UTZO is the fastest solution to get home projects solved by well qualified service professionals.

The UTZO Solution

Pro Connect: UTZO screens your project needs and then matches to the nearest, available, screened, service professionals in real-time. Once the service professional is connected you can view their profile and ratings while the service professional is en-routed.

Chat Genius: Chat genius is a chat engine that features private chat rooms with video/photo exchange and documentation retention that makes everyone accountable. Join others into the chat session for project management.

USING THE UTZO MARKETPLACE

Know instantly who is available, who is local, who is close and see a complete company profile with license, credentials and background verification assurance from UTZO.

With UTZO you skip all the research and contact time and get straight into getting a pro to look at your project and respond to your immediate needs. UTZO makes it simple to engage and connect with well qualified pros ready to help and who have reviewed your project.

Instead of you tracking down the pros, they respond to you.



How the homeowner benefits from using the UTZO marketplace

UTZO was built from the ground up with the vision to create a great marketplace to connect homeowners with local service professionals.

The features of both the [UTZO APP](#) and [utzo.com](#) are geared towards enabling the homeowner to easily create projects and push out service requests to the local service marketplace hosted on UTZO.



Homeowners Benefits by UTZO

Instant Connections Between the Customer and Service Professional

UTZO is built to streamline the process of getting a job completed and that all starts with the built in communications tools featured in UTZO. Often times a homeowner is connected to an available service professional who is only minutes away and is ready for work.



Verified LOCAL Service Professionals

The UTZO team found that customers much prefer working with local professionals who are available and nearby. Homeowners can verify the service professional is within range when they connect with them and monitor their status as they are en-route.



Tracking En-route Service Professionals

UTZO is designed using integrated GPS and mapping technologies hosted in the cloud and powered by Google. This lets the homeowner effortlessly know where the pro is and what their ETA is, all in real-time.



Instant APP Notifications

Staying updated on the project and keeping a record of the service professionals communications has never been easier.

UTZO uses instant notifications to let the homeowner know when a service request has been accepted, when the professional is en-route, if there are delays, if there are changes to the schedule and when the professional has arrived.



Verification of Service Professional Credentials

UTZO's verification system only displays service professionals that are insured, background checked, and screened for safety and reliability. We ensure that all service professionals or service companies are carrying applicable state level licenses relating to their trade. We also conduct thorough sex offender database searches, civil judgment searches, business filing searches, criminal record searches in the state where the service professional, individual, or business is present or operated. Customers can see work histories, experiences, bios, certificates, license information and more on UTZO.



Gregg Anderson

★★★★★ (22)  Reviews

 Bonded  Screened  Licensed

Company Profile

I am an independent professional and owner of Anderson Construction. I have over 20 years experience in home improvements, cabinets, expansions and bathroom remodeling. I am a member of the local Chamber of Commerce, have a great reputation for customer satisfaction and stand behind my work.

Contact Number: 1-800-555-1212

License Details:

License Number: 1238328
Start Date: 10/01/99
End Date: 10/01/25



Reliable Service Professional Ratings Score

The developers at UTZO have made it possible for customers to review service professional ratings scores with great reliability and transparency. UTZO wanted to make sure that the endless cases of falsified ratings scores and feedback found throughout the Internet was not going to be found on their platform. UTZO is proud to only display 100% real reviews given by real customers that will help homeowners make the best decision possible.



Easy Scheduling and Rescheduling Experience

UTZO makes scheduling and re-scheduling appointments with service professionals simple and fast. When a homeowner sets and date and time, UTZO processes this for service professional leads. The schedule is managed in real-time with live updates to both parties. Once the pro accepts the dates and times, the project is in the system for the customer to view on UTZO. It's super easy for everyone!



Instant Service Request

UTZO makes it possible for the customer to send instant requests to multiple service professionals in one setting rather than always doing each one by scratch. Instant notifications and tracking locations are provided and the customer can review the estimates. Just one tap and the service request is delivered to the nearest and available service professionals in real time.



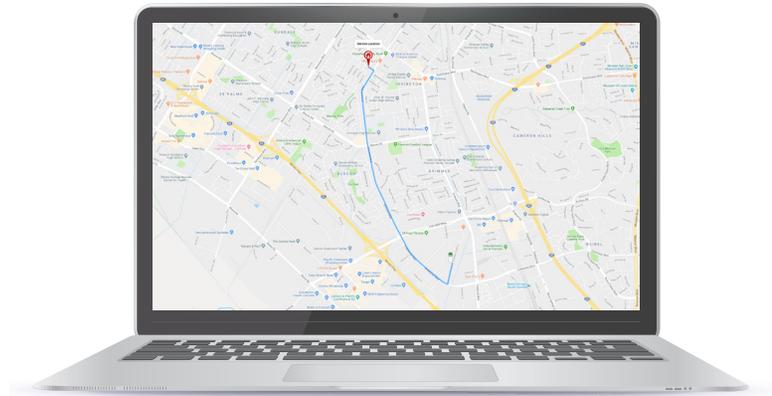
Chat Room and Multi-Communication Experience

UTZO's chat feature makes it possible for the homeowner to invite those they trust to be a part of the communications process with the service professional. UTZO keeps all documentation on record so both parties are protected in case of a dispute.

UTZO makes it easy to use either the APP or website to connect with pros.

UTZO Works on iOS and Android Phones

The UTZO APP is available on both the Apple and Android APP stores and features a homeowner version and service professional version.



UTZO is also available on-line at:
www.utzo.com

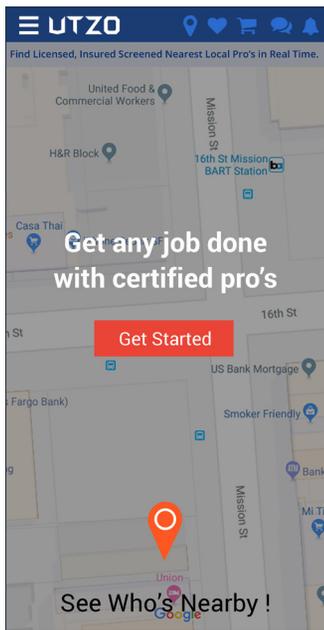


Homeowner APP Walk-through

From Start to Finish

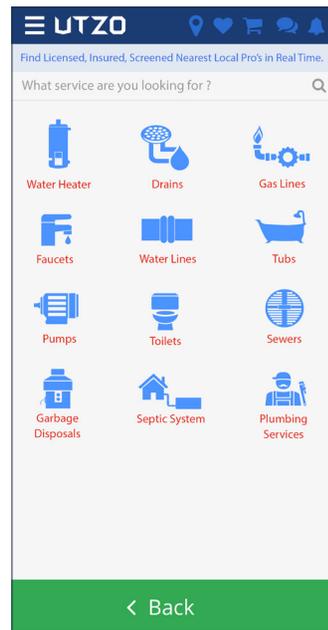
The following section shows a complete set of UTZO screens in use for the consumer APP

Step One



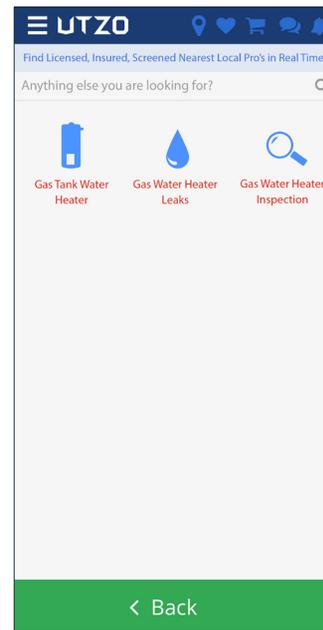
After creating an account the customer can access the dashboard.

Step Two



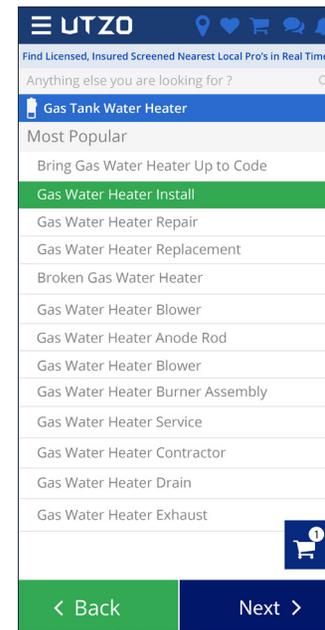
Customers can select from over 100 service categories.

Step Three



From within each service category the customer can access the specific item.

Step Four



The customer can then select the work to be performed.

Step Five

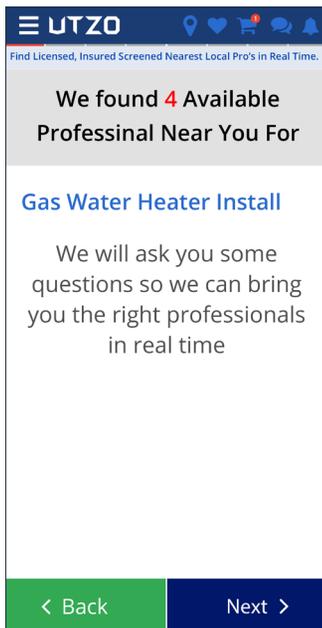


Work items can be added to the UTZO cart for processing.



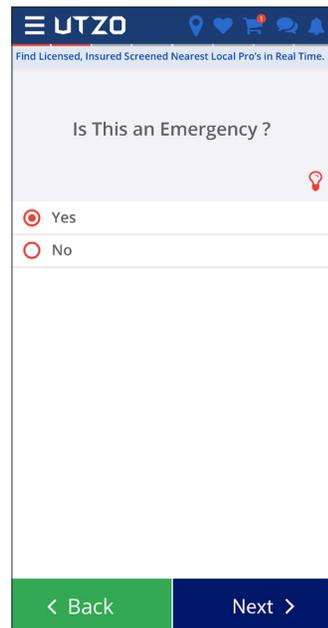
Homeowner APP Walk-through

Step Six



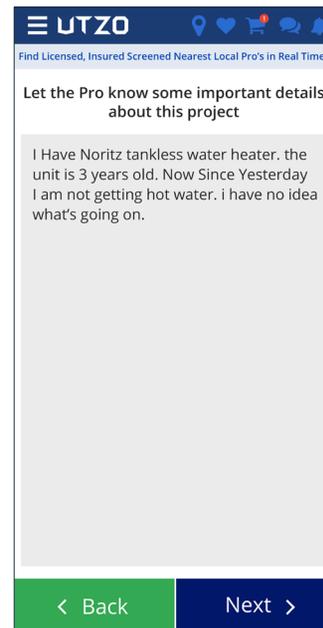
UTZO then tells the customer how many service pros are available.

Step Seven



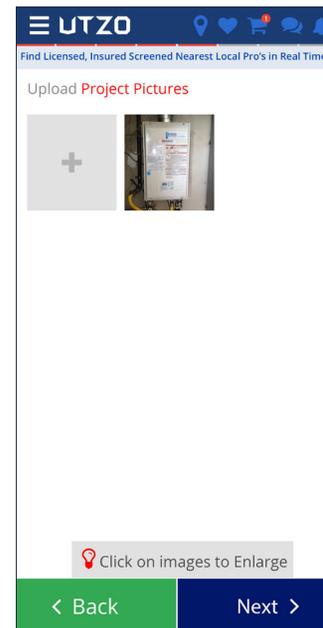
Customers are asked some basic questions to help create the request.

Step Eight



Customers can optionally add in details to help define the work.

Step Nine



Customers can also upload a photo to show the pro the problem/work.

Step Ten

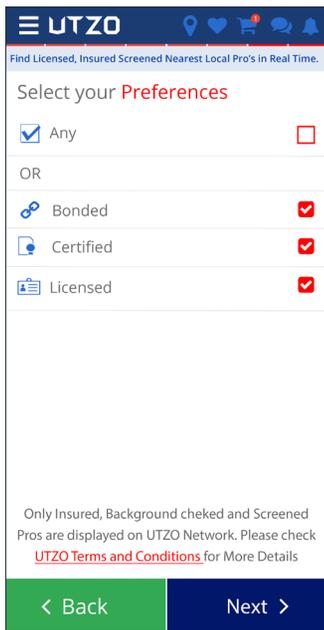


The customer enters in the address where the work is to be done.



Homeowner APP Walk-through

Step Eleven



Customer selects the credentials of the service professional.

Step Twelve



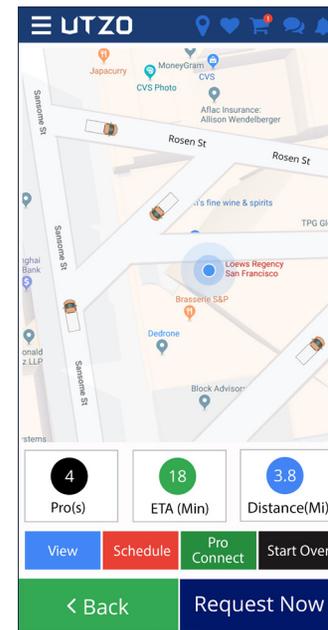
The customer is shown a set of Terms and Conditions.

Step Thirteen



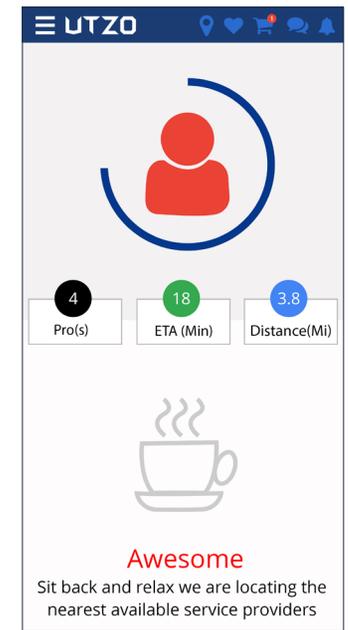
The customer must agree to the Terms and Conditions before proceeding.

Step Fourteen



The customer is shown the available pros and their distance/ETA. By pressing the Request Now button the customer activates the UTZO system.

Step Fifteen

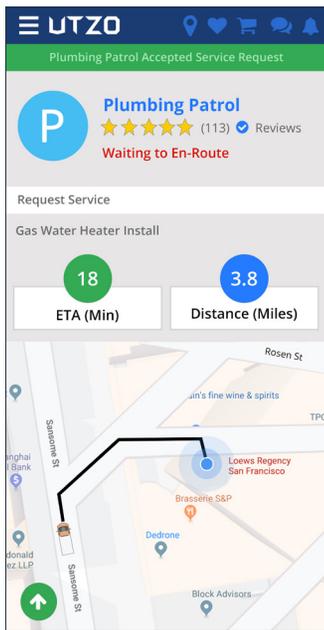


UTZO handles the customer's service request and sends it out to the pros who are both local and available.



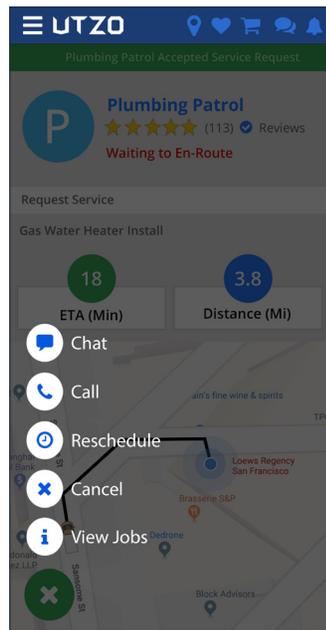
Homeowner APP Walk-through

Step Sixteen



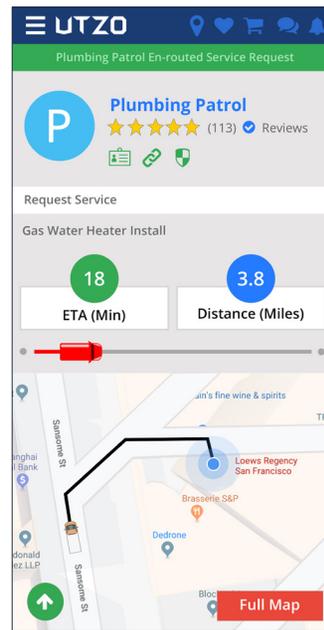
Once the customer job is picked up by a service professional the customer is contacted and waits for the pro to become en-routed.

Step Seventeen



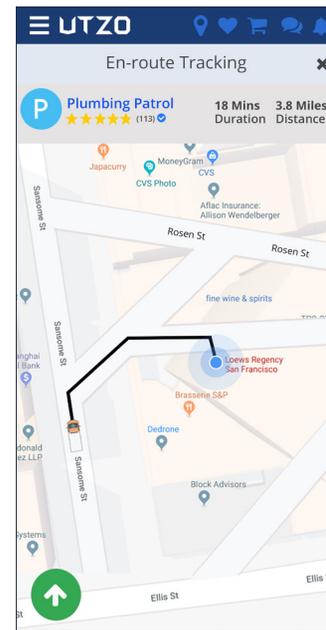
The customer can reach out to the service professional at any point to discuss their needs.

Step Eighteen



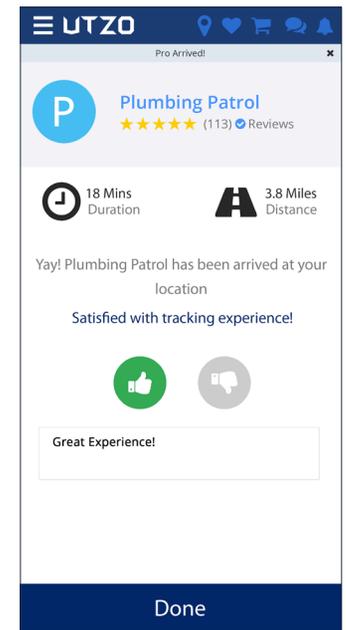
Once the service professional is en-route the customer can track their location and ETA in real-time.

Step Nineteen



The full map feature shows the pros movement as they travel to fulfill the service request.

Step Twenty



Once the service professional has arrived the UTZO APP notifies the customer.





How the service professional benefits from using the UTZO marketplace

UTZO helps service professionals stay busy and find new work without having to spend money on marketing and advertising. The UTZO marketplace has customers who are local and are ready to get projects started.

UTZO makes great sense for any service professional as our leads cost you nothing unless you accept it. This is unlike other platforms who charge for every lead, regardless of if you take the job or not.



Service Professionals Benefit from UTZO

Lead Fee Based on Service Acceptance

Service lead fee payments are only made whenever the service professional or service company actually accepts the verified local GEO tagged projects that match their service offerings. Other lead generation companies charge every service professional who receives each of their leads despite many being low or no quality and whether or not the pro wants or gets the job. Utzo's policy is the opposite of these companies as we only charge the service professionals that actually agree to do the job.



Verified LOCAL Service Professionals

UTZO is the only platform for professionals that charges only when a successful verified local GEO tagged project leads matched to the pros service offerings is delivered to the service professional. Marketing search engines, directories, and print marketing agencies are high-priced and don't deliver quality results like UTZO. Service professionals using the UTZO network will only be charged whenever a lead generates a new job for them. It's that simple and easy.



Local Preference and Accessibility

Service professionals can receive leads anywhere and anytime in real time, whether they are at their location or on the road. As long as they are locally based within the radius of the customer service location, they will get preferential access to home improvement and maintenance jobs. The UTZO app will even confirm the location in order to ensure that customers are getting service providers that are nearby.



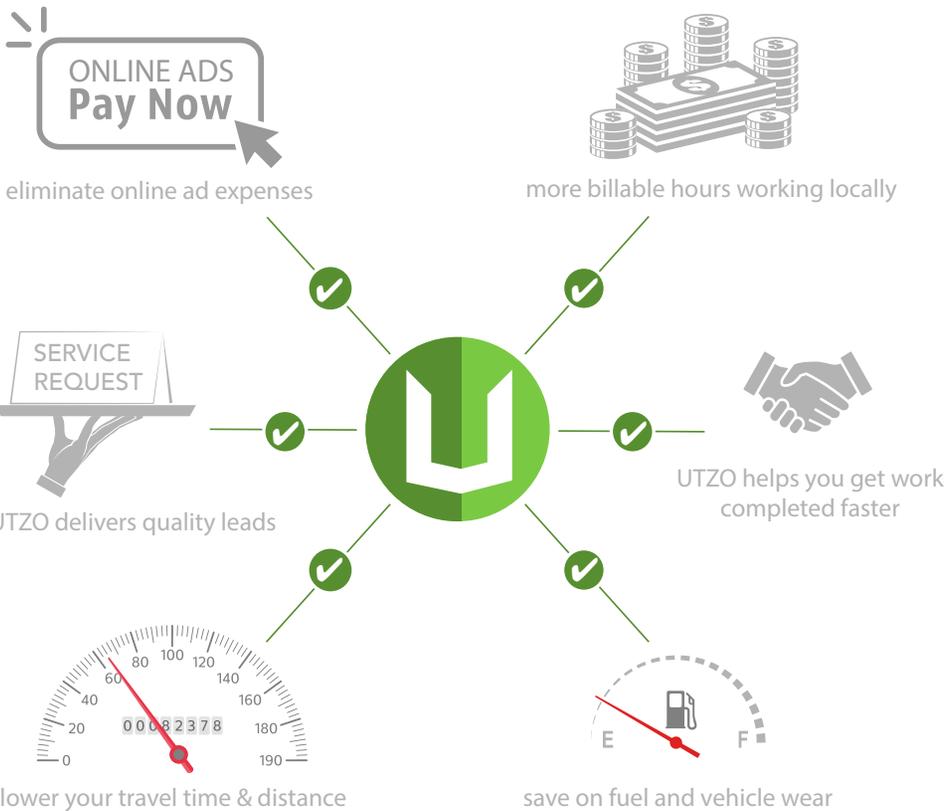
Save on Advertising Costs with UTZO

There's no need for your company to spend advertising dollars when UTZO brings you the work. UTZO makes it possible for service professionals and service companies to save thousands on advertising in cities they want to do business in. With UTZO, the service professional can easily connect with potential customers in a related service within their city of choice. There's no advertising costs on UTZO. With UTZO Pro Connect, service pros connect with potential customers in the cities they want to work in.



Additional Operational Cost Savings

Service professionals also will receive enormous savings on their operational expenses when using either the UTZO PRO APP and website. As a result, they can greatly save on the use of fuel, advertisements, and the wear and tear costs of their equipment and vehicles when servicing local customers. This will eliminate the need to drive long miles, traffic frustration, vehicle repair costs, and saves driving time.



Matched Job Leads

UTZO eliminates the inconsistencies that are common when matching customer jobs to the appropriate service professionals and service companies. Each job lead is designed to match the necessary skills and abilities of the service professional and service companies.



Accurate and Honest Rating System

Everyone benefits from an honest rating system. The UTZO platform is built so that only customers can give ratings on work that has been done. This helps protect the reputation and hard work service professionals invest with their customers.



Effective Communications Between All Parties

UTZO is committed to providing the highest quality communications experience for customers, service professionals, and/or service companies that are coordinating collectively on a home improvement project. They can all communicate simultaneously in the same message group on UTZO.



Either a customer, service provider, or service company will be able to invite as many people as they see fit. This allows them to discuss the ongoing status of the home improvement project, which keeps everyone updated and on the same page. With UTZO everyone is held accountable.

Rescheduling in Real Time

Rescheduling on the UTZO platform is in real-time. This makes it possible for the customer, service professional, or the service company to reschedule an en-routed or scheduled service request.



Approval of the rescheduled time will occur when one side decides to accept from the available time options established during the process.

Receive Leads Whenever Your Schedule Permits

UTZO allows service professionals or service companies the ability to create their own schedule as they see fit. In other words, they can make themselves available for scheduling anywhere and anytime and they have full control of that process on the UTZO app and website. If you choose to go off-line, UTZO won't send you any leads and vice versa when you choose to take leads by clicking, "Go On-Line".



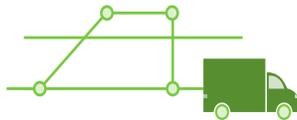
Dispatch Genius System

This is a system created by UTZO that lets the service company to have full control and access of the UTZO Dispatch Genius, which is the powerful dispatch engine we use on our app and website. This system makes it possible for service companies to receive leads, be able to dispatch service professionals closest to customer needs, locate service trucks using GPS and maps, project work history, and more. Using Dispatch Genius dispatchers can locate the nearest service pro to the customer and dispatch them in real-time.



Complimentary GPS Tracking Services

Service companies usually pay thousands of dollars for GPS tracking services. However, UTZO provides the same service at no cost and it enables service companies to track the location of their service trucks, without having to worry about paying extra for this simple and necessary operational task.

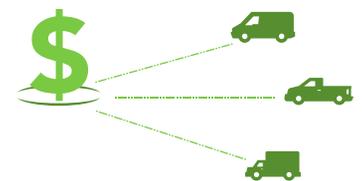


Real Time Monitoring of Service Truck Movement

The UTZO Dispatch Genius system enables the service companies to track the moving status of each service truck while it's heading to the customer location. This system lets the service companies to view the route line of their moving service trucks in real time. It also allows them to view the distance that the service trucks have left to cover in real time as well.

Service Companies Cut Booking and Dispatch Costs

The UTZO Dispatch System's Lead Notification features combined with ONE CLICK DISPATCH technologies allow you to reduce your operational costs getting your pros on-site to matched, well qualified homeowners. UTZO eliminates the cost of booking calls. Homeowner requests automatically go to the company dashboard and pro APP for easy assignment. UTZO makes it easy to dispatch leads as they roll in - it's a great system!



UTZO's reliable, cloud based platform has all the tools service companies and professionals need to acquire new customers and complete projects on our marketplace.



Learn how UTZO solutions help service professionals better than any other solution in the market

SEARCH ENGINES

Google Local 'Maps'
Google Search
Bing Search
Yahoo Search
Other top engines

BUSINESS LISTINGS

Yelp
Angie's List
Yellow Pages Online
Thumbtack
Home Advisor
Porch



APPS

Yelp
Home Advisor
Thumbtack
Task Rabbit
Serviz
Taki
Houz



Service Professionals: How Does UTZO Compare?

There are many other ways to get customers aside from UTZO. Show me how UTZO is different.

Compare This	UTZO APP/Web	Search Engines	Business Listings	Other APPs
 <p>Advertising / Pay Per Click / Pay Per Lead / Listing Fees / Priority Listing Fees / Cost Per Impression</p>	<p>You join UTZO as a service professional member and only pay when you accept a lead or are charged a minimum notification fee.</p> <p>UTZO doesn't charge you to advertise or list your services with us. There is no budget to set, ads you pay for nor do you pay for clicks or impressions.</p>	<p>Requires an advertisement budget and you pay by clicks or impressions with no guarantee of it returning successful local leads. You can get charged for clicks that aren't even relevant.</p>	<p>Pay by impressions and clicks or a set fee for a listing. You have to pay extra to get your listing pushed to the top of lists and noticed. No control over exposure or how well your listing is doing.</p>	<p>Other APPs charge you by all leads received. These leads are shared out with other professionals who also get charged. Only one professional gets the job. In some cases pros get paid after fees are taken out.</p>
 <p>Pay for More Exposure / Advertising Model Rotates Your Ads</p>	<p>With UTZO placement is not sold or given as a priority to the highest bidder. The service professional's profile is displayed based on the location they are at as it relates to the homeowner. We are fair and serve out projects on a first-come-first-serve basis with the emphasis on location and proximity to the homeowner.</p>	<p>Competitive bids are given on the most popular searched keywords and in some markets, the bids are very expensive with no guarantee of results.</p>	<p>Rotate listings frequently and prioritize those who pay a premium for position on the site.</p>	<p>Rotate business listings whenever new searches are done. Service professional must pay a search placement or give a percentage of the gross for the work performed.</p>
 <p>Location for Work Never Guaranteed</p>	<p>UTZO delivers premium location projects that are nearby to the pro. This helps the pro get to the work quicker and with less cost for gas and travel time.</p>	<p>Serves up ads without intelligent placement controls allowing for only local business within a set distance of where the contractor maybe at the time of a lead.</p>	<p>Provides leads without concern for where they are in proximity to the service professional. Service pro wastes time handling leads that aren't serviceable due to distance.</p>	<p>Provides leads without concern for where they are in proximity to the service professional. Service pro pays for leads even if they are not serviceable due to distance.</p>



What's It's Like Being on UTZO

UTZO was founded by service professionals so we know the lifestyle and built UTZO to let you focus more of your time on completing project and making a profit.

UTZO has the tools professionals need to make their customer experience easier. Automatic notifications, scheduling, GPS and route tracking, chat, photos of projects, great details on work and so much more.

Compare This	UTZO APP/Web	Search Engines	Business Listings	Other APPs
 Lead Quality and Freshness	UTZO not only delivers the lead, but gives you a way to stay in contact with the homeowner while you close the deal and do the work. The homeowner stays on the APP while UTZO connects them with a professional. Leads are always live, interested and are ready to connect over UTZO.	Leads generated from a search engine are lower quality - they may find someone else by the time the service pro is able to reach them.	The homeowner has to call or email and frequently gives little detail on the project and makes leads from listings harder to assess and close. Leads grow cold and take work to flush out.	Customers have to contact the service professional by phone and submission of service requests are frequently never picked up by a pro.
 Lead Communication	UTZO has both an iOS and Android APP and sophisticated web portal over which customers can call, chat, text, email, create chat groups, transfer files, pictures, videos and much more. Communication is essential to the UTZO marketplace. We even have advanced group chat for secure multi-party communication.	Leads call in or email. By the time the busy pro can often catch them, they have found someone else. Customers want immediate responses in today's competitive marketplace.	Leads call in or email. By the time the busy pro can often catch them, they have found someone else. Customers want immediate responses in today's competitive marketplace.	Other APPs have basic call, chat and email built in but lack advanced functions like UTZO.
 Customer Comfortability	UTZO lets the lead see you're en-route to their location and remains confident their needs are going to be met soon. They don't look for another professional as they feel disconnected and unsure.	When leads come from a search engine, they can easily call another provider if they grow impatient or unsure their needs are going to be met soon. There is no schedule established or open lines of communication. The customer becomes insecure and may shop around.	Leads that find you in a listing of other professionals are likely to go to the next pro in the list if they aren't sure where you are or if you're coming.	Other APPs provide leads but the lead is not kept in contact with you and remains unsure of your ETA, distance or if you are even en-route.



Can UTZO help you with quality leads?

Absolutely. Our marketplace was developed to foster motivated homeowners reaching out to available pros who are local to them. Our leads are live and ready to do business with our service professionals.

Compare This	UTZO APP/Web	Search Engines	Business Listings	Other APPs
 Project Notifications and Changes	The UTZO platform uses push notifications to ensure everyone knows of any changes to the project. Homeowners are notified of the schedule, when you're en-route, when you arrive, and are able to stay in contact using our in APP communications tools.	There are no tools given to either the homeowner or service professional. All communication changes must be done by phone or email.	There are no tools given to either the homeowner or service professional. All communication changes must be done by phone or email.	No push notifications are provided to either the homeowner or the pro.
 Project Matching	UTZO was built to help keep you working local and efficient. We deliver local leads who have needs that match your services. With UTZO you can get more work done in less time as you're local with short drive times.	You get the leads you get. No project matching, no location screening. Leads can come from a long way off.	You get the leads you get. No project matching, no location screening. Leads can come from a long way off.	Leads are delivered without concern to where you're working. You may spend more time on the road than on the job sites making money.
 Efficient Project Management	UTZO creates a model of efficiency for pros. We connect you with LIVE, motivated homeowners ready to do business. That's as efficient as it gets!	Leads are not always a great match for your services and maybe a long way away requiring you to drive and potentially loose other local work while your away.	Leads are not always a great match for your services and maybe a long way away requiring you to drive and potentially loose other local work while your away.	Leads are delivered without concern to where you're working. You may spend more time on the road than on the job sites making money.
 Location Tracking	UTZO lets customers and service companies know where you are. This helps homeowners know you're local and service companies know where to dispatch you to next.	Homeowners and dispatchers can't tell where you're at, if you're available, local or if your skills are a great match.	Homeowners and dispatchers can't tell where you're at, if you're available, local or if your skills are a great match.	Homeowners and dispatchers can't tell where you're at, if you're available, local or if your skills are a great match.



Can Any Service Professional Join?

UTZO carefully vets and screens all service professionals who are part of the UTZO marketplace. We do thorough background screenings to ensure only the best pros are allowed in.

Compare This	UTZO APP/Web	Search Engines	Business Listings	Other APPs
 Customer Needs are a Priority	UTZO is built to deliver fast project fulfillment by matching local work with local service providers. This prioritizes customer satisfaction.	Search engines only care about ad dollars and are not concerned about the service professionals or the customer's project needs and satisfaction.	Business listings try to organize resources for the customer but are not able to match and create solutions to help the customer gain the right service professional.	Most APPs are interested in selling leads and generating money from broadcasting leads to as many providers as possible. Customer's needs are not matched with the optimal local service provider.
 Ratings are Protected and Verified	UTZO only allows actual customers to rate our service professionals. We do this to protect the integrity of our ratings system. When homeowners read your reviews, they know it's unbiased.	Anyone can create accounts on the internet to post reviews, feedback, and can make either negative or positive comments with no guarantee of the source or accuracy.	Anyone can create accounts on the internet to post reviews, feedback, and can make either negative or positive comments with no guarantee of the source or accuracy.	No accuracy or verification of customer accounts. Service professional profiles are left open to public comment making the quality of information unreliable.
 Finding the Right Services	UTZO has an extensive list of services categories for home improvement and repair with a thorough listing of exact services a homeowner may need filled. UTZO automatically matches up the customer service request with services offered by the professionals on our platform. This makes matching up the homeowner needs with the service professionals capabilities easy!	Customers frequently have multiple needs or a need is specialized. General search engine queries are difficult to use to find specific needs in a local area.	Business listings don't offer the best search features so homeowners have difficult times matching their needs to capable local professionals. It requires a lot of research and calling on the part of the homeowner.	Other APPs have search and match features but few have the extensive set of categories and services as the UTZO platform.
 Dispute Handling	UTZO has a professional dispute resolution system to help homeowners and pros find middle ground when there's a dispute raised.	In the event there is a dispute raised about the work that was done there is no dispute option available to either party.	In the event there is a dispute raised about the work that was done there is no dispute option available to either party.	In the event there is a dispute raised about the work that was done there is no dispute option available to either party.

UTZO's Pro Dashboard connects you to projects and increases service company dispatch capabilities.

UTZO Pro APP and Dashboard

The UTZO APP connects the service professional and their service company and the homeowner so everyone is working together to get the project complete.



The UTZO Dashboard features powerful GEO tagging locations showing each pro in the field, customer locations and helps both the pro in the field and a service company line up projects, minimize drive time and reduce vehicle wear-and-tear plus save on gas.

UTZO Pro APP is available from the Apple App Store for iOS devices and Google Play for Android devices.

UTZO is also available online at:
www.utzo.com

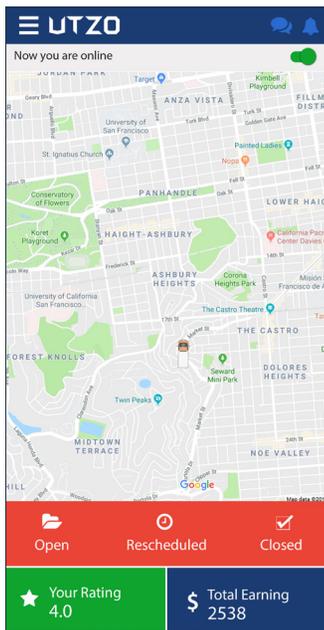


UTZO PRO APP Walk-through

From Start to Finish

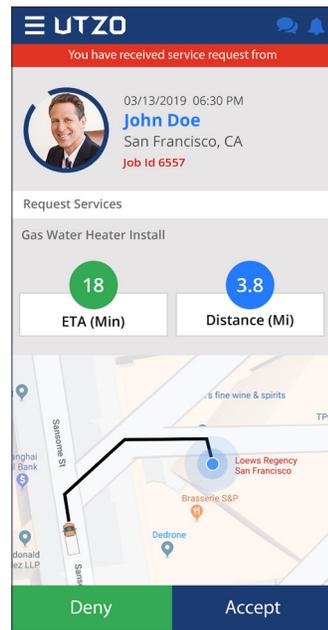
The following section shows a complete set of UTZO screens in use for the Service Pro APP

Step One



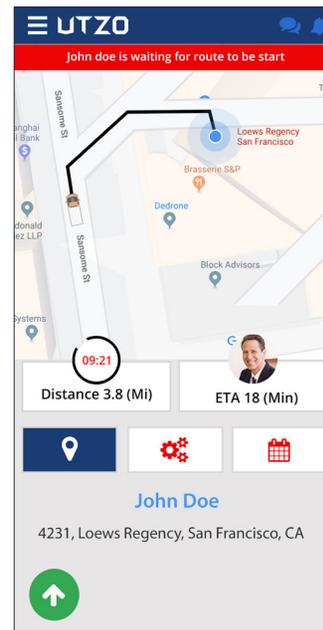
Service Professional Dashboard
See your ratings, earnings, go on-line and receive live streaming leads.

Step Two



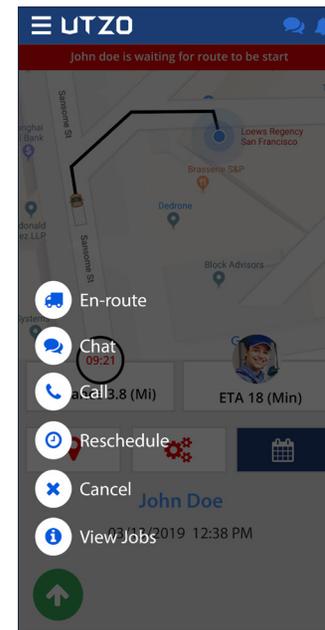
See leads in real-time, how close they are to you with an ETA and miles from where you are. You have 35 seconds to accept the lead or decline.

Step Three



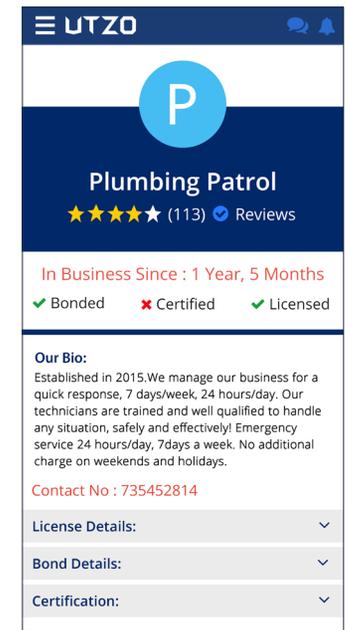
After accepting the project you have 10 minutes to get en-route to the service location. You will be given photos and the names of the homeowners.

Step Four



Take actions like en-route, chat, call the homeowners, reschedule or cancel the service request.

Step Five

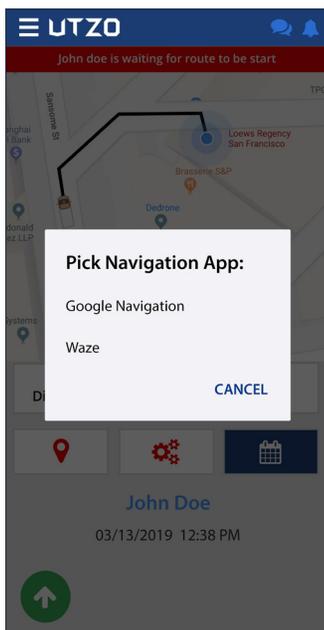


Service professionals can view their profile and bio/company description. Details of their license, insurance and bond, certifications and other information is displayed.



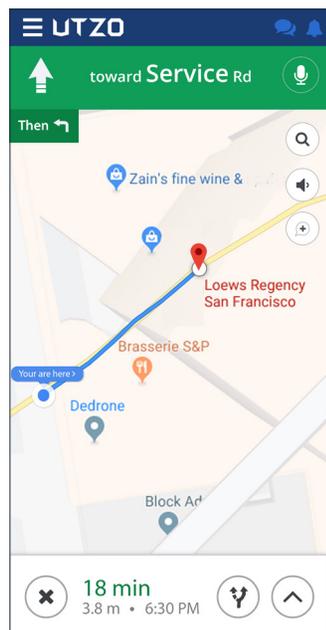
UTZO PRO APP Walk-through

Step Six



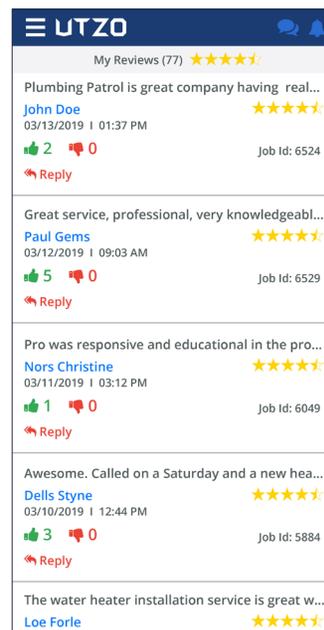
Once you're en-route we forward you to either Google or Waze navigation.

Step Seven



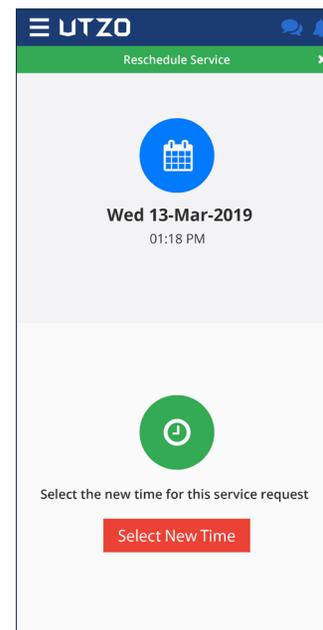
The navigation service you selected is now shown and helps guide you to the service location.

Step Eight



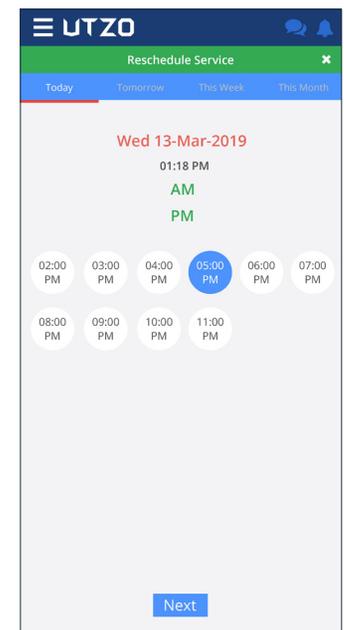
Read reviews others have written and see the ratings.

Step Nine



Needs new text from client for each step in the pro process.

Step Ten

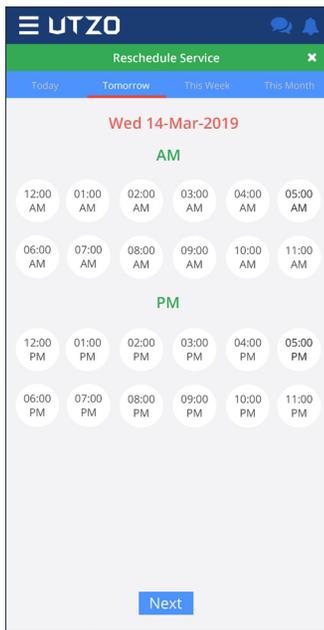


Service professionals can receive a reschedule request from a homeowner and can pick a date and time.



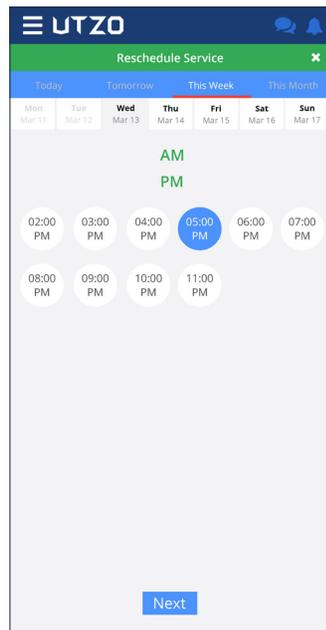
UTZO PRO APP Walk-through

Step Eleven



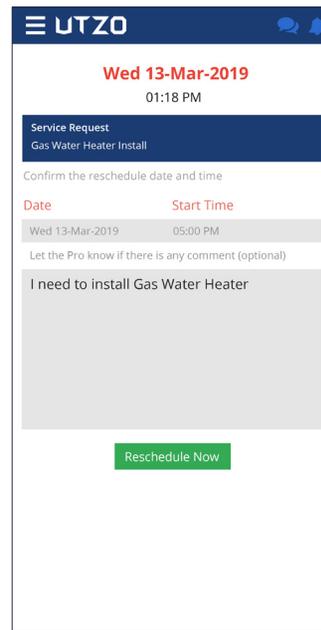
Pick any time you are not already booked. If you're scheduled already the time slot is left blank.

Step Twelve



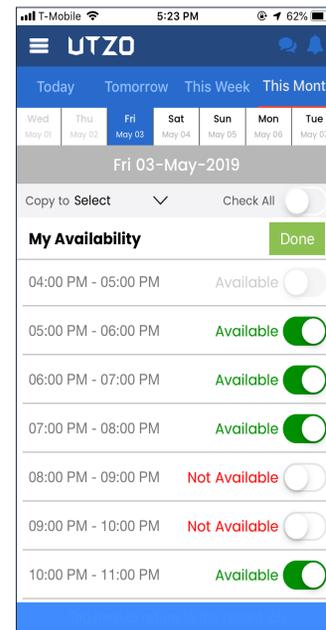
The desired date and time is sent back to the homeowner to be either accepted or rejected.

Step Thirteen



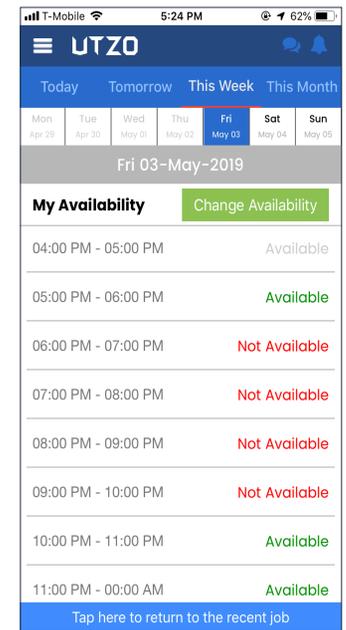
The pro finalizes the service terms and sends the request back to the homeowner who is waiting in real-time.

Step Fourteen



The service professional can create a short-term schedule in advance.

Step Fifteen

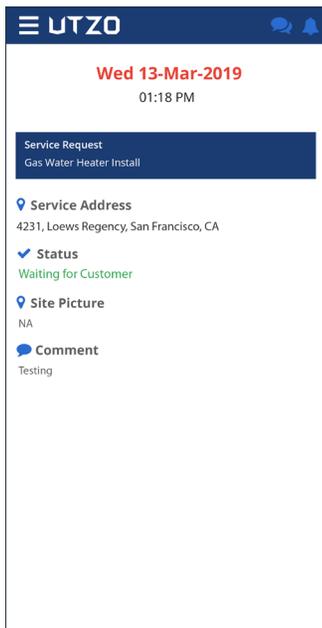


The service professional can also create daily, weekly, or monthly schedules in advance.



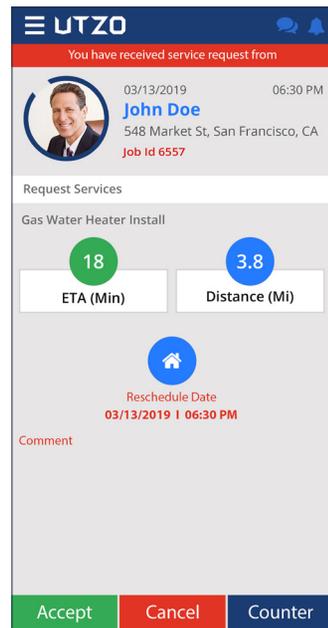
UTZO PRO APP Walk-through

Step Sixteen



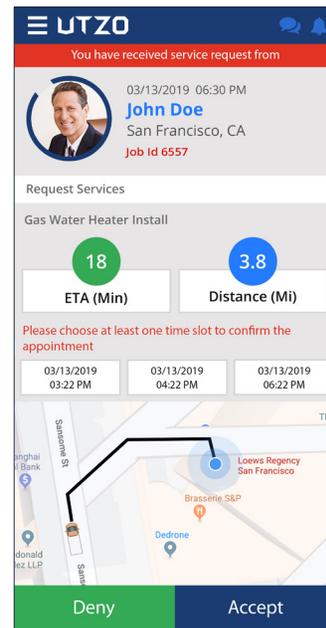
Needs new text from client for each step in the pro process.

Step Seventeen



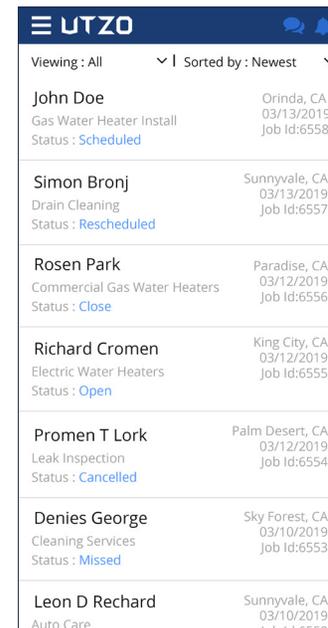
If a homeowner wants to counter the proposed date/time, the UTZO system proposes a new date to you.

Step Eighteen



UTZO Quick Reserve gives you three optional time slots to choose from.

Step Nineteen



Service Pros can view a homeowners job history list and all action on it.

Step Twenty



You can view all charges for lead fees and notification fees under the accounting part of the dashboard.

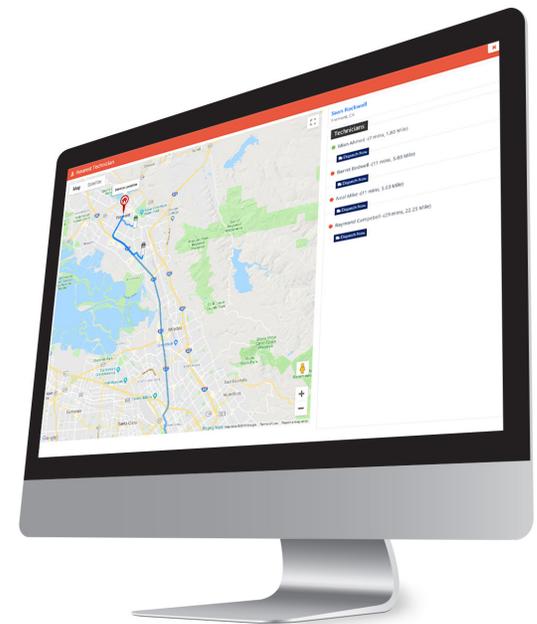
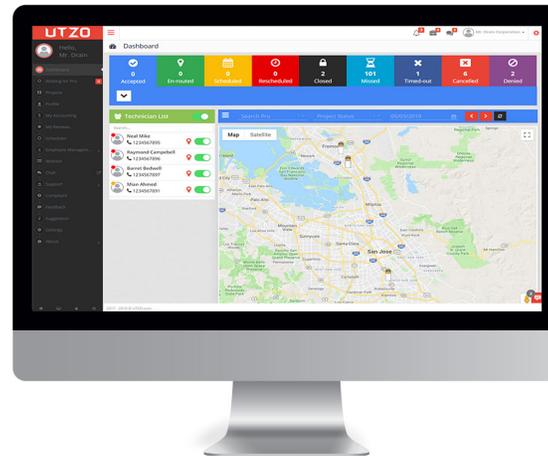


UTZO's Pro Dashboard is easy to use and has all the features you need to build your service business.

UTZO Company Dashboard

The dashboard allows you to see incoming leads, capture them, and quickly dispatch professionals to the service location.

UTZO uses integrated Google Maps to built out the best route for the service pro while letting you monitor their en-route progress to the homeowner.

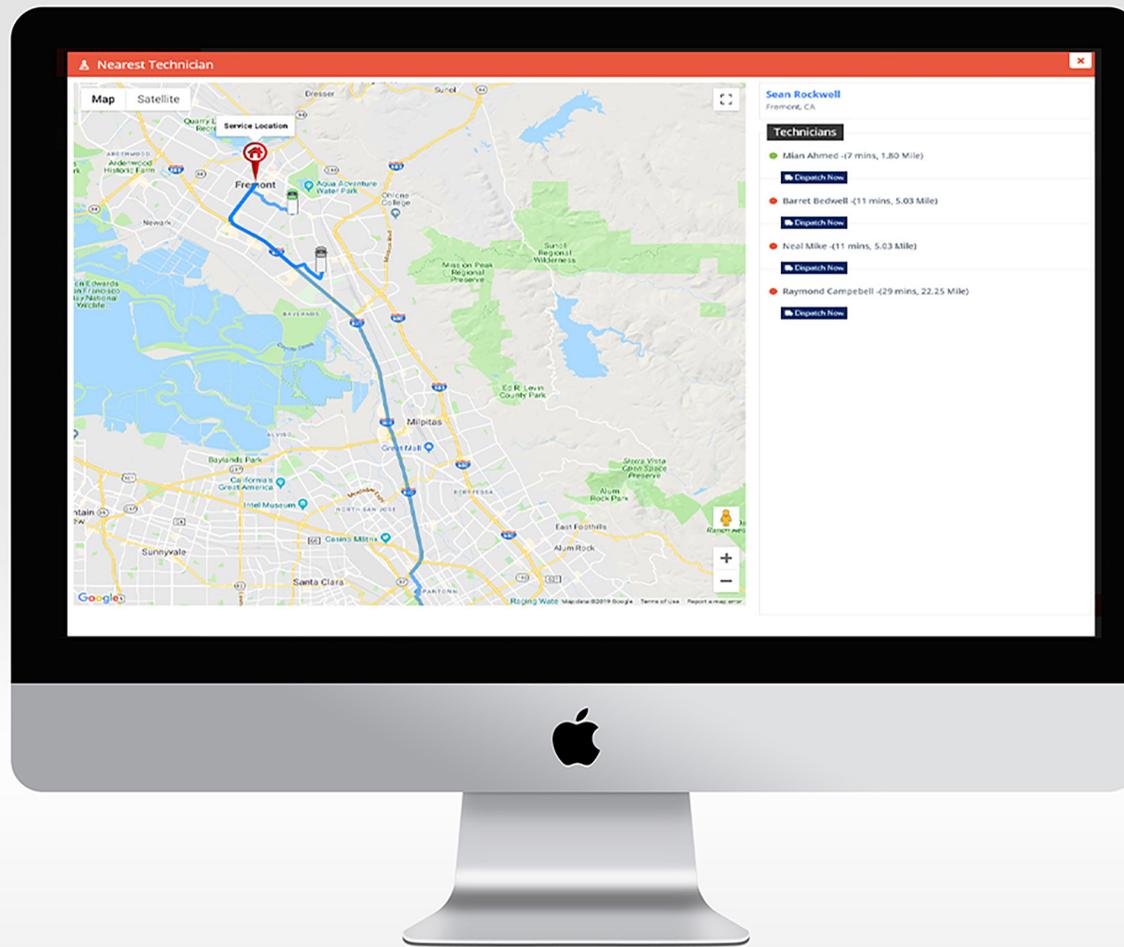


The UTZO dashboard gives service companies a powerful set of tools to know where their pros are, how far from a service location they are and the ETA for them to arrive there. With UTZO Company Dashboard you can know who can arrive fastest.



Service Provider Proximity

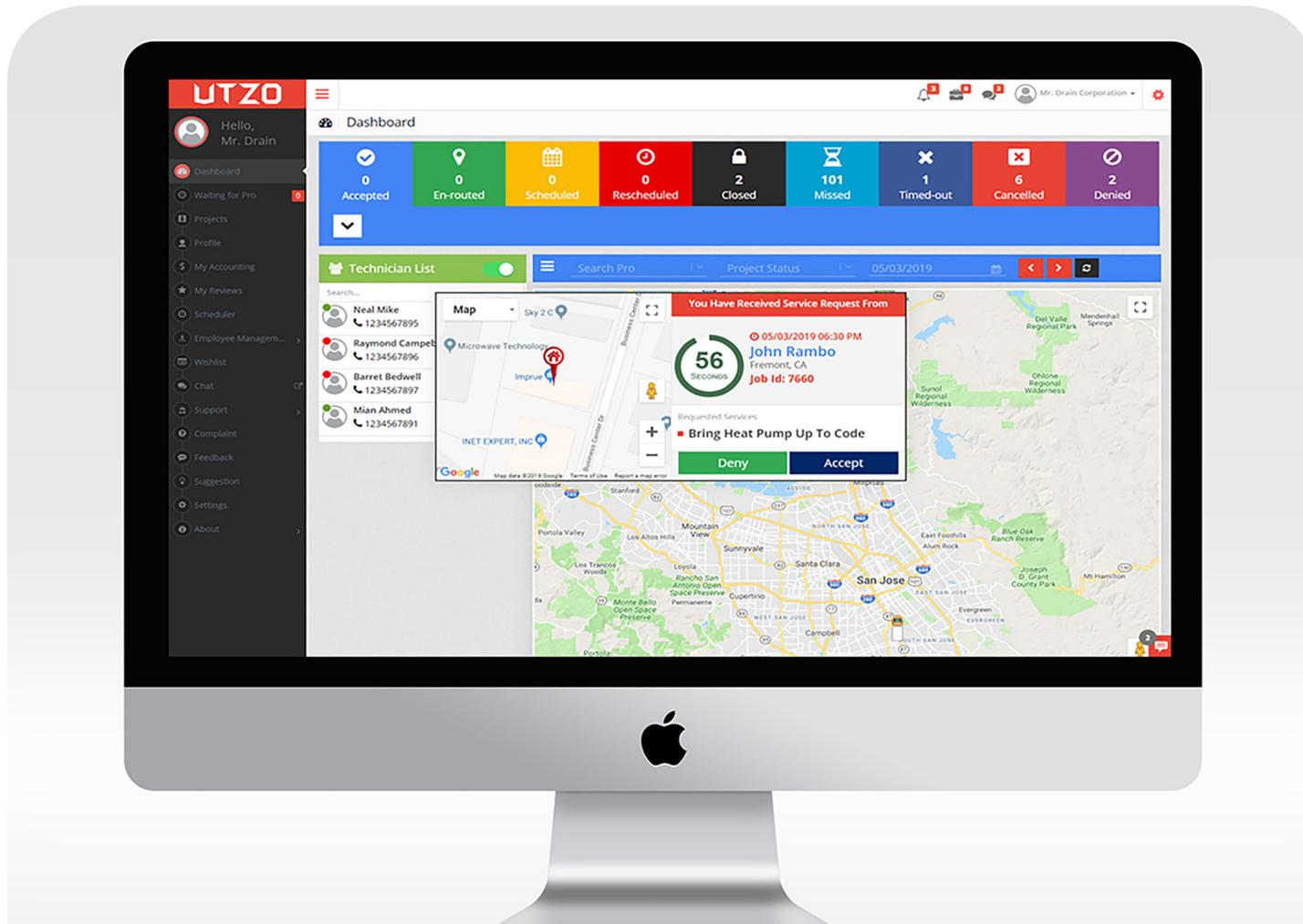
Once the homeowner service request is accepted the company service professionals are displayed with connecting route lines to show who is in the best position to take the call. With just one tap the company can issue the dispatch.





Service Request & Location

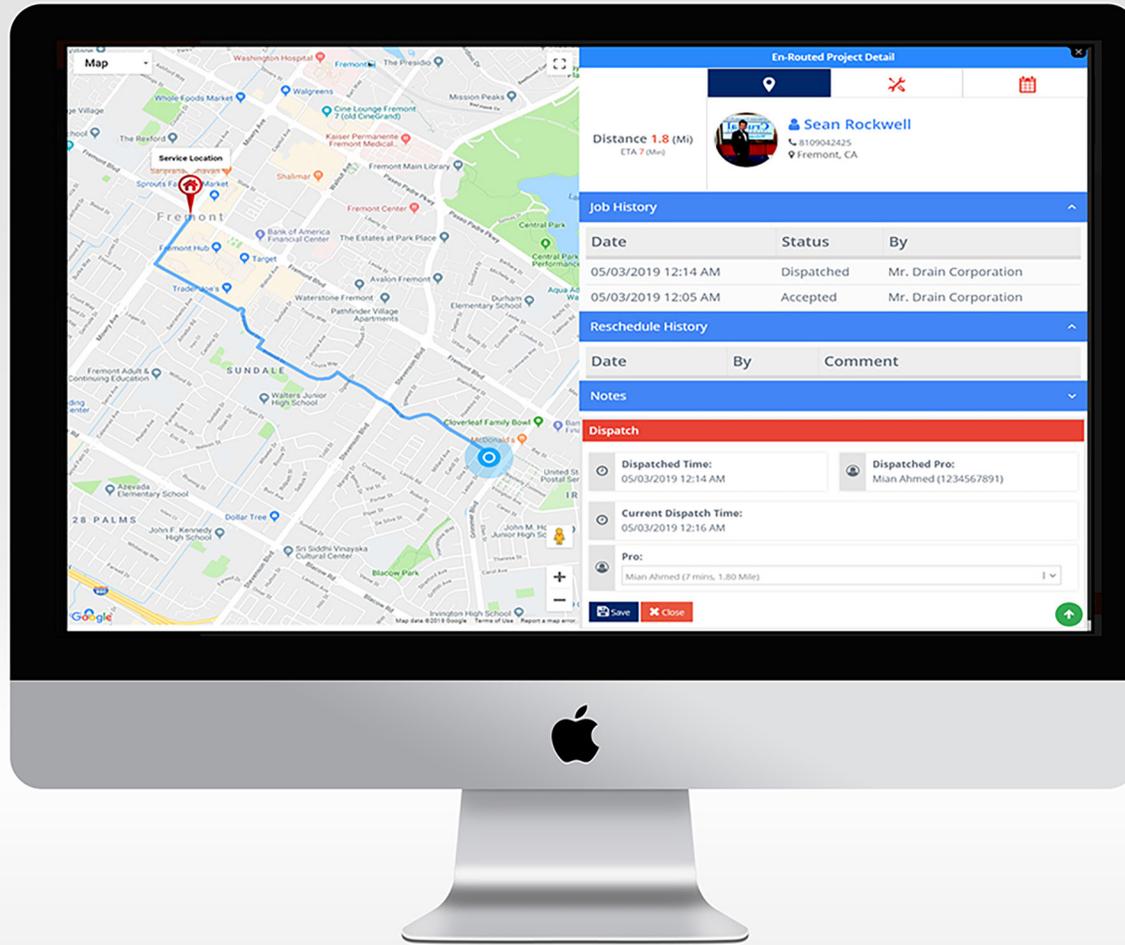
The service requests stream across the UTZO dashboard giving company admins a chance to quickly bid on the lead. Location and type of work are provided to quickly evaluate the work to be done.





Job Activity Board

The Job Activity Board shows all the job activities, the service professional's ETA, the distance left to arrive at the service location and more. Both the company admins and the homeowner are able to track the location of the service professional.

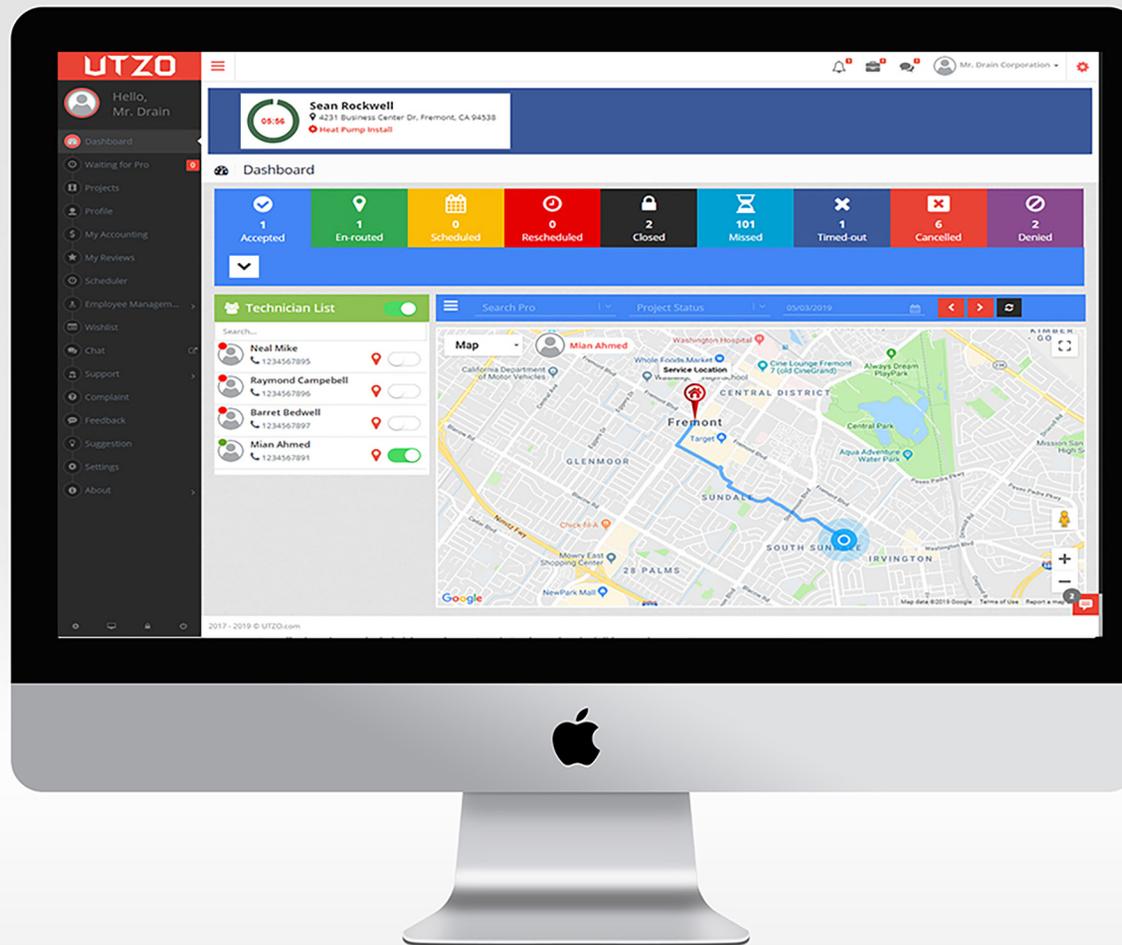




Main Dashboard

The main UTZO company dashboard is where administrators can take actions like decide what service requests to accept and viewing where service professionals are en-routed, review the schedule, reschedule, who's online and who is off-line. Only company administrators can take service pros on or offline.

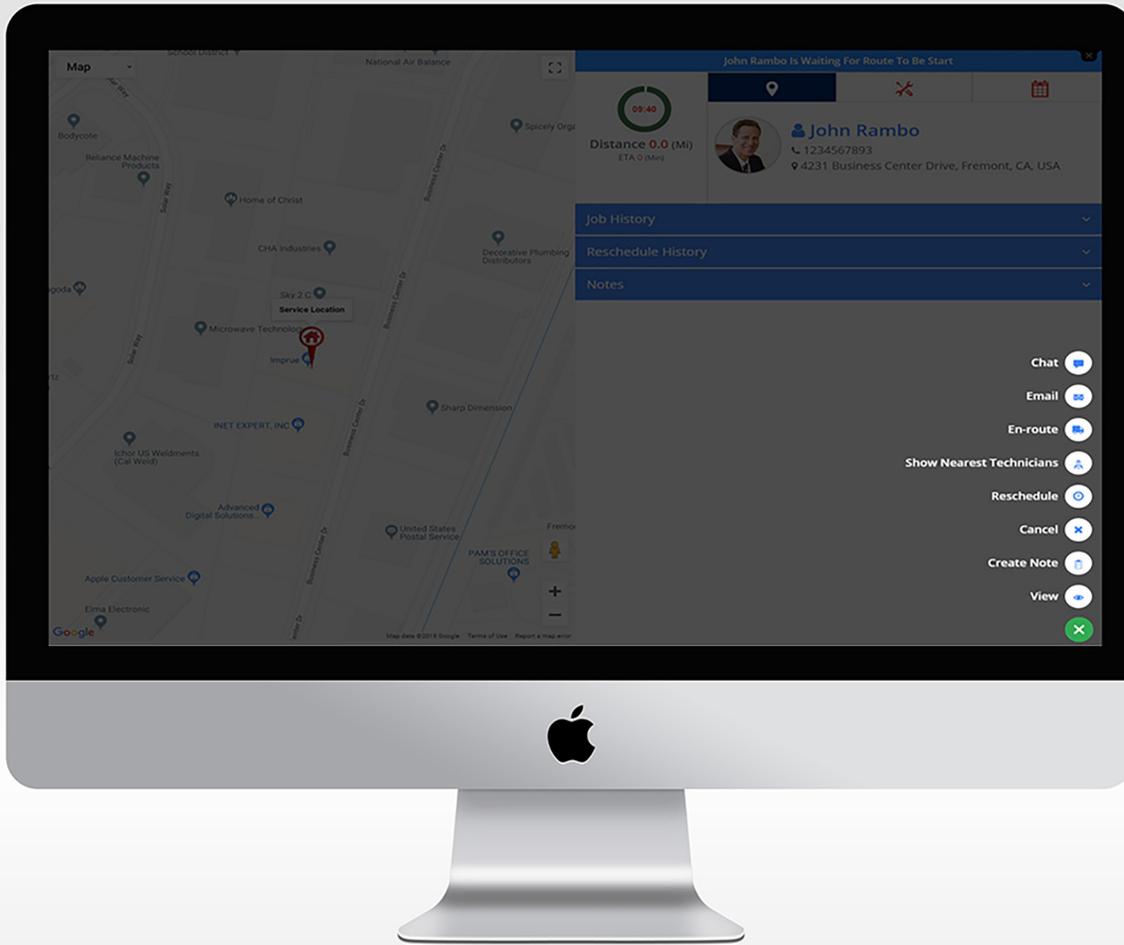
A 10 minute time clock shows a count-down for dispatch to use when deciding which service professional to en-route to fill the homeowner's service request.





Quick Actions

It's super easy for company administrators to take any action such as chat, e-mail, send files, call the homeowner, en-route a service professional or adjust the schedule, take notes, cancel the service call and more.

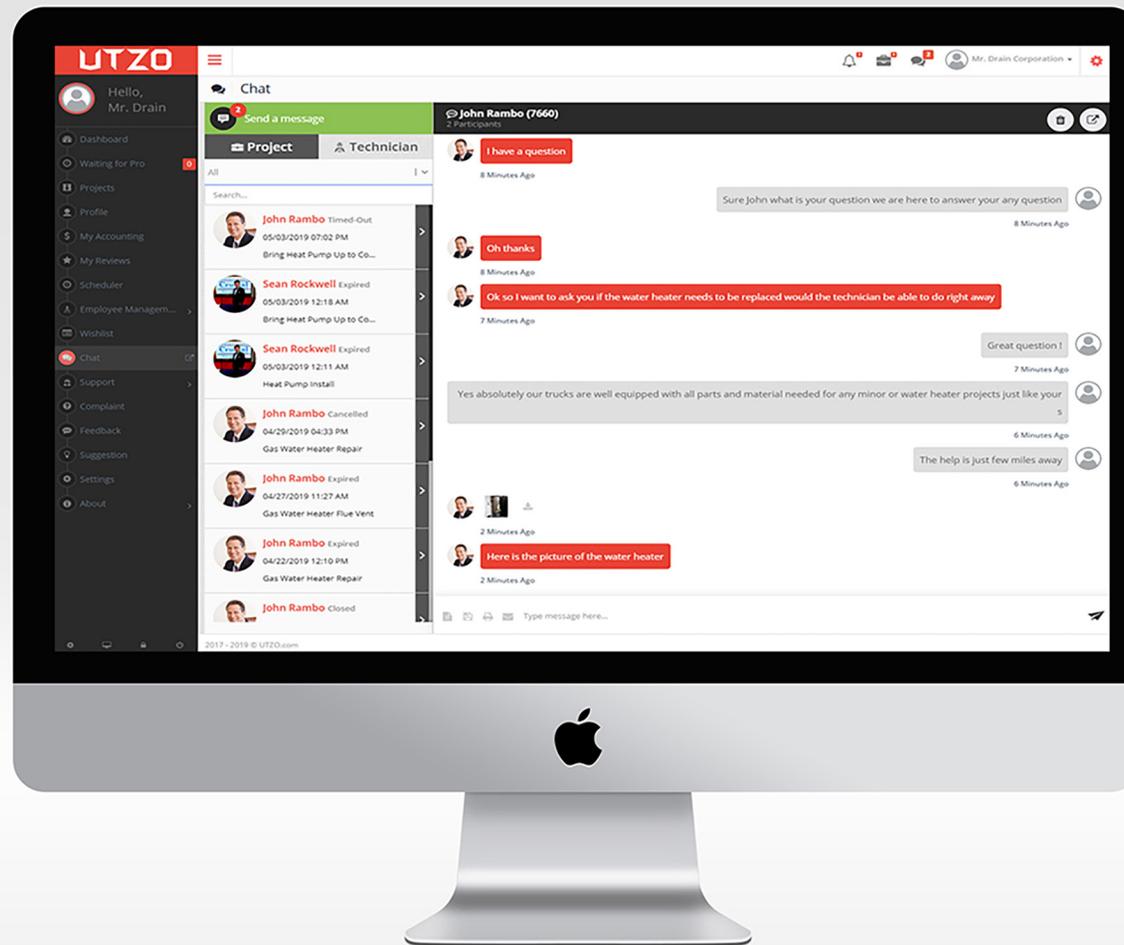




Integrated Communications

A power full 3 way chat system helps the company admin to keep privacy and can chat to homeowners and service professionals in separate chat windows. To be more proactive the company admins can add the homeowners and the service professionals, field managers, labors in same chat session to help people

accountable for their doings. This gives a power full communication tool for every one to stay on top of what is needed to be done and every one is happy and things done in efficient and timely manner.





Gives you a live stream of projects right near where you're working - all in real-time. Have work lined up and ready to go all day.

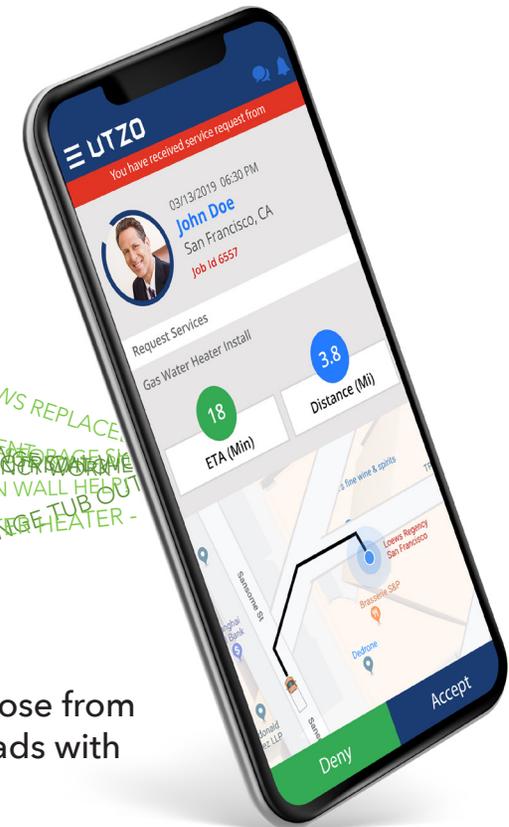
UTZO Subscription & Fees

UTZO charges a monthly subscription fee that ensures only top professionals are given access to our network of homeowners in our marketplace and deliver local live leads to you on demand when you need them.

STREAM LIVE LOCAL
LEADS

UTZO provides premium leads that are **MATCHED** to your service, are **LOCAL** and are **LIVE**. The homeowner is actually live on the APP ready for you to click the 'ACCEPT' lead button and connect with them.

REPAIR ROOFING - GUTTERS NEED REPAIR - WINDOWS REPLACEMENT - APPLIANCES OUT OF ORDER WORK
ELECTRICAL WORK - CEILING FAN INSTALLATION - MANAGEMENT PAGES
KITCHEN REMODEL - CHANGE STOVE VENT - PLUMBING OUT OF ORDER WORK
GAS STOVE REPLACED WITH NEW ONE - FENCE IN BACKYARD - BACKED UP SEPTIC SYSTEM - EMERGENCY WORK
DRAIN CLOGGED - URGENT ISSUE - LEAKING PIPE IN WALL HEAD
EMERGENCY WORK - URGENT ISSUE - LEAKING PIPE IN WALL HEAD
REPLACE DISPOSAL - LEAKING PIPE - INSTALL GAS WATER HEATER - SEPTIC SYSTEM ISSUES - INSTALL NEW GAS OVEN - CHANGE HEATER



You get to pick and choose from a stream of premium leads with UTZO.



UTZO Subscription & Fees

UTZO charges a small monthly subscription fee, lead notification fee and a lead acceptance fee.

This model is based on our experience working with service professionals and knowing the best value to offer them for lead generation.

UTZO offers a risk-free way to try out our platform using the 30 Day Trial Membership.

Try UTZO 30 days risk free and see how our platform can help your business grow. If you like the service, continue to subscribe.



We offer a free 30 day trial for both individual service professionals and service companies.

We know how effective our marketplace is and want you to find out as well. Join UTZO and pay no monthly subscription fee for your first two months. Cancel out at anytime and pay no subscription fees.

Write us for your free 30 day trial:

projoin@utzo.com

CHANGE YOUR AVAILABILITY STATUS

ACCEPT LEADS

When you want work, turn on UTZO to get quality local leads streaming in real-time.

OPT OUT

After hours or during projects, simply OPT OUT to no longer receive leads from UTZO.



\$2540

\$600

\$475

\$1175

\$970

\$730

\$2290

\$510

\$4200

\$1920

\$1455

\$2730

UTZO Lead Quality

We don't just give you contact information and a general idea of needs. We deliver a full service request with optional photos, videos, customer descriptions and a live customer on the other end of the service request.

UTZO Delivers the Best Project Details

The better the detail you have the better your quote and profit margin can be.

UTZO leads have details such as photos, videos, descriptions, exact location, and distance.



**+ LIVE HOMEOWNER
ON THE UTZO APP**

ALL LOCAL LEADS

UTZO helps you make smart business decisions and improve the quality of the jobs you select.

“Service Professionals only pay for a lead once they accept it and then you’re the only one who is going to that service location.”

NOTIFICATION AND LEAD FEES

When you turn on your streaming leads over UTZO we send these leads to only 5 local pros close to the homeowner. Each pro can be first to click the Accept button to pickup the lead.

LEAD FEE BASED ON SERVICE REQUEST

We charge fees based on a home owner’s service request. When you accept a project we take a lead fee based on the type of service request it is - typically these range from \$40 to \$80 but can go as high as \$200 for large home remodeling or larger priced projects.

NOTIFICATION FEE EXCLUSIVITY

You will be one of five service pros to receive notification of the service request lead. The notification fee is 30% of the full cost of the lead. That could be 30% of whatever the lead cost is.

It is by far, cheaper and better overall business as you are in control of the leads you want and projects you take on.

EXAMPLE FOR FEES

Kitchen Remodel
Project Value: \$17,400

Gross Profit: \$8,400

FEES

UTZO Notification Fee
(30% of \$200) \$60

–OR–

UTZO Lead Accepted Fee
Full Price \$200

**100% Guaranteed
Lead Conversion**



Leads are sent to you directly from our marketplace based upon your proximity to the work. The five closest, most qualified MATCHED service pros are given the notification.



Unlike our competitors, we don’t broadcast leads and sell them. We match them to ensure a high rate of satisfaction on the part of the homeowner and the service professional.

With 100% Guaranteed Lead Conversions you’re only paying full lead price when you get work so the fee is very reasonable.



Compare UTZO Fees to Others



UTZO FEE MODEL

We have a monthly subscription fee, a lead notification fee of 30% of the lead cost, and a lead cost based on the service request type.

We send the lead to 5 professionals who are close to the service location. **The first pro who accepts it gets a the lead and opportunity and noone else.**

Service companies can accept leads that are displayed on their dashboard and can then accept the work to assign it to their local pro.

No Contract
No Rotations
100% Guaranteed Lead Conversion
Specific Match To Services
Matched To Pros Current Location

UTZO gives you a quantifiable level of quality from each fee you pay. Sourced local, ready and live leads. UTZO lead quality is high.



HOME ADVISOR FEE MODEL

Home Advisor charges for each and every lead. The lead is sent to 5 service professionals. Leads are not, however, guaranteed to be local.

There are NO Guarantees on lead conversions.

Yearly subscription fee of \$285
+ Per Lead Fees

Sends leads to 5 service professionals and charge all of them.

No specific match to service.

No Contract
No Rotations
No Guarantees on Lead Conversion
Non-Specific Match to Service
NOT Matched to Location



Compare UTZO Fees to Others



GOOGLE FEE MODEL

Many service professionals fight to get their company listed on search engines like Google.

Google charges per click - regardless of the quality, location or if the search is even for a project. Web surfers click on ads and links all the time to explore - costing money and frustration.

Ad budgets can dry up quickly as you have to keep shoveling in money to get what little you get out of it. Remember, your competition bids for the same keywords and drives up your costs.

Keyword Costs No Guarantees on Lead Conversion
No Contract Non-Specific Match to Service
Ads Rotate NOT Matched to Location

Knowing your UTZO leads are close by, are on the APP live, have been prematched to your services and are ready to do business makes each one valuable.



BING FEE MODEL

Bing has gained in popularity in recent years. You must pay-per-click and compete for keyword prices.

Ads run on Bing can end at anytime if a budget is expended. You can't control the results - just how much you spend each day. You get what you get and hope for the best.

Search engine ads for service companies have no real way to filter and match services or give the service pro any assurance the leads are not a huge waste of time to follow-up on.

Keyword Costs No Guarantees on Lead Conversion
No Contract Non-Specific Match to Service
Ads Rotate NOT Matched to Location



Compare UTZO Fees to Others



ANGIES LIST FEE MODEL

Angie's List charges based on the zone or 'area' of an advertisement.

Each zone in an area has a set amount you pay to reach opportunities in that area.

They require a 12 month contract, rotate all listings, show and charge based on impressions and not on quantifiable methods. No guaranteed lead conversions.

Paying more gets priority placement.

12 Month Contract
Listings Rotate

No Guarantees on Lead Conversion
Specific Match To Services
Matched To Location

UTZO has a consistent monthly cost and fee system so you can know what to expect from each project you close on our marketplace.



YELP FEE MODEL

Yelp makes service professionals pay a per impression fee. They rotate listings, only show and charge for impressions and have no guarantee on any leads or conversion metrics.

Yelp charges businesses 1,000 the standard on-line CPM rates for local ads. Local pros pay as between \$400 and \$1200 a month for very small exposures (500-2000 ads a month) with no guarantee of any leads or results.

Paying more gets priority placement.

No Contract
Listings Rotate

No Guarantees on Lead Conversion
Show and Charge by Impressions



Reliable leads are the staple of any service business. UTZO was created by service professionals and we know quality leads!

Compare UTZO Fees to Others

THUMB TACK FEE MODEL

Thumbtack requires the service pro to set budgets and replenish them when they run dry over the term of the campaign.

Customer gets a list of 30 service professionals and professional is charged for all correspondence regardless of if they get the project or not.

Shows and charges by impressions. Has no guarantee on leads or conversions. Premium advertisers get priority but ads still rotate.

Requires the customer to accept the message for service and when accepted it charges.

No Contract	No Guarantees on Lead Conversion
Listings Rotate	Non-Specific Match to Service
	NOT Matched to Location



UTZO's Founder & Visionary

UTZO's founder and CEO, Mian Ahmed, is a ten-year veteran in the residential and commercial plumbing industry.

He first started UTZO as a way to correct the inefficiencies that have been prevalent in the home improvement market for quite sometime.

The UTZO online platform is his way of correcting these problems.

Contractors and homeowners can expect to have UTZO solve major problems and inefficiencies concerning the home improvement market with solutions such as:

- Receiving full access to local reputable service providers that have proven track records and are licensed, insured, bonded, reliable, drug free, and have undergone a thorough background check;
- Full recognition that the service provider is indeed in the homeowner's vicinity and is able to come to their aid in very little time;
- The ability to track the service provider's movements to ensure they are indeed making the scheduled arrival time as promised;
- Better communications tools and options that improve transparency between the service provider and homeowner client in order to ensure that requests for specifications and qualifications go hand in hand at first contact;
- Providing a review process that is more accurate, reliable, and trustworthy than most of the online review sites that promote unethical practices, which can be harmful to both the homeowners and service providers; and
- The creation of an online service provider status report function that indicates their readiness and ability to immediately work a job for a homeowner client.

These are solutions to problems that have been plaguing the home improvement market for quite some time. Also, UTZO is proud to be a reliable provider in answering the call to improving the experience for the service provider and their homeowner clients.



UTZO's Values

Integrity and values are at the heart of UTZO's core business philosophy.

We believe that by creating an ecosystem where both the homeowner and service professionals can both have their needs met in a safe, healthy marketplace, business will be fair for everyone.

PROMOTING TEAMWORK

A great home improvement experience relies on the success of the interactions between all parties involved. UTZO is a firm believer in the incorporation of teamwork and its effectiveness to create positive and proactive experiences that lead to a successful outcome.

BE PROACTIVE

Problems need solutions and UTZO is about building a culture of pro-activity. Being proactive is the stepping-stone to finding answers and solutions.

CARING ABOUT GREAT HOME IMPROVEMENT EXPERIENCES

UTZO's roots has operated in the home improvement industry for several years. We've seen it all and we know what works and what can be done better in our industry.

LEAD BY EXAMPLE

Revolutionizing the home improvement market place means that we cannot afford to lead by sitting in an armchair. In fact, it's counterproductive and it lessens our potency in being at the forefront and serve as a beacon of light in our changing industry.

WHY USE UTZO?

UTZO's web portal app provides a cutting edge home improvement market place experience that isn't utilized by any of its competitors.

In fact, its trademark functions consist of: PRO LOCATOR; DIRECT CONNECT; QUICK LINK; DISPATCH GENIUS; PROXIMITY ALERT; UP FOR BID; and QUICK RESERVE.

These trademark functions are the heart and soul of what makes UTZO such a great and unique application that stands out from the rest of its competitors. Without these trademark functions, the ongoing problems and inefficiencies surrounding the home improvement market place would be left unsolved. UTZO, on the other hand, is in the business of finally correcting these problems that have endlessly plagued the contractor and homeowner relationship.



**Download the UTZO APP and the UTZO Pro APP from
the iOS APP Store and Google Play for Android.**

www.utzo.com | projoin@utzo.com

UTZO™, Pro Locator™, Pro Connect™, Quick Connect™, Direct Connect™, Chat Genius™,
Dispatch Genius™, Proximity Alert™, Up for Bid™, and Quick Reserve™ are all trademarks of UTZO.

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