

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

COMMISSIONERS: **Lina M. Khan, Chair**
 Noah Joshua Phillips
 Rebecca Kelly Slaughter
 Christine S. Wilson

In the Matter of

**HOMEADVISOR, INC., a corporation,
d/b/a ANGI LEADS,
d/b/a HOMEADVISOR POWERED BY ANGI.**

DOCKET NO. 9407

COMPLAINT COUNSEL’S MOTION FOR SUMMARY DECISION

Pursuant to Section 3.24 of the Commission’s Rules of Practice, Complaint Counsel move for summary decision in this matter. Based on the pleadings and evidence in the case, as described in Complaint Counsel’s Statement of Material Facts as to Which There is No Genuine Issue for Trial (“SMF”), summary decision is appropriate as to violations of Section 5(a) of the Federal Trade Commission Act as alleged in the Complaint. The arguments supporting Complaint Counsel’s motion are set forth in the accompanying Memorandum in Support of Complaint Counsel’s Motion for Summary Decision. A Proposed Order is submitted herewith.

Respectfully submitted,

Dated: April 7, 2022

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MEMORANDUM IN SUPPORT OF
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I. INTRODUCTION

Respondent HomeAdvisor, Inc. has signed up [REDACTED] home service providers for membership in its network and sold them [REDACTED] leads using misleading, unsubstantiated, and outright false claims. Respondent has promised service providers that its leads would concern “serious,” “ready-to-hire,” and “project-ready” homeowners and yet routinely sold them leads that were anything but. Service providers pay [REDACTED] to join Respondent’s network and an average [REDACTED] for each lead. In pursuit of higher sales, Respondent’s telemarketers have misrepresented key aspects of the leads—overstating the quality of the leads and the odds that service providers would see those leads convert into paying jobs. In the process, HomeAdvisor has collected [REDACTED] in revenue from service providers—[REDACTED]. To add insult to injury, Respondent sold [REDACTED] service providers an add-on subscription service that it misrepresented was free, [REDACTED]. Despite consistent indicators that its claims were misleading and were important to service providers, Respondent’s systemic deception has continued. There is no genuine dispute about the material facts in this matter. Respondent’s misrepresentations go to the heart of its products and are serious and deliberate violations of Section 5 of the FTC Act. Accordingly, Complaint Counsel respectfully moves that the Commission grant summary decision and issue the Proposed Order.

II. FACTUAL BACKGROUND

A. Respondent

[REDACTED]

[REDACTED] HomeAdvisor also does business as “Angi Leads” and “HomeAdvisor Powered by Angi.” SMF ¶¶ 2, 25.

[REDACTED]

[REDACTED]

B. Respondent's Products

[REDACTED]

¹ For purposes of this memorandum, the term "homeowner" refers to the subject of HomeAdvisor's leads, regardless of whether the subject owns a home or is authorized to hire a service provider.

April 6, 2022, simultaneously producing all non-privileged relevant documents in its investigative file. The evidentiary hearing is set for November 9, 2022.

IV. LEGAL STANDARD FOR SUMMARY DECISION

The Commission may enter summary decision if it “determines that there is no genuine issue as to any material fact regarding liability or relief” and the moving party is entitled to the requested relief. 16 C.F.R. § 3.24(a)(2). The standard is “virtually identical to the provisions of Federal Rule of Civil Procedure 56, governing summary judgment in the federal courts.” *In re Jerk, LLC*, 159 F.T.C. 885, 889 (2015) (internal quotations omitted), *aff’d sub nom. Fanning v. FTC*, 821 F.3d 164 (1st Cir. 2016).

The moving party has the initial burden of “identifying those portions of [the record] which it believes demonstrate the absence of a genuine issue of material fact.” *Id.* (quoting *Celotex Corp. v. Catrett*, 477 U.S. 317, 323 (1986)) (alterations in original). The burden then shifts “to the non-moving party to demonstrate that there is indeed a material issue of fact that precludes summary judgment.” *Id.* (quoting *Clark v. Coats & Clark, Inc.*, 929 F.2d 604, 608 (11th Cir. 1991)). The non-moving party “may not rest upon the mere allegations or denials of his or her pleading; the response . . . must set forth specific facts showing that there is a genuine issue of material fact for trial.” 16 C.F.R. § 3.24(a)(3).

V. THE FTC HAS JURISDICTION OVER RESPONDENT

The Commission has jurisdiction over Respondent because the company advertised and sold its leads and membership product in interstate commerce. The Commission’s jurisdiction over commerce under the FTC Act, 15 U.S.C. § 44, extends as far as Congress’ constitutional authority under the Commerce Clause. *In re N.C. Bd. of Dental Examiners*, 152 F.T.C. 640, 694 (2011), *aff’d* 574 U.S. 494. [REDACTED]

[REDACTED]

VI. RESPONDENT VIOLATED SECTION 5 OF THE FTC ACT

A. The FTC Act's Standard for Deceptive Misrepresentations

Section 5 of the FTC Act declares unlawful “unfair or deceptive acts or practices in or affecting commerce.” 15 U.S.C. § 45(a)(1). The Complaint contains three counts alleging deceptive misrepresentations. Compl. at 14-15. An act or practice “is deceptive if it contains a representation or omission of fact that is likely to mislead a consumer acting reasonably under the circumstances.” *In re POM Wonderful, LLC*, 155 F.T.C. 1, 10 (2013) (citing *FTC Policy Statement on Deception*, appended to *In re Cliffdale Assocs., Inc.*, 103 F.T.C. 110, 175 (1983)), *aff'd* 773 F.3d 478, 491. “Consequently, the determination of whether Respondents disseminated false advertisements in violation of the FTC Act requires a three-part inquiry: (1) whether Respondents disseminated advertisements conveying the claims alleged in the Complaint; (2) whether those claims were false or misleading; and (3) whether those claims are material to prospective consumers.” *Id.* at 11 (citing *Kraft, Inc. v. FTC*, 970 F.2d 311, 314 (7th Cir. 1992)).

“The Commission ‘will deem an advertisement to convey a claim if consumers, acting reasonably under the circumstances, would interpret the advertisement to contain that message.’” *Id.* (quoting *In re Thompson Med. Co.*, 104 F.T.C. 648, 788 (1984)). The Commission need not find that a majority of consumers would interpret a representation to be deceptive; it is sufficient that a significant minority of consumers would do so. *In re Telebrands Corp.*, 140 F.T.C. 278, 291 (2005), *aff'd* 457 F.3d 354, 362 (4th Cir. 2006); *In re Kraft, Inc.*, 114 F.T.C. 40, 122 (1991), *aff'd* 970 F.2d 311. Similarly, if a representation can reasonably be interpreted to be either misleading or non-misleading, a seller is nonetheless liable for the misleading interpretation. *POM Wonderful*, 155 F.T.C. at 12. “[T]he Commission has the common sense and expertise to determine ‘what claims, including implied ones, are conveyed [. . .] so long as those claims are reasonably clear.’” *Id.* at 13 (quoting *Kraft*, 970 F.2d at 319); *accord FTC v. Colgate-Palmolive*

Co., 380 U.S. 374, 391-92 (1965). Intent to mislead is not a necessary element. *Kraft, Inc.*, 114 F.T.C. at 121.

To establish that a representation was false or misleading, the Commission need only find that a representation is likely to mislead. *Cliffdale Assocs.*, 103 F.T.C. at 165. Proof of specific consumers being deceived is not required. *Id.*; *FTC v. Freecom Commc'ns, Inc.*, 401 F.3d 1192, 1203 (10th Cir. 2005) (“Neither proof of consumer reliance nor consumer injury is necessary to establish a § 5 violation.”).

Moreover, a claim can be misleading if the company lacked a reasonable basis for it when it was made, regardless of whether it is true. An objective claim about a product’s performance implies that the advertiser has evidence to substantiate that claim. *Thompson Medical*, 104 F.T.C. at 813 n.37. The Commission considers six factors in evaluating the sufficiency of substantiation (the “Pfizer factors”): “the type of claim, the product, the consequences of a false claim, the benefits of a truthful claim, the cost of developing substantiation for the claim, and the amount of substantiation experts believe is reasonable.” *Id.* at 840 (citing *In re Pfizer, Inc.*, 81 F.T.C. 23, 62-63 (1972)). “Where the advertisers lack adequate substantiation evidence, they necessarily lack any reasonable basis for their claims. And where the advertisers so lack a reasonable basis, their ads are deceptive as a matter of law.” *FTC v. Direct Mktg. Concepts, Inc.*, 624 F.3d 1, 8 (1st Cir. 2010) (citing *Removatron Int’l Corp. v. FTC*, 884 F.2d 1489, 1498 (1st Cir. 1989)) (internal citations omitted). It is Respondent’s burden to show what substantiation it had for its claims, and “[t]he FTC has the burden of proving that [Respondent]’s purported substantiation is inadequate[.]” *FTC v. QT, Inc.*, 448 F. Supp. 2d 908, 959 (N.D. Ill. 2006) (citing *FTC v. Sabal*, 32 F. Supp. 2d 1004, 1008-09 (N.D. Ill. 1998)).

A representation is material if it contains information important to consumers and therefore is likely to affect their purchasing decisions. *Policy Statement on Deception*, 103 F.T.C. at 182; *Kraft*, 970 F.2d at 322. Certain types of claims are presumed to be material: express claims, *Thompson Medical*, 104 F.T.C. at 816, claims about a product's effectiveness or central characteristics, *Telebrands*, 140 F.T.C. at 292 (quoting *Thompson Medical*, 104 F.T.C. at 816-17), claims about the price of a product or service, *In re Removatron Int'l Corp.*, 111 F.T.C. 206, 309 (1988), modified on other grounds, 114 F.T.C. 715 (1991), or the anticipated earnings from a business opportunity, *Freecom*, 401 F.3d at 1203.

B. Respondent Misrepresented the Quality, Characteristics, and Source of Its Leads

HomeAdvisor's marketing to service providers has highlighted the quality of its leads to induce service providers to buy a membership and leads. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] HomeAdvisor's representations about the quality, characteristics, and source of its leads were what purportedly made them worth their price and the membership fee. However, these representations often misrepresented or overstated fundamental aspects of the leads.

1. Misrepresentations About Homeowners' Intent to Hire Service Providers

In both sales calls with prospective service providers and public-facing marketing materials, HomeAdvisor has represented that its leads concern homeowners who want to hire a

service provider soon. SMF ¶¶ 62, 65. Respondent’s sales calls have repeatedly included such claims, SMF ¶ 65, [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] See also PX0014-0001 (“I and other sales representatives told [home service professional] prospects that the leads were from people looking for contractors to do their jobs right away.”). [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] The company’s advertising materials have made similar representations, SMF ¶ 62, such as, “You won’t have to waste your time with customers who just window-shop. HomeAdvisor allows you to spend your time with the right ‘ready-to-buy’ customers[,]” PX0018-0025, and “HomeAdvisor connects contractors with homeowners who are ready to hire pros for their home projects—giving you access to targeted leads for your business[,]” PX0018-0073.

Respondent’s claims have contained both explicit and implicit representations that the leads concern homeowners who intend to hire a service provider soon. Where HomeAdvisor’s claims use phrases like “ready to hire,” “not just window shopping,” or other similar wording, the representation is explicit. Respondent’s claims that leads concern homeowners who are

² [REDACTED]

“project-ready,” “serious,” and the like strongly imply the same meaning. Logically, to a service provider considering purchasing Respondent’s leads, what makes a homeowner “serious” is that the homeowner is reasonably likely to hire a service provider to perform work. While how soon that is may vary depending on the context (*e.g.*, fixing a burst pipe likely requires a shorter timeline than a kitchen remodel), the net impression of Respondent’s claims has been that its leads concern homeowners who are ready to select and hire a service provider. *See* SMF ¶ 70 (service providers have complained to Better Business Bureau (“BBB”) that they were misled during the sales process into believing that HomeAdvisor’s leads concern people who intend to hire a service provider soon).

These claims misrepresent the leads Respondent sells. [REDACTED]

It is therefore unsurprising that leads have often concerned homeowners who were not looking to hire a service provider soon. SMF ¶ 67; [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] In many cases, the leads concerned homeowners who did not intend to hire a service provider at all. SMF ¶ 67; [REDACTED]

[REDACTED]

[REDACTED] Leads have also concerned obviously fake information, PX0005-0002 (lead concerned “Luke Nasty” at non-existent address), or homeowners who insisted they had not submitted their information to anyone and were not looking for a service provider, PX0017-0001 to -0003; PX0016-0001; PX0012-0002.

These were not isolated instances. [REDACTED]

These misrepresentations about homeowners' intent to hire have been material to service providers' decisions to purchase both their membership and leads. Claims are presumed material when they concern the central characteristics, purpose, and efficacy of the product. *See Telebrands*, 140 F.T.C. at 292 (quoting *Thompson Medical*, 104 F.T.C. at 816-17). The central purpose to service providers of HomeAdvisor's leads is to connect with paying customers. Respondent sold service providers the possibility of income, and its representations about homeowners' intentions related directly to the likelihood that such income would be realized. Service providers' complaints to the BBB underscore the importance of these claims to service providers' decisions to buy a HomeAdvisor membership. *See generally* SMF ¶ 70. [REDACTED]

[REDACTED] Moreover, HomeAdvisor's representations regarding intent to hire exist on a continuum from explicit claims like "ready to hire" and "not just window shopping" to strongly implied claims like "project-ready" and "serious homeowners." Where HomeAdvisor made the claims expressly, those claims are presumed material. *See Thompson Medical*, 104 F.T.C. at 816. Accordingly, Respondent's misrepresentations regarding homeowners' intent to hire service providers were material and violated Section 5 of the FTC Act.

2. *Misrepresentations About Leads Matching Job Type and Geographic Preferences*

In both sales calls and public-facing marketing materials, HomeAdvisor has represented that service providers will only receive leads that match the type of work that those service providers perform and the geographic areas where they want to work. SMF ¶¶ 71, 75-76.

[REDACTED]

[REDACTED] During sales calls, Respondent’s sales agents have [REDACTED] told prospective service providers as much, SMF ¶¶ 75-76, [REDACTED]

[REDACTED]

[REDACTED] HomeAdvisor’s advertising has made similarly emphatic claims, SMF ¶ 71, with its website stating, “Tell us what you do and where, and we deliver prospects that meet your exact needs[,]” PX0018-0005, and “Only Get the Leads You Want. You pick your service types and location preferences and we bring you prospects that match what you want[,]” PX0018-0052.

Respondent’s sales calls and advertisements are unambiguous. In many, HomeAdvisor has explicitly indicated that service providers will *only* receive leads that concern *exactly* the type of work they are interested in and *exactly* the locations where the service providers work. In others, HomeAdvisor has implied as much by claiming that the leads will match service providers’ stated preferences without indicating that the claim is limited to only some of the company’s leads.

These claims [REDACTED] misrepresent the leads HomeAdvisor sells to service providers, which [REDACTED] have concerned tasks those service providers do not perform or have been in geographic areas where those service providers do not work. SMF ¶¶ 77-78. [REDACTED]

Problems with geographic and job type mismatches have been commonplace. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

³ [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] This volume of matching errors is utterly inconsistent with the precise matching that HomeAdvisor has so emphatically advertised to service providers.

Respondent’s representations regarding type and location of work are clearly material to service providers’ decisions to join HomeAdvisor’s network and purchase leads. Claims about the central purpose of a product are presumed material. *Telebrands*, 140 F.T.C. at 292. Leads have no value if the service provider cannot possibly perform the job or would not want to do so. That is equally true whether the lead concerns a task outside of the service provider’s preferred specialty [REDACTED] [REDACTED] [REDACTED]

[REDACTED] or preferred geographic service area [REDACTED] [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] Similarly, service providers’ complaints to the BBB about HomeAdvisor have specifically cited that HomeAdvisor misled them into believing that HomeAdvisor’s leads would match their geographic and type of work preferences, SMF ¶ 82, reflecting the importance service providers have placed on HomeAdvisor’s representations. Moreover, the representations were often explicit and therefore presumed material. *See Thompson Medical*, 104 F.T.C. at 816. Accordingly, Respondent’s misrepresentations about the type and geographic location of leads constitute a violation of Section 5 of the FTC Act.

3. Misrepresentations About Lead Source

HomeAdvisor has regularly represented to prospective service providers that its leads concern homeowners who have intentionally sought the company’s help. SMF ¶¶ 83, 86.

According to its [REDACTED] and training resources for sales agents, HomeAdvisor’s leads concern people who knowingly sought HomeAdvisor’s assistance in selecting a service provider. SMF

¶ 84; [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] See also SMF ¶ 86; PX0014-0001 (“We told prospects that if they joined HomeAdvisor, they would receive high quality leads from homeowners who visited the HomeAdvisor website looking for a contractor . . .”). HomeAdvisor’s website has made similar claims, SMF ¶ 83, including “In order to quickly find the best local service professionals, customers submit a brief description of their services using the HomeAdvisor interview on the Web site[,]” PX0018-0024.

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] In many such instances, the homeowners submitted information on sites that made little if any mention of HomeAdvisor. See PX0008-0002 (“[I]t was basically like making a cold call; these leads certainly didn’t have the same value as a lead who knew they had entered their information into the HomeAdvisor site and expected a call.”). [REDACTED]

[REDACTED]

[REDACTED]

HomeAdvisor’s claims regarding the source of its leads have been material to service providers’ decisions to sign up for HomeAdvisor’s network. Claims are presumed material if they relate to a product’s central purpose, *Telebrands*, 140 F.T.C. at 292, [REDACTED]

[REDACTED]

[REDACTED] Furthermore, claims are presumed material if they are express, *Thompson Medical*, 104 F.T.C. at 816, as were HomeAdvisor’s claims about lead source. Thus, HomeAdvisor’s claims were material and violate Section 5 of the FTC Act.

C. Respondent Misrepresented the Rate at Which Leads Convert to Jobs

HomeAdvisor’s sales agents have repeatedly claimed to prospective service providers that Respondent’s leads converted into jobs at rates that were unsubstantiated. Respondent

lacked adequate data to substantiate any job conversion [REDACTED] claims, and what data it had clearly contradicted the claims it made. The company has therefore deceived prospective service providers about the likelihood of what service providers wanted most out of Respondent’s leads—jobs.

[REDACTED]

[REDACTED]

[REDACTED] PX0013-0002 (“Managers advised us that in most [service provider] trade classifications, 3.2 of 10 leads from HomeAdvisor resulted in jobs.”). [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

In their sales calls to prospective service providers, Respondent’s sales agents have repeatedly represented that those service providers could expect leads to convert into jobs at a particular rate— [REDACTED]

[REDACTED] *See generally* SMF ¶ 106. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

constitutes a reasonable basis varies depending on the *Pfizer* factors. *Id.* at 840. A non-representative consumer survey is not a reasonable basis for an advertising claim. *Cf. In re Litton Indus., Inc.*, 97 F.T.C. 1, 71 (1981) (holding it deceptive to pass a non-representative survey as indicative of a broader population’s views), modified on other grounds, 100 F.T.C. 457 (1982). Thus, HomeAdvisor’s [REDACTED], without more, would be insufficient to substantiate broad win rate claims.

[REDACTED]

[REDACTED] These percentages are significantly lower than the percentages HomeAdvisor has repeatedly touted to service providers. HomeAdvisor’s win rate claims are therefore misleading.

HomeAdvisor’s win rate claims are unquestionably material to service providers’ decisions to join its network and purchase leads. Express claims are presumed material, *Thompson Medical*, 104 F.T.C. at 816, as are claims about the central characteristics of a product or service, *Telebrands*, 140 F.T.C. at 292. Respondent’s win rate claims represented the likelihood that a service provider would get hired for jobs and thus recoup their lead costs, and thus function as earning claims, which are also presumed material, *Freecom*, 401 F.3d at 1203. Of course, such claims would likely be important to service providers in weighing the costs and

potential benefits of HomeAdvisor’s service. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] Service providers have also complained to the BBB about these claims, underscoring the effect these claims had on service providers’ purchasing decisions. SMF ¶ 110; PX0019-0110 (“[P]art of your pitch to me was also that you had such high conversion success at 60-70%”); PX0019-0142 (“We were originally told the close rate on the leads were 90-95%.”). Consequently, Respondent’s false and unsubstantiated claims regarding win rates were material and violated Section 5.

D. Respondent Misrepresented that mHelpDesk was Free

[REDACTED]

[REDACTED] but often misled service providers to think the first month of mHelpDesk would be free. [REDACTED]

[REDACTED] r

[REDACTED] Service providers frequently thought that their first month of mHelpDesk was free. SMF ¶ 117.⁵

[REDACTED]

Misrepresentations about price, including that a product is free, are presumed material. *Removatron Int'l*, 111 F.T.C. at 309. The logic behind that presumption is readily apparent here. Consumers may accept a free add-on that they would never choose to purchase. [REDACTED]

[REDACTED]

[REDACTED] When deciding whether they wanted to try mHelpDesk for a month, reasonable service providers would likely consider it important whether such a trial was free [REDACTED] Hence, the claim that mHelpDesk was free was a material misrepresentation that violated Section 5.

VII. RESPONDENT'S QUALITY ASSURANCE AND CREDIT PROCEDURES DO NOT CURE ITS VIOLATIONS

HomeAdvisor knew that its sales agents frequently made representations that were false or could not be substantiated. [REDACTED] ll's

⁴ [REDACTED]

⁵ [REDACTED]

[REDACTED]

[REDACTED] The process has thus been ineffective, both at preventing future misrepresentations and remedying the harm from past ones.

[REDACTED]

HomeAdvisor's review of credit requests is opaque. [REDACTED]

[REDACTED]

8 [REDACTED]

[REDACTED]

If HomeAdvisor cannot verify the service provider’s reason (e.g., if the phone call goes to voicemail), HomeAdvisor

denies the credit request. SMF ¶ 46; [REDACTED]

Not only are credits for bad leads far from guaranteed, service providers complain that requesting credits from HomeAdvisor is time consuming. SMF ¶ 50.⁹ [REDACTED]

Furthermore, HomeAdvisor unjustly benefited from the sale of bad leads even when it granted a credit, because service providers were forced to obtain future leads of unknown quality

⁹ Some service providers may very well not have pursued credits—either because the process was confusing, opaque, or time-consuming. See, e.g., PX0001-0002 (“I wasted a lot of time on hold trying to get credited for the leads that were of no use to us, and sometimes it was just too much trouble to take the time away from my day to make the attempt.”). They also might not have known they could: [REDACTED]

to get any value for the money already spent. Credits are not as effective as refunds at making victims whole. *See FTC v. Lights of Am., Inc.*, 2013 WL 5230681, at *38-39 (C.D. Cal. Sept. 17, 2013). Section 5 does not impose a burden on buyers to police their purchases—it imposes a burden on sellers to ensure their claims match what they can provide. Moreover, the credits do not redress service providers’ injury from the cost of memberships, which were sold with the same misleading promises as Respondent’s leads.

VIII. THE PROPOSED ORDER PROVIDES APPROPRIATE RELIEF

The Proposed Order contains proper relief to ensure Respondent’s future compliance with the law. When the Commission finds a violation of Section 5, it must issue an order to Respondent to cease and desist in the violations. 15 U.S.C. § 45(b). The Commission has broad discretion to craft an appropriate remedy to prevent future lawbreaking. *Colgate-Palmolive*, 380 U.S. at 392. “In considering whether a cease and desist order is appropriate, the Commission must determine that an order is both sufficiently clear and reasonably related to the unlawful practices at issue.” *POM Wonderful*, 155 F.T.C. at 77 (citing *Colgate-Palmolive*, 380 U.S. 394-95). “[W]hen determining whether an order is reasonably related to the unlawful practices, the Commission considers ‘(1) the seriousness and deliberateness of the violation; (2) the ease with which the violative claim may be transferred to other products; and (3) whether the respondent has a history of prior violations.’” *Id.* (citing *In re Stouffer Foods Corp.*, 118 F.T.C. 746, 811 (1994)); *accord Telebrands Corp. v. FTC*, 457 F.3d 354, 358 (4th Cir. 2006); *Kraft, Inc.*, 970 F.2d at 326. The relative importance of each factor depends on the strength of the others, and the Commission need not find all three present to find a reasonable relationship. *POM Wonderful*, 155 F.T.C. at 78 (quoting *Telebrands*, 457 F.3d at 358-59). Given HomeAdvisor’s repeated misrepresentations in the face of clear red flags, the factors weigh heavily in favor of the Proposed Order.

Respondent’s misrepresentations regarding lead quality and win rate were serious in both scope and duration. These misrepresentations all related to the leads’ central purpose for service providers: winning jobs. Respondent’s sales agents misrepresented both the service providers’ ultimate odds of winning jobs and the underlying quality of the leads that undermined those odds. HomeAdvisor has been making similar misrepresentations for years. *See, e.g.*, [REDACTED]

[REDACTED]; PX0018-0052, -0055, -0058, -0061, -0065, -0068, -0070, -0071 (between 2014 and 2020, website has claimed, “You can define your service and zip code preferences to ensure you only receive the types of requests you want”); [REDACTED]

HomeAdvisor’s violations were also deliberate. Conduct is deliberate where it is consistent over years, rather than an “accident or ‘isolated instance.’” *In re POM Wonderful, LLC*, 153 F.T.C. 964, 1439 (2012) (Initial Decision) (quoting *Thompson Medical*, 104 F.T.C. at 834). Representations are also deliberate where the claims continued in the face of evidence calling their truthfulness into question. *Thompson Medical*, 104 F.T.C. at 834-35. Since at least 2014, Respondent explicitly or tacitly approved many misleading claims. *See generally* SMF

¶ 62 (ready to hire claims in advertising); [REDACTED]
[REDACTED] ¶ 71 (type and location of jobs claims in advertising);
[REDACTED] ¶ 83
(lead source claims in advertising); [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] Former sales agents report that they were trained to make many of the

misrepresentations they made on sales calls. PX0012-0001 to -0002; PX0013-0002 to -0003; PX0015-0001 to -0002. [REDACTED]

[REDACTED]

These misrepresentations continued unabated for at least six years [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] Respondent continued to make misrepresentations in its advertising and sales calls.

Respondent's misrepresentations about the cost of mHelpDesk were similarly serious and deliberate. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

The proposed fencing-in relief reflects the ease with which Respondent could recreate its deception with a new product. "A violation is considered transferable when other products could be sold utilizing similar techniques." *Jerk*, 159 F.T.C. at 934 (citing *Colgate-Palmolive*, 380 U.S. at 394-95). Where the misrepresentations can so easily be applied to a broad range of products,

the fencing-in relief should be similarly broad to protect consumers. *Id.* at 935 (“As courts have recognized, the Commission’s authority includes power to issue orders ‘encompassing all products or all products in a broad category, based on violations involving only a single product or group of products.’”) (quoting *ITT Cont’l Baking Co. v. FTC*, 532 F.2d 207, 223 (2d Cir. 1976)). The misrepresentations at issue in this case relate broadly to the quality of the Respondent’s primary product. HomeAdvisor could come up with new ways to misrepresent the quality of its leads, make additional quantitative claims without substantiation, or make similar claims for other products, including products that it has not yet introduced. It is also readily foreseeable that the company could make dubious earning claims for other products or services it does or might sell. Similarly, HomeAdvisor could easily invent any number of new add-ons for its members and dupe them into paying without disclosing what consumers are paying to get. Given this ease of transferability, the Proposed Order’s fencing-in relief across all products and services is appropriate.

The Commission may order strong fencing-in relief based on the first and second factors alone, even in absence of prior violations. *See, e.g., Jerk*, 159 F.T.C. at 934 n.41; *Telebrands*, 140 F.T.C. at 339 n.59. Moreover, although Respondent has not previously been sanctioned by the Commission for violations, it has engaged in deceptive conduct for years. Thus, while the third factor does not weigh against HomeAdvisor as it would a recidivist, it does not reduce the appropriate relief as it might for an isolated or short-lived violation.

The Proposed Order also contains compliance monitoring and recordkeeping provisions. Commission orders appropriately contain such provisions so the Commission can monitor and enforce Respondent’s practices moving forward.

IX. RESPONDENT'S AFFIRMATIVE DEFENSES ARE WITHOUT MERIT

HomeAdvisor's Answer raises twenty-four defenses, none of which preclude summary decision. First, HomeAdvisor's defenses that allege a failure to state a deception claim, or otherwise address specific elements of the FTC's claims, lack merit. Defenses 1, 2, 4-8, 10-12. As discussed above, the undisputed facts establish that HomeAdvisor violated the FTC Act by making misrepresentations to service providers.

Second, HomeAdvisor's defenses that center on the conduct of others, Defenses 7, 16, are merely attempts to deflect from the relevant issue: HomeAdvisor's statements about its products. The conduct of service providers or homeowners does not excuse HomeAdvisor, nor is HomeAdvisor immune from liability for its own misrepresentations. *See Universal Commc'n Sys., Inc. v. Lycos, Inc.*, 478 F.3d 413, 419 (1st Cir. 2007) ("A key limitation in Section 230, however, is that immunity only applies when the information that forms the basis for the [claim] has been provided by 'another information content provider.'"). Similarly, HomeAdvisor's bald allegations that Commission staff is somehow in violation of a protective order to which the Commission is not a party, Defenses 13-15, do not amount to "affirmative misconduct." *Masters Pharm., Inc. v. DEA*, 861 F.3d 206, 225 (D.C. Cir. 2017) ("The bar for establishing 'affirmative misconduct' is high, requiring a showing of 'misrepresentation or concealment, or, at least, behav[ior] . . . that . . . will cause an egregiously unfair result.'") (quoting *GAO v. Gen. Accounting Office Pers. Appeals Bd.*, 698 F.2d 516, 526 (D.C. Cir. 1983)).

Third, HomeAdvisor's defenses relating to policy decisions of the Commission, or otherwise challenging the Commission's authority to commence this administrative action, Defenses 9-13, are baseless as this case is plainly within the Commission's discretion. *See, e.g., Moog Indus. v. FTC*, 355 U.S. 411, 413 (1958) ("The Commission alone is empowered to develop that enforcement policy best calculated to achieve the ends contemplated by Congress

and to allocate its available funds and personnel in such a way as to execute its policy efficiently and economically.”).

Fourth, HomeAdvisor’s constitutional challenges to this proceeding, Defenses 17, 18, 20-24, are meritless. The FTC Act provided HomeAdvisor with ample notice that it was not permitted to deceive its customers, and it has an opportunity to appear and defend itself in these proceedings. *See FTC v. Wyndham Worldwide Corp.*, 799 F.3d 236, 256 (3d Cir. 2015) (“Fair notice is satisfied here as long as the company can reasonably foresee that a court could construe its conduct as falling within the meaning of the statute.”). Moreover, it is well-established that the FTC Act’s restraints on removal of FTC commissioners—the decisionmakers on this motion—are constitutionally valid. *Humphrey’s Ex’r v. United States*, 295 U.S. 602, 630 (1935).

Finally, HomeAdvisor’s remaining defenses, which relate to the timing of the FTC’s investigation and complaint, Defenses 3-5, 19, are inapplicable in Part 3 litigation. *See, e.g.*, 15 U.S.C. § 57b(d) (three-year statute of limitations for claims under Section 19(a), not Section 5 actions); *In re Rentacolor, Inc.*, 103 F.T.C. 400, 418 (1984) (“[N]either equitable estoppel nor laches is a defense to an action brought by the government in the public interest.”); *United States v. Summerlin*, 310 U.S. 414, 417 (1940).

X. SUMMARY DECISION IS APPROPRIATE NOW

This matter is ripe for summary decision, despite its early stage in the adjudicative process. Rule 3.24 permits Complaint Counsel to move for summary decision “at any time after 20 days following issuance of the complaint.” 16 C.F.R. § 3.24(a)(1). Granting summary decision now would provide immediate relief to consumers, preserve the Commission’s and Respondent’s time and resources, and respect both the letter and the spirit of Respondent’s due process rights.

Extensive discovery in this matter is not necessary because the relevant evidence lies with Respondent. The vast majority of Complaint Counsel's evidence comes from documents produced by Respondent in response to the Commission's Civil Investigative Demands ("CIDs") or testimony provided by Respondent and its senior leadership in the Commission's investigative hearings. The remainder comes from Respondent's public website and statements, narrow declarations from Respondent's former employees and customers, and complaints filed with the BBB and shared at the time with Respondent. Protracted discovery might provide evidence quantifying the harm to service providers caused by Respondent's conduct, but that information is not necessary to resolve the questions before the Commission. The sum spent by particular service providers, for example, is relevant to calculating monetary relief in an action in district court, *see, e.g., FTC v. Figgie Int'l, Inc.*, 994 F.2d 595, 605-06 (9th Cir. 1993), but not in the administrative process. The Commission's inquiry at this stage is qualitative in nature, and the necessary evidence to prove or disprove Complaint Counsel's claims has been in Respondent's possession all along.

Moreover, Respondent has had ample opportunity to review its practices and consider any defenses it might raise. As noted in Respondent's Answer, the Commission first served Respondent with a CID in July 2019, Answer at 2, and the parties have since engaged in extensive discussion about the investigation and the specific alleged law violations. Indeed, Respondent has known the substance of the allegations in this matter for more than the eight months that the Rules of Practice would normally provide prior to the start of an evidentiary hearing.

XI. CONCLUSION

Respondent has signed up [REDACTED] service providers for its network and sold them [REDACTED] leads, based in significant part on misleading claims about its leads'

quality and the likelihood that service providers would be able to turn those leads into jobs. Respondent has long been aware of the shortcomings of its products and the limitations of its win rate data, but has not adjusted its claims to match reality, all the while collecting [REDACTED] [REDACTED] from service providers in lead and membership fees. Such serious, deliberate, and repeated deceptive acts and practices represent flagrant violations of Section 5 of the FTC Act. This case turns on Respondent's deception, nothing more and nothing less. A strong cease and desist order with appropriate fencing-in relief is both legally appropriate and necessary to end Respondent's systematic lawbreaking. The facts in this case are not the subject of genuine dispute, summary decision in this matter is appropriate, and the Commission should issue the Proposed Order.

Respectfully submitted,

Dated: April 7, 2022

s/ Sophia H. Calderón

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UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Lina M. Khan, Chair
Noah Joshua Phillips
Rebecca Kelly Slaughter
Christine S. Wilson

In the Matter of

HOMEADVISOR, INC., a corporation,
d/b/a ANGI LEADS,
d/b/a HOMEADVISOR POWERED BY ANGI.

DOCKET NO. 9407

**COMPLAINT COUNSEL’S STATEMENT OF MATERIAL FACTS AS TO WHICH
THERE IS NO GENUINE ISSUE FOR TRIAL**

Pursuant to Section 3.24 of the Commission’s Rules of Practice, and in support of Complaint Counsel’s Motion for Summary Decision, Complaint Counsel submits this statement of material facts as to which there is no genuine issue for trial.

I. THE PARTIES

1. The Federal Trade Commission (FTC) is an independent agency of the United States Government created by the FTC Act, 15 U.S.C. §§ 41-58. The FTC enforces Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), which prohibits unfair or deceptive acts or practices in or affecting commerce.

2. [REDACTED] PX0059-0002; *see infra*
¶ 25.

II. HOMEADVISOR’S BUSINESS PRACTICES

A. HomeAdvisor’s Products

3. [REDACTED] PX0044-0004 to -0005.

4. [REDACTED] PX0028
(HomeAdvisor/Smith Dep. ¹ 23:7-12, 26:14-19, 28:25-29:3); PX0034-0013.

5. [REDACTED] PX0033-0013 to -0015; PX0028 (HomeAdvisor/Smith Dep. 46:4-22, 47:12-22, 49:3-50:7, 51:15-19).

6. [REDACTED] PX0034-0047,
PX0034-0038 to -0041.

7. [REDACTED] PX0036-0008 to -0009; PX0028
(HomeAdvisor/Smith Dep. 64:12-66:2); PX0054-0070 [REDACTED].

8. [REDACTED] PX0028
(HomeAdvisor/Smith Dep. 75:17-76:22).
[REDACTED] PX0028 (HomeAdvisor/
Smith Dep. 76:23-77:5, 81:9-82:17).

9. [REDACTED]

¹ [REDACTED] PX0028 (HomeAdvisor/Smith Dep. 16:20-17:15; 300:8-301:4); PX0032. [REDACTED]

² [REDACTED] PX0028 (HomeAdvisor/Smith Dep. 21:6-12).
[REDACTED] See, e.g., *infra* ¶ 11.

[REDACTED]
PX0028 (HomeAdvisor/Smith Dep. 84:2-6, 86:6-88:1, 89:22-90:3); PX0035.

10. [REDACTED]
[REDACTED] PX0044-0007 to -0008.
[REDACTED] PX0028 (HomeAdvisor/Smith Dep. 63:6-12).

11. [REDACTED]
[REDACTED]
[REDACTED] PX0044-0007; PX0028 (HomeAdvisor/Smith Dep. 44:4-45:17).

12. [REDACTED]
[REDACTED] PX0044-0008.

13. [REDACTED]
[REDACTED] PX0044-0008.

14. [REDACTED]
[REDACTED] PX0044-0005; PX0034-0048; PX0028 (HomeAdvisor/
Smith Dep. 59:5-61:3).

15. [REDACTED]
[REDACTED] PX0028 (HomeAdvisor/Smith Dep. 100:23-101:2); PX0044-0007.

16. [REDACTED] PX0034-0027.

17. [REDACTED]
[REDACTED] PX0044-0005.

18. [REDACTED] PX0033-0005.

19. [REDACTED] PX0044-0006,
[REDACTED] PX0051
PX0052 (same); PX0132 (same); PX0071-0004 [REDACTED];
[REDACTED].

20. [REDACTED] PX0044-0005 to -0006; PX0036-0018 to -0019; PX0029 (HomeAdvisor/Bergner Dep.³ 158:23-159:4).

21. [REDACTED] PX0034-0005.

22. [REDACTED] PX0044-0013, [REDACTED] PX0023-0005 to -0006.

23. [REDACTED] PX0044-0005 to -0006; PX0029 (HomeAdvisor/Bergner Dep. 125:16-23).

B. HomeAdvisor’s Sales Process

24. HomeAdvisor advertises its products on its websites, including homeadvisor.com and pro.homeadvisor.com, [REDACTED] PX0029 (Bergner Dep. 192:22-193:6, 194:13-20, 196:14-17, 197:15-17, 198:10-17); PX0018-0005 to -0092⁴ (pro.homeadvisor.com, homeadvisor.com); PX0019-0009 to -0016, -0047 to -0051⁵ (same).

25. In 2021, HomeAdvisor began to rebrand itself as HomeAdvisor Powered by Angi, and its products for service providers as Angi Leads. PX0019-0009 (identifying itself as “HomeAdvisor Powered by Angi” and stating, “HomeAdvisor Pro is now Angi Leads”), -0018 (as of at least September 9, 2021, terms and conditions begin “Welcome to HomeAdvisor d/b/a Angi Leads!”), -0053 (“As a part of today’s news, HomeAdvisor will become *HomeAdvisor, powered by Angi.*”) (emphasis in original).

³ [REDACTED] PX0029 (HomeAdvisor/Bergner Dep. 13:6-14:14); PX0032. [REDACTED] PX0029 (Bergner Dep. 188:11-189:17); PX0046. [REDACTED]

⁴ PX0018 is the Declaration of Duncan Hall, a Records Request Processor at the Internet Archive. Attached to Mr. Hall’s declaration are screenshots of the Internet Archive’s records of archived files for certain URLs (website addresses), which Mr. Hall describes in paragraph six to the declaration. Citations to PX0018 cite directly to the screenshots.

⁵ PX0019 is the Declaration of Amy Brannon-Quale, an FTC investigator. Attached to Ms. Brannon-Quale’s declaration are certain website captures, which Ms. Brannon-Quale describes in paragraphs 3 through 10 to the declaration, and complaints regarding HomeAdvisor produced to Complaint Counsel by the Better Business Bureau of Denver (“BBB” or “Better Business Bureau”) and the Washington State Attorney General’s Office, which Ms. Brannon-Quale describes in paragraphs 11 through 42 to the declaration. The Better Business Bureau shared the complaints with HomeAdvisor shortly after they were made. *See* PX0019-0056 to -0153. Except when otherwise noted, citations to PX0019 cite directly to the attachments to the declaration.

26. [REDACTED] PX0033-0005.

27. HomeAdvisor employs [REDACTED] sales agents, PX0030 (HomeAdvisor/Schott Dep.⁷ 126:2-7); PX0087-0104, who call service providers and attempt to persuade them to purchase a HomeAdvisor membership, PX0105-0007; PX0013 at ¶ 1; PX0014 at ¶ 2.

28. HomeAdvisor’s sales agents also take inbound calls from service providers interested in HomeAdvisor’s products. PX0013 at ¶ 5.

29. [REDACTED] PX0105-0020 to -0021; PX0036-0031 to -0032.

30. [REDACTED] PX0029 (HomeAdvisor/Bergner Dep. 69:15-70:11 [REDACTED] 160:10-16); PX0051.

31. [REDACTED] PX0029 (HomeAdvisor/Bergner Dep. 17:9-18:12 [REDACTED]); PX0050.

32. [REDACTED] PX0033-0013; PX0078-0003 to -0004, -0006 to -0007, -0014, -0018, -0022, -0026, -0030, -0034, -0037, -0041 [REDACTED] PX0029 (HomeAdvisor/Bergner Dep. 77:23-78:5).

33. [REDACTED] PX0034-0006.

⁶ Complaint Counsel uses the term “sales agent” to mean a HomeAdvisor employee whose duties include selling HomeAdvisor’s products to service providers, including individuals also referred to in the evidence as “sales representatives.”

⁷ [REDACTED] PX0030 (HomeAdvisor/Schott Dep. 20:8-21:1); PX0047. [REDACTED] PX0031-0001; PX0032-0009.

⁸ [REDACTED]

⁹ [REDACTED] PX0028 (HomeAdvisor/Smith Dep. 294:4-11). [REDACTED]

¹⁰ [REDACTED] PX0028 (HomeAdvisor/Smith Dep. 293:18-294:2). [REDACTED]

49. [REDACTED] X0028 (HomeAdvisor/Smith Dep. 212:6-24).

50. Service providers complain that requesting lead credits from HomeAdvisor is time consuming. PX0001 at ¶ 5 (“I wasted a lot of time on hold trying to get credited for the leads that were of no use to us, and sometimes it was just too much trouble to take the time away from my day to make the attempt.”), ¶¶ 10, 22; PX0002 at ¶ 11 (“I had to spend a lot of time speaking with rude or unhelpful customer service representatives or just waiting on hold to get credits.”); PX0003 at ¶ 10 (“HomeAdvisor leads were a costly distraction because of the time I wasted reaching out to leads that did not respond and attempting to obtain credit for those leads I was calling HomeAdvisor almost daily requesting lead credits”); PX0005 at ¶ 8 (“I was running a business and I did not have time in my day to verify or validate HomeAdvisor’s leads and then contact customer service to obtain credits for mismatched leads.”); PX0009 at ¶ 12 (“I have spent hours of wasted time calling bogus leads and calling HomeAdvisor trying to cancel and get a refund.”); PX0010 at ¶ 11 (“I had a loss of about \$500, plus wasted time spent calling worthless leads and dealing with HomeAdvisor’s customer service regarding credit and cancellation requests.”); PX0137 at ¶ 10 (“I have spent many wasted hours following up on these useless leads and pursuing credits for them.”); PX0019-0106 (“I was calling Home Advisor at least 3 times a week”), -0113 (“We had to keep following up to be sure we were credited.”), -0125 (“I spent hours on the phone with their customer service and on hold most of the time trying to find a resolution.”), -0149 (“I have wasted so much time trying to work with HomeAdvisor that I now am tracking time to see how much they owe me. Time better spent on actual clients.”).

51. If a service provider does not pay what HomeAdvisor claims they owe, HomeAdvisor regularly sends them to collections. PX0001 at ¶ 18 (sent to collections); PX0003 at ¶¶ 11-12 (sent to collections after refusing to pay for “leads that did not return my calls or did not seek [my] services”); PX0005 at ¶ 10 (sent to collections after refusing to pay for “a useless lead”); PX0006 at ¶ 10 (sent to collections); PX0009 at ¶ 12 (sent to collections after refusing to pay for “illegitimate” lead charges); PX0010 at ¶ 9 (sent to collections); PX0019-0056 (“I was threatened with having my account being sent to collections.”), -0062 (“Home Advisor is claiming we owe them money and are sending us to collections.”), -0073 (“They are saying we owe them the money or they will send us to a collections.”), -0119 (“[T]hey told me they would send me to collections if I didn’t pay.”), -0125 to -0126 (“I then received threatening letters and phone calls saying I would be sent to collections if I did not pay for unauthorized, unwarranted charges for other bogus leads”), -0133 (service provider informed he must pay HomeAdvisor or will be sent to collections), -0136 (sent to collections), -0143 (“I’m still getting emails saying we are going to collection.”), -0149 (received “a nasty notice of referral to a collections agent”); cf. PX0034-0057 [REDACTED].

D. HomeAdvisor’s Quality Assurance Procedures for Sales

52. [REDACTED]
[REDACTED]
PX0034-0056; PX0030 (HomeAdvisor/Schott Dep. 22:23-23:2, 47:19-48:6).

53. [REDACTED] PX0030
(HomeAdvisor/Schott Dep. 23:8-24:6).

54. [REDACTED] PX0044-0018; PX0030
(HomeAdvisor/Schott Dep. 53:17-56:22); PX0048-0005.

55. [REDACTED] PX0030
(HomeAdvisor/Schott Dep. 61:17-62:11, 63:5-22, 94:24-96:21); PX0039-0005; PX0040-0005.

56. [REDACTED] X0030 (HomeAdvisor/Schott Dep. 192:15-22, 199:20-24, 201:7-9,
202:25-203:9, 222:6-224:18); PX0040-0006.

57. [REDACTED] PX0030 (HomeAdvisor/Schott Dep.
154:8-25).

58. [REDACTED] PX0030 (HomeAdvisor/Schott
Dep. 155:7-12, 156:3-9).

59. [REDACTED] PX0030
(HomeAdvisor/Schott Dep. 90:18-25).

60. [REDACTED] PX0030 (HomeAdvisor/Schott Dep. 138:4-139:16).

III. HOMEADVISOR’S MISREPRESENTATIONS

A. Misrepresentations About Quality, Characteristics, and Source of Leads (Count I)

61. [REDACTED] PX0054-0077
[REDACTED] , -0091
[REDACTED] PX0135-0014 [REDACTED]

[REDACTED]; PX0134-0014 [REDACTED]; PX0084-0002 [REDACTED]
 [REDACTED]
 [REDACTED] (emphasis in original); PX0088-0036 [REDACTED] (emphasis in original).

1. Misrepresentations About Intent to Hire

62. HomeAdvisor’s advertising materials have represented that HomeAdvisor’s leads concern people who intend to hire a service provider soon, using language such as:

- a. “Ready to hire” and “ready to buy.” PX0018-0025 (HomeAdvisor website stating, “You won’t have to waste your time with customers who just window-shop. HomeAdvisor allows you to spend your time with the right ‘ready-to-buy’ customers.”), -0029 (same), -0033 (same), -0037 (same), -0041 (same), -0045 (same), -0049 (same), -0073 (“HomeAdvisor connects contractors with homeowners who are ready to hire pros for their home projects—giving you access to targeted leads for your business. Simply choose the services you offer and the locations you serve, and we’ll match you with homeowners looking to start projects in those areas.”); PX0019-0012 (HomeAdvisor website stating, “You won’t have to waste your time with customers who just window-shop. Angi Leads allows you to spend your time with the right ‘ready-to-buy’ customers.”), -0047 (“We’ll connect you with homeowners looking to hire pros in your area.”), -0049 (“HomeAdvisor connects contractors with homeowners who are ready to hire pros for their home projects – giving you access to targeted leads for your business. Simply choose the services you offer and the locations you serve, and we’ll match you with homeowners looking to start projects in those areas.”).

- b. “Project-ready.” PX0019 at ¶ 9 (video appearing on HomeAdvisor website stating, “HomeAdvisor is the number one marketplace for project-ready homeowners to connect with pre-screened pros.”); PX0041-0007 [REDACTED]

[REDACTED]
 PX0099-0004 [REDACTED]
 [REDACTED] PX0101-0002 [REDACTED]
 [REDACTED]; PX0112-0002 [REDACTED]
 [REDACTED] PX0029 [REDACTED]
 (HomeAdvisor/Bergner Dep. 21:12-24 [REDACTED])

[REDACTED];

- c. “Serious.” PX0019 at ¶ 9 (video appearing on HomeAdvisor website stating, “[W]ith HomeAdvisor’s patented ProFinder technology, you’re only matching to serious homeowners in your area.”); and
- d. “Actively seeking the services you provide.” PX0018-0079 (HomeAdvisor website stating, “When you’re a [member of HomeAdvisor’s service provider network], HomeAdvisor matches you with homeowners actively seeking the services you provide in your area – making it easier than ever to connect with new customers and win more jobs.”), -0084 (same), -0089 (same).

63. [REDACTED] PX0050-0003
 [REDACTED] PX0029 (HomeAdvisor/
 Bergner Dep. 17:9-18:12
 [REDACTED], 20:23-21:24
 [REDACTED]).

64. [REDACTED] PX0030
 (HomeAdvisor/Schott Dep. 71:17-72:8
 [REDACTED]).

65. HomeAdvisor’s sales agents have frequently represented to service providers that HomeAdvisor’s leads concern people who intend to hire a service provider soon, using language including or similar to:

- a. “Ready to hire” and “ready to buy.” PX0013 at ¶ 8 (“In sales presentations, we always described the leads as homeowners who were ready to hire [home services professionals] for existing jobs.”); PX0014 at ¶ 3 (“I and other sales representatives told [home service professional] prospects that the leads were from people looking for contractors to do their jobs right away.”); PX0001 at ¶ 7 (“[The sales agent] said that all the leads were homeowners who were ‘ready to hire[.]’”); PX0009 at ¶ 1 (“The sales agent again assured me that the HomeAdvisor leads were from people with actual jobs in my area who were looking for a contractor.”); PX0004 at ¶ 2 (“[The sales agent] said that these homeowners were in the final stages of hiring someone, and that they had jobs that were ready to go.”); PX0006 at ¶ 3 (“[The sales agent] also said, ‘These people [the leads] are ready to buy.’”); PX0007 at ¶ 3 (“[The sales agent] explained that all leads were ‘vetted for quality assurance’ and that they were

homeowners who were ‘ready to hire.’”); [REDACTED]

- b. “Project-ready.” PX0012 at ¶ 4 (“[T]he trainers taught us to tell the service providers that the homeowners were ‘ready to go’ and the work was immediately available.”); PX0009 at ¶ 1 (“[The sales agent] explained that HomeAdvisor vetted its leads and that the prospective clients were ‘project-ready,’ which I understood to mean that the prospective clients had actual projects and were looking for a contractor.”); [REDACTED]

[REDACTED];

- c. “Serious.” PX0015 at ¶ 5 (“Our managers approved of us referring to homeowners as serious and actively looking to start a project.”); PX0002 at ¶ 3 (“He said the leads were people who had contacted HomeAdvisor directly and were serious about hiring a service provider.”); PX0010 at ¶ 2 (“He explained that these were homeowners who were serious about getting work done immediately.”); [REDACTED]

[REDACTED]; and

- d. “Actively seeking the services you provide.” PX0015 at ¶ 5 (“Our managers approved of us referring to homeowners as serious and actively looking to start a project.”); PX0003 at ¶ 3 (“[The sales agent] said that every HomeAdvisor lead is from a homeowner who has contacted HomeAdvisor directly and indicated that they are actively seeking a service provider for a job.”).

[REDACTED]

15 [REDACTED]

16 [REDACTED]

66. [REDACTED]

[REDACTED] *Compare* [REDACTED]

[REDACTED] *with* [REDACTED]

PX0061-0001, -0006 ;

compare [REDACTED]

[REDACTED] , *with* PX0060-0005

[REDACTED] ; *compare* [REDACTED]

[REDACTED] *with* [REDACTED]

PX0065-0001, -0006 ;

compare [REDACTED]

[REDACTED] *with* PX0075-0001, -0005

[REDACTED] , *and* -0034 [REDACTED]

67. Service providers have regularly received leads from HomeAdvisor that concerned people who did not intend to hire a service provider soon. PX0037 [REDACTED]

[REDACTED] ; PX0028

(HomeAdvisor/Smith Dep. 151:18-152:23 [REDACTED] , 236:23-238:1 [REDACTED])

[REDACTED]); PX0001 at ¶ 9 (leads concerned people who only wanted information and did not expect a phone call); PX0004 at ¶ 7 (“As I continued to receive and call leads, I found that a high percentage of them seemed to be bogus.”); PX0005 at ¶ 7 (lead concerned “Luke Nasty” at non-existent address); PX0006 at ¶ 7 (“I estimate that about two in five leads (where I actually reached someone by phone) were people who had no idea why I was calling them.”); PX0009 at ¶ 9 (“Two of the leads were disconnected numbers. Some of the leads told me they had no idea how HomeAdvisor had gotten their number”); PX0011 at ¶ 5 (“The person I reached had no idea why I was calling. They told me they were not looking for staging services and claimed that they had never requested information or referrals regarding staging services from HomeAdvisor or any other site.”); PX0016 at ¶ 2-4 (consumer received calls despite not submitting request); PX0017 at ¶¶ 2, 5-7 (consumer received calls despite not submitting request); PX0089-0001 [REDACTED]

[REDACTED] ; PX0090-0001 [REDACTED]

[REDACTED] PX0091-0001 to -0003 [REDACTED]

[REDACTED] ; PX0095-0016 [REDACTED]

[REDACTED] ; PX0103-0002 [REDACTED]

[REDACTED] PX0129-0001 [REDACTED]

PX00131-0003 [REDACTED]
[REDACTED] cf. PX0038-0002, -0003, -0005, -0006, -0014, -0015 [REDACTED]
[REDACTED].

68. [REDACTED]
[REDACTED]
PX0108-0002; PX0025-0004 [REDACTED]
[REDACTED], -0006 to -0007 [REDACTED].

69. [REDACTED]
[REDACTED] PX0110-0003; PX0025-0004 [REDACTED]
[REDACTED], -0006 [REDACTED].

70. Service providers have complained to the Better Business Bureau that they were misled during the sales process into believing that HomeAdvisor’s leads concern people who intend to hire a service provider soon. PX0019-0056 (“I had verbally negotiated an agreement with [the sales representative] as follows: - ‘Home Advisor, Inc.’ would provide sales leads from people properly screened (Serious buyers ready to purchase equipment or services).”), -0068 (“The leads are supposed to be pre-screened and would be for customers who are ready to have work done at that time[.]”), -0071 (“Home Advisor’s ‘leads’ are nothing more than ‘tire kickers’ who are not, despite the assurances of HomeAdvisor ‘ready to execute the project’.”), -0073 (“The salesman totally sold us. HA would send us pre-qualified leads for real jobs.”), -0078 (“I was promised that Home Advisor would help my business grow and that they would send leads from people who were genuinely looking to hire.”), -0093 (“[T]his company solicited me with the promise of legitimate leads for my company from parties that had been screened and were ready to move forward with projects . . .”), -0102 (“They mislead contractors into believing that all leads are verified and customers are ready to move forward when you receive that lead.”), -0105 (“I . . . was told by a rep that there are hundreds of home owners in our area looking for roofers and that these homeowners are ready to get the work done or why would they take the time out to fill out a 4 page application . . .”), -0113 (“The company stated the customers would be pre-screened to be certain they were actually ready to hire a contractor.”), -0116 (“They promised the leads would be verified customer[s] that were ready to move forward with a project including the services I provide.”), -0122 (“These leads are not what home advisor said they would be, customers are not ready to hire, customers say they never wanted a contractor [sic] to connect them, they were just looking on home advisor for a quote.”), -0139 (“Also they were supposed to be solid leads and they weren’t because the customer wasn’t even ready to do anything at all.”), -0145 (“I was charged for attempts by the public to receive a quote for services, but the representative of Home Advisor stated to me that these were leads ‘ready to hire’ me for my services.”).

2. Misrepresentations About Match With Types of Work and Geographic Preferences

71. HomeAdvisor’s advertising materials have represented that the leads service providers receive from HomeAdvisor match their geographic and type of work preferences. PX0018-0005 (HomeAdvisor website stating, “Connect with the Targeted Prospects You Need to Succeed[.] Tell us what you do and where, and we deliver prospects that meet your exact needs.”), -0007 (same), -0009 (same), -0012 (same), -0014 (same), -0016 (same), -0018 (same), -0020 (same), -0022 (same), -0025 (“Then we’ll match [customers] with you, based on your preferences for job type and location.” and “With HomeAdvisor, you specify the type of work you do and the geography you serve. HomeAdvisor provides you with new customer leads that match your requirements”), -0029 (same), -0033 (same), -0037 (same), -0041 (same), -0045 (same), -0049 (same), -0052 (“Only Get the Leads You Want[.] You pick your service types and location preferences and we bring you prospects that match what you want.” and “You can define your service and zip code preferences to ensure you only receive the types of requests you want.”), -0055 (same), -0058 (same), -0061 (same), -0064 to -0065 (same), -0067 to -0068 (same), -0070 to -0071 (same), -0073 (“Get leads that fit your business[.] Choose your service types and location preferences, and we’ll connect you with homeowners seeking those services in those locations.” and “You can define your service and ZIP code preferences to make sure you receive the types of requests you want.”), -0092 (“Target leads by specific type of work” and “Target leads by areas you want to work in”); PX0019-0009 (HomeAdvisor website stating, “Connect with the Targeted Prospects You Need to Succeed[.] Tell us what you do and where, and we deliver prospects that meet your exact needs.”), -0012 (“Then we’ll match [customers] with you, based on your preferences for job type and location.” and “With Angi Leads, you specify the type of work you do and the geography you serve. Angi Leads provides you with new customer leads that match your requirements”), -0015 (“Target leads by specific type of work” and “Target leads by areas you want to work in”), -0049 (“Get leads that fit your business[.] Choose your service types and location preferences, and we’ll connect you with homeowners seeking those services in those locations.” and “You can define your service and ZIP Code preferences to make sure you receive the types of requests you want.”).

72. [REDACTED] (emphasis in original); PX0052-0002 (almost identical); PX0132-0002 (almost identical); PX0029 (HomeAdvisor/Bergner Dep. 69:15-70:11, 77:10-22 [REDACTED]); PX0111-0005 [REDACTED] PX0072-0007 [REDACTED]

73. [REDACTED] PX0051-0001 to -0002 [REDACTED]
[REDACTED] PX0052-0002 (almost identical); PX0132-0002 (almost identical); PX0029 (HomeAdvisor/Bergner Dep. 69:15-70:11, 77:10-22 [REDACTED]); PX0072-0007 [REDACTED].

74. [REDACTED] PX0030 (HomeAdvisor/Schott Dep. 86:14-87:4 [REDACTED].

75. HomeAdvisor’s sales agents have [REDACTED] told service providers that the leads they will receive concern home services projects that match the type of work preferences that service providers express to HomeAdvisor. PX0001 at ¶ 7 (“[The sales agent] reiterated that I could select the specific services my company provided and the exact territory we covered to make sure that we received leads that matched.”); PX0009 at ¶ 1 (“[The sales agent] repeatedly assured me that HomeAdvisor screened its leads and determined them to be legitimate quality leads with actual kitchen or bath remodeling projects.”); [REDACTED]

76. HomeAdvisor’s sales agents have [REDACTED] told service providers that the leads they will receive concern home services projects that match the geographic preferences that service providers express to HomeAdvisor. PX0001 at ¶ 7 (“[The sales agent] reiterated that I could select the specific services my company provided and the exact territory we covered to make

sure that we received leads that matched.”); PX0009 at ¶ 1 (“The sales agent again assured me that the HomeAdvisor leads were from people with actual jobs in my area who were looking for a contractor.”); PX0011 at ¶ 3 (“He told me that the leads would all be local homeowners within the zip codes that I specified.”);

[REDACTED]

77. Service providers have [REDACTED] received leads from HomeAdvisor that do not concern the type of work that the service providers perform. PX0037 [REDACTED]

[REDACTED]; PX0028 (HomeAdvisor/Smith Dep. 151:18-152:23 [REDACTED]); PX0109 [REDACTED]

[REDACTED] PX0025-0004 [REDACTED]

PX0001 at ¶ 4 (many of the leads concerned a service that service provider did not offer); PX0003 at ¶ 6 (lead concerned a project much larger in scope than his one-person business could handle); PX0005 at ¶ 6 (lead concerned a service she did not provide); PX0010 at ¶ 7 (same); PX0137 at ¶¶ 2, 7 (home inspector received two to three leads a week for structural engineering, a service he did not provide); PX0028 (HomeAdvisor/Smith Dep. 71:5-25 [REDACTED]); PX0092 [REDACTED]; PX0114-0001 to -0002 [REDACTED]

[REDACTED] PX0117-0001 to -0002 [REDACTED]; PX0116-0001 to -0002 [REDACTED]; PX0115-0001 to -0002 [REDACTED]; PX0118-0003 to -0005 [REDACTED]; PX0129-0001 [REDACTED]; PX0107-0001 [REDACTED] to -0002 [REDACTED]; cf. PX0038-0008, -0012 [REDACTED]

[REDACTED]

78. Service providers have [REDACTED] received leads from HomeAdvisor that fall outside of the service providers’ geographic preferences. PX0037 [REDACTED]

[REDACTED]

[REDACTED] PX0028 (HomeAdvisor/Smith Dep. 151:18-152:23 [REDACTED]); PX0001 at ¶ 4 (“[M]any of the leads were homeowners who lived outside of the territory we covered.”); PX0106-0002 [REDACTED]; PX0097-0001, -0012 to -0019 [REDACTED]; PX0107-0001 to -0002 [REDACTED]; cf. PX0038-0007, -0012 [REDACTED].

79. [REDACTED] PX0108-0001 to -0002¹⁷; PX0025-0004 [REDACTED], -0006 to -0007 [REDACTED].

80. [REDACTED] PX0108-0001 to -0002¹⁸; PX0025-0004 [REDACTED], -0006 to -0007 [REDACTED].

81. [REDACTED] PX0110-0003; PX0025-0004 [REDACTED], -0006 [REDACTED].

82. Service providers have complained to the Better Business Bureau that they were misled during the sales process into believing that HomeAdvisor’s leads match their geographic and type of work preferences. PX0019-0090 (“I signed up with Home Advisor and paid an annual membership fee along with agreeing to pay a ‘pay per lead’ fee for each potential customer sent to me as a match based on a select criteria I have provided.”), -0116 (“They promised the leads would be verified customer[s] that were ready to move forward with a project including the services I provide.”), -0119 (“Home Adviser promised to promote my business in a specific geographical location. They instead listed my business at over 350 zip codes that I am not licensed in and charged me over \$1300 for worthless leads.”), -0125 (“They advertise on their website and their salespeople tell you: ‘You’ll be charged only for QUALIFIED leads matching your exact specifications, so you set the budget and the pace.’ This is 100% false.”), -0128 (“Home Advisor was sold to me as a service that I had complete control over by turning my Lead

¹⁷ [REDACTED] PX0108-0001.

¹⁸ [REDACTED] PX0108-0002, [REDACTED] PX0108-0001.

Control on and off as I needed, editing my services offered and also controlling the area I serviced by zip code.”), -0132 (“[T]he sales person knew this [about what my business did] & when I asked how I get the leads, was told they would be geared towards my business. This is NOT the case”), -0149 (“I was assured that there would be NO leads outside of the zip codes I wanted”), -0152 (“With that [membership] price would come referrals to people in my area looking for home cleans. To be specific, my exact zip code.”).

3. Misrepresentations About Lead Source

83. HomeAdvisor’s website has represented that HomeAdvisor’s leads concern people who knowingly sought HomeAdvisor’s assistance in selecting a service provider. PX0018-0024 to -0025 (HomeAdvisor website stating, “How do consumers use the HomeAdvisor site? The entire process is intuitive for customers, takes mere minutes, and virtually hassle-free. In order to quickly find the best local service professionals, customers submit a brief description of their services using the HomeAdvisor interview on the Web site.” and “How will HomeAdvisor generate the right customers for service professionals? While you’re on the job, HomeAdvisor is finding qualified customers for you. We spend millions of dollars driving consumers to our Web site and educating them for you.”), -0028 to -0029 (same), -0032 to -0033 (same), -0036 to -0037 (same), -0040 to -0041 (same), -0044 to -0045 (same), -0048 to -0049 (same), -0052 (“Over 25 million homeowners have trusted HomeAdvisor to help them find quality pros with the expertise to turn their home improvement dreams into reality. It’s just one of the reasons you can depend on us to bring you highly targeted prospects that will grow your business.”), -0055 (same), -0058 (“Over 30 million homeowners have trusted HomeAdvisor to help them find quality pros with the expertise to turn their home improvement dreams into reality. It’s just one of the reasons you can depend on us to bring you highly targeted prospects that will grow your business.”), -0061 (same), -0064 (same), -0067 (same), -0070 (same), -0092 (“Consumers come to HomeAdvisor.com and give us detailed info about their project.”); PX0019-0011 to -0012 (HomeAdvisor website stating, “How do consumers use the Angi Leads site? The entire process is intuitive for customers, takes mere minutes, and virtually hassle-free. In order to quickly find the best local service professionals, customers submit a brief description of their services using the Angi Leads interview on the Web site.” and “How will Angi Leads generate the right customers for service professionals? While you’re on the job, Angi Leads is finding qualified customers for you. We spend millions of dollars driving consumers to our Web site and educating them for you.”), -0015 (“Consumers come to HomeAdvisor.com and give us detailed info about their project.”).

84. [REDACTED] and training resources provided by HomeAdvisor to sales agents represent that HomeAdvisor’s leads concern people who knowingly sought HomeAdvisor’s assistance in selecting a service provider. PX0051-0001 [REDACTED]

PX0052-0001 (similar); PX0132-0001 (similar); PX0111-0006 [REDACTED]

[REDACTED] -0012 [REDACTED]

[REDACTED]; PX0013 at ¶ 2 (“We learned [during sales training] that homeowners completed a 5-7 page form on HomeAdvisor’s website in which they detailed their job.”); PX0014 at ¶ 2 (“In training, the trainers explained that homeowners looking for contractors completed an online application at the HomeAdvisor website.”).

85. [REDACTED]
[REDACTED] X0030 (HomeAdvisor/Schott Dep. 87:5-24).

86. HomeAdvisor’s sales agents have regularly represented to service providers that HomeAdvisor’s leads concern people who knowingly sought HomeAdvisor’s assistance in selecting a service provider. PX0014 at ¶ 3 (“We told prospects that if they joined HomeAdvisor, they would receive high quality leads from homeowners who visited the HomeAdvisor website looking for a contractor”); PX0003 at ¶ 3 (“Mr. Cohen explained that every HomeAdvisor lead is from a homeowner who has contacted HomeAdvisor directly”); PX0002 at ¶ 3 (“He said the leads were people who had contacted HomeAdvisor directly and were serious about hiring a service provider.”); [REDACTED]

[REDACTED]

87. [REDACTED]
[REDACTED] PX0036-0008 [REDACTED]

88. [REDACTED]
[REDACTED] PX0119-0008 [REDACTED]
[REDACTED] , -0009 [REDACTED]
[REDACTED] ; PX0120-0006 [REDACTED]
[REDACTED] PX0094 [REDACTED]
[REDACTED] PX0093-0022 [REDACTED]
[REDACTED] ; PX0070-0013 [REDACTED]
[REDACTED] ; PX0103-0001 [REDACTED]
[REDACTED] ;
[REDACTED] PX0125-0003 [REDACTED]

[REDACTED]; PX0090-0001 [REDACTED]
[REDACTED] PX0137 at ¶¶ 4, 5, -0004 (attaching an image of the website powellandsons.com and stating “[Homeowners I spoke with] said that they had submitted a request for a quote to Powell & Sons and were surprised when I told them that I had received their information from HomeAdvisor.”); PX0008 at ¶ 9, -0006 (HomeAdvisor Vice President admitting that “Powell and Sons [and other named entities] are affiliate partners of HomeAdvisor”).

89. [REDACTED] PX0028
(HomeAdvisor/Smith Dep. 119:16-25 [REDACTED], 360:8-17 [REDACTED]); PX0086-0003; PX0096-0004, -0010; PX0120-0005; PX0124-0013.

90. [REDACTED] PX0093-0022 [REDACTED]; PX0124-0041 [REDACTED] PX0008
at ¶ 6 (“[I]t was basically like making a cold call; these leads certainly didn’t have the same value as a lead who knew they had entered their information into the HomeAdvisor site and expected a call.”).

91. [REDACTED] PX0120-0034.

92. Service providers have complained to [REDACTED], the Better Business Bureau, and to a State Attorney General’s Office upon discovering that HomeAdvisor sold them leads generated by affiliates. PX0129-0002 [REDACTED]

[REDACTED] PX0102-0003 [REDACTED];
PX0019-0081 (“Home Advisor charges us (contractors) for leads from clients that submit requests through their websites. However, I recently purchased a lead through their platform and the client specifically told me that they had not submitted any requests through home advisor. Instead, the potential client had submitted a posts through craigslist and had not gone into home advisor at all.”), -0160; PX0008 at ¶ 9.

B. Misrepresentations About the Rates at which Leads Convert into Jobs (Count II)

93. [REDACTED]

[REDACTED] PX0034-0023.

94. [REDACTED] PX0034-0023; PX0028 (HomeAdvisor/Smith Dep. 312:1-6).

95. [REDACTED] PX0034-0023; PX0028 (HomeAdvisor/Smith Dep. 335:19-337:2); PX0083-0017 to -0018; PX0087-0051.

96. [REDACTED] PX0028 (HomeAdvisor/Smith Dep. 316:5-22).

97. [REDACTED] PX0028 (HomeAdvisor/Smith Dep. 365:13-367:23); PX0083-0017 to -0018.

1. HomeAdvisor's Win Rate Calculations

98. [REDACTED] PX0034-0023; [REDACTED] ; PX0055-0048 to -0049 [REDACTED] PX0054-0004 [REDACTED] PX0028 (HomeAdvisor/Smith Dep. 346:2-347:14 [REDACTED] 432:10-21 [REDACTED] ; PX0121-0004; PX0122-0005; PX0087-0051; PX0088-0036.

99. [REDACTED] PX0054-0006; PX0056 [REDACTED] ; PX0024-0005 [REDACTED] ; PX0028 (HomeAdvisor/Smith Dep. 361:13-362:3 [REDACTED] , 363:13-20 [REDACTED] , 377:25-378:10 [REDACTED] , 442:21-443:22 [REDACTED]); PX0121-0009; PX0122-0008.

100. [REDACTED] PX0056 [REDACTED] ; PX0024-0005

[REDACTED]; PX0028 (HomeAdvisor/Smith Dep. 377:25-378:10); PX0121-0007.

101. [REDACTED]
PX0054-0006; PX0056 [REDACTED];
PX0024-0005 [REDACTED]; PX0028 (HomeAdvisor/Smith Dep. 361:13-362:3 [REDACTED], 363:13-364:5 [REDACTED], 377:25-378:10 [REDACTED]); PX0121-0006; PX0122-0008.

2. HomeAdvisor's Misleading Internal Guidance Regarding Win Rate Claims

102. [REDACTED] PX0042-0021.

103. [REDACTED] PX0049-0002 (emphasis in original); see also PX0030 (HomeAdvisor/Schott Dep. 140:4-22, 150:10-19 [REDACTED]); PX0045-0002 [REDACTED] (emphasis in original).

104. [REDACTED] PX0066-0001 [REDACTED]; PX0057-0001 [REDACTED] PX0058-0001 [REDACTED] PX0030 [REDACTED] (HomeAdvisor/Schott Dep. 90:18-25 [REDACTED]).

105. [REDACTED] PX0082-0007 [REDACTED]; PX0081-0007 [REDACTED]; PX0133-0017 [REDACTED] [REDACTED], -0018 [REDACTED]; PX0074-0020 [REDACTED]; PX0062-0014 [REDACTED]; PX0073-0005 [REDACTED]; PX0079-0016 [REDACTED]; PX0039-0005 [REDACTED]; PX0080-0005, -0008 (same).

3. Sales Agents' Misrepresentations to Service Providers

106. HomeAdvisor's sales agents have [REDACTED] represented to service providers that HomeAdvisor's leads convert into jobs at rates above what HomeAdvisor's calculations support. PX0013 at ¶ 9 ("Managers advised us that in most [service provider] trade classifications, 3.2 of 10 leads from HomeAdvisor resulted in jobs. . . . I regularly told prospects, regardless of the trade in which they specialized, that it was likely that 3 to 5 of every 10 leads would result in a job."); PX0011 at ¶ 3 ("He said that the job conversion rate was 50% to 60%."); PX0006 at ¶ 3 ("The sales representative said that I would 'close more jobs than I would lose' with HomeAdvisor's leads."); PX0077-0001 [REDACTED]

107. [REDACTED] *Compare* [REDACTED] , with PX0068-0001 [REDACTED] (emphasis in original), and -0004 ; compare [REDACTED] with PX0063-0001, -0006 , and -0026 ; compare [REDACTED] , with PX0064-0001, -0003 ; compare [REDACTED] , with PX0048-0001, -0008 , and PX0066-0001, -0006 , and -0021 , and -0028 ; compare [REDACTED] , with PX0069-0001, -0004 [REDACTED] .

4. Win Rate Is Material to Service Providers

108. [REDACTED]
[REDACTED] PX0108-0001 to -0002; PX0025-0004
[REDACTED], -0006 to -0007 [REDACTED]
.

[REDACTED]
[REDACTED] PX0110-0002; PX0025-0004
[REDACTED], -0006 [REDACTED]
.

110. Service providers have complained to the Better Business Bureau that they were misled during the sales process into believing that HomeAdvisor’s leads converted into jobs at certain rates. PX0019-0065 (“And final issue is that when i announced to the sale[s] person that we are closing over 80% of our calls/leads and asked what she think the closing rate would be as per the statistics you have she claimed it would be easy to close 50%, i wish this were true 0% was closed.”), -0110 (“[P]art of your pitch to me was also that you had such high conversion success at 60-70% . . .”), -0142 (“We were originally told the close rate on the leads were 90-95%.”).

C. Misrepresentations That the First Month of mHelpDesk Was Free (Count III)

111. [REDACTED]
[REDACTED] PX0029 (HomeAdvisor/Bergner Dep. 146:6-12).

112. [REDACTED]
[REDACTED] PX0051-0003; PX0052-0003; PX0132-0003.

113. [REDACTED]
[REDACTED] PX0126-0003 (emphasis in original);
PX0127-0002; PX0128-0002; PX0130-0009.

114. [REDACTED]
[REDACTED] PX0043-0004; PX0029
(HomeAdvisor/Bergner Dep. 126:7-127:15, 129:19-130:6).

115. [REDACTED]
[REDACTED]

[REDACTED]

116. [REDACTED] PX0030 (HomeAdvisor/Schott Dep. 140:4-22, 144:12-145:8); PX0049-0002 (emphasis in original); *compare* [REDACTED] with PX0061-0001, -0006; *compare* [REDACTED] with PX0062-0001, -0006; *compare* [REDACTED] with PX0065-0001, -0006; *compare* [REDACTED] with [REDACTED] , *with* [REDACTED] PX0063-0001, -0006 and -0026 [REDACTED] , *with* PX0067-0001 [REDACTED] , *and* -0005 [REDACTED] , *with* PX0076-0001, -0007 [REDACTED] .

117. In numerous instances, service providers have thought that their first month of mHelpDesk was free. PX0098-0002 [REDACTED] ; PX0123-0001 [REDACTED] ; PX0104-0334 [REDACTED] ; [REDACTED] PX0100-0010 [REDACTED] PX0019-0061 (“I signed up for marketing services for my business paying a fee of \$347.98 with 1 month free of help desk. According to the receipt I received from Home Advisor via email.”), -0084 (“When I signed up with home advisor they gave 30day free trial called myhelpdesk.”), -0087 (“With this \$347.98 came a 1 month free Mhelp desk that costs \$59.99 per month.”), -0096 (“I signed up with Home Advisor and was

offered mHelpdesk as a free trial . . .”), -0099 (“I was told I could turn off M help desk after the 30 day free trial.), -0136 (“I was also charged for months for a service in which I never requested or used mHelpdesk. In fact a representative for that service called me and asked if I wanted to keep it after the free trial and I told her no I will not use it . . .”).

118. [REDACTED]
[REDACTED] PX0053¹⁹; PX0029 (HomeAdvisor/Bergner Dep. 148:22-149:15, 152:21-153:15 (same)).

Respectfully submitted,

Dated: April 7, 2022

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¹⁹ [REDACTED]

²⁰ [REDACTED] PX0028 (HomeAdvisor/Smith Dep. 294:21-295:4).

**APPENDIX TO COMPLAINT COUNSEL'S STATEMENT OF MATERIAL FACTS
AS TO WHICH THERE IS NO GENUINE ISSUE FOR TRIAL:**

A. Misrepresentations About Quality, Characteristics, and Source of Leads (Count I)

1. Intent to Hire

[REDACTED]



2. Match With Types of Work

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

3. Match With Geographic Preferences



[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

4. Lead Source

[REDACTED]



[REDACTED]

C. Representations That the First Month of mHelpDesk Was Free (Count III)

[REDACTED]

UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Lina M. Khan, Chair
Noah Joshua Phillips
Rebecca Kelly Slaughter
Christine S. Wilson

In the Matter of

HOMEADVISOR, INC., a corporation,
d/b/a ANGI LEADS,
d/b/a HOMEADVISOR POWERED BY ANGI.

DOCKET NO. D-9407

**[PROPOSED] ORDER GRANTING COMPAINT COUNSEL’S
MOTION FOR SUMMARY DECISION**

The Commission has heard this matter upon the Motion for Summary Decision filed by Complaint Counsel, and upon the briefs filed in support thereof and in opposition thereto. For the reasons stated in the accompanying Opinion of the Commission, the Commission has determined to grant Complaint Counsel’s Motion for Summary Decision. Accordingly,

IT IS ORDERED that the following Order to cease and desist be, and it hereby is, entered:

ORDER

Definitions

For purposes of this Order, the following definitions apply:

- A. **“Home Services”** means services for home projects, such as maintenance, remodeling, construction, inspection, cleaning, and gardening.
- B. **“Lead”** means any set of information about a consumer who has expressed an interest in Home Services, has visited a website related to Home Services, who has been identified as a potential customer of Home Services, or whose information has otherwise been shared by Respondent with a Service Provider.
- C. **“Respondent”** means HomeAdvisor, Inc. and its successors and assigns.
- D. **“Service Provider”** means any provider of Home Services.

Provisions

I. Prohibited Misleading and Unsubstantiated Representations

IT IS ORDERED that Respondent, and Respondent’s officers, agents, employees, and attorneys, and all other persons in active concert or participation with any of them, who receive actual notice of this Order, whether acting directly or indirectly, in connection with the advertising, promotion, offering for sale, or selling of any product or service, must not:

- A. Misrepresent, expressly or by implication:
 - 1. That the Leads that Respondent sells to Service Providers:
 - a. Concern individuals who intend to hire a Service Provider soon;
 - b. Concern projects that match the types of services that Service Providers have expressed they perform;
 - c. Concern projects that match the geographic areas that Service Providers have expressed they serve; or
 - d. Concern individuals who knowingly sought Respondent for assistance in selecting a Service Provider;
 - 2. That a product or service is free when that product or service is not free or when it increases the price of another product or service; or
 - 3. Any other fact material to consumers concerning any good or service, such as: the total costs; the circumstances in which a consumer may obtain a refund or credit; any material restrictions, limitations, or conditions; or any material aspect of its performance, efficacy, nature, or central characteristics; or
- B. Make any representation, expressly or by implication, about the rate at which Leads convert into jobs, or the earning potential, benefits, performance, or efficacy of any product or service, unless the representation is non-misleading and Respondent (1) has a reasonable basis for the claim at the time it is made; (2) has in its possession written materials that substantiate the claim at the time it is made; and (3) makes the written substantiation available upon request to the Commission.

II. Acknowledgments of the Order

IT IS FURTHER ORDERED that Respondent obtain acknowledgments of receipt of this Order:

- A. Respondent, within 10 days after the effective date of this Order, must submit to the Commission an acknowledgment of receipt of this Order sworn under penalty of perjury.

- B. Respondent must deliver a copy of this Order to: (1) all principals, officers, directors, and LLC managers and members; (2) all employees having managerial responsibilities for conduct related to the subject matter of the Order and all agents and representatives who participate in conduct related to the subject matter of the Order; and (3) any business entity resulting from any change in structure as set forth in the Provision titled Compliance Report and Notices. Delivery must occur within 10 days after the effective date of this Order for current personnel. For all others, delivery must occur before they assume their responsibilities.
- C. From each individual or entity to which Respondent delivered a copy of this Order, Respondent must obtain, within 30 days, a signed and dated acknowledgment of receipt of this Order.

III. Compliance Report and Notices

IT IS FURTHER ORDERED that Respondent make timely submissions to the Commission:

- A. Ninety days after the effective date of this Order, Respondent must submit a compliance report, sworn under penalty of perjury, in which Respondent must: (a) identify the primary physical, postal, and email address and telephone number, as designated points of contact, which representatives of the Commission, may use to communicate with Respondent; (b) identify all of Respondent's businesses by all of their names, telephone numbers, and physical, postal, email, and Internet addresses; (c) describe the activities of each business, including the goods and services offered, and the means of advertising, marketing, and sales; (d) describe in detail whether and how Respondent is in compliance with each Provision of this Order, including a discussion of all of the changes the Respondent made to comply with the Order; and (e) provide a copy of each Acknowledgment of the Order obtained pursuant to this Order, unless previously submitted to the Commission.
- B. Respondent must submit a compliance notice, sworn under penalty of perjury, within 14 days of any change in the following: (a) any designated point of contact; or (b) the structure of Respondent or any entity that Respondent has any ownership interest in or controls directly or indirectly that may affect compliance obligations arising under this Order, including: creation, merger, sale, or dissolution of the entity or any subsidiary, parent, or affiliate that engages in any acts or practices subject to this Order.
- C. Respondent must submit notice of the filing of any bankruptcy petition, insolvency proceeding, or similar proceeding by or against Respondent within 14 days of its filing.
- D. Any submission to the Commission required by this Order to be sworn under penalty of perjury must be true and accurate and comply with 28 U.S.C. § 1746, such as by concluding: "I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed on: _____" and supplying the

date, signatory's full name, title (if applicable), and signature.

- E. Unless otherwise directed by a Commission representative in writing, all submissions to the Commission pursuant to this Order must be emailed to DEbrief@ftc.gov or sent by overnight courier (not the U.S. Postal Service) to: Associate Director for Enforcement, Bureau of Consumer Protection, Federal Trade Commission, 600 Pennsylvania Avenue NW, Washington, DC 20580. The subject line must begin: In re HomeAdvisor, Inc., D-9407.

IV. Recordkeeping

IT IS FURTHER ORDERED that Respondent must create certain records for 20 years after the issuance date of the Order, and retain each such record for 5 years, unless otherwise specified below. Specifically, Respondent must create and retain the following records:

- A. accounting records showing the revenues from all goods or services sold;
- B. personnel records showing, for each person providing services, whether as an employee or otherwise, that person's: name; addresses; telephone numbers; job title or position; dates of service; and (if applicable) the reason for termination;
- C. records of all consumer complaints and refund requests, whether received directly or indirectly, such as through a third party, and any response;
- D. a copy of each unique advertisement or other marketing material making a representation subject to this Order; and
- E. all records necessary to demonstrate full compliance with each provision of this Order, including all submissions to the Commission.

V. Compliance Monitoring

IT IS FURTHER ORDERED that, for the purpose of monitoring Respondent's compliance with this Order:

- A. Within 10 days of receipt of a written request from a representative of the Commission, Respondent must: submit additional compliance reports or other requested information, which must be sworn under penalty of perjury, and produce records for inspection and copying.
- B. For matters concerning this Order, representatives of the Commission are authorized to communicate directly with Respondent. Respondent must permit representatives of the Commission to interview anyone affiliated with Respondent who has agreed to such an interview. The interviewee may have counsel present.

- C. The Commission may use all other lawful means, including posing through its representatives as consumers, suppliers, or other individuals or entities, to Respondent or any individual or entity affiliated with Respondent, without the necessity of identification or prior notice. Nothing in this Order limits the Commission’s lawful use of compulsory process, pursuant to Sections 9 and 20 of the FTC Act, 15 U.S.C. §§ 49, 57b-1.

VI. Order Effective Dates

IT IS FURTHER ORDERED that the final and effective date of this Order is the 60th day after this Order is served. This Order will terminate 20 years from the date of its issuance (which date may be stated at the end of this Order, near the Commission’s seal), or 20 years from the most recent date that the United States or the Commission files a complaint (with or without an accompanying settlement) in federal court alleging any violation of this Order, whichever comes later; *provided, however*, that the filing of such a complaint will not affect the duration of:

- A. Any Provision in this Order that terminates in less than 20 years;
- B. This Order’s application to any Respondent that is not named as a defendant in such complaint; and
- C. This Order if such complaint is filed after the Order has terminated pursuant to this Provision.

Provided, further, that if such complaint is dismissed or a federal court rules that the Respondent did not violate any provision of the Order, and the dismissal or ruling is either not appealed or upheld on appeal, then the Order will terminate according to this Provision as though the complaint had never been filed, except that the Order will not terminate between the date such complaint is filed and the later of the deadline for appealing such dismissal or ruling and the date such dismissal or ruling is upheld on appeal.

By the Commission.

[April J. Tabor]
Secretary

[SEAL]
ISSUED:

UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Lina M. Khan, Chair
Noah Joshua Phillips
Rebecca Kelly Slaughter
Christine S. Wilson

In the Matter of

HOMEADVISOR, INC., a corporation,
d/b/a ANGI LEADS,
d/b/a HOMEADVISOR POWERED BY ANGI.

DOCKET NO. 9407

DECLARATION OF SOPHIA H. CALDERÓN

I, Sophia H. Calderón, declare as follows:

1. I am an attorney at the Federal Trade Commission (“FTC” or “Commission”) and Complaint Counsel in this proceeding.
2. Attached to this declaration are Exhibits PX0001 through PX0137, submitted in support of Complaint Counsel’s Memorandum in Support of its Motion for Summary Decision.
 - a. Exhibits PX0001 through PX0018 and PX0137 are copies of declarations of third-party witnesses. Each declaration bears a Bates number with the prefix FTC_HOMEADVISOR and was produced to HomeAdvisor, Inc. (“Respondent”) with Complaint Counsel’s Initial Disclosures on April 6, 2022.
 - b. Exhibits PX0019 through PX0022 are copies of declarations of FTC employees.
 - c. Exhibits PX0023 through PX0027 are copies of Respondent’s written responses to Civil Investigative Demands (“CIDs”) issued by the Commission in the course of its investigation entitled FTC File No. 1923106.

- d. Exhibits PX0028 through PX0030 are copies of transcripts of Investigational Hearings conducted pursuant to CIDs issued by the Commission in the course of the investigation entitled FTC File No. 1923106.
- e. Exhibit PX0031 is a copy of an email, dated December 14, 2020, from counsel for Respondent Dawn Yamane Hewett.
- f. Exhibits PX0032 through PX0058 are copies of exhibits to the Investigational Hearings referenced in Paragraph 2.d., above.
- g. Exhibits PX0059 through PX0136 are copies of documents produced by Respondent in response to CIDs issued by the Commission in the course of its investigation entitled FTC File No. 1923106. Each document bears a Bates number with the prefix HOMEADVISOR_FTC, as identified by Respondent.

3. The below Exhibit Index includes further descriptions of each Exhibit; the “Description” column identifies the title and/or Bates number of the first page of each exhibit in the corresponding “Exhibit” column.

EXHIBIT INDEX	
Exhibit	Description
PX0001	Declaration of Christina Alvarez (sensitive personal information redacted)
PX0002	Declaration of Frank DeBenedetti
PX0003	Declaration of Trenton Grimes
PX0004	Declaration of Kelly Hopkins
PX0005	Declaration of Eva Moser (sensitive personal information redacted)
PX0006	Declaration of Richard Prince
PX0007	Declaration of Mark Rothermel
PX0008	Declaration of Jerald Sargent (sensitive personal information redacted)
PX0009	Declaration of David R. Smith (sensitive personal information redacted)
PX0010	Declaration of Daniel Wade
PX0011	Declaration of Ronda Winfield (sensitive personal information redacted)
PX0012	Declaration of Elena Dunne
PX0013	Declaration of Jeffrey Hoppis
PX0014	Declaration of John J. Sack III
PX0015	Declaration of Christina Wilson

EXHIBIT INDEX	
Exhibit	Description
PX0016	Declaration of Gerald Lee
PX0017	Declaration of Joanna Sawicz (sensitive personal information redacted)
PX0018	Declaration of Duncan Hall
PX0019	Declaration of Amy Brannon-Quale (sensitive personal information redacted)
PX0020	Declaration of Connor Geiran
PX0021	Declaration of Dr. Kenneth H. Kelly, CFA
PX0022	Declaration of Erik C. Winker (sensitive personal information redacted, relevant portions highlighted)
PX0023	Respondent's August 5, 2019 CID Response
PX0024	Respondent's June 12, 2020 CID Response
PX0025	Respondent's July 24, 2020 CID Response
PX0026	Respondent's November 5, 2020 CID Response
PX0027	Respondent's February 12, 2021 CID Response
PX0028	Transcripts of November 17, 2020 and December 15, 2020 Investigational Hearing of HomeAdvisor, Inc. (Craig Smith, designee) (relevant portions highlighted)
PX0029	Transcript of November 23, 2020 Investigational Hearing of HomeAdvisor, Inc. (Jennifer Bergner, designee) and Jennifer Bergner (relevant portions highlighted)
PX0030	Transcript of November 24, 2020 Investigational Hearing of HomeAdvisor, Inc. (Chad Schott, designee) and Chad Schott (relevant portions highlighted)
PX0031	December 14, 2020 email from Dawn Yamane Hewett, counsel for Respondent
PX0032	Exhibit 1 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0033	Exhibit 3 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0034	Exhibit 4 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott (sensitive personal information redacted)
PX0035	Exhibit 5 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott (sensitive personal information redacted)
PX0036	Exhibit 7 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0037	Exhibit 8 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0038	Exhibit 9 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0039	Exhibit 11 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0040	Exhibit 12 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0041	Exhibit 18 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0042	Exhibit 24 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott

EXHIBIT INDEX	
Exhibit	Description
PX0043	Exhibit 25 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0044	Exhibit 26 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0045	Exhibit 29 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0046	Exhibit 30 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott (sensitive personal information redacted)
PX0047	Exhibit 36 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott (sensitive personal information redacted)
PX0048	Exhibit 38 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0049	Exhibit 39 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0050	Exhibit 41 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0051	Exhibit 42 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0052	Exhibit 43 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0053	Exhibit 44 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0054	Exhibit 46 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0055	Exhibit 47 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0056	Exhibit 48 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott (relevant portions highlighted)
PX0057	Exhibit 54 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0058	Exhibit 55 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0059	HOMEADVISOR FTC0000016
PX0060	HOMEADVISOR FTC0004320
PX0061	HOMEADVISOR FTC0004348
PX0062	HOMEADVISOR FTC0004494
PX0063	HOMEADVISOR FTC0004506
PX0064	HOMEADVISOR FTC0004523
PX0065	HOMEADVISOR FTC0004551
PX0066	HOMEADVISOR FTC0004555
PX0067	HOMEADVISOR FTC0004559
PX0068	HOMEADVISOR FTC0004579
PX0069	HOMEADVISOR FTC0005129

EXHIBIT INDEX	
Exhibit	Description
PX0070	HOMEADVISOR FTC0006861
PX0071	HOMEADVISOR FTC0007289
PX0072	HOMEADVISOR FTC0007329
PX0073	HOMEADVISOR FTC0010999
PX0074	HOMEADVISOR FTC0011161
PX0075	HOMEADVISOR FTC0012200
PX0076	HOMEADVISOR FTC0012279
PX0077	HOMEADVISOR FTC0013786
PX0078	HOMEADVISOR FTC0015004 (sensitive personal information redacted)
PX0079	HOMEADVISOR FTC0016728
PX0080	HOMEADVISOR FTC0017159
PX0081	HOMEADVISOR FTC0017244
PX0082	HOMEADVISOR FTC0017690
PX0083	HOMEADVISOR FTC0018131
PX0084	HOMEADVISOR FTC0019241
PX0085	HOMEADVISOR FTC0019290
PX0086	HOMEADVISOR FTC0019497
PX0087	HOMEADVISOR FTC0020449 (sensitive personal information redacted)
PX0088	HOMEADVISOR FTC0020800
PX0089	HOMEADVISOR FTC0021243 (sensitive personal information redacted)
PX0090	HOMEADVISOR FTC0021548
PX0091	HOMEADVISOR FTC0021560
PX0092	HOMEADVISOR FTC0022947
PX0093	HOMEADVISOR FTC0024115
PX0094	HOMEADVISOR FTC0024843
PX0095	HOMEADVISOR FTC0026018 (sensitive personal information redacted)
PX0096	HOMEADVISOR FTC0027569
PX0097	HOMEADVISOR FTC0029567
PX0098	HOMEADVISOR FTC0030322
PX0099	HOMEADVISOR FTC0031891 (sensitive personal information redacted)
PX0100	HOMEADVISOR FTC0032716 (sensitive personal information redacted)
PX0101	HOMEADVISOR FTC0032746
PX0102	HOMEADVISOR FTC0032859
PX0103	HOMEADVISOR FTC0034109
PX0104	HOMEADVISOR FTC0035844 (sensitive personal information redacted)
PX0105	HOMEADVISOR FTC0039767
PX0106	HOMEADVISOR FTC0043476
PX0107	HOMEADVISOR FTC0043849
PX0108	HOMEADVISOR FTC0044896
PX0109	HOMEADVISOR FTC0044899
PX0110	HOMEADVISOR FTC0044903

EXHIBIT INDEX	
Exhibit	Description
PX0111	HOMEADVISOR FTC0056480
PX0112	HOMEADVISOR FTC0057586
PX0113	HOMEADVISOR FTC0059204 (sensitive personal information redacted)
PX0114	HOMEADVISOR FTC0069034 (sensitive personal information redacted)
PX0115	HOMEADVISOR FTC0070164
PX0116	HOMEADVISOR FTC0076159
PX0117	HOMEADVISOR FTC0082062
PX0118	HOMEADVISOR FTC0082288 (sensitive personal information redacted)
PX0119	HOMEADVISOR FTC0082321
PX0120	HOMEADVISOR FTC0085644
PX0121	HOMEADVISOR FTC0088745
PX0122	HOMEADVISOR FTC0088772
PX0123	HOMEADVISOR FTC0094739 (sensitive personal information redacted)
PX0124	HOMEADVISOR FTC0096853
PX0125	HOMEADVISOR FTC0102736 (sensitive personal information redacted)
PX0126	HOMEADVISOR FTC0102860
PX0127	HOMEADVISOR FTC0102893
PX0128	HOMEADVISOR FTC0105633
PX0129	HOMEADVISOR FTC0105656 (sensitive personal information redacted)
PX0130	HOMEADVISOR FTC0119914
PX0131	HOMEADVISOR FTC0121681
PX0132	HOMEADVISOR FTC0125586
PX0133	HOMEADVISOR FTC0125594
PX0134	HOMEADVISOR FTC0125810
PX0135	HOMEADVISOR FTC0125900
PX0136	HOMEADVISOR FTC0126191
PX0137	Declaration of Bill Nash

4. The Exhibits have been modified from their original form as follows:
 - a. All Exhibits have been stamped with their corresponding Exhibit Number and consecutive page numbers, in the bottom center of the document (*e.g.*, PX0001-0001).
 - b. Pursuant to 16 C.F.R. § 4.2(c)(3), sensitive personal information has been redacted from the following Exhibits: PX0001, PX0005, PX0008, PX0009, PX0011, PX0017, PX0019, PX0022, PX0034, PX0035, PX0046, PX0047, PX0078, PX0087, PX0089, PX0095, PX0099, PX0100, PX0104, PX0113, PX0114, PX0118, PX0123, PX0125, and PX0129.

- c. Relevant portions of the following Exhibits have been highlighted by Complaint Counsel for the Commission's convenience: PX0022, PX0028, PX0029, PX0030, and PX0056.

5. Except as noted in Paragraph 4 above, each of the Exhibits identified in Paragraphs 2 and 3 above is a true and correct copy of the original.

I declare under penalty of perjury that to the best of my knowledge and belief the foregoing is true and accurate.

Respectfully submitted,

Dated: April 7, 2022

s/ Sophia H. Calderón

Sophia H. Calderón
Federal Trade Commission
Northwest Region
915 Second Ave., Suite 2896
Seattle, WA 98174
Tel.: (206) 220-6350
Fax: (206) 220-6366
Email: scalderon@ftc.gov

Counsel Supporting the Complaint

PX0001

DECLARATION OF CHRISTINA ALVAREZ
Pursuant to 28 U.S.C. § 1746

I, Christina Alvarez, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Simi Valley, California. I co-own Insight Pest Management, Inc. with my husband, Israel Alvarez. Insight Pest Management, Inc. is a pest control business serving the greater Ventura County, California area. We have owned this business since 2016. I currently handle administration and accounting for the company; I previously handled customer calls as well.

2. In March 2016, I was contacted by a representative of a company called HomeAdvisor. I had seen ads for the company and heard about them from other pest control operators. I understood that they offered a lead generation service to pest control companies. The HomeAdvisor sales representative I spoke with offered me a year-long membership and told me that I could cancel the service and stop receiving leads at any time. He told me that the membership signup fee was \$287.99. At the time, our business was fairly new and I was looking to grow the company. I told the representative that I would like to learn more about their services.

3. He explained that HomeAdvisor provides high quality leads from people who are actively looking for pest control services. He said that these were "qualified leads" and were homeowners who were "ready to hire immediately." He told me that the cost of leads ranged from \$18 or so up to around \$35 each, depending on the type and size of the job. This sounded like a good opportunity. I agreed to sign up for their service and provided my credit card information for payment.

4. We started receiving leads from HomeAdvisor, but upon calling them I found that they were problematic. There were three main issues. First, many of the leads were homeowners who lived outside of the territory that we covered. Second, many of the leads I contacted said that they had already been contacted by other service providers and no longer

needed any services. Third, there was no way within the HomeAdvisor system to properly narrow down the types of pest control services we wanted to offer. Specifically, this was a problem for rodent control services, which seemed to be a popular category. HomeAdvisor had categories of services that the homeowners could select and one of them was rodent control. We received many leads for rodent control services. Most of these leads were looking for agricultural rodent control (such as gophers, moles and other crop or field pests), while we only offered structural rodent control (rats, mice).

5. I was able to request credit for the leads that were not in our geographic area or that were looking for services we didn't offer, but it required calling HomeAdvisor and waiting on hold for 20 to 30 minutes in order to put in a credit request. I wasted a lot of time on hold trying to get credited for the leads that were of no use to us, and sometimes it was just too much trouble to take the time away from my day to make the attempt. By late 2017, my husband and I decided that we didn't want to continue our membership and I called to cancel the service.

6. In 2019, my husband was looking for new resources for lead generation to expand our termite control services. He suggested that we try HomeAdvisor again to see how it went. I reluctantly agreed to try the service again.

7. In May 2019, I called HomeAdvisor. I mentioned to the representative that I had previously been a customer and I told him about the issues we had experienced. He said that HomeAdvisor had made several changes since we had last been members, and that those changes should allow us to avoid the previous problems. He said that HomeAdvisor had made it easier for us to choose the leads that we wanted and exclude the ones we don't want. He explained that they had added more options for selecting geographic territory and that the service categories were more specific instead of being bundled in larger more general types of service. I asked about the number of service providers that would receive each lead. I don't recall the specifics of what he said, but I had the impression that it wouldn't be more than a few. He also told me that members could now request lead credits through HomeAdvisor's website instead of having to call customer service and wait on hold. He said that all the leads were homeowners who were

“ready to hire,” and he reiterated that I could select the specific services my company provided and the exact territory we covered to make sure that we received leads that matched.

8. While I was skeptical regarding the HomeAdvisor representative’s claims due to my previous experience with the company, I knew my husband wanted to try the service again. The fact that I could receive leads that were actively looking to hire in in our geographic area, and in our specific area of expertise, was important to me. Based on what the representative told me, I decided it was worth a shot, so I told the representative I’d like to sign up. I asked if we could get around 100 leads per month, and he said that was doable. I provided the sales representative with my credit card information for the \$287.99 annual membership fee and the leads. I signed up using Israel’s name and my email address. They didn’t provide me with a written contract, only a link to a member website in an email confirming my annual membership.

9. It didn’t take long to discover that the leads were not the quality I had hoped for. Many of the people we reached by phone were very unhappy to hear from me. They would say things like, “You’re the fifth person to call me in the last 15 minutes, would you guys just leave me alone?” or “I was just trying to get some information—I didn’t realize someone was going to call me.” There were also leads with numbers that did not have voicemail and those where I left messages and never received a return call. I estimate that 60% or more of the calls I made ended up with one of the above results.

10. It was apparent that the leads they were sending us were not what I was promised. Even though it was an easier process to request lead credits, it was still a hassle and I didn’t receive credits for some of the leads. By August 2019, I felt that we had wasted enough time; the small percentage of leads that led to jobs was not worth the trouble. I called HomeAdvisor and requested that our account be cancelled.

11. The HomeAdvisor representative I spoke with told me that our account would remain open, but I would no longer receive leads and would not incur any additional fees. I requested a confirmation number or confirming email and was told that HomeAdvisor does not provide a cancellation or confirmation number. I didn’t worry about that too much, though I was

bothered that a business of that size didn't provide written confirmation of cancellation or any sort of confirmation number to confirm cancellation.

12. On November 12, 2019, after a discussion with my bookkeeper, I became aware that HomeAdvisor had continued to charge us for leads—over \$100 worth. I filed a dispute with my credit card company and called HomeAdvisor again. I spoke with a gentleman named Owen who said essentially the same thing as the earlier HomeAdvisor representative: he informed me that our account “would remain open,” but that I would no longer be charged for leads. He also told me that he could not give me a confirmation number. I repeatedly asked for our account to be closed. Owen said that closing our account was impossible, but he assured me that we would not be charged any additional money. I didn't trust this information, so I cancelled the credit card that HomeAdvisor had been billing as soon as I could.

13. The next day, I received an email confirming my account had been cancelled. A true and correct copy of this email is attached to this declaration as Attachment A. The email offered us three free leads if I reactivated my account by clicking a link in the email or calling a toll-free number. I did neither.

14. A few days later, on November 20, 2019, I received a “Past Due” notice for \$157.02 from HomeAdvisor via email. I immediately contacted HomeAdvisor and spoke with a woman named Regina Rivers. She informed me that I would have to pay any past due balance in order for her to close the account. I did not want to give her my credit card information again, but she insisted she could not close the account unless I brought it current. She assured me that my account would no longer be receiving leads or incurring any fees. Like the other representatives, she could not provide a confirmation or cancellation number, but she provided me with her email address. I reluctantly provided my credit card account number for the charges. I told her very clearly that I was only authorizing the one-time payment on the card, and that I did not want any other charges to be placed on it. Regina assured me that I would not be getting any further charges.

15. That same afternoon, I received another lead from HomeAdvisor. I was very upset and I sent an email to Regina. Regina responded by email, apologizing and stating that the

problem had been corrected. A true and correct copy of this email exchange is attached to this declaration as Attachment B.

16. On December 16, 2019, I received an email from HomeAdvisor with the subject heading “Final Account Notice - Avoid being sent to Collections.” A true and correct copy of this email is attached to this declaration as Attachment C. This email stated that we owed HomeAdvisor \$903.73. It stated that my account was “being staged to go to an external collections agency within the next few days.” It also stated that we would have to pay the balance immediately “in order to avoid having your account sent to our outside Collection Agency, having additional collection fees and/or litigation fees assessed and possibly a negative reporting against your credit.” This bill was for money that we didn’t owe—it was all for leads that had been charged to our account after I had told HomeAdvisor to cancel the service.

17. In addition, at some point during late 2019 or early 2020, I found that HomeAdvisor had placed several unauthorized charges on the credit card I had given to Regina Rivers on November 20, 2019. I had only given her the card information in order to pay our “past due” balance—I never gave permission for HomeAdvisor to charge that card for anything after that date. But HomeAdvisor had continued to charge me for leads and apparently for the “past due balance.” By the time I realized it, HomeAdvisor had charged us approximately \$1,400. I stopped further charges and filed another dispute with my credit card issuing bank. The bank eventually approved my dispute and refunded my card.

18. On January 17, 2020, I received another email, informing me that our account had been sent to collections. A true and correct copy of this email is attached to this declaration as Attachment D.

19. On January 21, 2020, Israel received an email from a collections agency with a letter attached stating that HomeAdvisor had initiated collections on a balance of \$1,584.14 owed to HomeAdvisor. Israel forwarded me that letter on January 22, 2020. A true and correct copy of this email and letter is attached to this declaration as Attachment E.

20. After I received the collections agency's email, on January 28, 2020, I filed a complaint with the Federal Trade Commission. A true and correct copy of this complaint is attached to this declaration as Attachment F.

21. After filing the complaint, I emailed the collections agency explaining the situation and informing them that I had filed the complaint. A true and correct copy of this email is attached to this declaration as Attachment G.

22. I have not had any further contact from HomeAdvisor. It took a great deal of time and effort on my part to get HomeAdvisor to stop charging me and then harassing me for the unwarranted charges. To make matters worse, the lead service turned out to be *fairly worthless* and my company wasted time following up on worthless leads and requesting credits. I would have been better off if I had never even heard of HomeAdvisor in the first place.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: January 20, 2022



Christina Alvarez

Brannon-Quale, Amy

From: Christina Alvarez
Sent: Friday, December 10, 2021 11:48 AM
To: Brannon-Quale, Amy
Subject: Fwd: Thank you. Look forward to speaking with you.

Christina Alvarez
Insight Pest Management

www.insight-pest.com

----- Forwarded message -----
From: HomeAdvisor Pro | Josh Lent <updates@info.homeadvisor.com>
Date: Wed, Nov 13, 2019 at 5:00 AM
Subject: Thank you. Look forward to speaking with you.
To: <@insight-pest.com>

[Information regarding your account.](#)

[View Email in Web Browser](#)



Dear Israel,

I wanted to reach out and let you know how sorry I am to hear you decided to cancel your account with HomeAdvisor. We take pride in delivering superior value to our customers, and in this case it's clear we missed the mark.

As a token of our gratitude, I'd like to offer you 3 free leads to reactivate your account. To take advantage of this offer, simply reactivate below or call us at 1-844-811-2007.

Reactivate Account

Thank you for your time. We look forward to hearing from you.

Josh Lent
Customer Relations Dept. Manager
1-844-811-2007

Please Note: You have remaining time on your membership and may occasionally receive Job Opportunities. You'll never be charged if you do not accept.

[Learn more about Job Opportunities >](#)



[Terms & Conditions](#) | [Privacy Policy](#)

Unsubscribe options: If you prefer to no longer receive this email or would like to modify frequency, please follow the instructions on the [Subscriptions Preferences](#) page. It may take up to 10 days for the changes to take effect.

You are subscribed with the following email address: Redacted Pursuant to [\[redacted\]@insight-pest.com](mailto:[redacted]@insight-pest.com)

Make sure to add HomeAdvisor to your [favorites](#).

HomeAdvisor Inc., 14023 Denver West Parkway Bldg. 64, Golden, CO 80401

Brannon-Quale, Amy

From: Christina Alvarez < >
Sent: Friday, December 10, 2021 11:47 AM
To: Brannon-Quale, Amy
Subject: Fwd: New Lead on Closed Account

Christina Alvarez
Insight Pest Management

www.insight-pest.com

----- Forwarded message -----

From: Christina Alvarez
Date: Wed, Nov 20, 2019 at 4:02 PM
Subject: New Lead on Closed Account
To: <regina.rivers@homeadvisor.com>

Last week I closed my account and this morning received a Past Due notice for erroneous charges that I do not agree I owe.

We spoke today and you "officially" canceled my account. You made me give you my credit card number and update the account in order to charge me a final fee and then CLOSE my account.

I just received a "new lead" from homeadvisor. I do not want this account and will not pay anymore money for an account that is closed.

Please confirm.

Christina Alvarez
Insight Pest Management

D: [Redacted Pursuant to 16 C.F.R. § 4]
C: [Redacted Pursuant to 16 C.F.R. § 4]

www.insight-pest.com

Brannon-Quale, Amy

From: Christina Alvarez < >
Sent: Friday, December 10, 2021 11:47 AM
To: Brannon-Quale, Amy
Subject: Fwd: New Lead on Closed Account

Christina Alvarez
Insight Pest Management

www.insight-pest.com

----- Forwarded message -----
From: Rivers, Regina <Regina.Rivers@homeadvisor.com>
Date: Thu, Nov 21, 2019 at 7:51 AM
Subject: Re: New Lead on Closed Account
To: Christina Alvarez >

Thank you for reaching out to me regarding this,

I got this corrected for you. I apologize about the issues regarding this.

Regina Rivers
Business Customer Care Advisor
HomeAdvisor/Angie's List | 877-947-3639



From: Christina Alvarez <Redacted Pursuant to @insight-pest.com>
Sent: Wednesday, November 20, 2019 5:02 PM
To: Rivers, Regina <Regina.Rivers@homeadvisor.com>
Subject: New Lead on Closed Account

Last week I closed my account and this morning received a Past Due notice for erroneous charges that I do not agree I owe.

We spoke today and you "officially" canceled my account. You made me give you my credit card number and update the account in order to charge me a final fee and then CLOSE my account.

I just received a "new lead" from homeadvisor. I do not want this account and will not pay anymore money for an account that is closed.

Please confirm.

Christina Alvarez
Insight Pest Management

www.insight-pest.com

Brannon-Quale, Amy

From: Christina Alvarez < >
Sent: Friday, December 10, 2021 11:45 AM
To: Brannon-Quale, Amy
Subject: Fwd: Final Account Notice - Avoid being sent to Collections

Christina Alvarez
Insight Pest Management

www.insight-pest.com

----- Forwarded message -----
From: HomeAdvisor <billing@homeadvisor.com>
Date: Mon, Dec 16, 2019 at 7:47 AM
Subject: Final Account Notice - Avoid being sent to Collections
To: @insight-pest.com



Past Due Balance

Dear Israel,

FINAL NOTICE! Because we have not received a response to numerous inquiries regarding your outstanding balance, your account is now being staged to go to an external collections agency within the next few days.

To pay your balance and avoid having your account sent to our outside Collection Agency, having additional collection fees and/or litigation fees assessed and possibly a negative reporting against your credit, please provide a valid method of payment below or call the HomeAdvisor Business Customer Care team toll-free at (877) 947-3639.

Account Summary:	<input type="text"/>
Current Balance Due:	\$903.73

This is your final opportunity to resolve the matter.

Update Payment Method and Pay Balance Due

HomeAdvisor makes it easy for you to manage your payment preferences.
You can [manage payment options online](#) or call us at (877) 947-3639.
Reprocess the Card on File: Visa - xxxx xxxx xxxx 

If you are confident that the card on file can be processed successfully at this time, please [click here to re-process the current credit card on file](#).

Regards,

HomeAdvisor
(877) 947-3639

Reach More Customers. Win More Jobs.™

[Leads](#) | [Ratings](#) | [Account](#) | [Privacy Statement](#) | [Terms & Conditions](#)

Go Mobile



You are receiving this email because you have a HomeAdvisor Pro account.
You may [UNSUBSCRIBE](#) from newsletters, surveys and special offers.

14023 Denver West Parkway Building 64
Golden, CO 80401

Brannon-Quale, Amy

From: Christina Alvarez < >
Sent: Friday, December 10, 2021 11:45 AM
To: Brannon-Quale, Amy
Subject: Fwd: Account balance sent to collections

Christina Alvarez
Insight Pest Management

www.insight-pest.com

----- Forwarded message -----
From: HomeAdvisor <billing@homeadvisor.com>
Date: Fri, Jan 17, 2020 at 2:02 PM
Subject: Account balance sent to collections
To: z@insight-pest.com>



Account Forwarded to Collection Agency

Dear Israel,

Your HomeAdvisor account has been forwarded to our outside collection agency. Due to this change, your account will have additional fees and possibly interest added to the balance.

Your website attached to your HomeAdvisor account is now suspended.

Our outside collection agency will be contacting you to discuss this matter. The outstanding balance can also be paid by contacting us directly. The contact information is listed below.

HomeAdvisor, Inc.
1-877-947-3639

Regards,

HomeAdvisor
(877) 947-3639

Reach More Customers. Win More Jobs.™

[Leads](#) | [Ratings](#) | [Account](#) | [Privacy Statement](#) | [Terms & Conditions](#)

Go Mobile



You are receiving this email because you have a HomeAdvisor Pro account.
You may [UNSUBSCRIBE](#) from newsletters, surveys and special offers.

14023 Denver West Parkway, Building 54
Golden, CO 80401

Brannon-Quale, Amy

From: Christina Alvarez >
Sent: Friday, December 10, 2021 11:46 AM
To: Brannon-Quale, Amy
Subject: Fwd: KS7004: HomeAdvisor, Inc. and Insight Pest Management, Inc. File # 32896451
Attachments: 7004_HAV_A1.rpt_20200121213417_2457167.pdf

Christina Alvarez
Insight Pest Management

www.insight-pest.com

----- Forwarded message -----

From: Israel Alvarez <j@insight-pest.com>
Date: Wed, Jan 22, 2020 at 9:11 AM
Subject: Fwd: KS7004: HomeAdvisor, Inc. and Insight Pest Management, Inc. File # 32896451
To: Christina Alvarez [@insight-pest.com](mailto:j@insight-pest.com)>

Israel Alvarez-via mobile device

Begin forwarded message:

From: MBW Reports <mbwreports@MBANDW.com>
Date: January 21, 2020 at 7:22:02 PM PST
To: z@insight-pest.com>
Subject: KS7004: HomeAdvisor, Inc. and Insight Pest Management, Inc. File # 32896451

Please give immediate attention to the attached correspondence regarding your account with our client, HomeAdvisor, Inc..

If you have any questions or concerns, please call me. Thank you.

Robyn Lomax
McCarthy, Burgess & Wolff
Phone: 4407355100 Ext 2317

McCARTHY, BURGESS & WOLFF
Namini Exigere

The MB&W Building
26000 Cannon Road
Cleveland, Ohio 44146
Phone 440.735.5100
Fax 440.735.5110

January 21, 2020

Insight Pest Management, Inc.
Israel Alvarez

Newbury Park, CA 91320

Re: HomeAdvisor, Inc. and Insight Pest Management, Inc.

Account No.:

Balance Due: \$1,548.14

File #: 32896451

Dear Israel Alvarez:

Be advised that HomeAdvisor, Inc. has requested our offices initiate collection action regarding the above captioned account. They indicate that there is an outstanding balance which is due and owing.

At this point, it is essential you keep the following in mind when considering how you respond:

1. You voluntarily contracted with HomeAdvisor, Inc. resulting in the balance outstanding.
2. You were aware of billing terms at the time you contracted for said goods and/or services.
3. To date you have refused to resolve this issue.

In the event you choose to do so, make check payable to HomeAdvisor, Inc. in the amount of \$1,548.14 and mail to this office at 26000 Cannon Rd., Cleveland, OH 44146, or pay on-line at www.mbwpay.com. If you feel the need to discuss this matter, please contact me directly.

Thank you in advance for your anticipated cooperation.

Robyn Lomax
440-735-5100 Ext: 2317
www.mbandw.com

Unless you notify this office within 30 days after receiving this notice that you dispute the validity of this debt or any portion thereof, this office will assume this debt is valid. If you notify this office in writing within 30 days after receiving this notice that you dispute the validity of this debt or any portion thereof, this office will obtain verification of the debt or obtain a copy of a judgement and mail you a copy of such judgement or verification. If you request of this office in writing within 30 days after receiving this notice, this office will provide you with the name and address of the original creditor, if different from the current creditor.

This communication is from a debt collector. This is an attempt to collect a debt and any information obtained will be used for that purpose.

Notice: See Following Page for Important Consumer Rights Information.
ALVAREZ ATTACHMENT E

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We are required to provide the following information under state law for the states indicated. This is not a complete list of your rights by state. If you do not reside in one of these states, you may have the same or similar rights under state or federal law.

CALIFORNIA:

The state Rosenthal Fair Debt Collection Practices Act and the federal Fair Debt Collection Practices Act require that, except under unusual circumstances, collectors may not contact you before 8am or after 9pm. They may not harass you by using threats of violence or arrest or by using obscene language. Collectors may not use false or misleading statements or call you at work if they know or have reason to know that you may not receive personal calls at work. For the most part, collectors may

not tell another person, other than your attorney or spouse, about your debt. Collectors may contact another person to confirm your location or enforce a judgment. For more information about debt collection activities, you may contact the Federal Trade Commission at 1-877-FTC-HELP or www.ftc.gov. Cal. Civ. Code § 1812.700*Nonprofit credit counseling services may be available in the area.*

As required by law, you are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit reporting agency if you fail to fulfill the terms of your credit obligations.

COLORADO:

Colorado Office Information: 8690 Wolff Court, Suite 110 Westminster, CO 80031 Local: (303) 920-4763 Toll Free: (877) 862-5100

FOR INFORMATION ABOUT THE COLORADO FAIR DEBT COLLECTION PRACTICES ACT, SEE WWW.AGO.STATE.CO.US/CADC/CADCMAN.CFM.

A consumer has the right to request in writing that a debt collector or collection agency cease further communication with the consumer. A written request to cease communication will not prohibit the debt collector or collection agency from taking any other action authorized by law to collect the debt.

MAINE:

Our hours of operation are Mon - Fri 8:00am to 5:00pm EST.

MASSACHUSETTS:

NOTICE OF IMPORTANT RIGHTS.

YOU HAVE THE RIGHT TO MAKE A WRITTEN OR ORAL REQUEST THAT TELEPHONE CALLS REGARDING YOUR DEBT NOT BE MADE TO YOU AT YOUR PLACE OF EMPLOYMENT. ANY SUCH ORAL REQUEST WILL BE VALID FOR ONLY TEN DAYS UNLESS YOU PROVIDE WRITTEN CONFIRMATION OF THE REQUEST POSTMARKED OR DELIVERED WITHIN SEVEN DAYS OF SUCH REQUEST. YOU MAY TERMINATE THIS REQUEST BY WRITING TO THE COLLECTION AGENCY.

Hours of operation are Mon - Fri 8:00am to 5:00pm EST.

MINNESOTA:

This collection agency is licensed by the Minnesota Department of Commerce.

NEW YORK CITY:

New York City Department of Consumer Affairs license number 2070062-DCA.

NEW YORK:

In accordance with the Fair Debt Collection Practices, Act, 15 U.S.C. § 1692 *et seq.*, debt collectors are prohibited from engaging in abusive, deceptive, and unfair debt collection efforts, including but not limited to: the use or threat of violence; the use of obscene or profane language; and repeated phone calls made with the intent to annoy, abuse or harass.

If a creditor or debt collector receives a money judgment against you in court, state and federal laws may prevent the following types of income from being taken to pay the debt: supplemental security income (SSI); social security; public assistance (welfare); spousal support, maintenance (alimony) or child support; unemployment benefits; disability benefits; workers' compensation benefits; public or private pensions; veterans' benefits; federal student loans, federal student grants, and federal work study funds; and ninety percent of your wages or salary earned in the last sixty days.

NORTH CAROLINA:

North Carolina Department of Insurance Permit No. 113590: 26000 Cannon Rd. Cle., OH 44146; 113591: 7088 W. 130th St. Middleburg Heights, OH 44130; 113592: 9910 E. 42nd St. Suite 201 Tulsa, OK 74146.

TENNESSEE:

This collection agency is licensed by the Collection Services Board, State Department of Commerce and Insurance. 500 James Robertson Parkway, Nashville, TN 37243.

WISCONSIN:

This collection agency is licensed by the Division of Banking in the Wisconsin Department of Financial Institutions, www.wdfi.org.



Attn: Accounts Receivable
14023 Denver West Parkway, Suite 200
Golden, CO 80401

Insight Pest Management, Inc.
Account#

Account Summary - Invoice Detail

Account	Account Balance	Collection Charges
76527064	\$1,238.51	\$309.63
Subtotal	\$1,238.51	\$309.63
Total		\$1,548.14

11/4/21, 2:44 PM

Printer Friendly Record Details

Record # 12 / 115592765 / Consumer Sentinel Network Complaint			
Reference Number:	115592765	Originator Reference Number:	
Language:	English	Contact Type:	Complaint
Source:	Consumer	DNC?:	No
Comments:	<p>In May of 2019, we (Insight Pest Management, Inc) contracted with HomeAdvisor to receive leads from homeowners requesting professionals to perform Termite Work. The contract specifically states that while the membership paid for is a 1 year contract that at any time you may choose to stop accepting leads and no longer incur fees for that service. After a few months, we were not receiving quality leads and decided to stop the lead service. I contacted HomeAdvisor in August of 2019 via telephone and requested my account be canceled. I was told my account would remain open but I would no longer receive leads and would not incur any additional fees. I requested a confirmation number or email and was told HomeAdvisor does not provide a cancellation or confirmation number. In, November of 2019 after a discussion with my bookkeeper I became aware that HomeAdvisor had continued to charge us for leads. I filed a credit card dispute with my credit card company and spoke with a gentleman named Owen at HomeAdvisor who also informed me that my account "would remain open" but that I would no longer be charged for leads. He also informed me that he could not give me a confirmation number. I repeatedly asked for my account to be closed and was told that closing my account was impossible but I would no longer be charged any additional money. The next day I received an email confirming my account had been canceled: "Dear Israel, I wanted to reach out and let you know how sorry I am to hear you decided to cancel your account with HomeAdvisor. We take pride in delivering superior value to our customers, and in this case it's clear we missed the mark. As a token of our gratitude, I'd like to offer you 3 free leads to reactivate your account. To take advantage of this offer, simply reactivate below or call us at 1-844-811-2007." Then on November 20th, I received a "Past Due" notice for \$157.02 Dear Israel, FINAL NOTICE! Because we have not received a response to numerous inquiries regarding your outstanding balance, your account is now being staged to go to an external collections agency within the next few days. To pay your balance and avoid having your account sent to our outside Collection Agency, having additional collection fees and/or litigation fees assessed and possibly a negative reporting against your credit, please provide a valid method of payment I immediately contacted HomeAdvisor and spoke with Regina Rivers. She informed me she could close my account but I would have to pay any past due balance or she would not be able to close it. I did not want to give her my credit card again but she insisted she could not close it unless I brought it current. She said my account would no longer be receiving leads, no longer incur any fees but again would remain open until the end of my one year contract. She also, could not provide a confirmation or cancellation number. I gave her my credit card number and paid the balance. That afternoon, at 3:56PM I received a LEAD from HomeAdvisor. I sent this email to Regina: Regina responded, apologized and said the problem has been corrected. My bank approved my dispute and refunded approx \$1400 and now HomeAdvisor has sent me to Collections and they are sending me letters.</p>		
Additional Comments:			
Complaint disposition provided?:			
Complaint Disposition:			
Data Reference:		Load Date:	01/28/2020 1:41:11 PM
Created By:	FTCCIS-FTCUSER	Created Date:	01/28/2020 1:41:11 PM
Updated By:		Updated Date:	

ALVAREZ ATTACHMENT F

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<https://www.consumersentinel.gov/Search/PrintDetails>

28/82

PX0001-0020

FTC_HOMEADVISOR0009563

11/4/21, 2:44 PM

Printer Friendly Record Details

Complaint Source:	FTC Online Complaints	Product Service Description:	Other Misc. Unwanted Telemarketing Calls
Amount Requested:		Amount Paid:	\$2,473.10
Payment Method:	Credit Card	Agency Contact:	Internet
Complaint Date:	01/28/2020	Transaction Date:	05/21/2019
Initial Contact:	Phone Call	Initial Response:	
Statute/Rule:	Telemarketing Sales Rule Rule\Other	Law Violation:	TSR: Unauthorized billing Other (Note the Violation in the Comment Field)
Topic:		Dispute with Credit Bureau?:	
Dispute with Credit Bureau - Responded?:		Disputes with Credit Bureau - Resolved to Satisfaction?:	
Member of armed forces or dependent?:	No	Cross Border Complaint?:	No
Consumer Information			
Consumer Small Business or Organization:	Insight Pest Management, Inc		
First Name:	Christina	Last Name:	Alvarez
Address 1:	Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)	Address 2:	
City:	Newbury Park	State:	California
Zip:	91320	Country:	UNITED STATES
County:	Ventura	Federal Judicial District:	California - Central
Home Number:		Cell Number:	Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
Work Number:		Ext:	
Fax Number:		Email:	Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)@insight-pest.com
Age Range:	40 - 49	Military Service Branch:	
Soldier Status:		Soldier Station:	
Subject			
Subject:	HomeAdvisor, Inc	Normalized Name:	Homeadvisor, Inc
Address 1:	14023 Denver West Parkway	Address 2:	
City:	Golden	State/Prov:	Colorado
ZIP:	80401	Country:	UNITED STATES

ALVAREZ ATTACHMENT F

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<https://www.consumersentinel.gov/Search/PrintDetails>

27/92

PX0001-0021

FTC_HOMEADVISOR0009564

11/4/21, 2:44 PM

Printer Friendly Record Details

County:	Jefferson	Federal Judicial District:	Colorado
Email:		URL:	www.homeadvisor.com
Phone Number:	877-9473639	Ext:	
Subject ID Type:		Subject ID Issuer State:	
Subject ID Issuer Country:			
Representative:	Brandon Ridenour	Title:	CEO

Brannon-Quale, Amy

From: Christina Alvarez @insight-pest.com>
Sent: Friday, December 10, 2021 11:46 AM
To: Brannon-Quale, Amy
Subject: Fwd: KS7004: HomeAdvisor, Inc. and Insight Pest Management, Inc. File # 32896451

Christina Alvarez
Insight Pest Management

www.insight-pest.com

----- Forwarded message -----

From: Christina Alvarez @insight-pest.com>
Date: Tue, Jan 28, 2020 at 10:59 AM
Subject: Re: KS7004: HomeAdvisor, Inc. and Insight Pest Management, Inc. File # 32896451
To: <mbwreports@mbandw.com>
Cc: Israel Alvarez <i@insight-pest.com>

Dear Ms Lomax

Please be aware that HomeAdvisor was informed on August 14th, 2019 that Insight Pest Management, Inc. no longer wished to receive leads. We were informed the membership we contracted could not be canceled until the completion of one year but that we would no longer incur fees associated with newly generated leads.

It came to my attention in November of 2019, that HomeAdvisor had continued to charge Insight Pest Management, Inc for unauthorized leads. After several conversations and emails with HomeAdvisor Business Customer Care Advisor, Regina Rivers it is understood this will not happen again.

A fraudulent credit card dispute was filed with our credit card company and upon determining the dispute is valid we have been refunded our money. It is understood this is the money you have been asked to collect on. If you wish to discuss this matter you can contact Efan Financial Services.

An FTC complaint has been filed - FTC Report Number: 115592765 regarding the deceitful and unscrupulous business practices of HomeAdvisor, Inc and it's employees.

Sincerely,

Christina Alvarez
Insight Pest Management

www.insight-pest.com

From: MBW Reports <mbwreports@MBANDW.com>
Date: January 21, 2020 at 7:22:02 PM PST
To: <jz@insight-pest.com>
Subject: KS7004: HomeAdvisor, Inc. and Insight Pest Management, Inc. File # 32896451

Please give immediate attention to the attached correspondence regarding your account with our client, HomeAdvisor, Inc..

If you have any questions or concerns, please call me. Thank you.

Robyn Lomax
McCarthy, Burgess & Wolff
Phone: 4407355100 Ext 2317

PX0002

DECLARATION OF FRANK DEBENEDETTI
Pursuant to 28 U.S.C. § 1746

I, Frank DeBenedetti, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Pleasant Hill, California. For about 25 years, I have been the owner of a sole proprietorship business called Mr. Deez. Under this business name, I bought and renovated properties to resell. I also did home repair, demolition, and cleanup projects in the Pleasant Hill area.

2. Sometime in the spring of 2020, I received a phone call from a representative of HomeAdvisor, a company that sells job leads to contractors. In the past, I had purchased leads for Mr. Deez from the company Angie's List. The representative explained to me that the two companies, HomeAdvisor and Angie's List, had merged. He offered to transfer the unused credit I still had with Angie's List to HomeAdvisor.

3. The HomeAdvisor representative explained that HomeAdvisor gets thousands of requests from homeowners who are desperate to find contractors who can get the work done—and those are leads that it sells to contractors. He said that HomeAdvisor had many leads available in whatever geographic area I wanted to work in and in whichever service I specified. I told him that, due to the COVID pandemic and my health conditions, I would prefer to do only exterior work, such as exterior painting, lawn maintenance, and general outdoor cleanup. He said that HomeAdvisor receives many leads for these types of jobs in my area. He said the leads were people who had contacted HomeAdvisor directly and were serious about hiring a service provider. He said that he could give me around \$300 to \$500 worth of credit towards HomeAdvisor leads and all I would have to pay would be the membership fee.

4. I asked the HomeAdvisor representative about the cost per lead. He said that the cost depended on the value of the job; leads for exterior jobs, which are fairly low price (usually \$100 to \$200), would cost about \$15 to \$20 each. He repeated that HomeAdvisor would use my existing credit to send me good leads. Based on his description of the leads as homeowners who were actively looking for contractors and ready to hire, I decided to sign up.

5. Very soon after I signed up, I started receiving leads. For each lead, HomeAdvisor provided a contact name and a HomeAdvisor phone number linked to the homeowner along with a brief job description. I would call them soon after I got the leads, usually within a few hours to a day. Soon after I began calling the leads, I realized that they were not what I was led to believe. One of the first people I reached said that he wasn't looking to hire anyone immediately and that he had already been contacted by other HomeAdvisor service providers. He had a small backyard clean-up project in mind but was not planning on getting the work done right away—he was only interested in getting bids. I continued to call the phone numbers from the initial batch of leads. For some, I was unable to reach anyone at the number provided. In other cases, I reached homeowners who had already had the work done or who had been contacted by several HomeAdvisor contractors already and weren't interested in speaking to me.

6. As I received more leads and made more calls, I became frustrated. Around 75-80% of the leads were simply worthless. For some of them, I couldn't even reach anyone because the number did not work, the homeowner didn't have voicemail, or I left a message but no one ever returned my message. For others, I would reach someone by phone, but the homeowner responses followed a familiar pattern: either the project was already finished or they had already been contacted by multiple service providers and were not looking to get any more bids.

7. Additionally, upon reviewing my credit card bill, I discovered that the lead cost was substantially higher than what I had been promised. I recall charges of \$40 for leads that, based on my sales call from the HomeAdvisor representative, I expected to be \$20 each. As a

result, the Angie's List credit promised to me during the initial sales call was used up pretty quickly. HomeAdvisor started charging my credit card for leads not long after I signed up.

8. During this time, I often called HomeAdvisor customer support to request refunds or credits for the worthless leads. I would explain to the representative that there wasn't any value to a lead that can't be contacted or has already declined service.

9. HomeAdvisor gives service providers the ability to put their account on hold for a limited amount of time (less than a month). After that time is up, the hold is released, and HomeAdvisor begins to send more leads. During the periods that I was negotiating with HomeAdvisor regarding credit for worthless leads, I would put my account on hold so that I didn't receive new leads. I found that when I would forget to renew the hold, the account would turn on again ^{late} on ~~●~~ Sunday ^{night}, and I would end up getting a bunch of leads that I wouldn't notice until my business opened again on Monday morning.

10. This cycle (getting charged for bad leads, putting my account on hold, trying to get credit, and then getting more bad leads) repeated a few times, but it wasn't long before I was just disgusted with the company. I called to cancel and had a very difficult time. The first representative I reached said they couldn't help me. I then had to spend about 45 minutes on hold before I was finally able to talk with someone who was able to cancel my account. This representative declined to issue any credit despite my strong and repeated requests.

11. In all, I think HomeAdvisor has a pretty despicable business model. In my opinion, giving credits is the way HomeAdvisor cleans up its mess—it keeps dissatisfied members on board by offering credits rather than improving their service. I had to spend a lot of time speaking with rude or unhelpful customer service representatives or just waiting on hold to get credits. I estimate that, by the time I cancelled my membership, I had spent around \$500 on HomeAdvisor and only won a few jobs.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: DECEMBER 18, 2021


Frank DeBenedetti

PX0003

ORIGINAL

DECLARATION OF TRENTON GRIMES
Pursuant to 28 U.S.C. §1746

I, Trenton Grimes, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Georgetown, Texas. I own a lawn care and landscaping business that serves the Georgetown and surrounding communities in Texas.

2. I started my business in the spring of 2019. Around that time, I saw a television commercial for HomeAdvisor. The commercial claimed that HomeAdvisor connected consumers with home services providers. I visited the company's website because I was interested in locating new customers for my newly established business. I completed an online form at the HomeAdvisor website to obtain additional information. Within 30 minutes of submitting the form online, I received a telephone call from a HomeAdvisor sales agent whose name was Max Cohen.

3. Mr. Cohen explained that HomeAdvisor charged home services providers a \$300 upfront fee to use the company's lead generation service. Mr. Cohen explained that every HomeAdvisor lead is from a homeowner who has contacted HomeAdvisor directly and indicated that they are actively seeking a service provider for a job. He said that every HomeAdvisor lead was from a potential customer who had completed an online service request. He explained that I would pay for every lead that HomeAdvisor sent me, and that the lead price would vary. Mr. Cohen told me that most leads would cost me around \$22, but that I would pay closer to \$35 for leads where a prospective customer specifically requested my services and scheduled an appointment with me. Mr. Cohen emphasized that HomeAdvisor would provide me with a phone number for each

lead and would not charge me anything beyond the lead fee. I specifically asked him about leads where I could not reach the prospective customer or the request was outside my scope of services and Mr. Cohen assured me that HomeAdvisor would credit me the cost of the leads in those situations.

4. Based on Mr. Cohen's claims that the leads were from actual customers who had contacted HomeAdvisor looking for a service provider, and that I would get credit if I tried and was unable to make contact with a lead or if the request was outside of my scope of services, I agreed to try the HomeAdvisor lead referral service.

5. Mr. Cohen asked for my debit card information to pay for my \$300 initiation fee. I told Mr. Cohen that I do not permit my debit card or bank account information to be used for any automatic payments. I steadfastly refuse to do so and I made that clear to him. He assured me that he needed my debit card information solely for the initial upfront payment. Based on that understanding, I provided my debit card information.

6. Shortly after I signed up with HomeAdvisor, I began receiving leads. In many cases, I was not able to contact the potential customer. I called and emailed these leads multiple times but they never responded to my calls or emails. In addition, some of the leads were a poor match for my service. For example, one potential customer was looking for someone to mow ten acres of pasture because the customer's tractor was broken. The customer's notes explaining that she had a broken tractor were included in the notes section of the lead itself. I am a one-person operation with lawn care equipment suitable for residential customers; I do not have the equipment or resources for that sort of job. I called HomeAdvisor's customer service to complain that the lead did not match the scale of my business and that there was no way for me to edit my account to avoid getting similarly

inappropriate leads in the future. The customer service representative denied my request for a credit. *I advised me that it was impossible for me to*

Home Advisor provides a personalized home page for its members and *restrict/filter my leads based on the size of the job* *HomeAdvisor offers a service by which a potential customer can request an appointment at a specific time with a specific service provider. If the* *TG* *TG*

service provider accepts the appointment, HomeAdvisor charges the service provider a lead fee that is higher than the usual fee. I received one of these leads with a scheduled appointment. I accepted the lead and HomeAdvisor charged me approximately \$33. I left multiple messages for this prospective customer by

voice, email and text but received no response. Given that I had paid for the lead I decided to go to the appointment *to the address provided* at the scheduled day and time. When I showed *TG*

up at the listed address at the appointed time, the man who answered the door said that he was not aware of the appointment, had not requested any service, and that he had lived at that address for many years and did not recognize the person listed in the lead. When I contacted HomeAdvisor's customer service agent to seek a credit for this lead, the customer service agent indicated that HomeAdvisor was not obligated to issue me a credit because sometimes people request services for rental property. I did not receive a credit for that lead.

8. There were instances, especially at the beginning of my HomeAdvisor membership, when HomeAdvisor's customer service agents granted my credit requests for leads that never responded to my calls or emails, that were seeking work outside of my scope of services, or that were not looking for any services at all and did not know why I was calling. Later on in the relationship, however, HomeAdvisor declined my credit requests for similar leads.

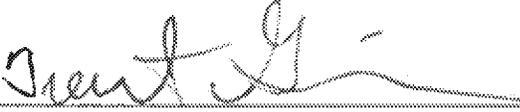
9. I estimate that about one-half of the HomeAdvisor leads that I received were what I describe as "ghost leads": leads where I was never able to communicate with the potential customer.

10. I found that the HomeAdvisor lead fees grew quickly into a large sum of money, approximately \$400, while my business income was not keeping pace. The cost of the leads, combined with the large percentage that were unproductive, was unsustainable for me. In addition, the HomeAdvisor leads were a costly distraction because of the time I wasted reaching out to leads that did not respond and attempting to obtain credit for those leads through HomeAdvisor. I found that I was calling HomeAdvisor almost daily requesting lead credits for ghost leads and leads concerning people who did not want any lawn services.

11. About two months after I joined HomeAdvisor, the company debited a large amount from my checking account without my prior knowledge or consent. This occurred at the end of the month when my family's rent check was due. I was struggling to stay afloat and support my family. I called customer service and explained that Mr. Cohen had assured me that HomeAdvisor would not charge my debit card without my specific knowledge and consent. On the previous instances when HomeAdvisor had billed me for leads, I had called in and paid over the phone via my debit card. The HomeAdvisor agent was unsympathetic, responding that it was their policy to debit accounts for amounts owing to HomeAdvisor and that I had owed HomeAdvisor money for leads. I then called my bank and reported the debit as fraudulent because it included fees for leads that did not return my calls or did not seek lawn services. After conducting an investigation, the bank agreed that the HomeAdvisor debit was fraudulent and returned to my debit card account the funds that HomeAdvisor had debited. The bank also suggested that I obtain a new debit card number that HomeAdvisor did not possess to prevent a recurrence. However, that was the last straw for my relationship with HomeAdvisor.

12. I successfully canceled my HomeAdvisor account in late 2019. HomeAdvisor is now attempting to collect the balance that I successfully disputed through my bank, using a third-party collection firm, McCarthy, Burgess & Wolff of Cleveland, Ohio. In response, I have submitted a complaint to the Better Business Bureau and to the Federal Trade Commission. I have also contacted the collection agency, disputed the debt, and provided a detailed description of why I was disputing the debt.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 2/3, 2020 
Trenton Grimes

PX0004

DECLARATION OF KELLY HOPKINS
Pursuant to 28 U.S.C. § 1746

I, Kelly Hopkins, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Carlsbad, New Mexico. I am the owner of Design Roof Services LLC, a roofing company that serves the greater Carlsbad area.

2. I first signed up with HomeAdvisor in 2013. I had received a phone call from a HomeAdvisor sales representative. The sales rep explained that HomeAdvisor connected service professionals with homeowners who were looking to hire. He said that if I joined, HomeAdvisor would send me as many leads as I wanted, in the geographic area of my choosing. He said that these leads would be homeowners that HomeAdvisor representatives had talked with and who have expressed an interest in my trade service. He said that these homeowners were in the final stages of hiring someone, and that they had jobs that were ready to go. He explained that they would be people who were in the last stages of the decision-making process, basically just trying to find a contractor that they were comfortable hiring. He reiterated that they were “hot” or “qualified” leads who were “ready to start work,” and that they met the parameters I would give for the type of work I do.

3. He asked me about my job closing rate and the average profit per job. I said that, if leads were good leads, I had a close ratio of around 70% to 80% of the qualified leads I contact, and my profit per job was generally around \$1,500 to \$2,000. He said that was great—it meant that even if I only closed one job per month, it would pay for my HomeAdvisor membership. He suggested that I get ten HomeAdvisor leads per month so that, using a job conversion rate of 70-80%, I could make about \$20,000. He said that I would be credited for any leads that were not qualified.

4. Based on the information given to me in that call, I decided to sign up with HomeAdvisor. I told the representative that I would like to receive ten leads per month.

5. I initially specified a fairly limited geographical area and for a few years I didn't get many leads on a regular basis. After a few years, I broadened my geographic area and scope of services and began getting more leads.

6. Once I started using the service more often, I was not happy with the quality of the leads. Many of them turned out to be people who weren't even interested in hiring a contractor. I contacted HomeAdvisor to lower my monthly leads to between three and five and to ask for credit for the bad leads. I was disappointed on this call to learn that HomeAdvisor would only give me credit for one lead. They refused to credit the rest.

7. As I continued to receive and call leads, I found that a high percentage of them seemed to be bogus. I would call the number give to me by HomeAdvisor only to reach someone who was surprised, confused, or irritated as to why I was calling them and how I had their number. They had no idea why I was calling and no interest in roofing services. They told me that they had never given their information to HomeAdvisor or inquired about a contractor. Some were interested but didn't really seem serious; it seemed that they humored me and let me give a quote. A very small percentage of the leads were people who were actually interested in getting roofing work done. Over time, I would estimate that about 75% of the leads resulted in calls with consumers who had no real interest in hiring a contractor. Every so often I would manage to get a lead credited, but most of my requests for credit were denied.

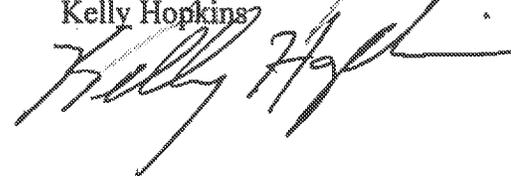
8. I felt that it was unfair for HomeAdvisor to be charging contractors for worthless leads, so I filed a complaint with the Federal Trade Commission in September of 2020. A true and correct copy of this complaint is attached to this declaration as Attachment A.

9. I eventually cancelled my HomeAdvisor membership some time in 2021. I have paid several thousand dollars to HomeAdvisor over the years. The quality of the leads is not what I was led to believe, and I spent a fair amount of time giving estimates to people who didn't seem very serious about hiring. Sometimes I was credited for the useless leads but not always. All in all, I feel that HomeAdvisor is charging a substantial amount of money for leads which are often bogus.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 12-24-21, 2021



Kelly Hopkins


Record # 1 / 122519099 / Consumer Sentinel Network Complaint			
Reference Number:	122519099	Originator Reference Number:	
Language:	English	Contact Type:	Complaint
Source:	Consumer	DNC?:	No
Comments:	I subscribe to Home Advisor lead service. They advertise on TV, internet, etc and home owners needing a contractor contact Home Advisor and Home Advisor sends the ones in my service area to me at a charge. A high percentage of these charges are for leads that are bogus or fraudulent, meaning when conacted the home owner has never made the request and doesn't know what I'm talking about. Many leads have contact information that is non-working or bogus. I request credits from Home Advisor but they rarely grant them, even after explaining the bogus aspect of the lead. I think Home Advisor is generating hollow lead information from public sources and then falsly charging the contractor for that information. Multiply my experience by the thousands of contractors that Home Advisor is charging and it is substantial amount of money.		
Additional Comments:			
Complaint disposition provided?:			
Complaint Disposition:			
Data Reference:		Load Date:	09/02/2020 11:39:39 AM
Created By:	FTCCIS-FTCUSER	Created Date:	09/02/2020 11:39:39 AM
Updated By:		Updated Date:	
Complaint Source:	FTC Online Complaints	Product Service Description:	Internet Information Services Website Content
Amount Requested:		Amount Paid:	\$500.00
Payment Method:	Credit Card	Agency Contact:	Internet
Complaint Date:	09/02/2020	Transaction Date:	09/01/2019
Initial Contact:	Website or App	Initial Response:	Internet/E-mail
Statute/Rule:	FTC Act Sec 5 (BCP)	Law Violation:	Deception/Misrepresentation
Topic:		Dispute with Credit Bureau?:	
Dispute with Credit Bureau - Responded?:		Dispute with Credit Bureau - Resolved to Satisfaction?:	
Member of armed forces or dependent?:	No	Cross Border Complaint?:	No
Consumer Information			

Consumer Small Business or Organization:	Design Roof Services LLC		
First Name:	Kelly	Last Name:	Hopkins
Address 1:		Address 2:	
City:	Carlsbad	State:	New Mexico
Zip:		Country:	UNITED STATES
County:	Eddy	Federal Judicial District:	New Mexico
Home Number:		Cell Number:	
Work Number:		Ext:	
Fax Number:		Email:	
Age Range:	60 - 64	Military Service Branch:	
Soldier Status:		Soldier Station:	
Subject			
Subject:	Home Advisor	Normalized Name:	Home Advisor
Address 1:	3601 Walnut St #81	Address 2:	
City:	Denver	State/Prov:	Colorado
ZIP:	80205	Country:	UNITED STATES
County:	Denver	Federal Judicial District:	Colorado
Email:		URL:	www.HomeAdvisor.com
Phone Number:	877-9473639	Ext:	
Subject ID Type:		Subject ID Issuer State:	
Subject ID Issuer Country:			
Representative:		Title:	

PX0005

DECLARATION OF EVA MOSER
Pursuant to 28 U.S.C. §1746

ORIGINAL

I, Eva Moser, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Springdale, Arkansas. My husband, Dennis Moser, and I own D & E Home Services, LLC in Springdale, Arkansas. D & E Home Services is licensed to provide residential remodeling and handyman services, primarily kitchen, bathroom and accessibility projects. Our email address is dehomeservices@gmail.com. Both of us use that email address for the business.

2. On or about Friday, January 4, 2019, I contacted HomeAdvisor to get information about their services for contractors. We were interested in establishing an online presence beyond what our website could provide. Most of our new business has been through referrals by prior customers. We had a lengthy conversation by phone with Mark Wehrle, a HomeAdvisor sales representative. Dennis was in the room with me and I put Mr. Wehrle on speakerphone for much of that conversation. Mr. Wehrle told me that HomeAdvisor could provide us with an online company profile to help market our business. He explained that HomeAdvisor would send us targeted leads that fit our company's service area, both geographically and in terms of the work we do, which would be described on our company's profile on the HomeAdvisor portal. Mr. Wehrle said that we could refine the types of leads we wanted by modifying the filters or options available on our company's profile on the HomeAdvisor portal. When I pressed him on the quality of leads, he told me that every customer looking for a service provider or contractor completed a multi-field contact sheet where the customer detailed their project. When I asked him what happens if the lead concerns a project that is not appropriate for our business, he said to call him and he would make sure that we were credited for any lead that was a poor match. To the best of my recollection, that was the only discussion that we had about refunds and credits.

3. I questioned Mr. Wehrle about the cost of the leads and he said that they ranged between \$40 and \$70 per lead, based on "industry averages." He also advised that we could put a "hold" or "pause" on leads through the HomeAdvisor website. We talked to Mr. Wehrle two or three times that day before we decided to sign up.

4. On January 4, 2019, we told Mr. Wehrle that we would like to become members of HomeAdvisor. I provided Mr. Wehrle with a credit card number for our HomeAdvisor membership, which he said cost \$347.98. To the best of my recollection, Mr. Wehrle did not inform me that any parts of the membership were optional, or that I could pay a lesser membership fee by opting out of any services. Dennis and I decided to use Dennis's name for purposes of the account. His name is on the contractor's license and he handles the bidding, but I handle most of the financial side of the business. We both wanted access to the HomeAdvisor account. Later that day, we received emails from HomeAdvisor congratulating us on creating our HomeAdvisor account and notifying us that HomeAdvisor had approved our account. True and correct printouts of these two emails are included as **Attachment A**. The second email that arrived at 5:34 p.m. had a link to access our HomeAdvisor account. We downloaded the HomeAdvisor app on our cellphones.

5. We were at dinner the evening of Friday, January 4, 2019, when we received the first HomeAdvisor lead on our HomeAdvisor phone app and later by text to our cell phones. We emailed the lead, a Mr. Mike Hunter, and advised him that we would call back during our normal business hours.

6. On Saturday, January 5, 2019, at about 7:00 a.m., we received the same lead from HomeAdvisor regarding Mr. Hunter. **Attachment B** is a true and correct copy of a printout of the email informing us of the lead. I called Mr. Hunter and learned from him that the lead description relayed by HomeAdvisor—"Major Renovation - Multiple Rooms"—was a job moving a storage shed in Mr. Hunter's back yard, a service that we do not provide and that was not mentioned in our HomeAdvisor profile. At 8:53 a.m., I sent Mr. Wehrle an email informing him of the bad lead, requesting a credit, and asking additional questions about HomeAdvisor's service. **Attachment C** is a true and correct copy of a printout of that email. I also spoke to Mr. Wehrle that day by telephone and he assured me that we would be credited for the lead.

7. In the evening on Saturday, January 5, 2019, we received a second lead. This lead was from "Luke Nasty" and was for a bathroom remodel at 1429 Emma Street, Springdale, Arkansas. I'm a real estate broker and have access to real estate records in the two relevant counties. I checked those records and found that there was no owner of any real property by that name in either county. There is also no such address in Springdale. Nevertheless, I sent an email to the email address provided in the lead but received no response. When I called the

telephone number listed in the lead, my call went to voicemail with a message that was not in English. Nonetheless, I left a message that remains unanswered. The next morning, Sunday, January 6, 2019, I sent an email to Mr. Wehrle forwarding the lead notification from HomeAdvisor regarding Luke Nasty and complaining about this lead. A true and correct printout of my January 6, 2019 email to Mr. Wehrle is appended as **Attachment D**.

8. On Sunday morning, January 6, 2019, I logged in to our HomeAdvisor account and “paused” all leads. At this point, I was concerned about the quality of the company’s leads and its business processes and had decided to end our relationship with the company. I was running a business and I did not have time in my day to verify or validate HomeAdvisor’s leads and then contact customer service to obtain credits for mismatched leads. Later that day, frustrated with our experience with HomeAdvisor, we decided to cancel our subscription with the company. I then reviewed the HomeAdvisor service provider agreement to find the cancellation provision and learned that I had 72 hours to do so and receive a refund. I used the company’s online “Live Chat” service to report that we wanted to cancel our subscription immediately, but “Priscilla,” the HomeAdvisor representative on the chat session, advised that we could not cancel through a Live Chat. A true and correct transcript of that Live Chat session is included as **Attachment E**. At 11:53 a.m., I also sent an email to Mr. Wehrle notifying him that we were canceling our subscription within the 72-hour right of rescission. A true and correct printout of that email is appended as **Attachment F**.

9. On Monday, January 14, 2019, I called HomeAdvisor’s customer service about the status of our refund. The customer service agent, who said his name was David, said that HomeAdvisor would refund the \$347.98 that we agreed to pay upon signing up with HomeAdvisor. I learned from David that HomeAdvisor had also charged our credit card \$76.97 for lead fees. Because Mr. Wehrle told me that I would be credited for the lead concerning Mr. Hunter, I assume that the \$76.97 was for the lead regarding Luke Nasty. I explained to David that I had done as directed by the sales representative in our initial conversation and had notified Mr. Wehrle about the lead regarding Luke Nasty on the same day that we received it. David said that once the company charges the lead fee to a credit card, the company cannot provide a refund, but would credit our HomeAdvisor account for the fee. I explained to David that, because we had cancelled our HomeAdvisor account, the credit would not benefit us. Nonetheless, David maintained that we could not receive a refund for the lead fee.

10. I subsequently disputed the \$76.97 fee with our credit card company, as I believed we should not need to pay for a useless lead. **Attachment G** is a true and correct copy of a notice from our credit card company acknowledging our dispute of the lead fee. When our credit card company reimbursed us for the \$76.97, HomeAdvisor forwarded our account to a collection agency, Credit Mediators, Inc. of Upper Darby, Pennsylvania. HomeAdvisor added an additional \$20 fee to their alleged balance owed for the bad lead, and CMI claimed that because of their collection fees, our account balance increased to \$154. I filed a dispute with that collection agency attaching documentation of our experience with the HomeAdvisor lead. We have received no communication from CMI since June 2019.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: October 18, 2019


Eva Moser



Dennis Moser <dehomeservices@gmail.com>

Your Enrollment with HomeAdvisor

mark.wehrle@homeadvisor.com <mark.wehrle@homeadvisor.com>

Fri, Jan 4, 2019 at 10:00 AM

Reply-To: mark.wehrle@homeadvisor.com

To: dehomeservices@gmail.com

**Hi Dennis W Moser**

Congratulations on creating your HomeAdvisor account. You've taken the first step to find homeowners looking for a pro like you. I'll call you shortly to discuss how we can help you reach new customers in your area.

In the meantime, [click here](#) to learn more about the perks of HomeAdvisor Pro membership.

Why join HomeAdvisor?

- Every 2 seconds, a homeowner visits our site to find a local service pro.
- You tell us what you want to do and where. We'll deliver prospects matching your exact needs.
- Increase your exposure and enhance your business reputation online.

**Be found on HomeAdvisor,
plus these sites!**



realtor.com



Google

Bing

YAHOO!

Aol.

I look forward to talking with you soon.

Regards,

Mark Wehrle
Online Marketing Consultant
HomeAdvisor
877-800-3177 ext.68652
mark.wehrle@homeadvisor.com

Reach More Customers. Win More Jobs.™

Moser Attachment A

7/15/2019

Gmail - Your Enrollment with HomeAdvisor

PUBLIC

[Get Targeted Leads](#) | [How It Works](#) | [Success Stories](#) | [Privacy Statement](#) | [Terms & Conditions](#)



14023 Denver West Parkway, Building 64
Golden, CO 80401



Dennis Moser <dehomeservices@gmail.com>

Congrats! Your HomeAdvisor account has been approved!

procustomecare@homeadvisor.com <procustomecare@homeadvisor.com>
Reply-To: procustomecare@homeadvisor.com
To: dehomeservices@gmail.com

Fri, Jan 4, 2019 at 5:34 PM



**Congratulations!
You've Been Approved!**

Welcome to HomeAdvisor, America's largest and most trusted network of home service professionals. We're glad you've joined.

Important:
Access your account to start winning jobs.

Username: Redacted Pursuant to 16 C.F.R. §

[Access Your Account](#)

By using this site you are agreeing to our [Terms & Conditions](#)

Thank you for being a vital member of the HomeAdvisor service professional network.

Need Help?
Call Pro Customer Care: (877) 947-3639

HomeAdvisor, Inc.
14023 Denver West Pkwy, Golden, CO 80401

[Terms & Conditions](#) | [Privacy Policy](#)
[Change your Email Preferences](#)

7/15/2019

Gmail - Congrats! Your HomeAdvisor account has been approved!

PUBLIC



Dennis Moser <dehomeservices@gmail.com>

New Customer Match: Major Renovation - Multiple Rooms - from HomeAdvisor #131909328

HomeAdvisor Lead <newlead@homeadvisor.com>
Reply-To: HomeAdvisor - Pro Customer Care <newlead@homeadvisor.com>
To: dehomeservices@gmail.com

Sat, Jan 5, 2019 at 7:00 AM



You have a new lead!
Remodel or Renovate One or More Rooms

Customer Information

Mike Hunter

-  Redacted Pursuant to 16 C.F.R. § 4... ext 1002
-  Redacted Pursuant to 16 C.F.R. § 4... ext 1001
-  [Send a Message](#)
-  Redacted Pursuant to 16 C.F.R. § 4... @yahoo.com
-  Redacted Pursuant to 16 C.F.R. § 4... Springdale, AR 72762

View this lead at 

[View Lead Details](#)

Job Information

Job #: 131909328

Other HomeAdvisor Pros Matched: 0

Moser Attachment B

Service Description

Request Stage:

Ready to Hire

Desired Completion Date:

Timing is flexible

What kind of location is this?:

Home/Residence

View this lead at [View Lead Details](#)

Tips from HomeAdvisor

Are you creating a positive initial impression with your HomeAdvisor profile? [Review your profile here!](#)

For your benefit, HomeAdvisor will encourage this customer to review your performance. Your Rating & Review scores create 'online word-of-mouth' to set you apart from your competition!

Thank you for being a vital member of the HomeAdvisor service professional network.

Need Help?

Call Pro Customer Care: (877) 947-3639

HomeAdvisor, Inc.
14023 Denver West Pkwy, Golden, CO 80401

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Dennis Moser <dehomeservices@gmail.com>

Home Advisor Account

Dennis Moser <dehomeservices@gmail.com>
To: +mark.wehrle@homeadvisor.com

Sat, Jan 5, 2019 at 8:53 AM

Thank you for all your time an energy setting up our account. I left you a voicemail about my issues and thought it would be best to outline in an email.

We were both able to log in to the Home Advisor app last night. Now neither of us can log into the app or online to view the profile.

A lead came in last night (which is why we know we could log in on the app). We sent an email to the customer that we'd call today, during business hours, as it was later in the evening when the lead came in.

This morning at 7 am, all our phones started ringing (home office and cell). It was an unknown number so we let it go to voice mail. The home office rang a second time and it was a fax of the lead from Home Advisor. The caller ID made no reference to Home Advisor, which is why we didn't answer the call.

We reached out to the lead at approximately 8:15am (Mike Hunter, #131909328) and he does not have a remodeling project. He needs someone to move a storage shed in his back yard. Please pass that lead on to someone who may do that type of work and credit our account.

All this to say, it's a learning experience and we would like to clarify/address the following:

- Can we set business hours on the phone calls/faxes from Home Advisor? We'd prefer the lead to come via email and only a text notice for the first delivery. Our business does not operate 24/7. I'm 22 years in as a real estate broker and contrary to popular belief, real estate is NOT a 24/7 business either. Professionals keep business hours.
- Is there a way to limit the leads we receive to only what is in our profile? This is paramount to our success and the only way this relationship will be a win/win for both of us.
- I believe this customer didn't give details about the work needed so is there a way to only receive leads that give a detail?
- Is there an accept or reject option when we receive a lead? If we reject, it just goes to the next contractor.
- How do we get back in to our profile?. The user name and password we set last night, is no longer working.

Eva Moser

Redacted Pursuant to 16 C.F.R. § 4.2

Dennis Moser

Redacted Pursuant to 16 C.F.R. § 4.2

D&E Home Services, LLC

Redacted Pursuant to 16 C.F.R. § 4.2(a)(3)

Springdale, AR 72762

Moser Attachment C



Dennis Moser <dehomeservices@gmail.com>

Strike Two - Fwd: New Customer Match: Bathroom Remodel - from HomeAdvisor #131947901

1 message

Dennis Moser <dehomeservices@gmail.com>
To: Mark.Wehrle@homeadvisor.com

Sun, Jan 6, 2019 at 8:13 AM

Mark,

I believe this is a bogus lead. There is no such address in Springdale, no owner of any property in the county with that name, no reply from an email and the phone number goes to a voicemail with a language I don't speak, yet a I left a message that has not been returned.

When I Googled the name, it came up with DJ Luke Nasty, a music personality and nothing in Northwest Arkansas.

Help!

Eva Moser

----- Forwarded message -----

From: HomeAdvisor Lead <newlead@homeadvisor.com>
Date: Sat, Jan 5, 2019 at 4:47 PM
Subject: New Customer Match: Bathroom Remodel - from HomeAdvisor #131947901
To: <dehomeservices@gmail.com>



You have a new lead!
Remodel a Bathroom

Customer Information

Luke Nasty

 Redacted Pursuant to 16 C.F.R. § 4.23 ext 1003

 Send a Message

 Redacted Pursuant to 16 C.F.R. § 4.23@gmail.com

Moser Attachment D

📍 1429 Emma street, Springdale, AR 72762

View this lead at 

[View Lead Details](#)

Job Information

Job #: 131947901

Other HomeAdvisor Pros Matched: 2

Service Description

Extensiveness of Remodel:

I plan to maintain existing bathroom floorplan

Shower / Bath:

Yes - I want to move or install a new shower or bath

Toilet:

Yes - I will be replacing or moving the toilet

Cabinets / Vanity:

Yes - I plan to update the cabinets / vanity

Countertops:

Yes - I plan to update the countertops

Sinks:

Yes - I plan to update the sinks

Flooring:

Yes - I plan to update the flooring

Request Stage:

Planning & Budgeting

Desired Completion Date:
Timing is flexible

View this lead at 

[View Lead Details](#)

Tips from HomeAdvisor

Are you creating a positive initial impression with your HomeAdvisor profile? [Review your profile here!](#)

For your benefit, HomeAdvisor will encourage this customer to review your performance. Your Rating & Review scores create 'online word-of-mouth' to set you apart from your competition!

Thank you for being a vital member of the HomeAdvisor service professional network.

Need Help?
Call Pro Customer Care: (877) 947-3639

HomeAdvisor, Inc.
14023 Denver West Pkwy, Golden, CO 80401

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Dennis Moser
Redacted Pursuant to 16 C.F.R. § 4.2(c)



Redacted Pursuant to 16 C.F.R. § 4.2(c)(3) Springdale, AR 72762



Priscilla: Hi, my name is Priscilla. How may I help you today?

Dennis Moser: We spoke with Mark Werle (?) on Friday, Jan 4th. Signed up for a subscription as a Contract Professional. In the 2 days since, we have received 2 bogus leads, encountered app and website login trouble and we would like to cancel our subscription in the 3 day right of rescission period. This service isn't for us. *

Priscilla: Good morning, Dennis. May I have the business name and phone number?

Dennis Moser: D&E Home Services, LLC Redacted Pursuant to 16 C.F.R. § 4.2(a)(6)

Priscilla: Thank you. We are unable to completely cancel an account through Live Chat. I will place your account on hold, this will stop any charges or leads from being matched to you. Your information will be forwarded to an account specialist who will reach out to you directly to follow up on the cancellation within 1-2 business days and start the refund process.

Dennis Moser: I have already placed the account on hold. Please ensure this gets passed on. I will reach out and send an email to Mark as well.

Priscilla: Okay. Is there anything else that I can assist you with today?

Homeadvisor Support Team

Moser Attachment E

of 1

1/6/2019, 11:46 AM



Dennis Moser <dehomeservices@gmail.com>

Home Advisor Subscription

Dennis Moser <dehomeservices@gmail.com>
To: Mark.Wehrle@homeadvisor.com

Sun, Jan 6, 2019 at 11:53 AM

Mark,

We have come to the decision to cancel the Home Advisor Subscription, within the 72 hr right of rescission. This just doesn't seem like the right fit for our business.

Dennis Moser
Redacted Pursuant to 16 C.F.R. § 4.2(c)



Redacted Pursuant to 16 C.F.R. § 4.2(c)(3) Springdale, AR 72762



Moser Attachment F



Dennis Moser <dehomeservices@gmail.com>

We're working on your dispute

Capital One <capitalone@notification.capitalone.com>
To: dehomeservices@gmail.com

Sat, Jan 26, 2019 at 4:34 PM

[Sign In](#)

We're working on your dispute.

Re: Card ending in [REDACTED]
Confirmation Number: 10003608569891

Hi Eva M Moser,

We have all the information you gave us about the purchase from HomeAdvisor. You'll receive a temporary account credit of \$76.97, which usually shows up within a few days.

One of our agents will review your case soon, and in most cases we'll send you an update about next steps within 10 days. Be on the lookout for a mailed letter or email from Capital One®.

There's nothing else you need to do for now.

Thanks for being a Capital One customer.

Important Information from Capital One[Contact Us](#) | [Privacy](#) | [Help Prevent Fraud](#)

To ensure delivery add capitalone@notification.capitalone.com to your address book.

This email was sent to dehomeservices@gmail.com and contains information directly related to your account with us, other services to which you have subscribed and/or any application you may have submitted.

If you are past due on your account, [view additional disclosures that may apply to you.](#)

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DPTCNF 11230 58457 C

Moser Attachment G<https://mail.google.com/mail/u/2?ik=7db208daa5&view=pt&search=all&permmsgid=msg-f%3A1623764022813087562&simpl=msg-f%3A16237640228...> 1/2

PX0005-0018

FTC_HOMEADVISOR0009317

7/15/2019

Gmail - We're working on your dispute

PUBLIC

PX0006

DECLARATION OF RICHARD PRINCE
Pursuant to 28 U.S.C. § 1746

I, Richard Prince, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Dallas, Texas. I am the owner of Klean Carpets, a carpet, floor, and upholstery cleaning company that serves the greater Dallas/Fort Worth area. I started this company in 2007.

2. Sometime in early 2017, I received a sales call from a HomeAdvisor sales representative. The sales representative told me that HomeAdvisor's business was providing customer leads for service contractors. She explained that HomeAdvisor gathered contact information from homeowners who were looking for various home services on the internet and that service providers were able to get jobs by calling these leads. I was not interested in HomeAdvisor's services at that time. I told the sales representative that she could try me back at a later time. I had several subsequent calls from HomeAdvisor salespeople over the next 18 months or so. They were very persistent, so I eventually stopped answering the calls.

3. In July 2018, I when I received another sales call from HomeAdvisor, I decided I was ready to learn more about HomeAdvisor's services. I took the call and spoke with a sales representative who offered to sign me up for an annual membership at half price. He said that the membership was a 12-month term, but that I could turn the leads off as necessary, such as when I was on vacation or otherwise unavailable. He also said that I could cancel the service as long as I gave them notice (either 30 or 60 days before cancellation; I don't recall for sure which it was). He said that the leads would cost between \$10 and \$35 each. He told me that the leads that I received would be exclusive to me—I would not have to worry about them being sent to multiple providers at the same time. This was important to me, because I didn't want to waste time calling people who had already been contacted by one or more other carpet cleaning providers. The sales representative said that I would "close more jobs than I would lose" with HomeAdvisor's leads. He also said, "These people [the leads] are ready to buy." This was all

very convincing to me. Based on the HomeAdvisor sales representative's description of the lead quality, I decided to sign up. He told me that I would need to provide him with a credit card to keep on file for the membership and lead fees, which I did.

4. Soon after I signed up, I started receiving leads. I would call the leads within 15 to 20 minutes of receiving them from HomeAdvisor. I soon found that they were not what I had expected. In fact, many of the people I called had no idea why I was calling and insisted that they had never asked for or needed carpet cleaning services. Other individuals informed me that they had needed carpet cleaning services but had already had the work done before I even got them as a lead. Some phone numbers didn't even seem to be working. With other numbers, I would leave a message and no one would ever return it. Generally, the individuals I called seemed unhappy to be bothered with the call. Even worse, some people would be flaming mad when I called, saying things such as, "I've already been contacted by four or five other carpet cleaners and I want you to stop calling!"

5. I called HomeAdvisor customer service to try to figure out what was going on. The person I spoke with didn't have a good explanation for the people who didn't know why I was calling or the people who were angry about being called multiple times. However, the customer service representative said that I could request credit for up to four leads per month if the homeowners said that they already had the work done. The representative explained that HomeAdvisor would investigate those credit requests and, if found credible, I would get the lead money refunded. I later found that I was able to get the four lead credits per month when I requested them, but it would take a few weeks before they would credit me. Eventually, the representative told me that HomeAdvisor would send me some free leads to make up for the trouble. HomeAdvisor did send me five additional leads at no charge, but none of those panned out.

6. I did get some jobs from the leads, so even though it was not profitable to me for the first few months, I felt that I should stick with it and keep trying. Most of these jobs were small—earning me less than \$100. I put my membership on hold at times (blocking HomeAdvisor from sending me leads during these hold periods), usually when I was booked up

with work or was not going to be available for some reason. I would have to keep renewing the hold period because HomeAdvisor would only let you put your account on hold for a few weeks at a time before automatically restarting and sending more leads.

7. By the time I had used HomeAdvisor's services for about three months, I calculated that it had cost me about \$1000 in lead and membership fees but I had only generated about \$500 in jobs from those leads. I was still getting many worthless leads. I estimate that about two in five leads (where I actually reached someone by phone) were people who had no idea why I was calling them. Based on this, I decided to cancel my membership.

8. When I called HomeAdvisor customer service to give them the required amount of notice of cancellation (either 30 or 60 days), they tried to talk me into staying. I declined. I received many calls in the next month or two from representatives trying to talk me into staying with HomeAdvisor. It seemed to me that the lengthy cancellation notice period was just to give the sales representatives time to try to convince me not to cancel. Each time, I told them that I was not interested, and just wanted to cancel my membership.

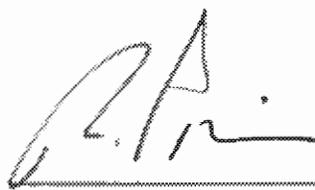
9. In late summer of 2019, I received my July 2019 credit card statement and saw that HomeAdvisor had charged me another membership fee of \$287.99. I was pretty unhappy about this, because I had been careful to give the proper amount of notice and had repeatedly told HomeAdvisor representatives that I wanted to cancel. I had even sent emails to HomeAdvisor telling it to cancel my membership. I finally had to gather up my phone records showing my repeated calls to customer service and email them to HomeAdvisor. I also contacted my bank and filed a dispute against the \$287.99 charge. The bank honored my dispute and refunded the charge.

10. I didn't hear anything more from HomeAdvisor after that. However, a few weeks after I sent it proof that I had cancelled, I received a letter in the mail from a collection agency saying that I owed HomeAdvisor approximately \$350. Soon after receiving this letter, I filed a complaint with the Better Business Bureau. After I filed the Better Business Bureau complaint, I didn't get any more letters attempting to collect the \$350.

11. I filed a complaint with the Federal Trade Commission in December 2019 because I believe HomeAdvisor is operating in an unethical manner. A true and correct copy of this complaint is attached to this declaration as Attachment A. HomeAdvisor attempted to damage my credit by sending the account to collections, for something that the company was fully aware I did not owe. I wanted to expose HomeAdvisor before they did this to someone else. Not only did HomeAdvisor provide poor quality and overpriced leads, but I also had to go to a lot of trouble to cancel their service. On top of that, I feel that it's wrong and unfair that I had to write a formal letter of complaint before HomeAdvisor stopped trying to get more of my money.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 12/27, 2021


Richard Prince

Record # 1 / 114711099 / Consumer Sentinel Network Complaint			
Reference Number:	114711099	Originator Reference Number:	
Language:	English	Contact Type:	Complaint
Source:	Consumer	DNC?:	No
Comments:	<p>Home advisor provides customer leads for for various service contractors. I'm in the carpet cleaning business and originally signed a one year agreement with Home Advisor in July of 2018. The leads are very expensive and most of the customer leads provided were just people playing on the internet and not really interested in getting any work done as a result the service never was profitable for me. I called in numerous times and explained that the ROI was less than what I was told that I could expect and I was losing money with the program and that I was not going to renew the agreement for 2019. They require a credit card be kept on file to automatically bill you for the leads and renewals. This is what caused us to get sideways, in July 2019 they automatically enrolled me even after I called in prior to the renewal date to remind them I did not wish to renew. My credit card was automatically billed without my permission or knowledge therefore when I saw my credit card statement I contacted my bank and disputed the charges and my card was credited. This apparently enraged them and threatened to send the account to collections, when I contacted them by phone about this they were totally unhelpful and said I was wrong and they were right and it was nothing that they could do about it. I provided them with emails showing that I asked for them not to renew the agreement when the balance was at zero and had to review their call records to review the numerous times that I contacted and complained that the service was not profitable for me and that I wanted to cancel the agreement when it matured in July 2019 to no avail. The reason I'm filing this complaint against Home Advisors is because they are operating in an unethical manner and attempting to damage my credit by sending the account to collections for something that they are fully aware I truly do not owe. Thanks for any help you can provide me with this and possibly help expose this company before they do this to someone else.</p>		
Additional Comments:			
Complaint disposition provided?:			
Complaint Disposition:			
Data Reference:		Load Date:	12/28/2019 4:26:53 PM
Created By:	FTCCIS-FTCUSER	Created Date:	12/28/2019 4:26:53 PM
Updated By:		Updated Date:	
Complaint Source:	FTC Online Complaints	Product Service Description:	Unwanted Telemarketing Calls
Amount Requested:	\$330.39	Amount Paid:	
Payment Method:		Agency Contact:	Internet
Complaint Date:	12/28/2019	Transaction Date:	07/11/2019
Initial Contact:	Phone Call	Initial Response:	Phone: 800/888 number
Statute/Rule:	Telemarketing Sales Rule	Law Violation:	TSR: Unauthorized billing

DECLARATION OF RICHARD PRINCE

Page 5

Topic:		Dispute with Credit Bureau?:	
Dispute with Credit Bureau - Responded?:		Dispute with Credit Bureau - Resolved to Satisfaction?:	
Member of armed forces or dependent?:	No	Cross Border Complaint?:	No
Consumer Information			
Consumer Small Business or Organization:	Klean Carpets		
First Name:	Richard	Last Name:	Prince
Address 1:		Address 2:	
City:	Duncanville	State:	Texas
Zip:		Country:	UNITED STATES
County:	Dallas	Federal Judicial District:	Texas - Northern
Home Number:		Cell Number:	
Work Number:		Ext:	
Fax Number:		Email:	
Age Range:	50 - 59	Military Service Branch:	
Soldier Status:		Soldier Station:	
Subject			
Subject:	Home Advisor	Normalized Name:	Home Advisor
Address 1:	14023 Denver W. Pkwy. Bldg. 64	Address 2:	Suite 200
City:	Golden	State/Prov:	Colorado
ZIP:	80401	Country:	UNITED STATES
County:	Jefferson	Federal Judicial District:	Colorado
Email:	billing@homeadvisor.com	URL:	homeadvisor.com
Phone Number:	877-8003177	Ext:	
Subject ID Type:		Subject ID Issuer State:	
Subject ID Issuer Country:			
Representative:		Title:	

PX0007

DECLARATION OF MARK ROTHERMEL
Pursuant to 28 U.S.C. § 1746

I, Mark Rothermel, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Pittsburgh, Pennsylvania. I am the co-owner of a painting company called PSC Paint, which services the greater Pittsburgh area. I own this company with my wife, Tracey Giacomo. We have owned this company for approximately 20 years. Along with painting, I am responsible for calling leads and providing bids.

2. In January 2021, I received a phone call out of the blue from a sales representative of a company called HomeAdvisor. The representative told me that if I signed up as a member, I would receive leads for homeowners looking for painting work in my geographic area. He told me that HomeAdvisor had “hundreds of people” all over the Pittsburgh area who were looking for painters. He said that HomeAdvisor’s phones were “literally ringing off the hook” with homeowners with painting jobs. He explained that he was contacting me because HomeAdvisor didn’t have enough service providers to fill the need—he even said that HomeAdvisor had “no one to call” for some of these leads.

3. I was a little skeptical at first and asked for more information on how HomeAdvisor knew that the leads were legitimate. He explained that all leads were “vetted for quality assurance” and that they were homeowners who were “ready to hire.” He said that I could have as many as I wanted sent to me—anywhere from a few leads per day to as many as I could handle. He could start sending them to me as soon as I agreed to sign up. All I would have to do is pay the \$287.99 enrollment fee and then between \$40 and \$100 per lead, based on the size of the job.

4. I knew from experience that if I had legitimate leads (people who were serious about hiring a painter), I would get jobs about 70% of the time. I’m good at what I do, and I charge reasonable prices. Based on the information the sale representative gave me about the quality of the leads, I believed that this would be a good opportunity. I agreed to sign up and

provided the representative with my credit card information for the enrollment fee and the lead charges.

5. During the first week after signing up, I didn't receive any leads. I was unhappy about this and I called HomeAdvisor to find out what was going on. I reached a representative who told me that he would look into why I hadn't gotten any leads. He said that in the meantime, I could check out a service called "Opportunities" that HomeAdvisor offered through their member website. He explained that I could find leads listed under the "Opportunities" tab on the website. I could select leads from that list, and I wouldn't be charged unless the customer "accepts." I understood that to mean that I would only be charged if the customer accepted my bid and I got the job.

6. I eventually received and accepted a lead from HomeAdvisor. When I called the phone number for the lead, the person who answered said, "Why are you calling me now? We contacted HomeAdvisor for information a while ago, but we don't need anything now." This was extremely disappointing to me. I immediately called HomeAdvisor to cancel the service. The representative I reached tried to talk me out of cancelling. He acknowledged that the lead was not "legitimate" and offered to credit me for that lead and give me five additional leads for free. He said I would not receive or be charged for the future leads.

7. I called the five "free" leads and didn't have any better luck. One or two were disconnected or non-working numbers, a couple of people said that they weren't looking to get any painting work done, and I left a message or two and never received a return call.

8. About a week later, I saw that HomeAdvisor had charged my card \$40 for the initial useless lead. I called HomeAdvisor back up to complain and reached a representative who told me that he could not refund me for the lead, but that if I reactivated my account he could give me five more leads as credit. I asked to be transferred to a manager. The manager told me that he felt bad about my situation, but that he was "not allowed to give people refunds – only credits." I was not thrilled with this, but I accepted the additional five leads in the hope that I would be able to get at least one or two jobs out of them.

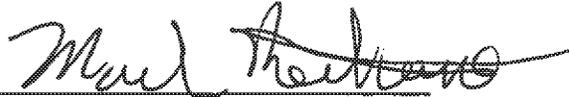
9. Upon calling those leads, I had the same experience as previously: unreturned messages, non-working numbers and uninterested people. To best of my recollection, out of the total of ten free leads that I called, four were non-working numbers, four never responded to messages, and two were not currently looking for a painter. I called HomeAdvisor and told it to close my account and stop charging me for leads.

10. Upon reviewing my next credit card bill, I found that I had been charged several hundred dollars by HomeAdvisor – much more than the \$287.99 signup fee and the initial worthless \$40 lead. I did some internet research and saw several complaints from service providers who said that HomeAdvisor continued to charge them for leads after they had requested to cancel their accounts. I decided to file a formal complaint with the Pennsylvania Attorney General's office. I asked my wife to assist me in writing up a complaint based on our experience. A true and correct copy of this complaint is attached to this declaration as Attachment A.

11. In all, HomeAdvisor charged us close to \$600 and we got nothing of value for it. Not one of the leads I received from them was legitimate. It was a waste of money.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: January 17, 2022


Mark Rothermel

Record # 2 / 131990192 / Consumer Sentinel Network Complaint			
Reference Number:	131990192	Originator Reference Number:	WP378576
Language:	English	Contact Type:	Complaint
Source:	Organization	DNC?:	No
Comments:	<p>Note: Please note that the Consumer Sentinel Network cannot presently categorize this data contributor's Product Service Code. The comments field may have a description of the good or service offered to the consumer. --- Salesman from Home Advisor called me and told me they have 100's of consumers calling in per day wanting service work done in my area, and Home Advisor does not have enough service providers to fulfill the consumers demand for Service. Salesman stated that once I signed up I would have unlimited amount of leads sent to me. A minimum of 5, 10 leads per day as many as I want or as few as I want. As well he stated all leads are vetted for Quality Assurance. Firstly, to provide this service it costs up front 288.00 for an enrollment fee and then they will send you the vetted leads. 7 days later ' NOT ONE SINGLE LEAD' nothing for the 288.00 enrollment cost. Called the salesman on the phone and he stated "let me see what is going on" and while he was on the phone he also stated while I look to see what is going on, there is a separate service we offer through our website called opportunities, if you look on our website it is called an Opportunities tab that will only charge you a lead fee if the customer accepts... (not disclosing 'Accepts' means accepts to talk with you through their app, through their system). I proceeded to accept 1 lead and called potential customer and the customer stated 'we dont need anything right now, we filled out information to have someone contact us just for additional information' we really are NOT looking to do ANYTHING currently. The call lasted approximately 3 minutes the call times are recorded, and 5 minutes after that call I called Home Advisor and canceled the service, the whole time on the phone the rep trying to get me not to cancel by offering me 5 additional leads for free. Rep stating we are 'crediting' you this lead and can offer 5 additional leads for free. I lost 288.00 and rep stated they would close my account and understood it was NOT a legitimate lead, not a vetted lead and he would 'credit' me for the lead. 8 days later after canceling, after being told they would credit me the lead and not charge me for it. THEY charged me for the lead anyway! Called Home Advisor on the phone and escalated the claim and spoke to a manager that stated 'We in fact credited you for the lead' you are still charged for the lead but you are credited for the lead and if you want to NOT cancel your account/reopen your account we can offer you additional leads for free... Since your account is now closed there is nothing we can do, the manager stated "in any instance-situation with a client we cannot ever refund any dollar amount the only thing we can do is credit an account". He stated if you reopen your account we can offer 5 additional leads to you for free... Basically, 288.00 (for nothing) and another 40.00 for a frivolous lead... I am afraid after reading reviews online that they may charge even more money as reviews I have read state for months Home Advisor was charging bank account resulting in people closing their bank accounts. --- Consumer desired outcome: Reimburse myself for the "lead" and for the service of 288.00. They did not give me anything for the dollar amount I spent. 288.00 was an enrollment fee to provide leads. 7 days later not 1 lead was ever sent to me. I never received even 1 lead through their lead program. 7 days later not 1. Opportunities tab is a separate program they offer and the rep even stated it was not a good lead. --- Contract Signed Location: Home (over the phone) --- Products Purchased: Enrollment fee and payments for leads --- Payment Type: ATM/Debit Card --- Consumer Age Range: 53 --- Senior?: No --- Consumer County: Allegheny</p>		
Additional Comments:			
Complaint disposition provided?:			
Complaint Disposition:			

Data Reference:		Load Date:	03/19/2021 10:02:53 PM
Created By:	PA01-USER	Created Date:	02/23/2021 12:00:00 AM
Updated By:		Updated Date:	
Complaint Source:	Pennsylvania, Attorney General	Product Service Description:	Other Misc.
Amount Requested:		Amount Paid:	
Payment Method:		Agency Contact:	External Agency
Complaint Date:	02/23/2021	Transaction Date:	02/13/2021
Initial Contact:		Initial Response:	
Statute/Rule:		Law Violation:	
Topic:		Dispute with Credit Bureau?:	
Dispute with Credit Bureau - Responded?:		Dispute with Credit Bureau - Resolved to Satisfaction?:	
Member of armed forces or dependent?:		Cross Border Complaint?:	No

Consumer Information

Consumer Small Business or Organization:	
First Name:	Last Name:
Address 1:	Address 2:
City:	State:
Zip:	Country:
County:	Federal Judicial District:
Home Number:	Cell Number:
Work Number:	Ext:
Fax Number:	Email:
Age Range:	Military Service Branch:
Soldier Status:	Soldier Station:

Subject

Subject:	Home Advisor Pro	Normalized Name:	Home Advisor Pro
Address 1:	3601 Walnut Street	Address 2:	#81

PX0008

DECLARATION OF JERALD SARGENT
Pursuant to 28 U.S.C. § 1746

I, Jerald Sargent, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Orondo, Washington. I am the owner and operator of Slabjack Geotechnical, a home improvement and construction business in Wenatchee, Washington. I have owned this business for approximately 11 years. Sometime in 2012 I received a sales call from the job referral company HomeAdvisor. While my company was already well established at that time, I was familiar with the idea of lead generation for contractors and felt that HomeAdvisor was offering a useful service.

2. I have been a customer of HomeAdvisor since that time. For the first few years, I was relatively happy with their service. However, not all of the leads were of a high quality; I would estimate that out of every three leads, I might get two quality leads that were worth following up on and one lead that was no good. In other words, quality leads were jobs that fell within my line of work and where the homeowner was ready to start a project. About half of the time, I would get a job from the quality lead. The rest of the leads (approximately one out of three) were just garbage—the homeowner had no idea why I was contacting them, they had already started (or finished) the work, or they were not seriously interested in starting a project. I always made sure that one of my employees called the leads immediately upon receipt, usually within a few minutes to an hour.

3. During the first few years of my membership, HomeAdvisor charged me around \$35 per lead, on average. The charge per lead could be as low as \$25 or as high as \$50 each. I never learned why I was charged a higher fee for some leads and a lower fee for others. I use a lead tracking software program called Estimate Rocket to track the leads that come into my business. When a lead comes in, I or one of my employees enters the source of the lead. In this way, I can easily track which leads turn into jobs and which leads came from HomeAdvisor. Over time, I was able to calculate my approximate cost per job for HomeAdvisor leads as around

\$145/job. During this time, my HomeAdvisor membership penciled out for me. In other words, even though we had to waste some time calling the bogus leads, it was still financially beneficial to remain a member of HomeAdvisor's service.

4. Unfortunately, the quality of leads has been declining over the past two to three years. During the busiest times of the year, I spend around \$4,000 per month on about 80 to 90 leads from HomeAdvisor. Out of these, I usually get an average of one job out of every five leads. Now, my cost per job for HomeAdvisor leads is around \$225 to \$250.

5. My employees and I have tried hundreds of times to get credit for bad leads; it's part of our business practices to request refunds for bogus leads. In my experience, it is nearly impossible to get credit from HomeAdvisor for the useless leads. HomeAdvisor customer support will only call the homeowner once to confirm that they didn't want to hire a contractor (or that the project was already done or whatever other reason that they were not actually looking to hire someone for a project); if HomeAdvisor customer support doesn't reach anyone on their first attempt, HomeAdvisor will not provide any credit or refund for the useless lead. The only situation in which I am fairly certain HomeAdvisor will credit my company for a useless lead is when the phone number is non-working; in that case, HomeAdvisor is usually able to confirm the number is non-working. Overall, I estimate that my employees and I only succeed in getting HomeAdvisor to provide credit for useless leads about 30% of the time.

6. A few years ago, I began to get an unusual response during these lead calls, in which the homeowners expressed surprise or confusion because they thought they had contacted a local contractor or company (Jensen Brothers, Powell and Sons, or Ken Wilson) rather than HomeAdvisor. Since then, I have called dozens of such leads. On these calls, the homeowners would say things like, "Why are you calling me? I signed up to work with [or requested an estimate from] Jensen Brothers [or Powell and Sons, or Ken Wilson]." When this happened, it was basically like making a cold call; these leads certainly didn't have the same value as a lead who knew they had entered their information into the HomeAdvisor site and expected the call.

7. When I first noticed the pattern described in paragraph 6, I did some Google searches for "Jensen Brothers," "Powell and Sons," and "Ken Wilson" and realized that these

entities were not actually legitimate contracting companies. Instead, they were websites that funneled leads to HomeAdvisor. I viewed the Jensen Brothers, Powell and Sons, and Ken Wilson websites, and they appear to be sites for purportedly legitimate local contractors, with forms to fill out in order to receive a quote for a project. Someone viewing the website would have to look closely for a very small print disclaimer that discloses that their information could be sold to a marketer. I feel like this is a dishonest way to do business; it has caused a lot of confusion for homeowners and many hours of wasted time for my company.

8. I did some Google searches for different types of projects and found that one of these affiliate sites (Jensen Brothers, Powell and Sons, and Ken Wilson) usually appeared on the first page of results. I also did some searches for my own company's name and found that a HomeAdvisor lead-generating site appeared in the first page of results. I find it frustrating that homeowners searching for my company could end up on the HomeAdvisor site and come to me via a paid lead rather than directly from my website.

9. In early 2021, I was frustrated enough with HomeAdvisor to file a complaint with the Washington State Attorney General's Office. Soon after I filed the complaint, I received a response letter from HomeAdvisor in which the company admitted that the companies behind the marketing websites for Jensen Brothers, Powell and Sons, and Ken Wilson are not actual contractors and are affiliated with HomeAdvisor. A true and correct copy of this complaint and the associated letter from HomeAdvisor is attached to this declaration as Attachment A.

10. I am not very happy with the way HomeAdvisor is doing business these days. The lead quality has declined significantly and it is still very difficult to get credited for the additional bogus leads.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 12/4, 2021


Jerald Sargent

Catalyst Complaint Summary

588620

Consumer Information

Name: Slabjack Geotechnical,

Day Phone: [Redacted Pursuant to 16 C.F.R. § 4.2(e)(3)]

Address: Jerald Sargent

Evening Phone: [Redacted]

Email: info@slabjackgeotechnical.com

City: East Wenatchee

Age Group: 59+

State: WA Zip: [Redacted]

Respondent Information

Name: Home Advisor

Address: 14023 Denver W Pkwy

Phone: (877) 800-3177

City: Golden

Toll-Free: (866) 238-1240

Fax: (303) 980-3003

State: CO Zip: 80401

Web Site: homeadvisor.com

Email: Carl.butler@HomeAdvisor.com

Contact: Carl Butler

Briefly explain your complaint:

Complaint about deceptive advertising practices by Home Advisor.

I have been receiving many estimate requests through fronts of Home Advisor namely:

- Powell and Sons
- Jensen Brothers
- Ken Wilson

Their ads placed on Facebook and google web search cause people think they are calling one contractor not being funneled into a lead generation stream which results in confusion for the customer and anger directed at us the business who is getting these "leads" from Home Advisor.

These false sites with a very small disclaimer at the bottom of the page should not be allowed.

588620

1

Declaration

I acknowledge that my complaint and attachments, once submitted, become public records and may be disclosed to others in response to a Public Records Request. Complaint information received by this office will be exported into the FTC's database, Consumer Sentinel, a secure online database. This data is then made available to thousands of civil and criminal law enforcement authorities worldwide.

I declare, under penalty of perjury under the laws of the State of Washington, that the information contained in this complaint is true and accurate, and that any documents attached are true and accurate copies of the originals.

I authorize the Washington State Attorney General's Office to contact the party(ies) against which I have filed this complaint in an effort to reach an amicable resolution. I authorize the party(ies) against which I have filed this complaint to communicate with and provide information related to my complaint to the Washington State Attorney General's Office.

Signature	Jerald Sargent
Date	02/05/2021
City	East Wenatchee
State	WA

588620

2



March 9, 2021

VIA E-MAIL

Ruth E. Holbrook
Consumer Services Unit Supervisor
Consumer Protection Division
Office of Attorney General of Washington
800 Fifth Avenue, Suite 2000
Seattle, WA 98104

CRC@ATG.WA.GOV

Re.: File # 588620
Jerald Sargent dba Slabjack Geotechnical

Dear Ms. Holbrook:

I am writing in response to your February 24, 2021 e-mail attaching the Consumer Complaint ("Complaint") filed by Jerald Sargent ("Sargent") dba Slabjack Geotechnical ("Slabjack"). Please direct all communications regarding this matter to my attention. HomeAdvisor strives to achieve customer satisfaction in all of its transactions and is disappointed to learn that Sargent was dissatisfied with our services.

In his Complaint, Sargent mentions three websites: Jenson Brothers (<https://jensonbrothers.com/>), Powell and Sons (<https://powellandsons.com/>), and CARS Home Improvement Cents/Kenneth Wilson ("CARS/Kenneth Wilson") (https://www.facebook.com/Kenneth-Wilson-11682429716823/and_https://homeimprovementcents.com/bathroom-remodel-leads-01/). Jenson Brothers, Powell and Sons, and CARS/Kenneth Wilson are affiliate partners of HomeAdvisor and other companies, and their websites are owned and managed by those affiliate partners (and not HomeAdvisor).

HomeAdvisor partners with certain companies, such as Jenson Brothers, Powell and Sons, and CARS/Kenneth Wilson to increase its online exposure and find consumers who may need its service professionals' assistance but who do not initially visit HomeAdvisor's website. HomeAdvisor monitors the quality of leads coming from its partners and believe that the quality is great and that many leads turn into won jobs for HomeAdvisor's service professionals. Additionally, HomeAdvisor's partners are contractually obligated to mention HomeAdvisor on their websites, and HomeAdvisor requires all of its partners to be clear and transparent about the process that matches consumers to HomeAdvisor service professionals and their agreement to HomeAdvisor's Terms of Service and Privacy Policy.

As can be seen below, Jenson Brothers and Powell and Sons' websites explain their relationships with HomeAdvisor and their other partners and prominently display the fact that HomeAdvisor or other trusted partners might contact the consumer regarding the consumers' service request.



Contact Us

HOME

REQUEST SERVICE

REQUEST A QUOTE

CONTACT US

Contact Us

First Name *

Last Name *

E-mail *

Phone Number *

Street Address (123 Main St.) *

Zipcode *

Tell Us What You Need Here. *

SUBMIT >

By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to content doesn't require you to purchase service. Please note you may be matched to one of our trusted partners such as CraftJack, HomeAdvisor or Networx. By using this service, you agree to our Terms Of Service as well as to HomeAdvisor Terms of Service and Privacy Policy and CraftJack Terms of Service

Jenson Brothers:

By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to content doesn't require you to purchase service. Please note you may be matched to one of our trusted partners such as CraftJack, HomeAdvisor or Networx. By using this service, you agree to our Terms Of Service as well as to HomeAdvisor Terms of Service and Privacy Policy and CraftJack Terms of Service. (emphasis added)



Contact Us

Home

Request Service

Request A Quote

Contact Us

Free Quote

- * First Name
- * Last Name
- * Email
- * Phone Number
- * Street Address (123 Main St.)
- * Zipcode
- * Tell Us What You Need Here.

SEND IT ➔

By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to contact doesn't require you to purchase service. Please note you may be matched to one of our [trusted partners](#) such as Craft Jack or HomeAdvisor. By using this service, you agree to our [Terms Of Service](#) as well as to [Home Advisor Terms of Service and Privacy Policy](#)

Powell and Sons:

By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to content



doesn't require you to purchase service. Please note you may be matched to one of our trusted partners such as CraftJack or HomeAdvisor. By using this service, you agree to our Terms Of Service as well as to HomeAdvisor Terms of Service and Privacy Policy. (emphasis added)

However, when reviewing Sargent's Complaint, HomeAdvisor became aware of an issue with CARS/Kenneth Wilson's website. Subsequent to partnering with HomeAdvisor, CARS/Kenneth Wilson modified its website by removing all mention of HomeAdvisor. Additionally, the disclaimer was relocated and was no longer easily accessible to consumers.



Bathroom Remodeling Estimate Request

The best part... you don't have to chase contractors! Submit your quote request here, and my local partner contractors will contact you. Having contractors chase you, puts you in the driver's seat! Let's rock-n-roll!

START

Your Info

First Name

Last Name

(201) 555-0123

Email Address

By clicking "Submit" you agree to our [TCPA Consent](#)

By submitting this form, you are giving your consent to be contacted at the phone number you inputted (including wireless number if provided) Contacting you is for the purpose of confirming and scheduling your home improvement project request and multiple contractor bids. You understand that automated phone technology, by voice or text messages, may be used to reach you. Please note that providing consent does not obligate you to purchase or use any product or service.

SUBMIT



On February 25, 2021, HomeAdvisor contacted CARS/Kenneth Wilson and demanded that it change the webpages to include full disclaimer language on the landing page and to include HomeAdvisor in that language. On or about March 1, 2021, CARS/Kenneth Wilson updated its TCPA flow so that the language below is expanded and always shown to the consumer:

By submitting this form, you are giving your consent to be contacted at the phone number you inputted (including wireless number if provided). Contacting you is for the purpose of confirming and scheduling your home improvement project request and multiple contractor bids from our partners which may include HomeAdvisor / Craftjack. You understand that automated phone technology, by voice or text messages, may be used to reach you. Please note that providing consent does not obligate you to purchase or use any product or service.

HomeAdvisor denies any wrongdoing and trusts that the above explanation resolves the issues raised in Sargent's Complaint. Please do not hesitate to contact me should you have any questions or concerns.

Sincerely,

A handwritten signature in black ink that reads "Carl W. Butler".

CARL W. BUTLER
Vice President, Associate General Counsel
Legal Department | HomeAdvisor
email: carl.butler@homeadvisor.com

CWB/dja

PX0009

DECLARATION OF DAVID R. SMITH
Pursuant to 28 U.S.C. § 1746

I, David R. Smith, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Danville, New Hampshire. I am the owner and operator of D.S. Builders, a home remodeling business in Danville, New Hampshire. I have been in the home remodeling business since 1985. On June 20, 2018, after receiving numerous emails from HomeAdvisor promoting their job referral service, I answered a telephone call from a HomeAdvisor sales agent. I wanted to expand my business and thought the HomeAdvisor lead service might help with that. The sales agent explained that the leads were from people who contacted HomeAdvisor in search of a contractor for a job they wanted to have done. He explained that HomeAdvisor vetted its leads and that the prospective clients were “project-ready,” which I understood to mean that the prospective clients had actual projects and were looking for a contractor. He repeatedly assured me that HomeAdvisor screened its leads and determined them to be legitimate quality leads with actual kitchen or bath remodeling projects. I asked follow-up questions, explaining that I regularly received calls from people who find my business listing in the phone book and are looking for pricing information and quotes. I explained that I did not want to waste time on those sorts of leads. The sales agent again assured me that the HomeAdvisor leads were from people with actual jobs in my area who were looking for a contractor. The sales agent said that each HomeAdvisor lead would include a short description of the job and the town where the job prospect was located, but no street address.

2. The sales agent explained that I would receive leads by email and text on the HomeAdvisor mobile app, but that HomeAdvisor would charge me only for leads that I attempted to contact using the access code provided with the lead. This made sense to me, and I didn't ask for further details. I had previously worked with a similar lead-generating company that required me to enter an access code to contact a lead. In that agreement, the access code triggered the fee charge. With HomeAdvisor, based on the sales agent's comments, I assumed

that it was a similar system. To the best of my recollection, the sales agent said that HomeAdvisor would charge me between \$75 and \$100 per lead that I contacted, depending on the size and type of job involved. I also believe that the sales agent told me that I could cancel my HomeAdvisor membership at any time. All in all, it seemed like a relatively low risk offer, especially because the sales agent had stated that I wouldn't be charged if I didn't contact the lead.

3. I told the sales agent that I was interested in signing up, but that I was going on a vacation in a few days and would not be able to respond to any leads while I was away. The sales agent explained that once I signed up, HomeAdvisor would perform a credit check and implied that it could take one or two weeks before my application review and credit check were completed. He did not mention anything about doing a background check. Given the statements about the application and credit check, along with the sales agent's claim that HomeAdvisor would not charge for a lead unless I took affirmative action and attempted to contact the lead using the HomeAdvisor access code, I decided to sign up with HomeAdvisor that day rather than wait until after I returned from vacation. The sales agent initially wanted to set me up in a tier where I would receive 100-1000 leads monthly. I explained that was far too many, but he said that I could be selective about which jobs I wanted to contact. Based on the sales agent's claims that the HomeAdvisor leads constituted prospects with legitimate jobs and that HomeAdvisor would only charge me for those leads that I attempted to contact using the HomeAdvisor access code, I provided my credit card number to the sales agent and he emailed me something agreeing to the membership.

4. About one week later, while I was on vacation, I received several emails from HomeAdvisor, but did not read them carefully because I was on vacation. I also received five or six leads from HomeAdvisor by email, but I did not attempt to contact them because I was on vacation and believed that HomeAdvisor would not charge me unless I attempted to contact the lead using the HomeAdvisor access code. At some point, I turned my phone off because I kept receiving texts from HomeAdvisor and I did not want to be disturbed.

5. Sometime after mid-July, after I returned from vacation, I reviewed my emails and saw that HomeAdvisor had sent me dozens of leads during my vacation. I was not able to call these leads since they had expired. I didn't worry about that, because I didn't think I would have been charged for all those leads since I never tried to contact any of them. In the meantime, I had received additional leads that were not yet expired. I called some of the new leads and most of them were bogus—either the lead had no intention of doing the project or had already been contacted by other service providers. A few of the leads were promising. I was able to schedule appointments with two of those leads that week, but neither job panned out. I provided an estimate for one and never heard back; the second was a small demolition project that wouldn't have worked for my company. In that case, the homeowner planned on doing part of the job, and if I did the rest of the work my company would be responsible for insurance for the whole project even though I was only doing a small part of it.

6. Later that same week, I received my credit card bill for the period from mid-June through mid-July. I learned that HomeAdvisor charged my credit card \$287.99 on June 21, which included the signup fee. In addition, HomeAdvisor charged my credit card \$152.41 on June 29, \$254.09 on July 6, and \$148.28 on July 13. All these charges were for leads, but I had not attempted to contact any leads at the time I was charged. Initially, I thought this was an error and that maybe HomeAdvisor had mixed up my account with that of someone else.

7. I called HomeAdvisor's customer service to try to resolve this problem. Eventually I talked to a customer service agent, who told me that the sales agent's claim that HomeAdvisor would charge me only for leads that I attempted to contact using the HomeAdvisor access code was incorrect. The customer service agent said that HomeAdvisor charges for every lead, regardless of whether they are contacted. The customer service agent told me that the sales agent who sold me the HomeAdvisor membership was no longer with the company.

8. I also asked the HomeAdvisor customer service agent for an itemization of the leads for which HomeAdvisor had billed me. It took several calls and a fair amount of wasted time on hold before I reached an agent who agreed to give me names and telephone numbers for

approximately 17 expired leads for which HomeAdvisor had charged me. She refused to send me anything in writing, so I had to take handwritten notes.

9. I proceeded to call each of these leads. Attachment A includes a copy of my records from those calls. The first page of Attachment A is a cover statement that I wrote at a later date for my credit card issuer, when I was trying to dispute the charges. The remaining pages of Attachment A are my handwritten notes. They reflect the names and telephone numbers of the 17 leads provided by the HomeAdvisor customer service agent, which I wrote during the call described in paragraph 8, as well as my notes from my conversations with the leads, which I took at the time of each conversation. Two of the leads were disconnected numbers. Some of the leads told me they had no idea how HomeAdvisor had gotten their number, including one person who lived in a rented trailer and another who said he was renting the house he lived in. Neither of these people even own a home. Another lead (Drinker) said that her job had been completed in June—a month before I received the lead in July—and asked me why HomeAdvisor was still sending her name to contractors. Another lead (DeLeon) told me that his project was already underway at the time that I received the lead. I was also charged for a lead to a realtor (Currivan) who was price shopping a job for her client. Another person (Carey) had decided to do the work himself. In addition, some of the leads that I called did not answer, return my voice message, or call back. I received two different lead codes for a single person twice (Currivan and Raciot). I also received a lead for company (Emerson) that was out of business.

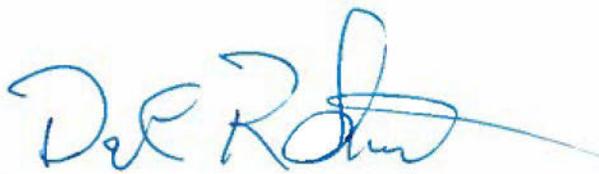
10. Once I had called these leads, and realized how many of them were bogus, I decided to cancel my HomeAdvisor membership. When I called HomeAdvisor to cancel my account, I was transferred to different people and was placed on hold for long time periods. Over the course of the next several weeks, I called many times and was on hold for up to 45 minutes on some calls. I would just have to set my phone down and try to get some work done while I was waiting for a representative to pick up. This was during my business hours and it was frustrating how much time I had to waste just to try to cancel my account. All this time, the company was still sending me and charging me for new leads.

11. By the time two months had passed from my first attempt to reach a resolution with customer service, I had been billed approximately \$2,000 for additional leads I never called. I wanted to get at least some of that money refunded. I continued to try to reach someone at HomeAdvisor who could help me with that, but I just kept getting the runaround. I also sent HomeAdvisor multiple emails advising it that I wanted to cancel and get a refund, but nobody responded to my emails. At one point, a customer service agent told me the company does not respond to email communications from contractors. I thought that was odd, given how many emails I received from HomeAdvisor.

12. Eventually I was able to cancel my account, but I continued to try to reach someone at HomeAdvisor who would process a refund. I finally disputed the illegitimate HomeAdvisor charges on my credit card account with my credit card issuer. The letter in Attachment A details why I was disputing the charges. Eventually, Chase Cardmember Services credited my account for the disputed charges. However, HomeAdvisor then forwarded my information to a debt collection agency called CMI Credit Mediators, Inc. ("CMI"), of Upper Darby, Pennsylvania. Attachment B is a true and correct copy of a collection notice that I received from that company. A CMI collector has verbally threatened to put a lien against my home. I provided CMI with a detailed description of my dispute of the HomeAdvisor charges and have repeatedly asked for an itemization of the charges, all to no avail. I have since learned that there is a lien on my home for approximately \$2,700. This has all been a frustrating and time-wasting ordeal. I have spent hours of wasted time calling bogus leads and calling HomeAdvisor trying to cancel and get a refund. I've also spent thousands of dollars of unfair charges. I wish I had never signed up with HomeAdvisor.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 11/17/, 2021


David R. Smith

Attached is a copy of my notes during the time HomeAdvisor was sending me leads.

Some of these were duplicates, some were Renters. Some were Realtors. Some had already had the work completed or never called me back. A few were duplicate leads-different phone numbers for the same person and some phone numbers were simply nonworking.

In total, I called an estimated 17 leads. IF all were legitimate the total charge from HomeAdvisor should have come to no more than \$850. since they were to charge me \$50 for each lead that I contacted. Also, HomeAdvisor claimed that I contacted leads by email or text which I never did.

Amyvyn Drinker

603- [REDACTED] EXT 1007
603- [REDACTED] EXT 1005

Since [REDACTED]

HAD WORK DONE IN JUNE
got lead & called in July

Amy Newton

603 [REDACTED] - left message
to call back

Kitchen-

TODD LARIVIERE 603- [REDACTED] Bath-

DIANE OLACIRA? 603- [REDACTED] Kitchen

RANDY GAGNIER 603 [REDACTED] Bath
DID NOT CALL

JANE CURRIAN " 1012 Basement
- REALTOR - (EMAIL) INFO - 1013
REATOR

OSIRIS DELEON 1019 - Kitchen
WIDOWED AT time of lease

PARMEN GOBILHAS

OK Will call back 603- [redacted] - 1016 Kitchen
Carmen Bath-

✓ DAN. Pelletier " same number as above? 1017 Bath

X Kathleen Edmunds - RENT'S A Apartment - 1018 Bath

✓ John Sweeney 1019 Bath
No call back no contact

✓ Lisa Racicot 2 leads for 1 person 1020 10223 Kitchen
- CALL BACK - No contact - same lead/project

✓ David Emerson 1023 Kitchen
Kingston Employment out of Business

DANA & Cindy Pelletier 1024 Bath

OK Chris Carey 1026 7 25 Bath
w/ demo in Ent's job - He was going to do his own work
- potential job - bid meet

OK-

Chris Carey

585 [REDACTED]

2- calls

2 weeks ago

East Kingston - 600 - Womb -

30 Present Rd -

Carmen is going to call back later today on Monday

Mich will call back talked to Boy friend

1012 ADD to Contacts Realtor Text info

JANE CURRIVAN - 603 [REDACTED] Realtor

John Sweeney - 603 left message - 1019

Brenda Call back 1018 Rents - ? Rental

last [unclear] - left message - No Return call

PX0010

DECLARATION OF DANIEL WADE
Pursuant to 28 U.S.C. § 1746

I, Daniel Wade, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Boise, Idaho. I am co-owner of Solomon's Arbor, a custom tile and stone installation company that serves the greater Boise area. I own this business with my wife, Julianna Wade.

2. In early February 2020, I received a sales call from a representative of HomeAdvisor. The sales representative explained that HomeAdvisor could provide me with leads to homeowners that were looking for tile work in my area. He explained that HomeAdvisor offered a "pro" account that was professionally verified. If I signed up with this account for a fee of \$287.99, HomeAdvisor would verify my identification, license, and credentials and also do a background and criminal check. This would increase my appeal to homeowners—or as he described it, put my business in a "higher bracket." He said that with this pro membership, I would receive only high-quality leads. He explained that these were homeowners who were serious about getting work done immediately. I understood, from the way he described the leads, that these were verified homeowners who were actively looking to hire a contractor immediately. He told me that the cost to me per lead would vary based on the value of the job, up to about \$40. He further explained that HomeAdvisor would "vet the leads just as seriously" as they vetted the pro members, and that these homeowners were "serious about starting jobs." Although he didn't specify what percentage of leads would turn into actual jobs, I understood from everything he said that I could expect a pretty good ratio to turn into actual jobs.

3. I decided to sign up for the pro membership. I gave him the information on the specific services I offered and the geographic area I was interested in. I gave him my credit card information to pay for the membership fee and told him I was ready to start receiving leads.

4. Within a few days, I received my first lead from HomeAdvisor. I tried to call the number provided, but it was a wrong number. I contacted HomeAdvisor customer support and was given the correct number, but when I contacted the homeowner I was surprised to hear that he was upset. He was unhappy with me because he thought he had an appointment scheduled for me to show up and give him an estimate, and then I never showed up for my appointment. After speaking with him for a couple of minutes it became clear that he (the homeowner) had scheduled an appointment with me through HomeAdvisor's website. The problem was, no one from HomeAdvisor had ever notified me about this appointment—I didn't even have the correct phone number for the homeowner at the time. Luckily, I was able to salvage the lead and it actually turned into a job, but I was unhappy that HomeAdvisor had made the appointment without telling me.

5. This was the first of several problems with HomeAdvisor. Despite what the sales representative had told me about the maximum lead price of \$40, some of the leads were priced at over \$100. One lead cost \$163.

6. Over the course of my membership, I received around a dozen leads. Out of these leads, only two resulted in jobs. I couldn't even contact the homeowner on five of the leads I received: two of these were non-working numbers and I left messages via phone and text for the other three, with no response. When I tried to get credit for those bogus leads, I only received credit for the two that were non-working numbers. The HomeAdvisor representative initially refused to credit me for the other three leads, saying that I "didn't get in touch with them fast enough." I don't believe this was true. Some of the leads were sent to me on a Sunday morning, when my business was closed, but I called them on Monday morning when we opened. I was finally able to convince the representative to credit me around \$100, which covered four new leads. I was only able to reach one of those leads.

7. Of the rest of the leads I received, two were people looking for services I didn't even offer; in one case, they were looking for a painter. Three of the leads were homeowners who were looking for cut-rate, subpar work—the price and the type of job they were looking for were not even reasonably feasible.

8. It soon became clear to me that the service was not worth the money. I called HomeAdvisor to cancel my account and asked it not to send me any more leads, effective immediately. It turned out that canceling the account was nearly impossible. It took me several weeks, and multiple conversations with different HomeAdvisor representatives. Representatives tried to offer me credit, instead of refunds, for the bad leads, but that would have been worthless to me since I was determined to cancel the account. Even weeks after I was told that my account was cancelled, I kept getting calls begging me to sign back up and offering me hundreds of dollars' worth of leads to do so. I had to change my credit card number, because even after canceling the account, HomeAdvisor continued to charge the card on file.

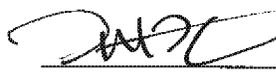
9. I did not think much about HomeAdvisor for the next couple of months, since I believed that my account was closed, and I was not getting charged for anything. About two months after I called to cancel my membership, I received a collections notice from HomeAdvisor. This notice stated that I owed them for additional leads—leads that I had previously informed them were no good. They had already acknowledged that these leads were bad and had offered to credit them towards my account. I did not feel that I should have to pay for these useless leads. My attorney wrote a Cease-and-Desist letter to HomeAdvisor, and I did not get any further collection notices.

10. At some point after I had cancelled, I noticed one additional problem with HomeAdvisor. I discovered that if I Googled "Solomon's Arbor," the first search result that came up was a HomeAdvisor site advertising my company. The link was broken, so if anyone tried to reach my company by clicking on that first result, they would end up at a static page with a list of other tile and flooring service providers – essentially, directing them to my competition. This was the case for over six months.

11. Overall, I found my experience with HomeAdvisor to be frustrating and time-wasting. I had a loss of about \$500, plus wasted time spent calling worthless leads and dealing with HomeAdvisor's customer service regarding credit and cancellation requests.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: February 3, 2022



Daniel Wade

PX0011

DECLARATION OF RONDA WINFIELD
Pursuant to 28 U.S.C. § 1746

I, Ronda Winfield, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Bellevue, Washington. I am the owner of Kellen Kole Designs, a home staging business. I have owned this business since 2014.

2. In July 2019, I signed up with the lead referral company HomeAdvisor. I was already familiar with HomeAdvisor from seeing advertisements (via pop up ads, emails, and social media) and from receiving several sales calls over the years.

3. I received a sales call on July 12, 2019 from a HomeAdvisor sales agent named Matthew Hearn. Matthew explained to me that, if I signed up for its lead referral service, HomeAdvisor would send me leads (homeowner contact information) for people who were looking for home staging services and ready to have a stager come by and give an estimate. He told me that the leads would all be local homeowners within the zip codes that I specified. He said that the job conversion rate was 50% to 60%. Based on this, I understood that the leads would be good quality leads and that I could expect to book actual home staging jobs with at least 50% of the leads provided by HomeAdvisor. Matthew told me that I could customize my membership to receive as few or as many leads as I wanted. I understood that I would be charged for each lead sent to me, but he also explained that I could get a refund for a "dead lead," which he described as any lead that "didn't work out." I understood that this meant that I would be refunded if I couldn't contact a lead.

4. Based on Matthew's statements, what I had seen in the advertising, and what I heard from other sales representatives over the years, I felt that HomeAdvisor's services would be a good fit for my staging business. During my call with Matthew, I decided to finally move forward with a membership and agreed to sign up. The membership fee was \$287.99, which HomeAdvisor charged to my credit card. I received a confirmation email from HomeAdvisor. A true and correct copy of this email is attached to this declaration as Attachment A.

Declaration of Ronda Winfield, page 1 of 4

5. The same day I signed up with HomeAdvisor, I received my first lead. I knew from the sales call that I would need to contact the leads within an hour of receiving them, so I made sure to call the lead right away. The person I reached had no idea why I was calling. They told me they were not looking for staging services and claimed that they had never requested information or referrals regarding staging services from HomeAdvisor or any other site. I suspected that HomeAdvisor had sent me the wrong contact information, perhaps due to a data entry error, so I decided to call HomeAdvisor customer support to see if I could get the correct phone number. It didn't occur to me that the lead was a worthless "dead lead," I simply thought that there was actually someone that was waiting to be contacted regarding home staging services and that I just needed to get the right phone number.

6. When I called customer service, the HomeAdvisor representative initially thought I was trying to get a refund for the lead and was very defensive. I explained that I was not trying to be refunded or credited; rather, I was trying to tell HomeAdvisor that the telephone number provided was wrong and to get the correct number. The representative's response was that maybe they "changed their mind" about needing staging services. The representative stated that HomeAdvisor would charge me for the lead because the lead was legitimate—in other words, that the homeowner had reached out to HomeAdvisor for staging services. I was not happy with this response, but I didn't feel like I had any recourse.

7. Within a day, on July 13, 2019, I received another lead. I called the phone number provided and the same thing happened. The person answering had no need for staging services and no idea why I was calling them. I called customer service again and asked for either a clarification/correction of the phone number or a refund for the dead lead. I received the same sort of response as before: defensiveness, excuses, and a refusal to refund or credit me for the lead. I also sent an email to HomeAdvisor Customer Care advising it that the customer answering the call was not seeking home staging. A true and correct copy of my email is attached to this declaration as Attachment B. On July 16, 2019, I received a generic reply in response stating that HomeAdvisor would not honor my request for a refund. A true and correct copy of HomeAdvisor's reply is attached to this declaration as Attachment C.

8. I later received a third lead from HomeAdvisor and once again received the same sort of response when I called the number provided for the lead. At that point, the lightbulb came on—it appeared that HomeAdvisor was simply sending me worthless, apparently random, leads. I called HomeAdvisor customer service and told them to cancel my membership and immediately halt sending me any leads.

9. Even after I canceled my membership, I continued to receive leads from HomeAdvisor. I looked at some of them and noticed that some didn't even match my service criteria. I had no interest in trying to call the leads, since I was fairly certain they were worthless leads based on my experience with HomeAdvisor and because they didn't match my service criteria.

10. I felt that I had gotten nothing of value for my money. I made several calls to HomeAdvisor customer service but was not able to get anyone to agree to any refund or credits. The situation was frustrating and disappointing, so I decided to contact Matthew Hearn, the sales agent who sold me the membership. I was hoping to at least get a refund for my membership fee, even if I couldn't get any money back for the worthless leads. I explained to Matthew that HomeAdvisor's leads were no good. I told him what I had already told customer service: that I wanted to cancel their services, and that I expected to be refunded for the leads and the membership. I also sent this request as an email. Matthew told me that he was sure there was some mistake and that he could get me some better leads. I told him I wasn't interested. His manager called me soon after and offered me more leads at no additional cost, but I told him that I no longer wanted HomeAdvisor's services.

11. Despite my requests to cancel, HomeAdvisor continued to send me leads. I repeatedly called HomeAdvisor customer service to tell them to stop sending leads. Eventually, I canceled my credit card in order to avoid continuing charges. I received a few more leads after that, but soon HomeAdvisor stopped sending me new leads.

12. Sometime after I canceled my credit card, I was called by someone who claimed to be from HomeAdvisor's collections department. She was very rude and aggressive, claiming that I owed HomeAdvisor hundreds of dollars. I explained that I had canceled my membership,

and that I had confirmed the cancellation in writing via email. She reluctantly said that she would make a note of my cancellation.

13. Around this same time, I filed complaints with the Better Business Bureau and the Attorneys General of Washington and Colorado. A true and correct copy of the complaint I filed with the Better Business Bureau is attached to this declaration as Attachment D. Eventually, I received an email from HomeAdvisor stating that it would refund my money. However, HomeAdvisor never provided me with any refund.

14. In total, I spent \$622 on the membership and leads and I have nothing to show for it. By the time I gave up on getting any resolution from HomeAdvisor, it was already near the end of September 2019; I estimate that I had wasted at least ten to twenty hours on the whole situation. All in all, my experience with HomeAdvisor was a waste of time and money.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: December 9, 2021


Ronda Winfield

Sent from [Mail](#) for Windows

From: [HomeAdvisor](#)
Sent: Friday, July 12, 2019 2:21 PM
To:
Subject: Thanks for Your HomeAdvisor Purchase



Thanks for your order, Ronda Winfield!

Congratulations on your decision to become a HomeAdvisor Screened and Approved Professional.

Billing Information

Billing Address:
Ronda Winfield
Kellen Kole Design

Bellvue, WA 98006

Payment Method:
Mastercard

Order Information

Order: Annual Membership (20% Off Monthly Fee)
Membership Fee: \$287.99

Notes: Membership fees are non-refundable and are charged automatically on each renewal date until canceled.

Order:	Targeted Leads
Current Market Match Spend Target:	\$275.00
Current Exact Match Spend Target:	\$325.00

Notes: Lead fees vary, see the [Lead Fee Schedule](#)

Taxes applied where applicable. See [Terms & Conditions](#)

Thank you for being a member of the HomeAdvisor network. We appreciate your business.

Regards,

Customer Care Team
HomeAdvisor
(877) 947-3639

Reach More Customers. Win More Jobs.™

[Leads](#) | [Ratings](#) | [Account](#) | [Privacy Statement](#) | [Terms & Conditions](#)

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You are receiving this email because you have a HomeAdvisor Pro account.
You may [UNSUBSCRIBE](#) from newsletters, surveys and special offers.

14023 Denver West Parkway, Building 64
Golden, CO 80401

Sent from [Mail](#) for Windows

From: [Kellen Kole Design](#)
Sent: Saturday, July 13, 2019 2:25 PM
To: [HomeAdvisor - Pro Customer Care](#)
Subject: Re: New Exact Match Lead

I made three s attempts to connect with this lead. The man answering the call is not seeking home staging.

Ronda Winfield | Design Consultant
KELLEN KOLE DESIGN
kellenkoledesign.com

Get [Outlook for Android](#)

From: HomeAdvisor Lead <newlead@homeadvisor.com>
Sent: Saturday, July 13, 2019 1:16:09 PM
To: Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
Subject: New Exact Match Lead



You have a new lead!
Stage or Showcase a Home for Sale

Customer Information	
<input type="checkbox"/>	ext 1001
<input type="checkbox"/>	ext 1002
<input type="checkbox"/>	



[View Lead at HomeAdvisor](#)



Job Information

Job #: 147462452

Other HomeAdvisor Pros Matched: 3

Service Description

Comments:

We want to stage our condo to sell it.

Project Description:

Staging furniture & accessories

Listing date:

When the staging is complete

Approximate Budget:

I don't know

Request Stage:

Planning & Budgeting

Desired Completion Date:

Timing is flexible

What kind of location is this?:

Home/Residence

[View Lead at HomeAdvisor](#)



Tips from HomeAdvisor

Are you creating a positive initial impression with your HomeAdvisor profile? [Review your profile here!](#)

For your benefit, HomeAdvisor will encourage this customer to review your performance. Your Rating & Review scores create 'online word-of-mouth' to set you apart from your competition!

Thank you for being a vital member of the HomeAdvisor service professional network.

Need Help?

Call Pro Customer Care: [\(877\) 947-3639](tel:877-947-3639)



How much are you spending on marketing? Share your thoughts for a chance to win free leads. [Take our survey](#)

HomeAdvisor, Inc.
14023 Denver West Pkwy, Golden, CO 80401

[Terms & Conditions](#) | [Privacy Policy](#)
[Change your Email Preferences](#)

Sent from [Mail](#) for Windows

From: [HomeAdvisor](#)
Sent: Tuesday, July 16, 2019 1:35 PM
To:
Subject: HomeAdvisor Lead Replacement Request Update



Dear Ronda,

We have reviewed your lead replacement credit request regarding the contact information for this lead. Based on our research, we are unable to issue a credit at this time.

A word on measuring your marketing success:

- While it's a common tendency to want to evaluate our services based on the outcome of your most recent homeowner contact experience, we encourage you to evaluate HomeAdvisor on the basis of your total marketing investment and your total revenue generated from the service.
- If you find that your return on investment is not positive with our service, please contact us. We will help you make the necessary modifications to ensure you are getting value out of your investment, because it's only when you succeed that we succeed! HomeAdvisor is committed to helping you grow your business, one homeowner at a time.

Thank you for being a member of the HomeAdvisor network. We appreciate your business.

Regards,

Customer Care Team
HomeAdvisor
(877) 947-3639



#147482452
Stage or Showcase a Home for Sale

[View Details](#)



1001 ext:
[Email Customer](#)



07/13/2019



[Click to Change](#)

Reach More Customers. Win More Jobs.™

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You are receiving this email because you have a HomeAdvisor Pro account. You may [UNSUBSCRIBE](#) from newsletters, surveys and special offers.

14023 Denver West Parkway, Building 64
Golden, CO 80401

HomeAdvisor

Case #: 13872454

Consumer Info:
Winfield, Ronda
Bellevue, WA 98006

Business Info:
HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 9/28/2019 4:55:05 PM

Nature of the Complaint: Service Issues

Consumer's Original Complaint:

HomeAdvisor solicited me with the promise of using their services to enhance my small business. After the initial joining fee, they sent me my first lead which when I contacted that lead, the person had no idea why I was contacting the. That person informed me that he had never contacted HomeAdvisor for services. Because I thought the contact information was incorrect, I called HomeAdvisor customer service. I was immediately told I would not receive a refund. I thought the response was off center which raised a red flag for me. I explained that I was clarifying contact information for a lead. The csr's disposition changed and she assisted me as needed. The contact information was indeed bogus. A HomeAdvisor manager later contacted me to explain that "some folks just change their minds about what they want." Red flag #2. For the remainder of the week I was sent another lead that was bogus. HomeAdvisor began sending lead information and charging me for leads that did not exist, or leads that did not match my service criteria. When I discovered they were a scam I called to cancel. They would not cancel the membership, instead they kept sending me leads and charging me for them. These were leads that I did not respond to. I cancelled the credit card they were using and after a few weeks they stopped sending leads. Their Collections Dept. contacted me for an outstanding bill with them. I explained to the very aggressive unprofessional person who called me that I had canceled the service. She reluctantly made a note to the account that I requested cancellation months prior. I researched consumer complaints and found a trove of small business owners with nearly identical experiences as mine. I filed a complaint with the Colorado Attorney General as well as with the Attorney General of my own state. This is a conglomerate that preys on the unsuspecting small business owner siphoning dry our hard earned money. Most if us do not have attorneys on retainers and to HomeAdvisor's advantage we just go away with a huge loss. The BBB should not continue to accept money from HomeAdvisor for A+ ratings for a company with F- practices.

Consumer's Desired Resolution:

Cancel the service as I requested in July. Refund the \$289 enrollment fee/any paid leads. Clear any all subsequent charges for leads I did not askfor.

Complaint Timeline

09/28/2019

Automation: Auto Process
Complaint Form

09/29/2019 Pending initial Business response: Action Taken
Threshold Application

10/02/2019 Business Responded to Complaint: Action Taken: Extranet
mrussell@homeadvisor.com

10/02/2019 Pending consumer Response: Action Taken: Direct Connect
mrussell@homeadvisor.com

10/10/2019 Answered: Action Taken
Threshold Application

Complaint Messages

10/02/2019 - Molly Russell

Respond to Complaint

We are in the process of reviewing this customers account and we will be following up with them shortly on a resolution. We do apologize for any inconvenience that this has caused the customer.

Complaint Notes

9/28/2019 4:55:05 PM

Business (as entered)

HomeAdvisor

14023 Denver West Pkwy Bldg 64

LakewoodCO, 80401

(303) 963-7200

Initial Submission

9/28/2019 4:55:05 PM

Complaint (as entered)

Problem Description:

HomeAdvisor solicited me with the promise of using their services to enhance my small business. After the initial joining fee, they sent me my first lead which when I contacted that lead, the person had no idea why I was contacting the. That person I formed me that he had never contacted HomeAdvisor for services. Because i thought the contact information was incorrect, I called HomeAdvisor customer service. I was immediately told O would not receive a refund. I thought the response was off center which raised a red flag for me. I explained that I was clarifying contact information for a lead. The csr's disposition changed and she assisted me as needed. The contact information was indeed bogus. A HomeAdvisor manager later contacted me to explain that "some folks just change their minds about what they want." Red flag #2. For the remainder of the week I was sent another lead that was bogus. HomeAdvisor began sending lead information and charging me for leads that did not exist, or leads

that did not match my service criteria. When I discovered they were a scam I called to cancel. They would not cancel the membership, instead they kept sending me leads and charging me for them. These were leads that I did not respond to. I cancelled the credit card they were using and after a few weeks they stopped sending leads. Their Collections Dept. contacted me for an outstanding bill with them. I explained to the very aggressive unprofessional person who called me that I had canceled the service. She reluctantly made a note to the account that I requested cancellation months prior. I researched consumer complaints and found a trove of small business owners with nearly identical experiences as mine. I filed a complaint with the Colorado Attorney General as well as with the Attorney General of my own state. This is a conglomerate that preys on the unsuspecting small business owner siphoning dry our hard earned money. Most if us do not have attorneys on retainers and to HomeAdvisor's advantage we just go away with a huge loss. The BBB should not continue to accept money from HomeAdvisor for A+ ratings for a company with F- practices.

Desired Outcome:

Cancel the service as I requested in July. Refund the \$289 enrollment fee/any paid leads. Clear any all subsequent charges for leads I did not askfor.

Initial Submission

PX0012

DECLARATION OF ELENA DUNNE
Pursuant to 28 U.S.C. § 1746

I, Elena Dunne, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Arvada, Colorado. I worked as a sales representative for HomeAdvisor from June 2019 through October 2019, in the company's Denver location. I did not have prior sales experience when HomeAdvisor hired me.

2. My initial training consisted of four weeks of classroom training, during which time we watched videos, studied and practiced scripts, learned about HomeAdvisor's service and role in the industry, and participated in team building exercises. We also learned about common objections during the sales pitch and how to overcome them.

3. After the classroom training, my group transitioned to the sales floor to listen in on sales calls and eventually begin making our own calls. This training period lasted two weeks. The trainers, who were also sales managers, explained that we were expected to make at least three sales during this period. We would receive a bonus upon our third sale. If we didn't meet the goal of three sales, it would be up to our manager to decide if they wanted to keep us on.

4. When we transitioned to the sales floor, our sales managers/trainers went over the scripts with us again, including additional instructions on overcoming the objections of reluctant prospects. For example, the trainers taught us to tell the service providers that the homeowners were "ready to go" and the work was immediately available. If the prospective service provider member asked us how we would know that homeowners were actually ready to hire, we would explain that the homeowners went through an online application process which required them to provide details about when they wanted the work done, and the job leads were all for projects with homeowners who indicated they were ready to hire immediately. We role-played practice "calls" with our coworkers and then made our own calls. We were able to overhear the calls of all the trainees, and afterwards we would all discuss what worked well and what didn't. When

we made these sales calls as trainees, a manager would often pick up another line to connect to the call. This usually happened when someone got close to closing a sale, and the manager would mouth to us what we should say to overcome the prospect's objections. I felt that the managers during these "beat the objections" calls were close to becoming overly aggressive – I was not entirely comfortable with some of these calls, as I felt that we were being trained to be argumentative in our sales pitch. It felt like it was very close to the line in terms of acceptable behavior for me.

5. One of the objections that we were trained to overcome was when a prospect asked if we sent our leads to more multiple services provider at the same time. This was absolutely true; each lead could go out to several contractors. But we were trained to avoid directly answering this – the managers instructed us to tell the service providers that the leads would go to perhaps one or two other contractors, but that "if you jump on it right away," as soon as it was posted, and had a competitive bid, then "it's yours." The script also emphasized that the leads were right in their geographical area, using terms such as "in your neighborhood" or "just down the street."

6. If a prospect asked about credits or refunds to leads that didn't work out, the managers advised us to be vague, and say things like "we could look at refunding" but to not make any promises. The managers told us to try to avoid mentioning anything too specific about the lead credit or refund policy.

7. One part of the sales script that concerned me was the "free marketing" pitch. We told the prospects that HomeAdvisor would include their business contact information in a list of local contractors that appeared on HomeAdvisor's website, available to homeowners who were searching for service providers. We explained that if a homeowner called the service provider member directly, it wouldn't be considered a lead and wouldn't cost the member anything. We were told to ask the prospect if they would like to appear high on the list of contractors. This was presented as a way to get jobs without having to pay for leads. The pitch made it sound as if this was some valuable part of the membership package, but I learned later (I tested it myself by calling some of the numbers) that the phone numbers listed for the member service providers all went to HomeAdvisor operators.

Declaration of Elena Dunne, page 2 of 3

8. I don't recall hearing that our calls would be monitored, or about any particular words or phrases that we were not allowed to say, except that we could not ever promise a prospect a job. However, we were trained to imply that the jobs were there for the taking, and that all the member would have to do is contact the homeowner quickly with a competitive bid, and the jobs would be rolling in.

9. I started to have doubts about working for HomeAdvisor within the first several weeks of my employment there. I would hear from new service provider members that they tried to call the leads and never got return calls, or that the project was already completed. At the end of the day, I felt that I was hurting, not helping, these service providers' businesses. That, along with low pay and an alcohol-heavy "party" sales room culture, were the reasons that I began to look for new employment opportunities.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: October 19, 2021



Elena Dunne

PX0013

DECLARATION OF JEFFREY HOPPIS
Pursuant to 28 U.S.C. §1746

I, Jeffrey Hoppis, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Denver, Colorado. From early February 2018 to mid-January 2019, I worked as a sales representative with HomeAdvisor at its Golden, Colorado sales office. My primary responsibility at HomeAdvisor was to call home services professionals (“HSPs”) and try to sell them memberships to HomeAdvisor’s lead service platform. I am currently employed as a U.S. mail carrier.

2. I spent the first week of my HomeAdvisor employment in training class with about 25 other recently hired sales representatives. The HomeAdvisor trainers gave each of us a notebook and training materials that included information on the company and its business. In the training, we learned that HomeAdvisor was established to connect homeowners with HSPs. We learned that homeowners completed a 5-7 page form on HomeAdvisor’s website in which they detailed their job. The trainers referred to this form as a “work order” or an “application.” We also learned that once the homeowner submitted the “work order” or “application” it was immediately sent out to the relevant HSPs in the homeowner’s area. In fact, in training we were encouraged to go to the HomeAdvisor website and view the form that homeowners completed, though we were told not to hit the submit button.

3. During the training, we were given a script for speaking with HSPs, which we memorized. We learned about making telephone sales, including overcoming objections. We also engaged in role-playing exercises making sales pitches to improve our presentations and ability to overcome objections. We also learned how to enter data into and work on the company’s sales platform. Starting the second week, we made calls while trainers listened in and assisted with suggestions to improve our sales presentations. After that, we were assigned to a sales team and we began working on the sales floor.

4. In the training class, the trainers said that we would not call anyone who did not expect to be called by HomeAdvisor. That turned out not to be true. I learned that HomeAdvisor had staff who reviewed state licensing websites to find lists of licensed contractors

and created lead lists of prospects from those websites. Most prospects hung up when I introduced myself and explained why I was calling.

5. All of my sales calls were outbound calls to HSPs. I observed that sales representatives who were most successful at making sales were assigned to receive inbound calls from HSPs interested in learning about HomeAdvisor's services. Inbound calls were generally better leads and easier to sell. On an average day, I made 200-300 dials, but on bad days, I made more than 500 dials. I was required to have three to four hours of talk time daily. I was lucky if I had five actual conversations in a day and of those five calls, I might get two sales. Many people hung up – all day, every day. The people on my sales team were each budgeted to make five sales weekly; if we hit that goal, my manager stopped shouting demands that we needed to “make some sales” and that reduced my stress levels. If the sales team as a whole made budget, which meant somewhere between 25 and 35 sales in a week, the company provided breakfast or took us out to happy hour.

6. We called the same people multiple times. We annoyed some HSPs by calling them multiple times. I tried to establish repertoire with prospects and initially asked them questions about their business. On average, a prospect that resulted in a sale required two to five conversations, but I had as many as 30 calls in cases where the HSP was always busy or had limited time when I called.

7. Sales representatives made calls from adjacent workstations and I regularly overheard what other sales representatives said during their sales calls to HSPs. During training, my manager gave me access to listen to the sales presentations of the top sellers among the sales representatives on our sales team.

8. In sales presentations, we always described the leads as homeowners who were ready to hire HSPs for existing jobs. For example, we referred to the leads as “homeowners” who were “project ready,” “looking to hire,” and “ready to hire.” I also remember that we referred to the leads as “work orders.” No manager or supervisor ever reprimanded me for describing the leads in this way, and I am not aware of any other sales representative being reprimanded for describing the leads in this way.

9. Managers advised us that in most HSP trade classifications, 3.2 of 10 leads from HomeAdvisor resulted in jobs. I did not have any information on what the rate was for any

given trade classification. I regularly told prospects, regardless of the trade in which they specialized, that it was likely that 3 to 5 of every 10 leads would result in a job.

10. In sales pitches, we followed the advice that managers gave us and described the HomeAdvisor lead service in general terms, following HomeAdvisor's guidance that we not provide too much information to HSPs during sales calls. We told HSPs that they could pause their leads and turn them back on at any time, even though we learned during training that pausing leads on the HomeAdvisor app worked for a short period of time, after which the lead service automatically reactivated. However, HomeAdvisor managers and supervisors trained us not to provide this information unless the prospect asked a question about it.

11. In general, the only monitoring that I witnessed involved coaching to make sales representatives more successful at making more sales. As I recall, on one occasion I had two sales calls reviewed and scored. I received an email about those two calls. One of the calls received a perfect score and the other included notes about something I said in that sales presentation.

12. In the course of making sales calls, I often spoke to former HomeAdvisor HSPs. They often complained about the poor quality of the leads that they received from HomeAdvisor. In particular, the HSPs complained that they were unable to contact the leads, sometimes because the telephone numbers were wrong or no one answered. The HSPs also complained that the leads did not respond to emails and phone messages. The HSPs also told me that they received leads that turned out to be people who were price shopping and not ready to hire. They also complained that it was difficult to receive credits for what they thought were bad leads. For example, according to former HSPs with whom I spoke, if an HSP is able to leave a voice message for a lead, or leaves multiple voice messages for a lead without any response, HomeAdvisor considers that a good lead for which they would not issue a credit.

13. The culture as a sales representative at HomeAdvisor was largely about hitting the sales mark. I know that some of the HSPs to whom I sold the HomeAdvisor service were successful with the service and I know of other instances in which I doubted that the HomeAdvisor lead service was going to benefit the HSP. I remember signing up prospects who told me they had very little money, and it seemed unlikely to me that they would be able to afford even the smallest lead budget. I remember one prospect who used his mother's credit card to sign up because he did not have a credit card. The company seems to spend a lot of time and

money hiring and training sales representatives and selling the HomeAdvisor lead service to HSPs, but spends much less effort retaining those sales representatives and HSPs.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 10-28-2021, ~~2020~~



Jeffrey Hoppis

PX0014

DECLARATION OF JOHN J. SACK III
Pursuant to 28 U.S.C. §1746

I, John J. Sack III, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Costa Mesa, California. I worked as a sales representative for HomeAdvisor from early to late October 2018 in the company's Lodo Downtown Denver location. This was my first job after graduating from college, and my first job as a telephone sales representative. I had a couple of weeks of training prior to beginning to work on the sales floor.

2. I called home service professionals ("HSPs") and tried to sell them HomeAdvisor's lead service. In training, the trainers explained that homeowners looking for contractors completed an online application at the HomeAdvisor website. When the homeowner submitted the application, HomeAdvisor's system sent that lead, which the trainers called a 'service request,' to a small group of HSPs qualified to do the job in the homeowner's geographic area. HomeAdvisor then charged the HSPs for that lead.

3. I made an hourly wage and was also paid on commission. The culture among sales representatives was to quickly sign up as many HSPs as possible, and thereby make as much money in commissions as fast as possible. On the sales floor, I and other sales representatives told HSP prospects that the leads were from people looking for contractors to do their jobs right away. We told prospects that if they joined HomeAdvisor, they would receive high quality leads from homeowners who visited the HomeAdvisor website looking for a contractor and completed a form that required detailed information about the job or project that they wanted completed. I know that other sales representatives also said these things because we worked very closely together.

4. Nobody at HomeAdvisor ever explained to me HomeAdvisor's lead credit policy, and I do not know anything about it.

Declaration of John J. Sack III, p. 1

5. I left HomeAdvisor because I did not like the “wolf on wall street,” testosterone-fueled, partying atmosphere. I also did not like being yelled at by the HSP prospects that I called, which happened constantly.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 12/16/21, 2020


John J. Sack III

PX0015

ORIGINAL

DECLARATION OF CHRISTINA WILSON
Pursuant to 28 U.S.C. § 1746

I, Christina Wilson, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I was hired by HomeAdvisor in April of 2019. I had some previous experience as a phone agent with a logistics company but I had not previously worked in sales.

2. I worked in HomeAdvisor's offices in Chicago, Illinois. I began my training as one of a group of eight new hires. We had one week of classroom training during which we learned about HomeAdvisor's services and its role in the industry. We were taught that HomeAdvisor was a "matchmaking service" between homeowners and service providers. We also went over the employee handbook and discussed different sales scenarios. We were also trained to use HomeAdvisor's customer relationship management ("CRM") system.

3. During the second week, we spent time on the sales floor with trainers. The trainers walked through the sales script with us and discussed how to overcome common objections from potential service provider members. In general, I was trained to stick closely to the script, with a few exceptions. For example, when confronting specific objections that a prospect might have, the trainers told us to come up with answers to address their concerns however necessary. The trainers explained that we could refer to leads as "jobs" and make up a pending "job" that was waiting to be matched to a service provider with the expertise and geographic preferences of the prospective member to whom we were talking. In the event that the service provider did sign up for a membership and subsequently asked about this job, the trainers instructed us to say that it had just been filled.

4. At the end of the second week, we began to make our own sales calls with the assistance of the trainers. They would listen in and advise us as we proceeded through the call. There was about a week or so of this close monitoring and coaching. After the training, the trainers would continue to be available, walking around the call room to assist new agents as needed.

5. The sales floor was in an open room where we all sat fairly close together, so we could sometimes overhear the conversations of the sales representatives near us. When I spoke with potential new service provider members, I tried to convey that the leads were projects ready

to start. We referred to the leads as “jobs in your area,” or “a job just down the street” that required the service provider’s trade. Our managers approved of us referring to homeowners as serious and actively looking to start a project.

6. I found the sales calls difficult. We were expected to make around 140 calls per day. Many people wouldn’t even answer the phone. As new agents, we were exclusively assigned the prospects that had been contacted by HomeAdvisor before, including many who were former HomeAdvisor members. The rest were service providers who had already declined to sign up for HomeAdvisor’s services on previous sales calls. The “fresh” leads went to more experienced sales reps. Prospective members often said they had all the work they needed or wanted and we had been trained to respond to that objection by telling the prospect that they could grow their business, hire more people, and make more money by using HomeAdvisor’s service. Many of the prospects I spoke with were former HomeAdvisor members and they complained that the leads had not resulted in jobs, and that they had ended up losing money.

7. I did not feel good about how often we had to call the same prospects. We were initially told that the prospects must state a specific phrase before they could be added to the company’s Do Not Call list. In the last part of my tenure at HomeAdvisor, I added people to the Do Not Call list if they complained about the numerous calls they’d received from HomeAdvisor, even if they did not make that specific, required phrase.

8. Sales agents were expected to make five sales during the training period. I was not able to close a sale for the month that I was on the sales floor. Having been hired in a “sales development role” and failing to make sufficient sales, I was let go from HomeAdvisor after a little over a month.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: October 12, 2021


Christina Wilson

PX0016

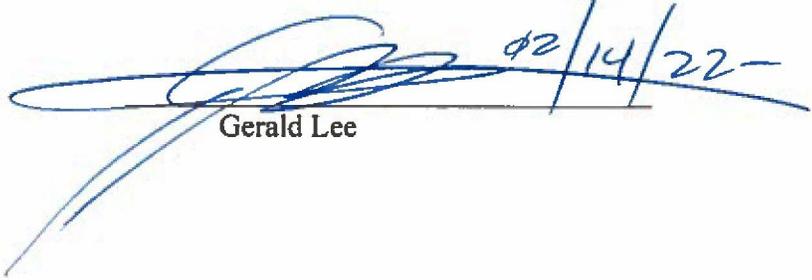
DECLARATION OF GERALD LEE
Pursuant to 28 U.S.C. § 1746

I, Gerald Lee, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Brooklyn, New York.
2. On Memorial Day weekend of 2020, during the Covid-19 pandemic, I received at least nine unsolicited telephone calls from home service professionals. Some of the callers claimed that they had received my contact information from HomeAdvisor. In some cases, when I answered the telephone, I spoke to a live person, including someone from a carpet or flooring company that had "Empire" in its name. The man from this business had my current phone number and email address, but an outdated residence address. When I asked where he got my information, he said that HomeAdvisor provided him with the information just a few minutes prior to their call to me. I explained that I had not had any contact with HomeAdvisor and was not interested in speaking to him. This man responded that I could expect to receive at least two more calls from other carpeting or flooring companies.
3. I received calls, including voice messages, from carpeting and flooring companies as well as roofing companies and solar panel installers. In some cases I called back to ask that the caller remove my name from their calling list.
4. I have not recently contemplated any home projects concerning carpeting, flooring, roofing, or solar panels. Similarly, I have not recently submitted any request to be contacted by a home service professional. I have no idea how my contact information made its way to HomeAdvisor. Prior to Memorial Day weekend, I had no knowledge that HomeAdvisor existed and I had never visited the company's website.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 02/14/, 2022


Gerald Lee

PX0017

ORIGINAL

DECLARATION OF JOANNA SAWICZ

Pursuant to 28 U.S.C. §1746

1
2
3 I, Joanna Sawicz, hereby state that I have personal knowledge of the facts set
4 forth below and am competent to testify about them. If called as a witness, I could
5 and would testify as follows:

6 1. I am over the age of 18 and reside in Pompton Lakes, New Jersey.

7 Beginning in late April 2019, I began receiving unsolicited telephone calls from
8 various tradespeople and contractors who claimed that they received my contact
9 information from HomeAdvisor.

10 2. I received the first of these calls on or about Monday, April 22, 2019. On
11 that day, I answered unsolicited telephone calls and received text messages from at
12 least four different people who said they were contractors. These contractors told
13 me they had expertise in masonry, stucco, blind installation, landscaping and
14 security systems. One of them sent me two text messages. True and correct
15 pictures of those text messages from Vivint Systems, a security company, are
16 appended as **Attachment A**. A couple of these callers asked for my husband.
17 While my husband and I have separate mobile phone numbers, my number is listed
18 on his account, so that may explain why they were asking for my husband. All of
19 the callers said that HomeAdvisor had sent them my telephone number. According
20 to these contractors, HomeAdvisor told them that I had placed a request via
21 HomeAdvisor for contractors in their specialty areas. I had not. I had never
22 contacted HomeAdvisor and had no need for contractors. I told each of these
23 people that I did not place a request via HomeAdvisor and was not interested in
24 their services.
25
26
27
28

Declaration of Joanna Sawicz, page 1 of 3

1 3. The landscaping contractor told me that I should call HomeAdvisor and ask
2 them to remove my supposed request from their database. She gave me the
3 HomeAdvisor telephone number to call. I decided that was a good idea so I called
4 HomeAdvisor.

5 4. On or about April 22, 2019, I called the HomeAdvisor telephone number
6 that the landscaping contractor had given me and spoke first to a woman who
7 denied that I was in the HomeAdvisor database. She transferred me to another
8 woman who was able to find a listing for me. She said she found my "project,"
9 which listed my telephone number. She said that she would place a note on my
10 account indicating that I did not want further calls or texts.

11 5. The next Monday, April 29, 2019, I received four additional calls from
12 people who told me they were contractors with the same areas of expertise as the
13 earlier callers. When I asked these contractors where they got my number, they
14 said that HomeAdvisor referred them to me. I explained that this had happened
15 before, but that it was a mistake. I was not looking for a contractor.

16 6. One evening when I was on my way home, I received a call from a man,
17 Eric, with a window covering and blind company. He thought that I was interested
18 in having blinds installed in my home. However, we realized right away that I am
19 far outside of his service area. I also told him that I never placed a request via
20 HomeAdvisor and was not interested in hiring a contractor. He said that I was not
21 the first person he had called or talked to who told him that they had not placed a
22 request or had any contact with HomeAdvisor or its website. We talked for about
23 30 minutes.

1 7. While I was on the phone with Eric, I received four other unsolicited
2 telephone calls from persons I believe were contractors referred by HomeAdvisor.
3 The calls came in on different telephone numbers that I did not recognize, one after
4 the other and during a short period of time, as if the callers had recently been
5 provided with my contact information and were trying to reach me at the same
6 time.

7 8. The only explanation I can think of for why I have been receiving these
8 phone calls is from my use of the internet, which I do with some regularity. For
9 example, during the same period in which I received these calls from contractors
10 and service professionals, I was on the Facebook Marketplace looking at pictures
11 of items that people were selling, sort of like an online garage sale. Between the
12 pictures of the advertised items there are sponsored advertisements. On occasion, I
13 accidentally clicked on a sponsored advertisement by mistake. I think that may
14 have been how my contact information wound up with HomeAdvisor. However, I
15 never filled out any form or request indicating I was interested in a contractor
16 contacting me.

17 9. A true and correct copy of a text that I received from HomeAdvisor on
18 Thursday, May 2, 2019, is appended as **Attachment B**. I received this after the
19 representative with HomeAdvisor told me she had placed a note on my account
20 that I did not want further contact. I have no idea why HomeAdvisor sent me this
21 text message.

22
23 I declare under penalty of perjury that the foregoing is true and correct to the
24 best of my knowledge.

25
26 Dated: MAY 28, 2019


Joanna Sawicz



+1 (855) 790-0782

Text Message
Tue, Apr 23, 4:25 PM

Excited for your future Vivint System? Us too! Free Install upon signup today with Code: **WHYWAIT** Call us at 1 (866) 955-9616. Text STOP to unsubscribe from SMS.

Hi, it's Vivint. We missed you again. Call us at 1 866-955-9616 & use Promo: **FREESMS** for free installation upon sign up! Text STOP to unsubscribe from SMS.

ATTACHMENT A



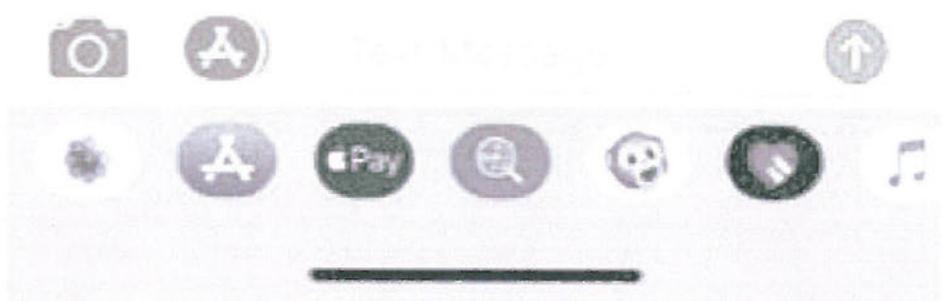
PX0017-0004



Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Text Message
Tue, Apr 23, 4:20 PM

Frank with Vivint here. I gave you a call in regards to the form you submitted on our Vivint website. I can help. Office: [800-583-1670](tel:800-583-1670) Opt 1, Ex 0143, Cell: [Redacted Pursuant to 16 C.F.R. § 4.2\(c\)\(3\)](tel:Redacted), E: [Redacted Pursuant to 16 C.F.R. § 4.2\(c\)\(3\)@vivint.com](mailto:Redacted@vivint.com)





517-81 >

Text Message
Thursday 3:35 PM

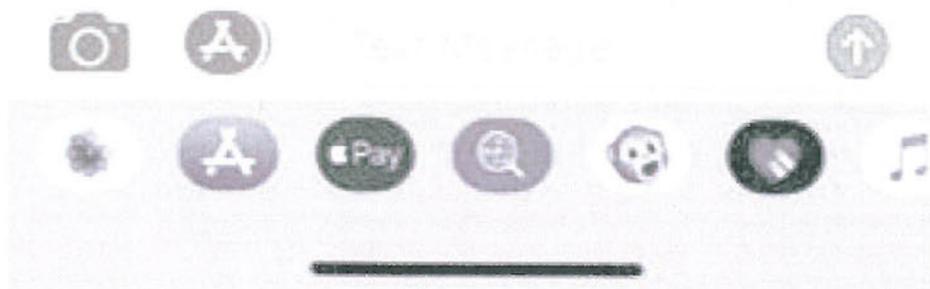
Hello from HomeAdvisor! A1 Infinity ... is interested in your project! View details to accept their invite: <http://www.smgc.co/s4c7d>

Thanks for using HomeAdvisor! Reply STOP to end. Reply HELP or call [800-266-8722](tel:800-266-8722).
Msg&data rates may apply.



This message confirms that you have unsubscribed from text alerts. Reply START to resubscribe.

Attachment B



PX0018

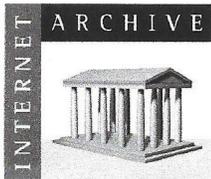


www.archive.org
415.561.6767
415.840-0391 e-fax

Internet Archive
300 Funston Avenue
San Francisco, CA 94118

DECLARATION OF DUNCAN HALL

1. I am a Records Request Processor at the Internet Archive, located in San Francisco, California. I make this declaration of my own personal knowledge.
2. The Internet Archive is a website that provides access to a digital library of Internet sites and other cultural artifacts in digital form. Like a paper library, we provide free access to researchers, historians, scholars, and the general public. The Internet Archive has partnered with and receives support from various institutions, including the Library of Congress.
3. The Internet Archive has created a service known as the Wayback Machine. The Wayback Machine makes it possible to browse more than 450 billion pages stored in the Internet Archive's web archive. Visitors to the Wayback Machine can search archives by URL (i.e., a website address). If archived records for a URL are available, the visitor will be presented with a display of available dates. The visitor may select one of those dates, and begin browsing an archived version of the Web. Links on archived files in the Wayback Machine point to other archived files (whether HTML pages or other file types), if any are found for the URL indicated by a given link. For instance, the Wayback Machine is designed such that when a visitor clicks on a hyperlink on an archived page that points to another URL, the visitor will be served the archived file found for the hyperlink's URL with the closest available date to the initial file containing the hyperlink.
4. The archived data made viewable and browseable by the Wayback Machine is obtained by use of web archiving software that automatically stores copies of files available via the Internet, each file preserved as it existed at a particular point in time.
5. The Internet Archive assigns a URL on its site to the archived files in the format `http://web.archive.org/web/[Year in yyyy][Month in mm][Day in dd][Time code in hh:mm:ss]/[Archived URL]` aka an "extended URL". Thus, the extended URL `http://web.archive.org/web/19970126045828/http://www.archive.org/` would be the URL for the record of the Internet Archive home page HTML file (`http://www.archive.org/`) archived on January 26, 1997 at 4:58 a.m. and 28 seconds (1997/01/26 at 04:58:28). The date indicated by an extended URL applies to a preserved instance of a file for a given URL, but not necessarily to any other files linked therein. Thus, in the case of a page constituted by a primary HTML file and other separate files (e.g., files with images, audio, multimedia, design elements, or other embedded content) linked within that primary HTML file, the primary HTML file and the other files will each have their own respective extended URLs and may not have been archived on the same dates.
6. Attached hereto as Exhibit A are true and accurate copies of screenshots of the Internet Archive's records of the archived files for the URLs and the dates specified in the attached coversheet of each printout.



7. I declare under penalty of perjury that the foregoing is true and correct.

DATE: Jan 10, 2022


Duncan Hall

EXHIBIT A

<https://web.archive.org/web/20140111022812/https://pro.homeadvisor.com/>



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- **Connect with the Targeted Prospects You Need to Succeed**
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Our lead management tools keep you organized and in touch with the homeowners you need to grow your business.



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How will HomeAdvisor generate the right customers for service professionals?

While you're on the job, HomeAdvisor is finding qualified customers for you. We spend millions of dollars driving consumers to our Web site and educating them for you. We use the power of the Internet to expand your word-of-mouth advertising and build a whole new customer base for you.

What does HomeAdvisor Certified mean?

The HomeAdvisor Certified seal of approval tells customers that you're one of the best. We have the most thorough qualification system in the industry. All of our certified members have their required licensing, insurance, and bonding; have clean credit and legal histories; and have a minimum of three satisfied customer ratings from current HomeAdvisor customers.

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What does HomeAdvisor consider most important?

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What does HomeAdvisor Certified mean?

The HomeAdvisor Certified seal of approval tells customers that you're one of the best. We have the most thorough qualification system in the industry. All of our certified members have their required licensing, insurance, and bonding; have clean credit and legal histories; and have a minimum of three satisfied customer ratings from current HomeAdvisor customers. All of our certified members have their required licensing, have clean credit and legal histories, and have a minimum of three satisfied customer ratings from current HomeAdvisor customers.

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Cost of Joining

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How do I update invoice after sending?

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How do I check the status of an invoice?
How do I update invoice after sending?
An EasyPay customer paid me a different way, how do I update the EasyPay lead?
What is the processing rate for using EasyPay?

Other Questions

If you cannot find the answer to your question, please send us an e-mail at customerservice@HomeAdvisor.com.

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About HomeAdvisor

Why should service professionals be confident that HomeAdvisor knows how to help their business?

We've compiled project information from many industry-recognized sources so that we provide you with the right information about the job. We have grown by merging with existing local companies across the country, so HomeAdvisor is built upon a reliable network of service professionals with a track record. These companies give us a base of experience stretching back as far as 1980.

How long has HomeAdvisor been doing this?

HomeAdvisor was founded in December 1998, although our acquired local companies give us experience dating back 20 years.

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How HomeAdvisor Works

How do consumers use the HomeAdvisor site?

The entire process is intuitive for customers, takes mere minutes, and virtually hassle-free. In order to quickly find the best local service professionals, customers submit a brief description of their service needs using the HomeAdvisor interview on the Web site. The completed service profile provides customers with prompt access to a wealth of information about their projects (such as the scope of the project, type of materials required, and helpful hints on how to work with a service professional). HomeAdvisor then uses the completed service profile to connect customers with multiple HomeAdvisor service professionals that can best complete their project.

How does HomeAdvisor benefit consumers?

HomeAdvisor finds, matches, qualifies and connects customers with current service needs with the right local service professional for the job.

HomeAdvisor customers will benefit in many ways:

- They can find service professionals for over 450 types of work
- They learn valuable facts about their project as they create the service request
- They have access to expert advice in the HomeAdvisor Web site communities

- They have access to expert advice in the HomeAdvisor Web site communities
- They find reputable, reliable service professionals whom they can trust
- They choose between the service professionals based on a wide variety of background information, including neighbor-provided ratings and reviews and the company's Web site.

How much work can service professionals expect HomeAdvisor to generate?

We make no guarantee. As soon as a consumer submits a Service Request that matches your work preferences, we'll contact you. You can receive more leads by broadening your work preferences. You can also increase your chances at winning jobs by consistently doing quality work so your customer Ratings and Reviews will be superior.

How many leads can agents expect HomeAdvisor to generate?

We make no guarantee. As soon as a consumer submits a request that matches your preferences, we'll contact you. You can also increase your chances at winning business by consistently providing quality services so your customer Ratings and Reviews will be superior.

Does HomeAdvisor follow up with the customer to check on a service professional's work?

Yes. We always follow up after we refer you. We will ask the customer if they received their estimate in a reasonable amount of time, if they are happy with your work, prices, cleanliness, and professionalism. This information will be presented to customers so that you can distinguish your business from others on our Web site. Yes. We always follow up after we refer you. We will ask the customer if they are happy with your service, prices, and professionalism. This information will be presented to customers so that you can distinguish your business from others on our Web site.

Will HomeAdvisor cancel a service professional's member status upon receiving a customer complaint?

No. We recognize that there are two sides to every story. However, when we receive negative customer feedback, we will contact you. We want to provide you with the opportunity to satisfy your customers, even when you may not realize the customer had a complaint. HomeAdvisor considers every element of constructive customer feedback valuable as we collectively strive to deliver outstanding customer service.

Will HomeAdvisor give service professionals feedback?

You can review your customer ratings at any time.

What happens if service professionals go on vacation?

You can turn HomeAdvisor's service on or off at any time by adjusting your profile. You can set our matching engine to turn back on at a specified date in the future.

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Benefits of Joining

Can HomeAdvisor increase a service professional's profits?

Absolutely. You won't have to waste your time with customers who just window-shop. HomeAdvisor allows you to spend your time with the right "ready-to-buy" customers. We do our best to fully educate customers about the scope, cost, and timing of their projects. Then we'll match them with you, based on your preferences for job type and location. Absolutely. You won't have to waste your time with customers who just window-shop. HomeAdvisor allows you to spend your time with the right "ready-to-buy" customers. We do our best to fully educate customers. Then we'll match them with you, based on your preferences for job type and location.

How will HomeAdvisor generate the right customers for service professionals?

While you're on the job, HomeAdvisor is finding qualified customers for you. We spend millions of dollars driving consumers to our Web site and educating them for you. We use the power of the Internet to expand your word-of-mouth advertising and build a whole new customer base for you.

[to top](#)

Cost of Joining

How much will it cost for me to be a member of the HomeAdvisor network?

With HomeAdvisor, you specify the type of work you do and the geography you serve. HomeAdvisor provides you with new customer leads that match your requirements and you pay a nominal fee for each lead you match to. Different sized jobs have different Lead Fees. For more details, or to join the HomeAdvisor network call (877) 800-3177. The Insurance Directory Service is offered at a low monthly subscription fee. No back-end win fees or per lead charges.

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What HomeAdvisor Expects of Service Professionals

Does HomeAdvisor require service professionals to conduct business in a certain way?

We expect you to conduct yourself in the same professional manner in which you treat all of your customers. We expect you to represent your company and ours in the most professional way so that the customer will call both of us back and refer us to others.

What does HomeAdvisor consider most important?

Communication is extremely important. We expect you to return all calls promptly. We expect you to confirm with the customer that you fully understand what they are asking you to do. Be sure the customer understands delays such as back-ordered materials or weather that can prolong the job. Also, review your guarantees with the customer before starting the job.

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EasyPay

How do I create an invoice?

EasyPay invoices can be created by navigating to the [Active Lead Pipeline](#). EasyPay Leads are marked with a blue card icon. In the details section, click on create invoice. Invoices can also be created navigating to [EasyPay Invoices](#) under Account. EasyPay Leads will appear at the top of the page after the appointment date.

How do I check the status of an invoice?

Once you create an invoice, it will appear in [EasyPay Invoices](#) with its current status.

How do I update invoice after sending?

If you need to update the invoice amount after sending it to the consumer, navigate the [Active Lead Pipeline](#) and click on the EasyPay Lead for the invoice you need to update. Click on View Invoices and then Edit and Resubmit Invoice. You can change the invoice amount, message, or attachments.

An EasyPay customer paid me a different way, how do I update the EasyPay lead?

If you accept payment from an EasyPay customer directly such as cash or check, you can update lead by clicking Mark Paid in [EasyPay Invoices](#).

What is the processing rate for using EasyPay?

Credit card processing and convenience fees are a low 2.99% per transaction. Funds will be disbursed to the account of your choice within 2 business days of the fund settlement.

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Other Questions

If you cannot find the answer to your question, please send us an e-mail at customerservice@homeadvisor.com.

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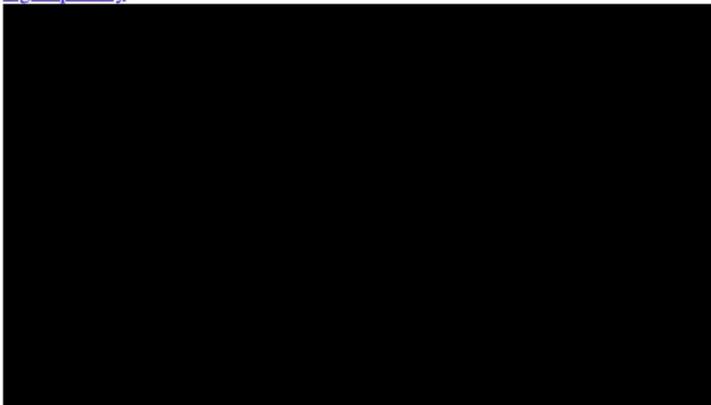
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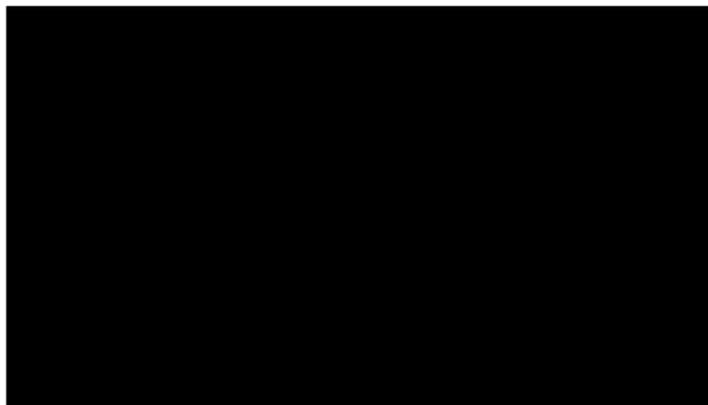
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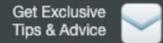
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Q. Do I only pay for the jobs I win?

A. No, HomeAdvisor does not provide or guarantee jobs. You will be charged for each lead you receive, whether or not you ultimately win the job, and regardless of whether the customer hires any pro to complete the job.

Q. What is a spend target?

A. Your spend target is an estimated monthly amount that you would like HomeAdvisor to try to meet when sending you leads. The spend target is not a cap, but rather an estimated goal of monthly lead spend, and will be split between Exact Match Leads and Market Match (ProFinder) leads. If you pause or turn off your leads, when you turn them back on, a new monthly spend target cycle may be created, such that it is possible your monthly spend target could be exceeded in less than one calendar month. Additionally, your exact spend target may be exceeded in the normal course of events for multiple reasons, including by a lead or two because our matching algorithm will send a lead up until the precise point your spend target is exceeded (i.e. if your spend target is \$500, and you are currently at \$480, you may still receive a lead valued at \$40, at which point you would not receive any more leads as you would have exceeded \$500). We also may allow you to exceed your Exact Match spend target by 3x, because customers are calling specifically for you and we do not want to turn them away, or for you to lose these highly targeted leads. Please review your invoices regularly to ensure that you are satisfied with your spend target as set.

Q. Do all leads count towards my spend target?

A. No, HomeAdvisor offers several types of highly targeted leads that do not count towards your spend target. These include Instant Booking, Instant Connect, and Job Opportunity leads.

Q. Are Instant Booking, Instant Connect, Exact Match and Job Opportunity leads calculated the same as Market Match (ProFinder) leads?

A. No; due to the fact that a consumer is seeking specifically to contact you, these leads are 1.5x as much as Market Match (ProFinder) leads. For the same reason, Exact Match leads are also 1.5x as Market Match (ProFinder) leads.

Q. Are Instant Booking, Instant Connect, Exact Match, and Job Opportunity leads exclusive leads?

A. No; a consumer may elect to reach more than one pro via any of these methods, however, they will have specifically asked to connect with you if you are matched through these types of leads.

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Q. What is mHelpDesk?

A. Your annual Membership Fee paid to HomeAdvisor will include a one-month subscription with mHelpDesk (unless you opt out), a cloud-based field service software solution. After the first month of your subscription with mHelpDesk, unless you cancel, you will automatically be charged a monthly subscription fee for your continuing mHelpDesk subscription. You may opt out of an initial or continuing subscription with mHelpDesk by making a request to a HomeAdvisor Sales or Customer Care representative at the time of your enrollment with HomeAdvisor, or by contacting mHelpDesk.

Q. How much do leads cost?

A. The price of our service requests varies by the type of request and the location of the request. Once enrolled, you can see the current price of leads for the tasks and areas for which you are profiled by logging into your HomeAdvisor Pro account. To learn more based on your specific situation, start your sign up today by clicking the link below.

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Right this way >

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How It Works

Over 30 million homeowners have trusted HomeAdvisor to help them find quality pros with the expertise to turn their home improvement dreams into reality. It's just one of the reasons you can depend on us to bring you highly targeted prospects that will grow your business. Getting started is easy. Sign up today and let us help you grow your business, one homeowner at a time.

[Sign Up Today](#)

You're In Control

Only Get the Leads You Want

You pick your service types and location preferences and we bring you prospects that match what you want.

You Set Your Budget

Actively manage your budget by modifying your spend targets. Our flexible online account settings put you in control, 24/7.

Win Jobs, Grow Your Business

From lead management tools to informative content, HomeAdvisor gives you what you need to win lifelong customers and grow your business.

Frequently Asked Questions

Q. How does HomeAdvisor work?

A. First we find homeowners looking for help completing home projects and collect information about their project. Our patented ProFinder technology then identifies relevant professionals, taking into account our pros' availability, service type and location preferences. When we have a match, we send the homeowner's information to the matched pro(s) instantly so that he/she/they can contact the consumer to try and win the job.

Q. Do I only pay for the jobs I win?

A. No, HomeAdvisor does not provide or guarantee jobs. You will be charged for each lead you receive, whether or not you ultimately win the job, and regardless of whether the customer hires any pro to complete the job.

Q. What is a spend target?

A. Your spend target is an estimated monthly amount that you would like HomeAdvisor to try to meet when sending you leads. The spend target is not a cap, but rather an estimated goal of monthly lead spend, and will be split between Exact Match Leads and Market Match (ProFinder) leads. If you pause or turn off your leads, when you turn them back on, a new monthly spend target cycle may be created, such that it is possible your monthly spend target could be exceeded in less than one calendar month. Additionally, your exact spend target may be exceeded in the normal course of events for multiple reasons, including by a lead or two because our matching algorithm will send a lead up until the precise point your spend target is exceeded (i.e. if your spend target is \$500, and you are currently at \$480, you may still receive at Lead valued at \$40, at which point you would not receive any more leads as you would have exceeded \$500). We also may allow you to exceed your Exact Match spend target by 3x, because customers are calling specifically for you and we do not want to turn them away, or for you to lose these highly targeted leads. Please review your invoices regularly to ensure that you are satisfied with your spend target as set.

Q. Do all leads count towards my spend target?

A. No, HomeAdvisor offers several types of highly targeted leads that do not count towards your spend target. These include Instant Booking, Instant Connect, and Job Opportunity leads.

Q. Are Instant Booking, Instant Connect, Exact Match and Job Opportunity leads calculated the same as Market Match (ProFinder) leads?

A. No; due to the fact that a consumer is seeking specifically to contact you, these leads are 1.5x as much as Market Match (ProFinder) leads. For the same reason, Exact Match leads are also 1.5x as Market Match (ProFinder) leads.

Q. Are Instant Booking, Instant Connect, Exact Match, and Job Opportunity leads exclusive leads?

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Q. How much control do I have over the leads I receive?

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Q. Do you offer any tools to manage my leads?

A. Yes. We offer a robust, user-friendly system that lets you categorize and organize your leads, keep track of communications, and connect with prospects via phone or email with the touch of a button. Our mobile app also lets you take these tools on the road to help you stay on top of your pipeline. And best of all, these tools are all free for our customers.

Q. What is mHelpDesk?

A. Your annual Membership Fee paid to HomeAdvisor will include a one-month subscription with mHelpDesk (unless you opt out), a cloud-based field service software solution. After the first month of your subscription with mHelpDesk, unless you cancel, you will automatically be charged a monthly subscription fee for your continuing mHelpDesk subscription. You may opt out of an initial or continuing subscription with mHelpDesk by making a request to a HomeAdvisor Sales or Customer Care representative at the time of your enrollment with HomeAdvisor, or by contacting mHelpDesk.

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Ready to Let Us Help You Grow Your Business?

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Get Exclusive Tips & Advice



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How does HomeAdvisor work for contractors?

HomeAdvisor connects contractors with homeowners who are ready to hire pros for their home projects — giving you access to targeted leads for your business. Simply choose the services you offer and the locations you serve, and we'll match you with homeowners looking to start projects in those areas. We give you the tools you need to connect with homeowners and win the job.

[Get Started](#)

You're in control

Get leads that fit your business

Choose your service types and location preferences, and we'll connect you with homeowners seeking those services in those locations.

Set your spend target on your terms

Change your spend target any time to help meet your needs. Our flexible online account settings give you control 24/7.

Win jobs and grow your business

From lead management to online marketing and more — get the tools you need to win potential lifelong customers and grow your business.

Frequently Asked Questions

Q. How much control do I have over the leads I receive?

Our online account settings give you control, 24/7. You can define your service and ZIP Code preferences to make sure you receive the types of requests you want. Additionally, you can modify your spend target at any time. You can also specify when you're busy to further narrow your preferences when you have a full schedule, but still want to keep an active project pipeline. [Sign up today to learn more.](#)

Q. Do you offer any tools to manage my leads?

Yes. We offer a robust, user-friendly system that lets you categorize and organize your leads, keep track of communications, and connect with prospects via phone or email with the touch of a button. Our mobile app also lets you take these tools on the road to help you stay on top of your pipeline.

Q. How much does HomeAdvisor charge per lead?

What you'll pay for a lead varies by the type of work you do. Regional costs can also impact price. When you call to join, we'll review the current price of leads for tasks in your area. To learn more about available leads near you, [start your sign up today](#).

Q. What is a spend target?

Your spend target is an estimated 28-day period dollar amount that you would like HomeAdvisor to try to meet when sending you leads. The spend target is not a hard cap, but rather an estimated goal of monthly spend. Instant Booking leads and all Job Opportunity leads are charged outside of your spend target. It is possible to exceed your spend target. Please review your invoices regularly to make sure that you're satisfied with your current spend target.

Q. Do I only pay for the jobs I win?

No, HomeAdvisor does not provide or guarantee jobs. You will be charged for each lead you receive, whether or not you ultimately win the job, and regardless of whether the customer hires any pro to complete the job.

Q. How do HomeAdvisor Badges work?

HomeAdvisor Badges are a great way to set yourself apart from the competition, boost staff morale and effectively market your business. They recognize everything from licensing and certification to high-quality work, and each badge has a different set of qualifications to win. When you win a badge, you can display it on your website and HomeAdvisor profile so homeowners can see your achievement.

Q. What is a HomeAdvisor Elite Service Pro?

This is a type of badge. HomeAdvisor pros earn the Elite Service Pro badge with an overall customer service rating of 4.5 or better. These pros have at least five reviews with a five-star rating, among other qualifications.

Q. How do I join?

Simply tap [sign up](#).

Already a member? Visit our [Pro Help Center](#) to learn more about [your leads](#) and [your spend target](#).

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> How much do leads cost?

> How do I manage my leads?

> Will my directory listing show up on other sites too?

> How do I join?

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TESTIMONIALS

ADAM CAROLLA'S TIPS

FAQ

More Homeowners Choose HomeAdvisor

Over 45 million homeowners have trusted HomeAdvisor to find a local pro.



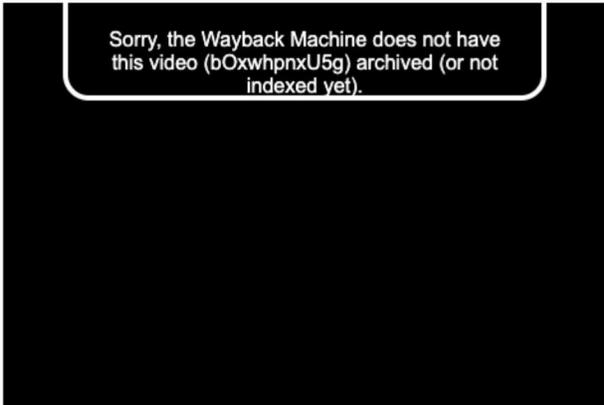
500K+ service requests every month



180K+ home service pros in our network



5MM+ reviews submitted by homeowners



Grow Your Business

Want to reach new homeowners in your area? HomeAdvisor helps you connect with exactly the customers you want to serve.

[CALL US: \(855\) 801-6255](tel:8558016255)

The All-In-One Solution for Every Business

Get all the lead management, customer service and marketing tools you need to connect with customers and win more jobs!



Get all this for just **\$28.99 per month!** Plus the cost of leads*.

*Membership billed annually. Individual lead prices vary based on service type and location.



Win Jobs

with Pro Leads

Receive exactly the type and amount of new business leads you want.

[> Learn More](#)



Be Found

with LiveDirectory

Get in front of ready-to-hire homeowners seeking your skills and expertise.

[> Learn More](#)



Stand Out

with an Online Public Profile

Create an online profile that makes it clear you're the best pro for the job.

[> Learn More](#)



Build Trust

with Verified Ratings and Reviews

Inspire trust in new customers with honest reviews from past customers.

[> Learn More](#)



Boost Credibility

with HomeAdvisor's Seal of Approval

Display proof that you've passed HomeAdvisor's pre-screening processes.

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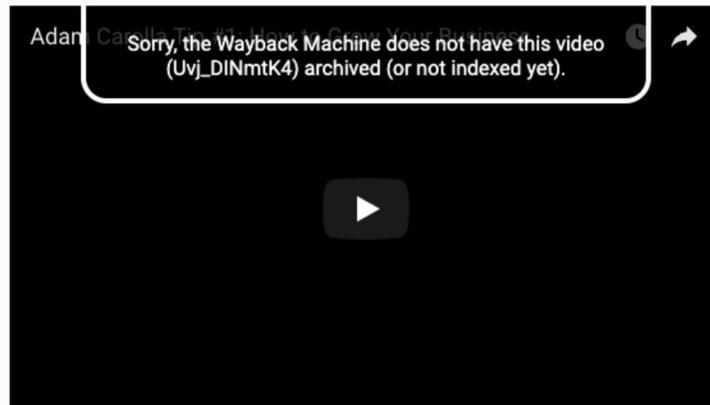
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with our Mobile App

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Hear it From Adam Carolla



How to Grow Your Business



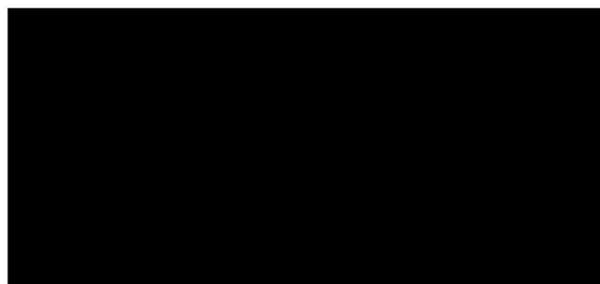
Why Pros Love HomeAdvisor

"HomeAdvisor has absolutely been a game changer for me. The day that I signed up changed everything for my business."



Jake M. – Skyline Carpet Cleaning
Member since December 2009

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Frequently Asked Questions

> How does HomeAdvisor work?

It's as easy as 1-2-3!

1. Homeowners seeking home service professionals tell us about their projects.
2. We use our ProFinder technology to match them with qualified local pros.
3. They choose to connect with pros via phone, email or booked appointment.

> How will I benefit from HomeAdvisor Pro membership?

When you're a HomeAdvisor Pro member, HomeAdvisor matches you with homeowners actively seeking the services you provide in your area — making it easier than ever to connect with new customers and win more jobs. You'll also get a listing in our online directory, a business profile page on our website, access to helpful business management and marketing tools, and qualified new business opportunities (Pro Leads) to keep your pipeline full.

> How much control do I have over the leads I receive?

With Pro Leads, you have full control over the type and volume of business opportunities you receive from HomeAdvisor. That means that you turn your leads off when you're too busy to take new jobs and ask for more leads when your schedule's light.

> How much do leads cost?

Individual lead prices vary based on service type and location. You'll be charged only for qualified leads matching your exact specifications, so you set the budget and the pace.

To learn how much leads will cost your business please email or call us at 855-801-6255.

> How do I manage my leads?

With HomeAdvisor Pro membership, you'll get access to a mobile app and online leads management tool that makes it easy to organize leads, track calls and reporting, and connect with customers on the go. We also offer mobile office management software that helps you create invoices and get paid faster.

> Will my directory listing show up on other sites too?

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> How do I join?

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CALL US: (855) 801-6255



Questions?

Email Us: directorymembership@homeadvisor.com

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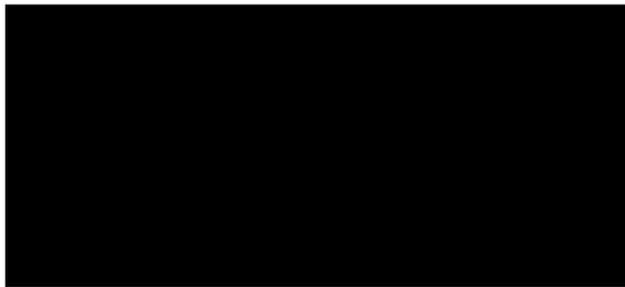
Over 200,000 home service pros in our network



A new project request is submitted **every 2 seconds**

GROW YOUR BUSINESS

Want to reach new homeowners in your area? HomeAdvisor helps you connect with exactly the customers you want to serve.



GET STARTED: (877) 313-4090



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for every business

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As a screened and approved pro you get to take advantage of these benefits



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Receive exactly the type and volume of new business leads you want with **Pro Leads**.

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Get in front of ready-to-hire homeowners with HomeAdvisor's **Live Directory**.

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Display **Verified Ratings and Reviews** on your public profile to attract more customers.

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Member since September 2012

"My experience has been exceptional and my return on investment is great."



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When you're a HomeAdvisor Pro member, HomeAdvisor matches you with homeowners actively seeking the services you provide in your area — making it easier than ever to connect with new customers and win more jobs. You'll also get a listing in our online directory, a business profile page on our website, access to helpful business management and marketing tools, and qualified new business opportunities (Pro Leads) to keep your pipeline full.

> How much control do I have over the leads I receive?

With Pro Leads, you have full control over the type and volume of business opportunities you receive from HomeAdvisor. That means that you turn your leads off when you're too busy to take new jobs and ask for more leads when your schedule's light.

> How much do leads cost?

Individual lead prices vary based on service type and location. You'll be charged only for qualified leads matching your exact specifications, so you set the budget and the pace.

To learn how much leads will cost your business please email or call us at 877-313-4090.

> How do I manage my leads?

With HomeAdvisor Pro membership, you'll get access to a mobile app and online leads management tool that makes it easy to organize leads, track calls and reporting, and connect with customers on the go. We also offer mobile office management software that helps you create invoices and get paid faster.

> **Will my directory listing show up on other sites too?**

Yes! As a HomeAdvisor Pro member, you'll be listed on all of the websites included in our Exclusive Partner Network — including Realtor.com, This Old House and more.

> **How do I join?**

Call us directly at 877-313-4090



QUESTIONS?

Email Us: joinhomeadvisor@homeadvisor.com

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<https://web.archive.org/web/20181113195426/https://www.homeadvisor.com/rfs/enroll/spPostEnrollLeadsDetails.jsp>

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Call Today! **1-877-564-8154**

Targeted Leads in Your Service Area

[Home](#) [Leads](#) [Websites](#) [Mobile](#) [Get Started](#)

Targeted Leads

Have you ever wished you could orchestrate where your marketing dollars go - down to the penny? And, that it would be easy to set-up and manage? Well, now you can. With HomeAdvisor, you choose specific types of work and zip codes you *want to serve*. It's that simple.

The stats tell the story:

- We've connected more than 15 million consumers to businesses like yours.
- 17.8 Billion online searches for local service businesses each month.
- 54% of Americans use the internet as a replacement for the yellow pages.

Market Match



Consumers come to HomeAdvisor.com and give us detailed info about their project. We match that info with your work and area preferences, and connect you with homeowners that match your needs.

[Get Started](#)

Market Match Features

- Target leads by specific type of work
- Target leads by areas you want to work in
- Set your own monthly budget
- Change your account preferences 24/7
- Leads are sent to you and up to three other pros
- Free online business profile page
- HomeAdvisor Seal of Approval for use in all your marketing materials
- Consumer ratings & reviews only from consumers matched to you through us
- Appointment scheduling
- Email reminders to prospects

[Get Started](#)
[Get a Consultation](#)

Exact Match



Get your name out there on the most searched internet sites and business directories. We do more to promote your business online than anyone. And, you'll only pay for leads when a consumer views your business profile and then decides they want to connect with you.

[Get Started](#)

Exact Match Features

- Target leads by specific type of work
- Target leads by areas you want to work in
- Set your own monthly budget
- Change your account preferences 24/7
- Consumers view your free online profile first and choose to connect with you (and up to 3 other pros)
- HomeAdvisor Seal of Approval for use in all your marketing materials
- Consumer ratings & reviews only from consumers matched to you through us
- Appointment scheduling
- Email reminders to prospects

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PX0019

DECLARATION OF AMY BRANNON-QUALE
Pursuant to 28 U.S.C. § 1746

I, Amy Brannon-Quale, declare as follows:

1. I am an investigator assigned with the Federal Trade Commission's ("FTC") Northwest Regional Office. The following facts are known to me personally, and if called as a witness, I could and would competently testify thereto.

2. I have been assigned to work on the FTC's investigation of HomeAdvisor, Inc. ("HomeAdvisor"), also doing business as Angi Leads, also doing business as HomeAdvisor Powered by Angi.

WEBSITES

3. During the course of my investigation, I visited <http://pro.homeadvisor.com> and completed several website captures of the graphics and text on the website, as described in Paragraphs 4 through 10 below. To complete the captures, I created a .pdf file of each webpage using Adobe Pro, making a complete copy of each webpage as it appeared at the time of viewing. Where I opened the webpage using Chrome, each page of the .pdf file appears with the URL I captured at the bottom left, the title of the web page at the top center, the date and time of the capture at the top left, and page numbers of the capture at the bottom right. Where I opened the webpage using Internet Explorer, each page of the .pdf file appears with the URL I captured at the bottom left, the title of the web page at the top left, the date and time of the capture at the bottom center, and page numbers of the capture at the bottom right.

4. Attached as Attachment 1 (FTC_HOMEADVISOR0008969) is a true and correct copy of a website capture from <https://pro.homeadvisor.com>, a publicly-available website. On October 7, 2021, I visited the website using Chrome and took this capture using Adobe Pro, as described in Paragraph 3.

5. Attached as Attachment 2 (FTC_HOMEADVISOR0008966-FTC_HOMEADVISOR0008968) is a true and correct copy of a website capture from <https://pro.homeadvisor.com/help/faqs/>, a publicly-available website. On October 7, 2021, I

visited the website using Chrome and took this capture using Adobe Pro, as described in Paragraph 3.

6. Attached as Attachment 3 (FTC_HOMEADVISOR0008934-FTC_HOMEADVISOR000 8935) is a true and correct copy of a website capture from <https://www.homeadvisor.com/rfs/enroll/spPostEnrollLeadsDetails.jsp>, a publicly-available website. On December 17, 2021, I visited the website using Internet Explorer and took this capture using Adobe Pro, as described in Paragraph 3.

7. Attached as Attachment 4 (FTC_HOMEADVISOR0008938-FTC_HOMEADVISOR0008965) is a true and correct copy of a website capture from <https://legal.homeadvisorpros.com/#pro-terms-and-conditions>, a publicly-available website. On December 17, 2021, I visited the website using Chrome and took this capture using Adobe Pro, as described in Paragraph 3.

8. Attached as Attachment 5 (FTC_HOMEADVISOR0008933) is a true and correct copy of a website capture from <https://www.homeadvisor.com/spa/zip>, a publicly-available website. On January 7, 2022, I visited the website using Chrome and took this capture using Adobe Pro, as described in Paragraph 3.

9. On January 7, 2022, I visited <https://pro.homeadvisor.com/how-it-works/>, a publicly-available website, which contained graphics, text, and a video. Attached as Attachment 6 (FTC_HOMEADVISOR0008970-FTC_HOMEADVISOR0008972) is a true and correct copy of a static webpage capture reflecting the graphics and text from the website. On January 7, 2022, I visited this website using Chrome and took this capture using Adobe Pro, as described in Paragraph 3. In addition, on January 7, 2022, I captured the video on this webpage using software called Camtasia. I have reviewed the video, which contains the following narration:

As a home service professional, you know finding new customers isn't easy. Sometimes you spend more time looking for work than doing work. You need something that makes finding your next customer simple. You need HomeAdvisor. HomeAdvisor is the number one marketplace for project-ready homeowners to

connect with pre-screened pros. In fact, a homeowner visits HomeAdvisor every five seconds looking for help, giving you a steady flow of new customers. And with HomeAdvisor's patented ProFinder technology, you're only matching to serious homeowners in your area. HomeAdvisor then instantly connects you over the phone, via email, or simply lets customers book an appointment on your calendar. At the same time, homeowners can read reviews and see your past work, giving them the confidence to hire you. Plus, only HomeAdvisor offers an all in one solution to track jobs, create invoices, and collect payments faster. Over 100,000 pros already rely on HomeAdvisor. Isn't it time you did too? Join HomeAdvisor today and start your next job tomorrow.

The video remains on HomeAdvisor's website as of the date of this declaration. My capture of the video (FTC_HOMEADVISOR0008973) can be provided to the Commission on request.

10. Attached as Attachment 7 (FTC_HOMEADVISOR0008936-FTC_HOMEADVISOR0008937) is a true and correct copy of a capture of <https://ir.angi.com/news-releases/news-release-details/angies-list-now-angi-new-way-help-people-love-where-they-live>, a publicly available website. On December 17, 2022, I visited the website using Chrome and took this capture using Adobe Pro, as described in Paragraph 3.

BETTER BUSINESS BUREAU OF DENVER COMPLAINTS

11. On July 18, 2019, the Better Business Bureau of Denver produced to my office records relating to complaints regarding HomeAdvisor. Attachments 8 through 37, described in Paragraphs 12 through 41 below, were each part of the July 18, 2019 production by the Better Business Bureau of Denver.

12. Attached as Attachment 8 (FTC_HOMEADVISOR0004834-FTC_HOMEADVISOR0004837) is a true and correct copy of a complaint (No. 11578253), dated July 22, 2016, from Scott Schafer to the Better Business Bureau of Denver.

13. Attached as Attachment 9 (FTC_HOMEADVISOR0004976-FTC_HOMEADVISOR0004978) is a true and correct copy of a complaint (No. 11721631), dated September 19, 2016, from Erin Parks to the Better Business Bureau of Denver.

14. Attached as Attachment 10 (FTC_HOMEADVISOR0005192-FTC_HOMEADVISOR0005193) is a true and correct copy of a complaint (No. 11902602), dated December 29, 2016, from Noam Simckes to the Better Business Bureau of Denver.

15. Attached as Attachment 11 (FTC_HOMEADVISOR0005228-FTC_HOMEADVISOR0005229) is a true and correct copy of a complaint (No. 11923547), dated January 7, 2017, from Gregory Getter to the Better Business Bureau of Denver.

16. Attached as Attachment 12 (FTC_HOMEADVISOR0005352) is a true and correct copy of a complaint, (No. 11989475) dated February 13, 2017, from Joel Weeks to the Better Business Bureau of Denver.

17. Attached as Attachment 13 (FTC_HOMEADVISOR0005653-FTC_HOMEADVISOR0005654) is a true and correct copy of a complaint (No. 12163027), dated May 18, 2017, from Chris Leibengood to the Better Business Bureau of Denver.

18. Attached as Attachment 14 (FTC_HOMEADVISOR0005730-FTC_HOMEADVISOR0005733) is a true and correct copy of a complaint (No. 12204896), dated Diane Gold-Rohde, from June 13, 2017 to the Better Business Bureau of Denver.

19. Attached as Attachment 15 (FTC_HOMEADVISOR0005765-FTC_HOMEADVISOR0005766) is a true and correct copy of a complaint (No. Case 12221432), dated June 22, 2017, from Andres Acosta Pilar to the Better Business Bureau of Denver.

20. Attached as Attachment 16 (FTC_HOMEADVISOR0007624-FTC_HOMEADVISOR0007625) is a true and correct copy of a complaint (No. 12321388), dated August 10, 2017, from Edward Ebert to the Better Business Bureau of Denver.

21. Attached as Attachment 17 (FTC_HOMEADVISOR0007880-FTC_HOMEADVISOR0007881) is a true and correct copy of a complaint (No. 12489236), dated November 6, 2017, from Emagene Quinnell to the Better Business Bureau of Denver.

22. Attached as Attachment 18 (FTC_HOMEADVISOR0007930-FTC_HOMEADVISOR0007931) is a true and correct copy of a complaint (No. 12537026), dated December 4, 2017, from Donald Harris to the Better Business Bureau of Denver.

23. Attached as Attachment 19 (FTC_HOMEADVISOR0007944-FTC_HOMEADVISOR0007945) is a true and correct copy of a complaint (No. 12547585), dated December 8, 2017, from Matthew Evans to the Better Business Bureau of Denver.
24. Attached as Attachment 20 (FTC_HOMEADVISOR0008023-FTC_HOMEADVISOR0008024) is a true and correct copy of a complaint (No. 12606806), dated January 10, 2018 from Chris Helbacka to the Better Business Bureau of Denver.
25. Attached as Attachment 21 (FTC_HOMEADVISOR0008192-FTC_HOMEADVISOR0008193) is a true and correct copy of a complaint (No. 12725240), dated March 8, 2018, from Theresa Schulz to the Better Business Bureau of Denver.
26. Attached as Attachment 22 (FTC_HOMEADVISOR0008284-FTC_HOMEADVISOR0008285) is a true and correct copy of a complaint (No. 12768874), dated March 31, 2018 from Wayne Gendron to the Better Business Bureau of Denver.
27. Attached as Attachment 23 (FTC_HOMEADVISOR0008480-FTC_HOMEADVISOR0008483) is a true and correct copy of a complaint (No. 12881873), dated May 30, 2018 from April Miller to the Better Business Bureau of Denver.
28. Attached as Attachment 24 (FTC_HOMEADVISOR0008583-FTC_HOMEADVISOR0008584) is a true and correct copy of a complaint (No. 12938687), dated June 28, 2018, from Boyd Frizzell to the Better Business Bureau of Denver.
29. Attached as Attachment 25 (FTC_HOMEADVISOR0006068-FTC_HOMEADVISOR0006069) is a true and correct copy of a complaint (No. 13073526), dated September 4, 2018 from Paul Klauer to the Better Business Bureau of Denver.
30. Attached as Attachment 26 (FTC_HOMEADVISOR0006234-FTC_HOMEADVISOR0006235) is a true and correct copy of a complaint (No. 13150359), dated October 14, 2018, from Zachary Palmer to the Better Business Bureau of Denver.
31. Attached as Attachment 27 (FTC_HOMEADVISOR0006293) is a true and correct copy of a complaint (No. 13175913), dated October 27, 2018, from Doug Shephard to the Better Business Bureau of Denver.

32. Attached as Attachment 28 (FTC_HOMEADVISOR0006509-FTC_HOMEADVISOR0006511) is a true and correct copy of a complaint (No. 13263270), dated December 13, 2018, from Alan Haney to the Better Business Bureau of Denver.

33. Attached as Attachment 29 (FTC_HOMEADVISOR0006556-FTC_HOMEADVISOR0006557) is a true and correct copy of a complaint (No. 13277093), dated December 20, 2018, from Kelli Hall to the Better Business Bureau of Denver.

34. Attached as Attachment 30 (FTC_HOMEADVISOR0006604-FTC_HOMEADVISOR0006606) is a true and correct copy of a complaint (No. 13300319), dated January 3, 2019, from Alan Stanley to the Better Business Bureau of Denver.

35. Attached as Attachment 31 (FTC_HOMEADVISOR0006711-FTC_HOMEADVISOR0006713) is a true and correct copy of a complaint (No. 13336739), dated January 20, 2019, from Jeanne Smolinski to the Better Business Bureau of Denver.

36. Attached as Attachment 32 (FTC_HOMEADVISOR0006990-FTC_HOMEADVISOR0006991) is a true and correct copy of a complaint (No. 13447710), dated March 16, 2019, from Taylor Hanley to the Better Business Bureau of Denver.

37. Attached as Attachment 33 (FTC_HOMEADVISOR0007056-FTC_HOMEADVISOR0007057) is a true and correct copy of a complaint (No. 13478009), dated March 29, 2019, from Maikel Suarez Pimienta to the Better Business Bureau of Denver.

38. Attached as Attachment 34 (FTC_HOMEADVISOR0007116-FTC_HOMEADVISOR0007717) is a true and correct copy of a complaint (No. 13486824), dated April 4, 2019, from David Johnson to the Better Business Bureau of Denver.

39. Attached as Attachment 35 (FTC_HOMEADVISOR0007316-FTC_HOMEADVISOR0007318) is a true and correct copy of a complaint (No. 13555802), dated May 13, 2019, from David O'Brien to the Better Business Bureau of Denver.

40. Attached as Attachment 36 (FTC_HOMEADVISOR0007378-FTC_HOMEADVISOR0007379) is a true and correct copy of a complaint (No. 13586856), dated May 29, 2019, from Katrina Stilwell to the Better Business Bureau of Denver.

41. Attached as Attachment 37 (FTC_HOMEADVISOR0007489-FTC_HOMEADVISOR0007490) is a true and correct copy of a complaint (No. 13632857), dated June 20, 2019, from Lisa Weiss to the Better Business Bureau of Denver.

WASHINGTON STATE ATTORNEY GENERAL'S OFFICE COMPLAINT

42. On August 3, 2021, the Washington State Attorney General's Office produced to my office records regarding a complaint regarding HomeAdvisor that it had received from Jerald Sargent. Attached as Attachment 38 (FTC_HOMEADVISOR0000001-FTC_HOMEADVISOR0000007) is a true and correct copy of these records.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: March, 10, 2022



Amy Brannon-Quale

Attachment 1

HomeAdvisor Pro is now Angi Leads. [Learn More](#) ✕

Questions? (844) 807-7818

HomeAdvisor POWERED BY Angi

Homeowners, looking for a quality pro? Right this way >

Home How It Works Success Stories Sign Up [Member Log in](#)

Helping You Grow Your Business One Homeowner at a Time

- Connect with the Targeted Prospects You Need to Succeed**

Tell us what you do and where, and we deliver prospects that meet your exact needs.

- Stay in Control and in Charge of Your Business**

You control your budget and lead preferences.

- Leap Ahead of the Competition to Win More Jobs**

Our lead management tools keep you organized and in touch with the homeowners you need to grow your business.



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Today's Requests

Requests Received:

0 0 9 1 8 6

[See Local Demand](#)

Success Stories

"HomeAdvisor is an integral part of our business that has helped us keep our job pipeline full at a fair price."

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[Success Stories](#)

How It Works



Learn how HomeAdvisor helps you connect with homeowners in your area.

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Homeowner Services

- ProFinder
- Pro Reviews
- Emergency Repairs
- Write a Review

Homeowner Resources

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- True Cost Guide
- Resource Center
- Refer a Pro
- Pros Near Me
- HomeSource Blog

For Service Professionals

- Log in
- Join Our Network
- Grow Your Business
- Pro Resource Center
- Contractor Leads
- National Accounts

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Attachment 2



Service Professional FAQ's

About Angi Leads

Why should service professionals be confident that Angi Leads knows how to help their business?
How long has Angi Leads been doing this?

How Angi Leads Works

How do consumers use the Angi Leads site?
How does Angi Leads benefit consumers?
How much work can service professionals expect Angi Leads to generate?
How many leads can agents expect Angi Leads to generate?
Does Angi Leads follow up with the customer to check on a service professional's work?
Will Angi Leads cancel a service professional's member status upon receiving a customer complaint?
Will Angi Leads give service professionals feedback?
What happens if service professionals go on vacation?

Benefits of Joining

Can Angi Leads increase a service professional's profits?
How will Angi Leads generate the right customers for service professionals?

Cost of Joining

How much will it cost for me to be a member of the Angi Leads network?

What Angi Leads Expects of Service Professionals

Does Angi Leads require service professionals to conduct business in a certain way?
What does Angi Leads consider most important?

EasyPay

How do I create an invoice?
How do I check the status of an invoice?
How do I update invoice after sending?
An EasyPay customer paid me a different way, how do I update the EasyPay lead?
What is the processing rate for using EasyPay?

Other Questions

If you cannot find the answer to your question, please send us an e-mail at customerservice@AngiLeads.com.

[< Back](#)

About Angi Leads

Why should service professionals be confident that Angi Leads knows how to help their business?

We've compiled project information from many industry-recognized sources so that we provide you with the right information about the job. We have grown by merging with existing local companies across the country, so Angi Leads is built upon a reliable network of service professionals with a track record. These companies give us a base of experience stretching back as far as 1980.

How long has Angi Leads been doing this?

Angi Leads was founded in December 1998, although our acquired local companies give us experience dating back 20 years.

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How Angi Leads Works

How do consumers use the Angi Leads site?

The entire process is intuitive for customers, takes mere minutes, and virtually hassle-free. In order to quickly find the best local service professionals, customers submit a brief description of their service needs using the Angi Leads interview on the Web site. The completed service profile provides customers with prompt access to a wealth of information about their projects (such as the scope of the project, type of materials required, and helpful hints on how to work with a service professional). Angi Leads then uses the completed service profile to connect customers with multiple Angi Leads service professionals that can best complete their project.

How does Angi Leads benefit consumers?

Angi Leads finds, matches, qualifies and connects customers with current service needs with the right local service professional for the job.

Angi Leads customers will benefit in many ways:

- They can find service professionals for over 450 types of work
- They learn valuable facts about their project as they create the service request
- They have access to expert advice in the Angi Leads Web site communities
- They find reputable, reliable service professionals whom they can trust
- They choose between the service professionals based on a wide variety of background information, including neighbor-provided ratings and reviews and the company's Web site.

How much work can service professionals expect Angi Leads to generate?

We make no guarantee. As soon as a consumer submits a Service Request that matches your work preferences, we'll contact you. You can receive more leads by broadening your work preferences. You can also increase your chances at winning jobs by consistently doing quality work so your customer Ratings and Reviews will be superior.

How many leads can agents expect Angi Leads to generate?

We make no guarantee. As soon as a consumer submits a request that matches your preferences, we'll contact you. You can also increase your chances at winning business by consistently providing quality services so your customer Ratings and Reviews will be superior.

Does Angi Leads follow up with the customer to check on a service professional's work?

Yes. We always follow up after we refer you. We will ask the customer if they received their estimate in a reasonable amount of time, if they are happy with your work, prices, cleanliness, and professionalism. This information will be presented to customers so that you can distinguish your business from others on our Web site. Yes. We always follow up after we refer you. We will ask the customer if they are happy with your service, prices, and professionalism. This information will be presented to customers so that you can distinguish your business from others on our Web site.

Will Angi Leads cancel a service professional's member status upon receiving a customer complaint?

No. We recognize that there are two sides to every story. However, when we receive negative customer feedback, we will contact you. We want to provide you with the opportunity to satisfy your customers, even when you may not realize the customer had a complaint. Angi Leads considers every element of constructive customer feedback valuable as we collectively strive to deliver outstanding customer service.

Will Angi Leads give service professionals feedback?

You can review your customer ratings at any time.

What happens if service professionals go on vacation?

You can turn Angi Leads's service on or off at any time by adjusting your profile. You can set our matching engine to turn back on at a specified date in the future.

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Benefits of Joining**Can Angi Leads increase a service professional's profits?**

Absolutely. You won't have to waste your time with customers who just window-shop. Angi Leads allows you to spend your time with the right "ready-to-buy" customers. We do our best to fully educate customers about the scope, cost, and timing of their projects. Then we'll match them with you, based on your preferences for job type and location. Absolutely. You won't have to waste your time with customers who just window-shop. Angi Leads allows you to spend your time with the right "ready-to-buy" customers. We do our best to fully educate customers. Then we'll match them with you, based on your preferences for job type and location.

How will Angi Leads generate the right customers for service professionals?

While you're on the job, Angi Leads is finding qualified customers for you. We spend millions of dollars driving consumers to our Web site and educating them for you. We use the power of the Internet to expand your word-of-mouth advertising and build a whole new customer base for you.

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Cost of Joining**How much will it cost for me to be a member of the Angi Leads network?**

With Angi Leads, you specify the type of work you do and the geography you serve. Angi Leads provides you with new customer leads that match your requirements and you pay a nominal fee for each lead you match to. Different sized jobs have different Lead Fees. For more details, or to join the Angi Leads network call (877) 800-3177. The Insurance Directory Service is offered at a low monthly subscription fee. No back-end win fees or per lead charges.

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What Angi Leads Expects of Service Professionals**Does Angi Leads require service professionals to conduct business in a certain way?**

We expect you to conduct yourself in the same professional manner in which you treat all of your customers. We expect you to represent your company and ours in the most professional way so that the customer will call both of us back and refer us to others.

What does Angi Leads consider most important?

Communication is extremely important. We expect you to return all calls promptly. We expect you to confirm with the customer that you fully understand what they are asking you to do. Be sure the customer understands delays such as back-ordered materials or weather that can prolong the job. Also, review your guarantees with the customer before starting the job.

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EasyPay**How do I create an invoice?**

EasyPay invoices can be created by navigating to the [Active Lead Pipeline](#). EasyPay Leads are marked with a blue card icon. In the details section, click on create invoice. Invoices can also be created navigating to [EasyPay Invoices](#) under Account. EasyPay Leads will appear at the top of the page after the appointment date.

How do I check the status of an invoice?

Once you create an invoice, it will appear in [EasyPay Invoices](#) with its current status.

How do I update invoice after sending?

If you need to update the invoice amount after sending it to the consumer, navigate the [Active Lead Pipeline](#) and click on the EasyPay Lead for the invoice you need to update. Click on View Invoices and then Edit and Resubmit Invoice. You can change the invoice amount, message, or attachments.

An EasyPay customer paid me a different way, how do I update the EasyPay lead?

If you accept payment from an EasyPay customer directly such as cash or check, you can update lead by clicking Mark Paid in [EasyPay Invoices](#).

What is the processing rate for using EasyPay?

Credit card processing and convenience fees are a low 2.99% per transaction. Funds will be disbursed to the account of your choice within 2 business days of the fund settlement.

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Other Questions

If you cannot find the answer to your question, please send us an e-mail at customerservice@homeadvisor.com.



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Targeted Leads

Have you ever wished you could orchestrate where your marketing dollars go - down to the penny? And, that it would be easy to set-up and manage? Well, now you can. With HomeAdvisor, you choose specific types of work and zip codes you *want to serve*. It's that simple.

Market Match



Consumers come to HomeAdvisor.com and give us detailed info about their project. We match that info with your work and area preferences, and connect you with homeowners that match your needs.

[Get Started](#)

Market Match Features

- Target leads by specific type of work
- Target leads by areas you want to work in
- Set your own monthly budget
- Change your account preferences 24/7
- Leads are sent to you and up to three other pros
- Free online business profile page
- HomeAdvisor Seal of Approval for use in all your marketing materials
- Consumer ratings & reviews only from consumers matched to you through us
- Appointment scheduling
- Email reminders to prospects

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Exact Match



Get your name out there on the most searched internet sites and business directories. We do more to promote your business online than anyone. And, you'll only pay for leads when a consumer views your business profile and then decides they want to connect with you.

[Get Started](#)

Exact Match Features

- Target leads by specific type of work
- Target leads by areas you want to work in
- Set your own monthly budget
- Change your account preferences 24/7
- Consumers view your free online profile first and choose to connect with you (and up to 3 other pros)
- HomeAdvisor Seal of Approval for use in all your marketing materials
- Consumer ratings & reviews only from consumers matched to you through us
- Appointment scheduling
- Email reminders to prospects

[Get Started](#)
[Get a Consultation](#)

The stats tell the story:

- We've connected more than 15 million consumers to businesses like yours.
- 17.8 Billion online searches for local service businesses each month.
- 54% of Americans use the internet as a replacement for the yellow pages.

[Find the Best Solution for My Business](#)

[Provide Feedback About This Page](#) | [Looking for Screened Pros?](#)


[About Us](#) | [Contact Us](#) | [National Accounts](#) | [Privacy Statement \(Updated\)](#) | [Terms](#)

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Attachment 4

Angi Leads Pro Legal Center

[Lead Credit Guidelines](#)

[Pro Terms & Conditions](#)

[Privacy Policy](#)

[Pro Project Advisor Agreement](#)

[SP Key Provisions](#)

[Background Check Disclosure](#)

Pro Terms & Conditions

Version 50.0 (Current) 

Effective September 9, 2021

[Download](#)

Welcome to HomeAdvisor d/b/a Angi Leads! This Agreement ("Agreement") governs your relationship with HomeAdvisor, Inc. In this Agreement, we will refer to you, the member Service Professional, and all of your d/b/a's, affiliates, agents, employees, representatives and subcontractors as "you," "SP," "Service Professional" or "member" and to HomeAdvisor, Inc. and its employees and agents as "we" or "us" or "Angi Leads". Other Service Professionals who have joined Angi Leads' network are referred to in this Agreement as "Service Professionals," "SPs," or "members." Unless otherwise stated, all terms and conditions set forth in this Agreement that apply generally to Service Professionals also apply to and bind you. References herein to the Angi Leads "Website" include any and all websites now, or hereafter, owned or operated by Angi Leads. **Material terms are bolded and underlined. This Agreement was last updated September 9, 2021.**

IMPORTANT NOTICE: THIS AGREEMENT CONTAINS A BINDING ARBITRATION PROVISION AND CLASS ACTION WAIVER. IT AFFECTS YOUR LEGAL RIGHTS AS DETAILED IN THE ARBITRATION AND CLASS ACTION WAIVER SECTION BELOW. PLEASE READ CAREFULLY.

1. What We Agree.

a. With Respect to Lead Purchasing Members.

- i. Angi Leads receives requests from homeowners, consumers, property managers, individuals and other persons ("customers") expressing interest in certain services relating to home improvement, repair, maintenance and other types of tasks and projects ("service requests"). These service requests from customers may be submitted directly or indirectly to Angi Leads by customers via the Angi Leads Website, the Angi AdsWebsite, telephone calls, third party websites or other means. In turn, Angi Leads may send you a communication about a customer's service request that contains information about what service has been requested and the customer's contact information (a "Lead"). We may also send your contact information to the customer. The information we provide about you will be based on the information you submit during the Company Profile Interview (which you may amend from time to time) and Customer Ratings & Reviews, and may be amended by Angi Leads from time to time. Leads may also be sent to other member service professionals based on the category of the service request.

- ii. We limit the number of Service Professionals that are matched to a customer. We do not guarantee to provide you any specific number of Leads, nor do we make guarantees, representations or warranties regarding a customer's level of interest, their desire to have work completed, their ability to pay you, the accuracy of the information provided by the customers, or that any customers will hire you to perform services, nor do we guarantee that you will successfully contact each customer. You may also be competing against Angi Leads, or its affiliates and its affiliates' service professionals, including Angi Ads and Handy, for the job. We are not involved in, nor do we have any responsibility for your contracts with customers, their creditworthiness, or any payments to you or any disputes they may have with you or you may have with them. Angi Leads is free to contract with other Service Professionals as this is not an exclusive contract.

- iii. We provide customers with the ability to rate their experience working with you via Customer Ratings & Reviews. You will also have the ability to solicit and collect ratings and reviews from any of your customers, which may or may not be displayed in LiveDirectory (defined below), in Angi Leads' sole

discretion.

- iv. For Service Professionals using Angi Leads' Exact Match Services (not available in Canada), Angi Leads shall endeavor to generate click-throughs to the SP's listing and online profile page and calls to the Exact Match Numbers (defined below), based upon the profile information supplied by SP. Angi Leads shall provide for the hosting of the SP online profile page (which may appear in the Angi Leads LiveDirectory (defined below) and elsewhere on the Internet, however, SP is solely responsible for all content provided by SP that appears on SP's online profile page. Angi Leads shall provide the telephone numbers unique to SP's online profile page ("Exact Match Numbers"). In addition, customers will be able to complete a service request on the SP online profile page. A submission of a service request by a customer on SP's online profile page, or via a telephone call to SP's Exact Match Number shall constitute an "Exact Match Lead." In addition, a lead will be deemed to be an Exact Match Lead anytime a customer is presented with your information and indicates that they desire to be connected with you (whether by clicking on "Request a Quote", indicating to a Angi Leads representative that they would like to be connected to you, or otherwise indicating that they desire to contact you).
- v. If your Angi Leads rating drops to three (3) stars or below, you will no longer be permitted to purchase leads from Angi Leads until you raise your rating above three (3) stars (although your directory listing will remain active). You will have the ability to improve your rating by acquiring additional positive reviews to lift the rating. However, you will not be able to use references from non-Angi Leads consumers to increase your rating, you must obtain additional consumer reviews submitted through the Angi Leads platform. Once your rating is greater than three stars, you will regain your eligibility to purchase leads.

b. With Respect to Subscription Members:

You may purchase a subscription to receive services including: Placement in Angi Leads's directory product which is displayed on the Angi Leads Website ("LiveDirectory") and Customer Ratings and Reviews solicitation. You may be displayed among service professionals who are members of Angi Leads affiliate companies, including Angi Ads, some of whom may have been subject to different screening criteria than the screening you are required to undergo.

In the event you purchase a subscription and elect to appear in the LiveDirectory, your business listing may appear on the Pro Reviews section of the Angi Leads Website, in response to requests from customers for contractors in the project categories that you have indicated to us that you perform, in geographic locations where you have told us you perform services. Angi Leads does not make any representations or warranties regarding how often your listing and/or profile (including any ratings or reviews) will appear or be viewed, or where or on what page of the Pro Reviews tab your listing will appear, or your conversion rate for impressions or views of your profile page. You will also have the ability to solicit and collect ratings and reviews from any of your customers, which may or may not be displayed in LiveDirectory, in Angi Leads's sole discretion. In addition, the telephone number displayed with your listing shall be your actual telephone number that you provide to Angi Leads (unless your listing is appearing as an Exact Match listing).

- c. **BILLING FOR SERVICE PROFESSIONALS ON BOTH ANGI ADS AND ANGI LEADS NETWORKS:** If you are both an Angi Ads member and an Angi Leads member, you agree that you are receiving separate and valuable consideration from both Angi Leads and Angi Ads by way of Contacts, including Leads, and exposure to consumers of both platforms. While there are some overlapping benefits for advertisers on both networks, Angi Ads and Angi Leads are separate products and there is separate value in the products and services they offer to you.
- d. **Professional Website.** You may purchase a Professional Website and hosting (see Angi Leads [Website License & Services Agreement](#)).

2. What You Agree.

You agree to all terms and conditions of this Agreement and represent, on behalf of you, your company (including any predecessor entities of your company), employees, subcontractors, and any individuals performing work on your behalf, at the time you become a Angi Leads SP, and thereafter while this Agreement remains in effect, as follows:

- a. **Background Check Authorization and Disclosure:**
- i. **AUTHORIZATION:** You hereby: (a) represent that you are the owner, principal, or manager of the company with authority to bind the company; and (b) authorize Angi Leads to provide your home mailing address, social security number, date of birth ("Personal Information") and any other

information you provide to us to a third-party information collection service entity selected by Angi Leads, at any time while your company is in Angi Leads's network, to verify, obtain copies of records, and gather any information pertaining to your criminal record, as well as financial screening (including but not limited to searches for bankruptcies, liens and civil judgments) for the purpose of Angi Leads's evaluating its desire to enter into or continue a contractual business arrangement with you. Angi Leads will share this Personal Information only with third parties designated to carry out the background checks and with Angi Leads's affiliates.

ii. DISCLOSURE: Angi Leads hereby discloses to you that a consumer report, as defined by the Fair Credit Reporting Act, may be obtained for the purpose of advertising with Angi Leads, its affiliates, representatives, or agents. You hereby authorize the procurement of the consumer report. Information from the consumer report will not be used in violation of any applicable federal, state, or local equal employment opportunity law or regulation. You understand that your date of birth will be used solely for identification purposes and will not be taken into account in any advertising decisions.

- b. Membership in the Angi Leads network is available only to individuals who are at least 18 years old and can form legally binding contracts under applicable law. By applying to join Angi Leads, you represent and warrant that you are eligible.
- c. You are qualified and capable of performing the services, trade, or tasks you selected on the Service Professional Enrollment Form or during your Company Profile Interview, and any subsequent amendments you make to your Customer Profile.
- d. You are, and at all times will be, properly and fully licensed*, bonded and insured** (at levels in accordance with applicable industry standards) under all applicable laws and trade regulations (and upon request will produce documentation to verify this), and further, that you have not been turned down for insurance coverage related to your provision of services. You will notify us promptly of any such changes to your licensing, bonding or insured status.
- *If you or your company is operating under a license with special restrictions you agree and represent that you will at all times operate within the guidelines as specified by such restrictions.
- **This requirement is only applicable to service professionals accepting Leads in the "Movers" category.
- e. You will comply with the Angi Leads membership requirements as specified from time to time. If these requirements are amended, you will be advised and must

comply with any changes immediately upon notification if no action is required on your part or within thirty (30) days if affirmative action is required of you.

- f. You hereby represent that you, any predecessor entities of your company, any other majority shareholders, partners or members, and your company, are free from any felony criminal convictions. If at any time during your membership with Angi Leads you, any predecessor entities of your company, any other majority shareholders, partners or members or your company, should have a felony conviction entered against such party, you will promptly notify Angi Leads. You further represent that you have not been sanctioned or penalized by any governmental authorities in connection with your provision of services to any of your customers, and that you have not been denied membership to (or had your membership revoked from) any professional industry associations. You authorize Angi Leads to verify that all of the above representations are truthful and accurate at any time while this Agreement remains in effect.
- g. You agree to abide by and to follow the terms of the Angi Leads Resolution Process, as amended from time to time and appearing on our Website. You will cooperate with us if we attempt to facilitate the resolution of any customer complaints between you and your customers; however we are not liable to you or any customer if such matters cannot be resolved. We reserve the right to charge you for any amounts paid to a customer by Angi Leads in connection with a dispute between you and a customer, or based upon your performance of or failure to perform services for a customer, and you agree to reimburse us for any such payments and for any costs, expenses or attorneys' fees incurred by Angi Leads in connection with the dispute. You agree that we shall have the right to disclose any information we have regarding you and your company to any authorities requesting information from us regarding any work or services you have performed.
- h. If you provide any quotes to customers via the Angi Leads Website, such quotes are provided for informational purposes only. A customer cannot contract with you via the Angi Leads Website. In the event a customer selects you on our Website in response to a quote you provide (or schedules and appointment), such selection (or appointment) is merely an indication of the customer's interest in contacting or being contacted by you. You agree that you will not charge a Lead fee to a consumer who has not hired you for a job.
- i. If you provide written comments or testimonials about our service or activities, you agree that we shall have sole ownership of any and all intellectual property

rights in such comments or testimonials, and that we may post and publish your comments or portions thereof at our sole discretion on our Website or in marketing materials including your name and company or agency, and that you shall not be entitled to any payments associated with our use of the foregoing. You hereby authorize us to use your name, company name, and franchise name, as applicable, and any of the trademarks, service marks, trade names and logos, content including photographs, in the form or format that you supply to us or that you upload to our Website, for use and posting on our Website and for use in marketing materials to be presented to customers or prospective SPs in online postings, via emails or otherwise to help promote you or your services, and that you shall not be entitled to any payments associated with our use of the foregoing. Angi Leads reserves the right, in its sole discretion, to review, reject and remove any content that you upload to the Angi Leads Website or your company profile. You further represent that you have all necessary rights to display any of the logos, service marks, trademarks, and any other content that you upload to our Website, and you represent that your uploading for display of any such content, and the use by Angi Leads of such content as contemplated by this Agreement, shall not violate any third party's intellectual property rights. If there are any limitations or restrictions pertaining to the use or presentation of such logos, trade or service marks, it shall be your responsibility to provide us in writing with any such restrictions or limitations of use. If expressly authorized by us in writing in advance, you may be authorized during the term of this Agreement to use certain marks of Angi Leads as necessary to promote your business. You are expressly prohibited from registering any trademarks or domain names of Angi Leads.

- j. By posting or providing any content on the Angi Leads Website, including but not limited to photographs ("Content"), you represent and warrant to Angi Leads that you own or have all necessary rights to use the Content, and grant to Angi Leads the rights granted below. The forgoing representation includes, but is not limited to a representation and warranty that you have own or have the necessary rights (including any necessary releases) to grant all rights granted below in relation to any persons, places or intellectual property pictured in any photographic Content that you provide. In addition, if you post or otherwise provide any Content that is protected by copyright, you represent that you have obtained any necessary permissions or releases from the applicable copyright owner. You hereby grant Angi Leads and its users a perpetual, irrevocable, non-exclusive, royalty-free, transferable, assignable, sub-licensable, worldwide license to use, store, display, reproduce, modify, edit, abridge, crop, create derivative works, perform, distribute, and place advertising near and adjacent to your Content on the Angi Leads

Website, and on any other websites owned or operated by Angi Leads. Nothing in this Agreement shall restrict other legal rights Angi Leads may have to the Content, for example under other licenses. Angi Leads reserves the right to remove or modify Content for any reason, including Content that Angi Leads believes violates this Agreement or our policies. You further authorize us and our affiliates, licensees, sublicensees, and users, without compensation to you or others, to reproduce, print, publish and disseminate in any format or media (whether now known or hereafter created) the Content, including, if submitted, your name, voice and likeness throughout the world, and such permission shall be perpetual and cannot be revoked for any reason. In the event your Angi Leads account is terminated, or if you remove any Content from your Angi Leads account, Angi Leads and its users may retain your Content and may continue to use any of your Content (pursuant to the license granted above). You acknowledge and agree that any Content you post or provide may be viewed by the general public and will not be treated as private, proprietary or confidential. Further, to the extent permitted under applicable law, you waive and release and covenant not to assert any moral rights that you may have in any Content posted or provided by you.

- k. You acknowledge and agree that all of the content and information posted on the Angi Leads Website, including but not limited to Service Professional profiles, screening information, and Customer Ratings & Reviews for all Angi Leads Service Professional members (excluding any logos or trademarked materials, or other intellectual property of Service Professionals provided by Service Professionals), is the sole and exclusive property of Angi Leads. You acknowledge and agree that you have no right to reproduce, post, publish, display or otherwise use any Customer Ratings & Reviews (including those relating to you and your business), or any other content posted on the Angi Leads Website, other than content provided directly by you. You represent and warrant that all of the information you provide to Angi Leads, including any and all information you include on your profile page, is true and accurate. You acknowledge that a violation of any of the foregoing could result in significant damages, and you agree that you are liable to Angi Leads for any such damages, and will indemnify Angi Leads in the event of any third party claims against Angi Leads based on or arising from your violation of the foregoing. You acknowledge and agree that Angi Leads has the right, in its sole discretion, to contact customers about services you provide to gain their feedback and rating of you, and to display such Customer Ratings and Reviews on our Website. Angi Leads is not responsible or liable to you for any comments, ratings or communications of any kind from customers that we choose to post on our Website.

- i. You will not engage in any illegal acts or acts of wrongdoing, dishonesty or unethical business practices with Angi Leads, any customer or other third party, including, but not limited to, disclosing any user personal information to any third party. You will at all times be in full compliance with all applicable Federal, State, Provincial, local and other laws and regulations that apply to your activities. YOU ACKNOWLEDGE AND AGREE THAT TO KNOWINGLY SHARE, DISTRIBUTE, TRANSFER, OR SELL A ANGI LEADS SERVICE REQUEST, OR LEAD (OR THE INFORMATION CONTAINED THEREIN) OTHER THAN AS EXPRESSLY SET FORTH IN THIS AGREEMENT, IS A VERY SERIOUS BREACH OF CONTRACT AND FRAUDULENT MATTER THAT COULD RESULT IN INVASION OF PRIVACY RIGHTS OR OTHERS, SIGNIFICANT COSTS AND DAMAGES TO OTHERS AND TO ANGI LEADS AND OTHER SERVICE PROFESSIONAL MEMBERS. RESPONDING TO SUCH A VIOLATION WOULD ALSO RESULT IN THE LOSS OF TIME AND EFFORT ON THE PART OF ANGI LEADS. THERE ALSO MAY BE REGULATORY FINES AND PENALTIES IMPOSED FOR CONTACTING CONSUMERS AND BUSINESSES IN A MANNER NOT IN ACCORDANCE WITH THE APPLICABLE LAWS AND REGULATIONS INCLUDING BUT NOT LIMITED TO FEDERAL STATE AND PROVINCIAL DO-NOT-CALL REGULATIONS AND FEDERAL STATE AND PROVINCIAL ANTI-SPAM REGULATIONS. ACCORDINGLY, IF YOU KNOWINGLY SHARE, DISTRIBUTE, TRANSFER, OR SELL A SERVICE REQUEST, OR LEAD (OR THE INFORMATION CONTAINED THEREIN) OTHER THAN AS EXPRESSLY SET FORTH IN THIS AGREEMENT, YOU AGREE TO FULLY INDEMNIFY AND BE LIABLE TO ANGI LEADS, AS SET FORTH IN SECTION IV BELOW, FOR ALL THE DAMAGES, WHETHER DIRECT OR INDIRECT, PUNITIVE AND CONSEQUENTIAL, AND ANY REGULATORY OR JUDICIAL FINES OR PENALTIES OR ATTORNEYS' FEES THAT MAY ARISE FROM SUCH ACTIVITIES.
- m. You agree to allow only employees of your company or independent contractors performing services directly on behalf of your business to contact or provide any service to customers you learn of via a Lead. To the extent you use any such subcontractors, you shall be responsible and liable for all acts and omissions of such subcontractors and for ensuring that such subcontractors comply with all the provisions of Section II of this Agreement. You agree not to sell, trade, gift, assign, or otherwise transfer any Service Requests, or Leads provided by Angi Leads to any other party, including any other Angi Leads Service Professionals.
- n. In addition to all of the other terms and conditions herein, SPs using Angi Leads's Exact Match services (not available in Canada) also agree to the following: (i) SP hereby represents and warrants that the information provided by SP in the SP profile on the SP's online profile page is, and shall at all times be, maintained in an

accurate, up-to-date and professional manner, and in compliance with all applicable laws and regulations; (ii) SP hereby agrees that it hereby has automatically pre-accepted any Exact Match Leads provided to it by Angi Leads; (iii) SP hereby agrees to pay for any and all Exact Match Leads, in accordance with the then current Angi Leads fee schedule; (iv) Angi Leads may provide SP's phone number to any individual calling the Exact Match Numbers; (v) SP acknowledges and agrees that not all consumers calling the SP's Exact Match Number or visiting the SP's online profile page will be directed to SP for reasons including, but not limited to the Exact Match consumer's request not matching the SP's profile, SP's account being on hold or no longer being a member of the Angi Leads network, or the SP not having any available spend target. In such event, Angi Leads may direct consumers from the SP's online profile page to the Angi Leads Website; (vi) SP hereby authorizes Angi Leads to take any and all actions necessary to generate click-throughs to SP's online profile page and telephone calls to Exact Match Numbers, including contracting with search engines, internet directories, and other online and offline advertising sources and making the representations herein on behalf of SP to such third parties, and (vii) SP authorizes Angi Leads to use, copy, reproduce, and sublicense SP's contact information, SP's profile, and any content on the SP's online profile page in furtherance of the foregoing. You further acknowledge, that in the event you are using Angi Leads's Exact Match services, and you are also a LiveDirectory subscription member, you may appear in the LiveDirectory at different times as an Exact Match listing, or a LiveDirectory subscription member listing, but will only be charged Lead Fees when you receive a service request generated from your listing appearing as an Exact Match listing.

o. In the event you participate in any promotion whereby Angi Leads promotes an offer or discount related to your services, whether on the Angi Leads Website, via direct mail, or otherwise, you agree to abide by the terms of such offer or discount.

p. By enrolling in the Angi Leads network or otherwise becoming a member of Angi Leads, and/or by inquiring about membership in the Angi Leads network or other Angi Leads products or services, you are requesting, and you expressly consent to being contacted by us and by our agents and representatives via phone, fax, email, mail or other reasonable means, at any of your contact numbers or addresses, even if you are listed on any federal, state, provincial or other applicable "Do Not Call" list, and even if you have previously opted-out from receiving marketing emails from Angi Leads, in order that we may provide the services set forth on our site, to service your account, to reasonably address matters pertaining to your account or for other purposes reasonably related to

our business, including marketing related emails. You agree and acknowledge that Angi Leads and its affiliates may use automated phone technology (including autodialed and prerecorded messages) to provide you with operational communications concerning your account or use of the Services, updates concerning new and existing features on the Angi Leads website, communications concerning promotions run by us, and news concerning Angi Leads and industry developments, and that your consent is not required to purchase products or services. If a contact number you have provided to us is no longer your number, you agree to notify us promptly that you can no longer be reached at that number. You represent that you have received, and are authorized to convey to us, the consent of any authorized users on your account to be contacted by us as described in this Section. You agree that all consents provided in this Section will survive cancellation of your account. You consent to be automatically opted in to Angi Leads's SMS program, "Angi Leads Alerts," and agree that Angi Leads may send you text messages with instructions on setting up your account and special offers. For questions, Text HELP for more help or call (877)- 947-3639, and Text STOP to opt out of messages. Message and data rates may apply, and message frequency may vary. Carriers are not liable for delayed or undelivered messages, and supporting carriers include AT&T, Sprint, Verizon, T-Mobile & Metro-PCS. You may opt-out of receiving all text (SMS) messages from Angi Leads (including informational or transactional messages) by replying with the word "STOP" to a text message from us; however you acknowledge that opting out of receiving all texts may impact your use of the Services.

- q. Angi Leads's mobile applications may implement location features that, if you consent, result in automatic collection of your geolocation information, in which case our mobile application may use such information to allow Angi Leads and customers to view and track your location. We may also use this location information for our internal business purposes, and for providing and enhancing our products and services and advertising. IF YOU WANT TO STOP THE AUTOMATIC COLLECTION OF YOUR LOCATION INFORMATION, YOU MAY DO SO BY USING THE PRIVACY SETTINGS ON YOUR DEVICE, OR BY UNINSTALLING OUR MOBILE APPLICATION. CERTAIN FEATURES, SUCH AS SAME DAY SERVICE, WILL NOT BE AVAILABLE IF YOU OPT OUT OF LOCATION COLLECTION.
- r. You represent and warrant that to the extent that a consumer is interested in any financing options, you will direct them to Angi Leads, and you will not attempt to apply for any financing on the consumer's behalf, or make any representations to the consumer regarding financing options or the likelihood of a consumer being approved for financing.

3. Fees.

a. You agree to be bound by the then applicable pricing plan provisions (all fees are stated and payable in US dollars) for any and all Leads presented to you (as further described in Attachment A for lead purchasing service professionals), or for any inclusion in our LiveDirectory service or any other subscription offering. You will pay Angi Leads applicable non-refundable fees which may include: (i) an Enrollment/Screening Fee; (ii) Lead Fees, as set forth in the Lead Fee Schedule, for customer Leads accepted by you; (iii) Angi Leads Seal of Approval License Fees at the then current standard Seal of Approval license fee rates, (iv) Membership Fees; (v) Administrative Fees; (vi) Website development and hosting fees, if you have elected to have Angi Leads develop and host your company Website; (vii) Subscription Fees and (viii) any other applicable fees such as Custom URL Fees or e-mail account fees as applicable. Angi Leads reserves the right to charge your credit card for any fees immediately upon receipt of your credit card information by you or your representatives.

i. Lead Fees. You agree that you will pay Angi Leads on a per Lead basis for all Leads. You agree that payment for Lead Fees will be made by Angi Leads initiating an ACH transfer or processing your credit card (for Canadian SP's, credit card only) each week for the previous week's activity. You may view a statement of your monthly lead activity on your Angi Leads account, at pro.AngiLeads.com. We may, in our sole discretion and in accordance with our then-existing Lead credit policies, issue you a credit ("Credit") for any Lead Fees that you dispute (by contacting Angi Leads via our Website, the Angi Leads Pro app, or by telephone), provided, however, that any and all requests for Credits must be received by Angi Leads within 30 days of the date that the Lead Fee charge was incurred. Credits that are issued to a Service Professional's account will be issued as store credits, which will be applied toward future charges to your account. Credits will expire, if not used, eighteen months after the date the Credit was issued. All Lead Fees constitute advertising fees paid by you to Angi Leads and are in no way, referral commissions based upon your successful completion of services.

ii. Subscription Fees; License Fees; Other Recurring Fees.

For purchases of a subscription membership (monthly, quarterly, or annually), you shall pay such fees on a monthly, quarterly or annual basis, as applicable. You agree that payments will be made by Angi Leads initiating an

ACH transfer or processing your credit card, in advance, on a monthly, quarterly or annual basis, as applicable.

- i. AUTOMATIC RENEWAL OF SUBSCRIPTION**; After your initial subscription period, and again after any subsequent subscription period, your subscription will automatically continue for an additional equivalent period (each a "Renewal Term"), at the renewal price communicated to you at the time you purchased your initial subscription ("Renewal Price"), unless Angi Leads provides you with at least thirty (30) advance notice of a change in your Renewal Price. You agree that your account will be subject to this automatic renewal feature. If you want to change or terminate your subscription, you may do so solely by contacting Angi Leads Customer Care at (877) 947-3676. If you cancel your subscription, you may use your subscription until the end of your then-current subscription term; your subscription will not be renewed after your then-current term expires, and you won't be eligible for any refund of any portion of the subscription fee paid for the then-current subscription period. By subscribing, you authorize Angi Leads to charge your provided payment method now and again at the beginning of any Renewal Term. You also authorize Angi Leads to charge you for any sales or similar taxes that may be imposed on your subscription payments. Upon the renewal of your subscription, if Angi Leads does not receive payment from your payment method or payment method provider, (i) you agree to pay all amounts due on your account upon demand, and/or (ii) you agree that Angi Leads may either terminate or suspend your subscription and continue to attempt to charge your payment method until payment is received.
- ii. Free Trials and Other Promotions**. Any free trial or other promotion that provides a subscription to the Angi Leads services automatically renews in the same manner as set forth above under the section titled "Automatic Renewal", provided, however, that the Renewal Price for any Renewal Terms will be higher than during the free trial or promotion initial term. You must cancel your subscription before the end of the trial period in order to avoid being charged the Renewal Price.

- iii. Discounts. When you purchase multiple product, you may be eligible for certain discounts, as set forth on the then-current pricing plan, provided, however, that cancellation of a product/service for which you have received a discount, may result in the discount being rescinded retroactively for the remaining products/services, and an immediate additional payment to be charged to your method of payment. Purchases of prepaid lead bundles are nonrefundable, even after cancellation of membership.
- iii. You acknowledge that it is your responsibility to ensure that the communication methods that you have selected in your Angi Leads profile, and all contact and billing information, are kept up-to-date and accurate. Angi Leads is not responsible, or liable, for undelivered customer notifications. You agree to promptly notify Angi Leads if your payment method is canceled (including if you lose your card or it is stolen), or if you become aware of a potential breach of security (such as an unauthorized disclosure or use of your payment method). In addition, you authorize us to obtain updated or replacement expiration dates and card numbers for you credit or debit card as provided by your credit or debit card issuer.
- iv. You acknowledge that you will not receive a detailed account statement unless you provide Angi Leads with a valid email address or fax number. Your account balance is also available by calling (877) 947-3676 or via the Account tab of the Pro.Angi Leads.com Website. Angi Leads will process your balance due at the end of your billing period via your selected payment method. Past due balances will be subject to a late charge equal to the lesser of 1.5% per month or the maximum amount allowed by applicable law. In addition, any returned payments will incur a \$20 fee per transaction.
- v. Any disputes about charges to your account must be submitted to Angi Leads in writing within 30 days of the date such charges are incurred. You agree to waive all disputes not made within the 30 day period, and all such charges will be final and not subject to challenge.
- vi. Past due accounts may be turned over to a third-party collection agency and reported to a credit rating agency and we may bill you for, and you agree to pay for any and all collection and related litigation fees.

- vii. No fee is due or payable to the extent such fee is in violation of any applicable law.

- viii. Angi Leads is not obligated to refund to you any amounts of prepaid Lead Fees or other prepaid fees such as subscription fees, except solely in the event you rescind or terminate your subscription within the seventy two (72) hour period following your agreement to purchase a subscription.

- ix. You authorize Angi Leads to charge you for any sales or similar taxes that may be imposed on your subscription payments, lead fees, or any other fees charged by Angi Leads.

4. Angi Pay

- a. When a project has been completed, you may be offered the ability to receive your payment from the consumer directly via the Angi Leads mobile application ("Angi Pay") in one of two ways, either by you requesting payment from a consumer, or by a consumer initiating payment to you. To request payment, you log into your Angi Leads App, go to your Lead Details, and click request payment for the appropriate Lead. If a consumer has sent you money for services, you will be able to log into your Angi Leads App, select how you wish to be paid (either to your bank account or to a debit card), and the payment will be processed within twenty four (24) hours. You will have sixty (60) days after the consumer submits a payment to collect the payment. Should you opt out of Angi Pay (by going to Settings in your App, clicking the Angi Pay section and selecting Disable Angi Pay) or fail to collect your payment within this sixty day period, you and the consumer will be notified that the payment has been cancelled, and you will need to seek payment from the consumer directly. Angi Pay may not be used to charge a Lead fee to a consumer, it may only be used for collecting payment for a won job.

- b. By participating in Angi Pay and agreeing to the Angi Leads Terms, you agree that you are accepting payments from Angi Leads consumers via Angi Pay and that Angi Leads is authorized to store your bank account or debit card information for future payments, and that Angi Leads may deposit all future payments into your Angi Pay account. You further agree that you will not seek payment from the consumer directly where you have received payment from the consumer through Angi Pay, and that you will only seek payment for services you have performed or will perform.

- c. Angi Leads, in its sole and absolute discretion, may refuse to approve or may terminate existing enrollments for Angi Pay with or without cause or notice, other

than any notice required by any applicable law, and not waived herein. Angi Leads may ban you from using Angi Pay (and the Angi Leads services) if we believe you are abusing Angi Pay. Angi Leads may also cancel a payment request made through Angi Pay if such request is improper in Angi Leads's reasonable commercial discretion.

- d. You acknowledge and agree that your payments made through Angi Pay are transactions between you and the consumer and not with Angi Leads or any of its affiliates. Angi Leads is not a party to your payments unless expressly designated as such on the Angi Leads website.
- e. Angi Pay may not be used to process a payment, or otherwise transfer money between you and a consumer, that is unrelated to the consumer's purchase of services from you. You may not use Angi Pay to purchase any illegal goods or services or for any other underlying illegal transaction. You agree that you will not use Angi Pay to purchase any services or products that violate these Terms, other policies or rules applicable to Angi Pay, or applicable law. Failure to comply with these limitations may result in suspension or termination of your use of Angi Pay and/or your Angi Leads account.
- f. You agree to release Angi Leads, its affiliates, and their agents, contractors, officers and employees, from all claims, demands and damages (actual and consequential) arising out of or in any way connected with a dispute related to Angi Pay. You agree that you will not involve Angi Leads in any litigation or other dispute arising out of or related to any transaction, agreement, or arrangement in connection with Angi Pay. If you attempt to do so, (i) you shall pay all costs and attorneys' fees of Angi Leads and its affiliates and shall provide indemnification as set forth below, and (ii) the jurisdiction for any such litigation or dispute shall be limited as set forth in Section X. However, nothing in these Terms waives any rights, claims or defenses that you may have with respect to a payment under an agreement with your method of payment issuer, the card association rules or applicable state and federal laws.
- g. Payment processing services for Service Professionals are provided by Stripe and are subject to the Stripe Connected Account Agreement, located at <https://stripe.com/us/connect-account/legal>, which includes the Stripe Terms of Service, located at <https://stripe.com/us/legal> (collectively, the Stripe Services Agreement). By agreeing to these Terms herein, you agree to be bound by the Stripe Services Agreement, as the same may be modified by Stripe from time to time. As a condition of participating in Angi Pay through Stripe, you agree to provide Angi Leads accurate and complete information about you and your business, and you authorize Angi Leads to share it and transaction information related to your use of the payment processing services provided by Stripe. You

also authorize Angi Leads to pass on information provided by you (e.g. your birthday or the last four digits of your social security number) to Stripe so that Stripe may use it to protect the integrity of your account.

- h. While we will use commercially reasonable efforts to ensure the security of all credit card and all other personal information, we expressly disclaim any liability for any damage that may result should any information be released to any third parties, and you agree to hold us harmless for any damages that may result therefrom.
- i. If we determine that your actions or performance may result in returns, chargebacks, claims, disputes, violations of our terms or policies, or other risks to Angi Leads or third parties, or any payments to consumers that Angi Leads makes, then Angi Leads may either charge your method of payment on file with us for such payments, or withhold any payments to you for as long as we determine any related risks to Angi Leads or third parties persist. For any amounts that we determine you owe us, we may (i) immediately charge your method of payment; (ii) offset any amounts that are payable by you to us (in reimbursement or otherwise) against any payments we may make to you or amounts we may owe you; (iii) invoice you for amounts due to us, in which case you will pay the invoiced amounts upon receipt; (iv) reverse any credits to your bank account; or (v) collect payment or reimbursement from you by any other lawful means.

5. Win Jobs Program Terms

You may be offered the opportunity to participate in the Win Jobs Program. Through the Win Jobs Program, you will have the ability to quote jobs through the Angi Leads Pro App, and Angi Leads will keep a percentage of the revenue you receive if you win the job. You agree and acknowledge that Angi Leads will keep a percentage of the revenue you earn per job ("Win Fee") of any and all revenue generated through leads delivered through the Win Jobs program. This Win Fee may change in Angi Leads's sole discretion, but will always be communicated to you in advance of you deciding to quote a job. You represent and warrant that you will use the Angi Leads Pro App to collect payment for all revenue earned from Win Jobs leads, and that you will not encourage a consumer to pay you outside of the Angi Leads Pro App. You acknowledge that you must register for Angi Leads Pay within sixty (60) days of charging your first consumer for a job won through Win Jobs. You authorize Angi Leads to deduct the Win Fee from the total amount the customer has paid you for the job prior to Angi Leads transferring the money to you. You understand, acknowledge and agree that Angi Leads may, in its sole and absolute discretion and in addition to any other rights and remedies afforded to it under this Agreement, terminate your participation in this program, or end the program completely.

6. Angi Leads Seal of Approval.

License. While this Agreement remains in effect, and while you remain in full compliance with all terms set forth herein, Angi Leads hereby grants you a non-exclusive, non-transferrable, non-sublicenseable, license to use and display the Angi Leads Seal of Approval in connection with marketing your business. You agree that any use or display of the Angi Leads Seal of Approval must comply with all standards and guidelines of Angi Leads adopted from time to time with respect to the proper use and display of the Angi Leads Seal of Approval.

a. Restrictions. You may only use the Angi Leads Seal of Approval in the event you pass Angi Leads's pre-screening criteria initially and annually thereafter, which shall be determined in Angi Leads's sole discretion. Angi Leads may also re-screen your business at any time in its sole discretion, and may terminate this Agreement in Angi Leads's sole discretion. Further, you agree that you will use and display the Angi Leads Seal of Approval solely in connection with the tasks for which Angi Leads pre-screens you. For example, if you are pre-screened as a plumber, you may not use the Angi Leads Seal of Approval to advertise your business for any services other than plumbing services. Further, you may only use the Angi Leads Seal of Approval in the state or states for which you have been pre-screened by Angi Leads. You may only use the Angi Leads Seal of Approval for its intended use, and you may not misrepresent Angi Leads, Angi Leads's products or Services, your affiliation with Angi Leads, or the Angi Leads Seal of Approval. If at any time any of your screening status should change (i.e. state-level license terminated; fall out of good standing in your state of incorporation), you must immediately report such change to Angi Leads, and if such change causes your business to fail Angi Leads's screening criteria, in Angi Leads's sole discretion, then your license to use the Angi Leads Seal of Approval is immediately suspended, and if not remedied to Angi Leads's satisfaction within thirty days of notification, this Agreement shall automatically terminate. You also hereby agree to be re-screened by Angi Leads annually, and at any other time as desired by Angi Leads, and failure to allow such rescreening, or failing the re-screening, in Angi Leads's sole discretion, shall result in the immediate and automatic termination of this Agreement. The license granted hereunder is solely for the use of the Angi Leads Seal of Approval, and you do not have any right to use the Angi Leads name or logo separately or apart from the Angi Leads Seal of Approval.

b. Accessing the Angi Leads Seal of Approval. You agree that you shall access the Angi Leads Seal of Approval solely via the following methods: (a) via a code snippet provided to you by Angi Leads for use online on your website, or (b) any

other method generally offered by Angi Leads. You may not make any changes or modifications to the Angi Leads Seal of Approval (including the code snippet), and shall only use the Angi Leads Seal of Approval in the exact form and format in which it is provided to you by Angi Leads.

- c. **Review Magic.** If you purchase a Professional Website, you will have the ability, via our "Review Magic" functionality, to select certain of your Angi Leads consumer Ratings & Reviews from your Angi Leads profile page, to be displayed on your Professional Website. Angi Leads authorizes you to use the Review Magic functionality, and display such Ratings & Reviews on your Professional Website solely while you remain an active member, in good standing, of the Angi Leads network. If at any time your membership in the Angi Leads network is terminated, by either you or Angi Leads, you shall no longer be authorized to display such Ratings & Reviews on your Professional Website, and you agree to remove all such Ratings & Reviews immediately.

7. Programs Where You May Receive Leads Over and Above Your Spend Target

- a. **Instant Booking.** Unless you expressly opt-out, Angi Leads may send you booked leads under Angi Leads's Instant Booking program ("Instant Booking"), which allows consumers to book appointments with you, on a calendar set up for you on the Angi Leads Website ("Booked Appointments"). You may choose to sync your own online calendar with the Angi Leads Instant Booking calendar so that these bookings will show up in real-time on your own calendar. We will notify you and attempt to confirm these bookings with you, so if you choose not to sync with the Angi Leads calendar, we recommend that you log in to your Angi Leads account and update the Angi Leads calendar to block out dates and times when you are not available or do not wish to book appointments. As part of Instant Booking, you agree to the following: (i) you shall update, maintain, and keep current your schedule in the Angi Leads Online Calendar (or any other calendar with which Angi Leads has integrated), (ii) you will confirm every Booked Appointment, provided, however, that you shall be charged for all Booked Appointments, regardless of whether you confirm them or not, (iii) you shall honor every Booked Appointment, show up on time for all such appointments, and honor any quotes or estimates you provide to consumers, (iv) you shall pay a premium lead fee for Booked Appointments (v) you understand and agree that Booked Appointments are not guaranteed jobs, but merely consumer leads, and that you are obligated to pay the applicable lead fees regardless of whether the consumer hires you, or even shows up for, or cancels, the booked appointment, (vi) lead fees for Booked

Appointments are in addition to, and do not count toward, your spend targets for Leads, and therefore, if you have reached your spend target, you would still be charged for any Booked Appointments received thereafter. Angi Leads reserves the right to terminate your participation in Instant Booking at any time, for any reason or no reason.

b. **Instant Connect.** Angi Leads may offer you the opportunity to participate in Angi Leads's Instant Connect program ("Instant Connect"), which allows consumers to request to be connected to you directly via telephone. If you participate in Instant Connect, you agree to the following: (i) you shall pay a premium lead fee for Instant Connect leads, (ii) you understand and agree that Instant Connect leads are not guaranteed jobs, but merely consumer leads, and that you are obligated to pay the applicable lead fees regardless of whether the consumer hires you, (iii) lead fees for Instant Connect are in addition to, and do not count toward, your spend targets for Leads, and therefore, if you have reached your spend target, you would still be charged for any Instant Connect leads received thereafter. Angi Leads reserves the right to terminate your participation in Instant Connect at any time, for any reason or no reason.

c. **Job Opportunities Program.** Angi Leads may offer you the opportunity to participate in Angi Leads's Job Opportunities Program, which allows you to view and select additional job opportunities (consumer leads) submitted by consumers that may be outside of your selected zip codes. If you accept a Job Opportunities lead, you agree to the following: (i) you shall pay a premium lead fee for Job Opportunities leads, (ii) you understand and agree that Job Opportunities leads are not guaranteed jobs, but merely consumer leads, and that you are obligated to pay the applicable lead fees regardless of whether the consumer hires you, (iii) lead fees for Job Opportunities are in addition to, and do not count toward, your spend targets for Leads, and therefore, if you have reached your spend target, you would still be charged for any Job Opportunities leads you have accepted thereafter, (iv) you must have the latest version of the Angi Leads mobile application to receive Job Opportunities leads, (v) even if you have turned your leads off, if you select a Job Opportunities lead, you will be charged for that lead, and (vi) you understand that Job Opportunities leads are not exclusive to you and may also be sent to other service professionals. Elite 360 members and/or members enrolled in Angi Leads under a corporate membership account are not eligible to participate in the Job Opportunities program.

d. **Miscellaneous.** In rare instances, your spend target may be exceeded if you are experiencing high demand and you lower your spend target, because only the remainder of the 28-day period from when the spend target was changed will be managed by the new prorated spend target. Additionally, your exact spend target may be exceeded in the normal course of events by one Lead because our matching algorithm will send a Lead up until the precise point your spend target is exceeded (i.e. if your spend target is \$500, and you are currently at \$480, you may still receive at Lead valued at \$40, at which point you would not receive any more Leads as you would have exceeded \$500).

8. mHelpDesk

Unless you opt out during enrollment in the Angi Leads network, your annual Membership Fee paid to Angi Leads will include a one-month subscription with mHelpDesk, a field solutions software. After the first month of your subscription with mHelpDesk, unless you cancel, you will automatically be subscribed on a month-to-month basis thereafter, and charged a monthly subscription fee for your continuing mHelpDesk subscription. For more information on mHelpDesk, please see the User Agreement located at www.mhelpdesk.com/user-agreement. You may opt out of an initial or continuing subscription with mHelpDesk by making a request to a Angi Leads Sales or Customer Care representative at the time of your enrollment with Angi Leads, or by contacting mHelpDesk in accordance with the mHelpDesk User Agreement..

9. Indemnification; Limitation of Liability; Disclaimer of Warranties.

a. **Indemnification.** You shall fully protect, indemnify and defend Angi Leads and all of its agents, officers, directors, shareholders, suppliers, partners, employees and each of their successors and assigns ("Indemnified Parties") and hold each of them harmless from and against any and all claims, demands, liens, damages, causes of action, liabilities of any and every nature whatsoever, including but not limited to personal injury, intellectual property infringement, fraud, deceptive advertising, violation of any state, provincial or federal laws or regulations, property damage, attorneys' fees and court costs, arising in any manner, directly or indirectly, out of or in connection with or in the course of or incidental to (i) any of your work for or dealings with any customers, (ii) your advertising, or (iii) your services, representations, or obligations (including but not limited to your obligation to maintain the confidentiality of user personal information) set forth in this Agreement, including any extra work you perform for a customer for which Angi Leads has not matched you, and in connection with your use of the Angi

Leads Seal of Approval, REGARDLESS OF CAUSE OR OF ANY FAULT OR NEGLIGENCE OF ANGI LEADS OR THE INDEMNIFIED PARTIES AND WITHOUT REGARD TO CAUSE OR TO ANY CONCURRENT OR CONTRIBUTING FAULT, STRING LIABILITY OR NEGLIGENCE, WHETHER SOLE, JOINT OR CONCURRENT, ACTIVE OR PASSIVE BY ANGI LEADS OR THE INDEMNIFIED PARTIES.

- i. Limitation of Liability. IN NO EVENT ARE WE LIABLE TO YOU FOR ANY CONSEQUENTIAL, INDIRECT, INCIDENTAL, PUNITIVE OR SPECIAL DAMAGES, LOST REVENUE, LOST PROFITS OR LOSS OF GOODWILL. IN NO EVENT WILL THE TOTAL AGGREGATE LIABILITY OF ANGI LEADS TO YOU EXCEED THE AMOUNT OF FEES ACTUALLY PAID BY YOU TO ANGI LEADS DURING THE PRECEDING 12 MONTHS, REGARDLESS OF THE BASIS OR FORM OF CLAIM

- ii. Disclaimer of Warranties. YOU ACKNOWLEDGE AND AGREE THAT THE ANGI LEADS SERVICES AND ANGI LEADS SEAL OF APPROVAL ARE PROVIDED TO YOU ON AN "AS IS" BASIS, AND ANGI LEADS DISCLAIMS ANY AND ALL EXPRESS OR IMPLIED WARRANTIES, INCLUDING BUT NOT LIMITED TO ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT, TO THE MAXIMUM EXTENT PERMITTED BY LAW

10. AGREEMENT TO ARBITRATE ALL DISPUTES AND GOVERNING LAW.

- a. The exclusive means of resolving any dispute between you and Angi Leads or any claim or controversy arising out of or relating to or that have arisen based on use of this Website and/or Angi Leads's services (including any alleged breach of these Terms and Conditions) shall be BINDING ARBITRATION administered by the American Arbitration Association, EXCEPT AS EXPRESSLY PROVIDED BY APPLICABLE FEDERAL OR STATE LAW. You may not under any circumstances commence, participate in or maintain against Angi Leads any class action, class arbitration, or other representative action or proceeding.

NOTICE OF RIGHTS

- b. By using the Website and/or Angi Leads's services in any manner, you agree to the above arbitration agreement. In doing so, YOU GIVE UP YOUR RIGHT TO GO TO COURT to assert or defend any claims between you and Angi Leads. YOU ALSO GIVE UP YOUR RIGHT TO PARTICIPATE IN A CLASS ACTION OR OTHER

CLASS PROCEEDING. Your rights will be determined by a NEUTRAL ARBITRATOR, NOT A JUDGE OR JURY. You are entitled to a fair hearing before the arbitrator. The arbitrator can grant any relief that a court can, but you should note that arbitration proceedings are usually simpler and more streamlined than trials and other judicial proceedings. Decisions by the arbitrator are enforceable in court and may be overturned by a court only for very limited reasons.

- i. Any proceeding to enforce this arbitration agreement, including any proceeding to confirm, modify, or vacate an arbitration award, may be commenced in any court of competent jurisdiction. In the event that this arbitration agreement is for any reason held to be unenforceable, any litigation against Angi Leads may be commenced only in the federal or state courts located in Denver County, Colorado. You hereby irrevocably consent to the jurisdiction of those courts for such purposes.**
- ii. These Terms and Conditions, and any dispute between you and Angi Leads, shall be governed by the laws of the state of Colorado without regard to principles of conflicts of law, provided that this arbitration agreement shall be governed by the Federal Arbitration Act.**

11. Other Terms.

- a. This Agreement, and the Angi Leads Fee Schedule, including Lead prices, may be changed from time to time. By continuing to use any Angi Leads services you are agreeing to be bound by any such non-material changes. Material changes to this Agreement or to the Angi Leads Fee Schedule will be posted on the Angi Leads Website at pro.AngiLeads.com/terms/terms-conditions/ and periodically communicated to you by email, text, the Angi Leads Pro app or other reasonable means. By continuing to use any Angi Leads services after receiving any such notice of changes from Angi Leads, you are agreeing to all such changes.
 - i. You may terminate this Agreement upon our receipt of your notice during normal business hours (such termination to be effective upon the close of business on the day properly delivered and received), but you shall be obligated to pay for any Leads or services delivered to you prior to us receiving your termination during normal business hours.
 - ii. Angi Leads, in its sole discretion, reserves the right to suspend your rights under this Agreement or terminate this Agreement and your membership in

the Angi Leads network immediately at any time for any reason or no reason at all.

- iii. If this Agreement is terminated or expires, your agreements and obligations under this Agreement shall continue; and any Leads provided to you during the term of this Agreement and relationships you enter into or create from those Leads will continue to be governed by this Agreement including but not limited to with respect to any disputes that may arise or claims that may be made against us and any indemnification of us by you for such claims. Further, in the event this Agreement is terminated or expires, (i) all licenses granted to you under this Agreement shall immediately terminate, and you shall have no further right to access, use or display the any Angi Leads content, including but not limited to the Angi Leads Seal of Approval in any manner, and (ii) you agree to destroy any materials containing the Angi Leads Seal of Approval. Upon any termination of this Agreement, you will no longer have access to your Angi Leads account.

- iv. If it is determined or suspected by Angi Leads in its sole discretion that you are misusing or attempting to misuse or circumvent the Angi Leads services or system or any customer data, or are using or attempting to use it for any inappropriate, illegal, harmful, or anti-competitive, purposes, including but not limited to activities such as hacking, infiltrating, fraud, advertising, jamming or spamming, or any activities inconsistent with the services proposed to be offered by Angi Leads, in addition to our right to immediately terminate this Agreement, Angi Leads reserves the right, in its sole discretion, to instigate, without notice, appropriate legal actions or proceedings to seek appropriate remedies and/or damages, including but not limited to lost revenue, repairs, legal fees, costs and expenses, and to seek injunctions or other equitable remedies.

- v. In the event of termination of this Agreement, you shall not be entitled to any refund of any fees paid to us, including any prepayments.

- vi. You will be liable for any attorneys' fees and costs if we have to take any legal action (including the retention of a lawyer) to enforce this Agreement. The laws of the State of Colorado (excluding the laws and principles with respect to conflicts of law) govern this Agreement. You hereby consent and agree that the state or federal courts in Denver Colorado are the exclusive forum for litigation of any claim by you arising under this Agreement or your

use of the Angi Leads Website and/or Services, and you submit to sole and exclusive jurisdiction in the state of Colorado, and hereby irrevocably waive and relinquish any right to bring, or cause to be brought, any such action, or to have any such action brought, in any judicial or administrative forum outside of such forum.

- vii. You understand and agree that you are an independent contractor of Angi Leads, and are not a Angi Leads employee, joint venturer, partner, or agent. You acknowledge that you set or confirm your own prices, provide your own equipment, and determine your own work schedule. Angi Leads does not control, and has no right to control, the services you provide (including how you provide such services) if you are engaged by a consumer, except as specifically noted herein.
- viii. If any provision of this Agreement is held by any court or other authority of competent jurisdiction to be invalid, illegal or in conflict with any applicable state or federal law or regulation, such law or regulation shall control, to the extent of such conflict, without affecting the remainder of this Agreement.
- ix. Wireless data usage is subject to the fees and terms of your wireless subscriber agreement or data service plan with your provider, and you may incur charges from your telephone service provider for text messages, phone calls, email communications and data transferred.
- x. Angi Leads and its affiliates may view, store, access and disclose messages exchanged between you and consumers transmitted via Angi Leads's messaging platform.
- xi. You agree not to copy/collect Angi Leads content via robots, spiders, scripts, scrapers, crawlers, or any automated or manual equivalent (e.g., by hand).

Handyman and Maid Service Programs.

1. Handyman/Maid Service Fees. Upon your approval into the Handyman Program or the Maid Service Program, your method of payment will be charged a subscription fee ("Subscription Fee") per month in advance. This Subscription Fee is subject to change in

Angi Leads's sole discretion with advance notice to you. You will also receive unlimited Handyman Leads or Maid Service Leads at no cost to you.

2. Per Lead Fees for Non-Handyman/Maid Service Leads. If you choose to expand your tasks beyond those included in the Handyman category or the Maid Service category, as applicable, you will be responsible for paying the then-current Lead Fee for each Lead you receive in those additional categories, in addition to your monthly Handyman or Maid Service Subscription Fee.
3. Term. Angi Leads may terminate the Handyman Program and/or the Maid Service Program at any time in its sole discretion. If Angi Leads terminates the Handyman Program or the Maid Service Program in the middle of a month, you will receive a pro-rated refund of your Subscription Fee. You may cancel your subscription at any time, but Angi Leads may terminate the Handyman Program and/or the Maid Service Program at any time in its sole discretion. If Angi Leads terminates the Handyman Program or the Maid Service Program in the middle of a month, you will receive a pro-rated refund of your Subscription Fee. You may cancel your subscription at any time, but Angi Leads is not obligated to refund to you any Subscription Fees, except solely in the event you rescind or terminate your subscription within the seventy-two (72) hour period following your agreement to purchase a subscription Angi Leads is not obligated to refund to you any Subscription Fees, except solely in the event you rescind or terminate your subscription within the seventy-two (72) hour period following your agreement to purchase a subscription.
4. Job Opportunities Leads (as set forth in section VI.c.) are not included in the unlimited leads provided under the Handyman Program or the Maid Service Program. Job Opportunities Leads will be charged at the rates presented at the time you elect to purchase such leads.

Appliances Program.

1. Appliances Program Fees. Upon your approval into the Appliances Program, your method of payment will be charged a subscription fee ("Appliances Subscription Fee") per month in advance. This Appliances Subscription Fee is subject to change in Angi Leads's sole discretion with advance notice to you. This Appliances Subscription Fee covers your placement in Angi Leads's directory product which is displayed on the Angi Leads website ("LiveDirectory"). Additionally, you will receive unlimited Appliances Leads at no cost to you for the first three (3) months from the date of your enrollment in the Appliances Program. After this three (3) month period, you may (i) continue to pay only the Appliances Subscription Fee and remain listed in the LiveDirectory, but you will

not receive any additional Appliances Leads, or you may (ii) choose to additionally opt-in to receiving Appliances Leads at the then-current Lead Fees. Receipt of Appliances Leads will be subject to all applicable provisions of this Agreement with respect to Lead-purchasing members.

2. Lead Fees for Non-Appliance Category Leads. If you choose to expand your tasks beyond those included in the Appliances Category, you will be responsible for paying the then-current Lead Fee for each Lead you receive in those additional categories, in addition to your monthly Appliances Subscription Fee.
3. Term. Angi Leads may terminate the Appliances Program at any time in its sole discretion. If Angi Leads terminates the Appliances Program in the middle of a month, you will receive a pro-rated refund of your Appliances Subscription Fee. You may cancel your subscription at any time, but Angi Leads is not obligated to refund to you any Appliances Subscription Fees, except in the event you rescind or terminate your subscription within the seventy-two (72) hour period following your agreement to purchase a subscription.

Gig Economy Program.

1. Gig Economy Fees and Payments. Angi Leads will set prices for jobs in its sole discretion, and if you accept and complete a job, you will receive a pre-assigned take-home amount per job. This take-home amount will be displayed prior to your accepting a job. In order to participate in the Gig Economy Program, you are required to sign up for Easy Pay, and agree to the Easy Pay terms and conditions, as all payments from consumers will be processed and distributed to you via Easy Pay.
2. Your Obligations.
 - a. You authorize Angi Leads to send you SMS messages, which may include marketing messages. You also authorize Angi Leads to send you marketing emails from time to time.
 - b. You are required to download and use the Angi Leads Pro mobile application in order to participate in the Gig Economy Program.

c. You agree to honor the price that you accepted for the job during all business hours and as required by applicable law.

d. You are responsible for scheduling the work according to your availability;

e. You agree to use your best efforts to provide the best quality services or goods subject to the job;

f. You agree to pay any and all state sales, use, or other tax due or imposed by any governmental authority with respect to the job.

3. Representations and Warranties. You represent and warrant that you have all requisite power and authority to enter into this Agreement and to sell the goods or provide the services which are the subject of the job; where applicable, you are legally and properly licensed to and possesses all requisite licenses and permits to complete the job in the geographic areas in which the job is located, and you are registered for sales, use, and other tax collection purposes in all states which you provide goods and services. You represent and warrant that you will not charge or attempt to charge a consumer a price other than the price Angi Leads has set for the job you have accepted, or refuse to complete a job in an effort to obtain a higher price.

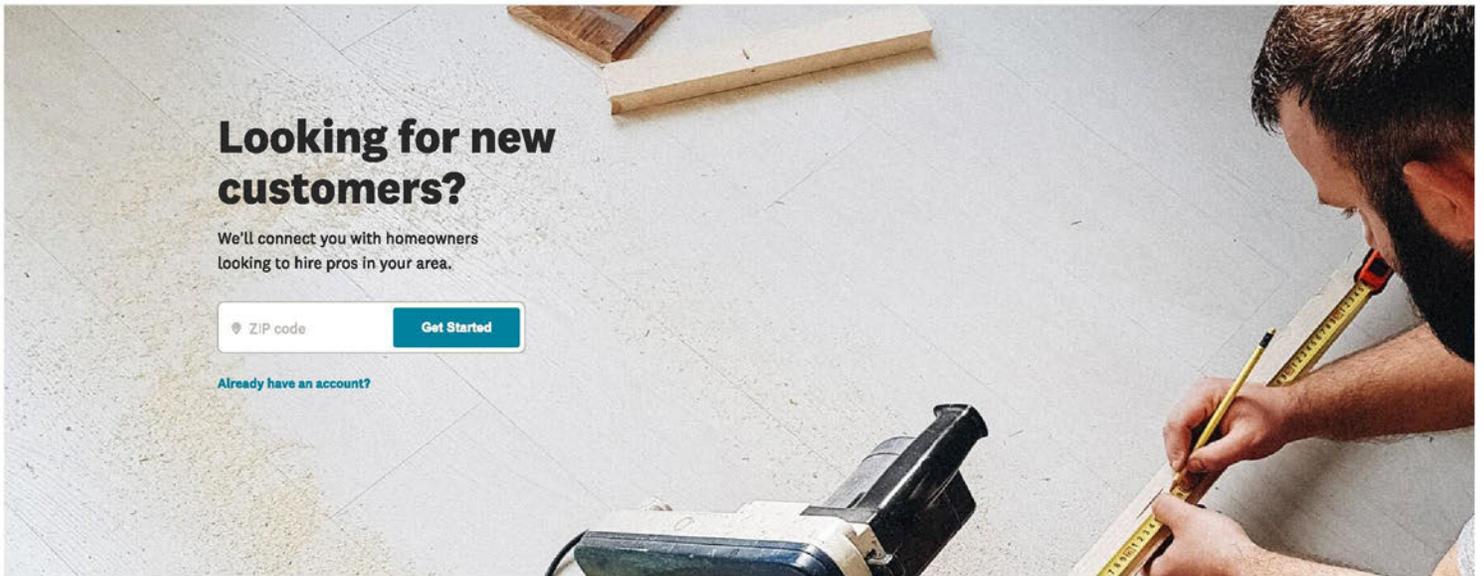
4. Term. Angi Leads may terminate the Gig Economy Program at any time in its sole discretion.

5. Miscellaneous. Angi Leads is in no case liable to you for payment for a job you have accepted, all liability with respect to payment lies with the consumer.

Legal Center powered by Ironclad Clickwrap

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Attachment 5



Looking for new customers?

We'll connect you with homeowners looking to hire pros in your area.

Get Started

[Already have an account?](#)

Grow your business



Reach more quality customers

We'll get you in front of homeowners not just on HomeAdvisor Angi Leads, but also Google, Yahoo, and more.



Power your business on the go

The Angi Leads app lets you manage and pause your leads, control your schedule, message homeowners, and request reviews from anywhere.



Maximize your earnings

Get paid quickly and easily with zero transactional fees. Plus, get credits for leads that aren't a good fit.

Frequently Asked Questions

- What comes with my membership? ▼
- What are leads and when I am charged? ▼
- How does Angi know which leads are right for me? ▼
- How are lead prices calculated? ▼
- What can I do if my leads aren't a good fit? ▼
- Why do customers trust Angi? ▼
- How is Angi Leads related to HomeAdvisor? ▼



Want to sign up over the phone?
We're here to help.

Call (866) 925-0067

Attachment 6

How does HomeAdvisor work for contractors?

HomeAdvisor connects contractors with homeowners who are ready to hire pros for their home projects — giving you access to targeted leads for your business. Simply choose the services you offer and the locations you serve, and we'll match you with homeowners looking to start projects in those areas. We give you the tools you need to connect with homeowners and win the job.

[Get Started](#)

HomeAdvisor- How It Works



You're in control

Get leads that fit your business

Choose your service types and location preferences, and we'll connect you with homeowners seeking those services in those locations.

Set your spend target on your terms

Change your spend target any time to help meet your needs. Our flexible online account settings give you control 24/7.

Win jobs and grow your business

From lead management to online marketing and more — get the tools you need to win potential lifelong customers and grow your business.

Frequently Asked Questions

Q. How much control do I have over the leads I receive?

Our online account settings give you control, 24/7. You can define your service and ZIP Code preferences to make sure you receive the types of requests you want. Additionally, you can modify your spend target at any time. You can also specify when you're busy to further narrow your preferences when you have a full schedule, but still want to keep an active project pipeline. [Sign up today to learn more.](#)

Q. Do you offer any tools to manage my leads?

Yes. We offer a robust, user-friendly system that lets you categorize and organize your leads, keep track of communications, and connect with prospects via phone or email with the touch of a button. Our mobile app also lets you take these tools on the road to help you stay on top of your pipeline.

Q. How much does HomeAdvisor charge per lead?

What you'll pay for a lead varies by the type of work you do. Regional costs can also impact price. When you call to join, we'll review the current price of leads for tasks in your area. To learn more about available leads near you, [start your sign up today](#).

Q. What is a spend target?

Your spend target is an estimated 28-day period dollar amount that you would like HomeAdvisor to try to meet when sending you leads. The spend target is not a hard cap, but rather an estimated goal of monthly spend. Instant Booking leads and all Job Opportunity leads are charged outside of your spend target. It is possible to exceed your spend target. Please review your invoices regularly to make sure that you're satisfied with your current spend target.

Q. Do I only pay for the jobs I win?

No, HomeAdvisor does not provide or guarantee jobs. You will be charged for each lead you receive, whether or not you ultimately win the job, and regardless of whether the customer hires any pro to complete the job.

Q. How do HomeAdvisor Badges work?

HomeAdvisor Badges are a great way to set yourself apart from the competition, boost staff morale and effectively market your business. They recognize everything from licensing and certification to high-quality work, and each badge has a different set of qualifications to win. When you win a badge, you can display it on your website and HomeAdvisor profile so homeowners can see your achievement.

Q. What is a HomeAdvisor Elite Service Pro?

This is a type of badge. HomeAdvisor pros earn the Elite Service Pro badge with an overall customer service rating of 4.5 or better. These pros have at least five reviews with a five-star rating, among other qualifications.

Q. How do I join?

Simply tap sign up.

Already a member? Visit our [Pro Help Center](#) to learn more about your leads and your spend target.

Ready to Let Us Help You Grow Your Business?

[Sign Up Today](#)

  **Free Mobile Apps**
HomeAdvisor App



Get Exclusive
Tips & Advice



By using HomeAdvisor, you agree to our [Terms & Conditions](#)

Homeowner Services

ProFinder
Pro Reviews
Emergency Repairs
Write a Review

Homeowner Resources

My Account
True Cost Guide
Resource Center
Refer a Pro
Pros Near Me
HomeSource Blog

For Service Professionals

Log In
Join Our Network
Grow Your Business
Pro Resource Center
Contractor Leads
National Accounts

About HomeAdvisor

Code of Conduct
Contact Us/Customer Care
How It Works
Help and FAQs
About the Company
Careers
Affiliates

HomeAdvisor International:

Canada: HomeStars | France: 123Devis & Travaux | Germany: MyHammer | Italy: Instapro | Netherlands: Werkspot | UK: MyBuilder

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Attachment 7

News Release

[◀ Back](#)

Angie's List is Now Angi, A New Way to Help People Love Where They Live

March 17, 2021



PDF Version

- Angie's List is now Angi, a new name for a new era in everything home
- Parent company ANGI Homeservices to become Angi Inc. (NASDAQ: ANGI)
- Angi mobile app includes new look and feel with easy access to service professionals, including pre-priced services, in-app messaging, payment tools, and financing

DENVER, March 17, 2021 /PRNewswire/ -- Today the iconic Angie's List brand became Angi, a new name and promise for a new era in everything home.

"At Angi, we believe that home is the most important place on Earth. People love their homes, but they don't always love taking care of their homes. At Angi, we are on a mission to change that," said Oisin Hanrahan, CEO of Angi. "We want people to feel confident taking care of small tasks, and brave enough to take on big home projects. Our new site and consumer app will help them do that by making it easier than ever to take care of your home."

As the \$500 billion of home spend moves online, Angi is the only end-to-end digital solution able to take care of everything from discovery and scheduling to booking and payment, making caring for the home easier than ever before. The new Angi app now includes features that support people through their home care journey, including the ability to instantly buy pre-priced jobs, the option to pay your pro through the app, financing options, and of course standard features like the ability to see pros, message and call — all of which help take the complexity out of home improvement.

The new Angi experience comes with a fresh logo, site and app experience, while also harnessing the innovative technology built across its sister brands, such as HomeAdvisor. As a part of today's news, HomeAdvisor will become *HomeAdvisor, powered by Angi*. This brand

transition marks the continued evolution of the company by combining the strength of the best brand with the best customer experience.

Consumer expectations have changed dramatically over the last decade: from ordering food to speaking with a doctor, consumers expect comprehensive solutions at the click of a button. Home is one of the last major categories to move online, behind categories like travel, real estate, dating, and transportation. By helping more and more pros take advantage of the digital world, Angi is poised to transform an untapped \$500 billion market in which the majority of business still gets done through word of mouth. The new, modern Angi experience is uniquely positioned to meet this behavior shift and transform how people hire, book and pay for everything in their home.

To fully align on the Angi mission to help people everywhere truly love where they live, parent company ANGI Homeservices is now Angi Inc.

About Angi

Angi is your home for everything home—a comprehensive solution for all your home needs. From repairs and renovations to products and financing, Angi is transforming every touch point in the customer journey. With over 25 years of experience and a network of nearly 250,000 pros, we have helped more than 150 million people with their home needs. Angi is your partner for every part of your home care journey. Angi is an operating business of Angi Inc., formerly ANGI Homeservices Inc. (NASDAQ: ANGI).

Angi Corporate Communications

Mallory Micetich
(303) 963-8352

 View original content:<http://www.prnewswire.com/news-releases/angies-list-is-now-angi-a-new-way-to-help-people-love-where-they-live-301248949.html>

SOURCE Angi

Attachment 8

HomeAdvisor

Case #: 11578253

**Consumer
Info:**

Schafer, Scott
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401

Date Filed: 7/22/2016 4:50:27 PM

Nature of the Complaint: Contract Issues

Consumer's Original Complaint:

July 21, 2016 TO: First National Bank Billing Resolution Department P.O. Box 3696 Omaha, NE 68172-9936 Phone: 888-238-5070 Fax: (402) 938-7550 RE: Account Number 4169 Case: 20160624000101 To Whom It May Concern, On 05/21/16 I enrolled with "HomeAdvisor, Inc." to receive sales leads for HVAC service or installations. I authorized a one-time charge to my Visa for the amount of \$287.99. I had verbally negotiated an agreement with Tiffany Jacobs (Sales Representative) as follows: - "Home Advisor, Inc." would provide sales leads from people properly screened (Serious buyers ready to purchase equipment or services). - Pay commission fees for work performed from sales leads provided by "HomeAdvisor, Inc." - Commission fees would range from \$40.00 - \$80.00 (\$80.00 being the maximum) depending on the gross income of the project (No specific parameters given for fee schedule). - Commission fees would be sent to "HomeAdvisor, Inc." by check when projects were complete. Clearly did not authorize use of credit card to pay commission fees. I received a total of 9 sales leads in an approximate 30 day period. I made one sale for an air conditioner installation & one service call. The other sales leads were as follows: - 2 of the potential sales leads were mildly curious and looking for furnace/air conditioner installation costs. I verbally gave them estimates over the phone based on the information given. They seemed confused as to why I contacted them and wanted to know how I got their phone number and information. - 2 of the sales leads provided were gathering numerous quotes - No purchases were made. - 2 of the sales leads provided did not respond to emails or phone calls. - 1 sales lead had an apartment address. When I phoned she became angry and hung up the phone. Also did not respond to email. I was contacted by "First National Bank" when my Visa was over the credit limit. This is when I found the unauthorized charges had been made by "HomeAdvisor, Inc.": 05/27/16 - \$48.81 06/03/16 - \$50.00 06/17/16 -\$125.52 On 06/24/16 I phoned "HomeAdvisor, Inc." and cancelled my membership. I also disputed the commission fees gaining no results. I phoned "First National Bank" and filled a complaint with the "Billing Resolution Department." I cancelled the credit card to prevent any further charges against the account. On 07/13/16 I received a phone call from "Home Advisor, Inc." attempting to collect their commission fees. Ultimately, I was threatened with having my account being sent to collections. On 07/20/16 I filed another dispute claim with "First National Bank" for the initial enrolment fee of \$287.99. This was due to the time consumption of untangling this situation. In conclusion, "Home Advisor, Inc." has misrepresented, and was incapable/unwilling to provide services as described. I have also received an enormous amount of unsolicited emails & phone calls from telemarketers (Believe it to be more than a coincidence).

Sincerely, Scott Schafer – Owner/Manager Customer’s Choice Heating & Cooling, LLC Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Redacted Pursuant to 16 C.F.R. § 4.2(c)(3) Cc: BBB of Northwest 1000 Station Drive, Ste. 222 DuPont, WA 98327 (206)431-2222 info@thebbb.org

Consumer’s Desired Resolution:

No longer be contacted by company, refund money, & stop future collection procedures.

Complaint Timeline

07/22/2016	Original Open Date: Complaint Transfer Threshold
07/22/2016	Complaint Transfer: Complaint Transfer Threshold
07/22/2016	Pending initial BBB review: Process complaint cbarnes@denver.bbb.org
07/22/2016	Pending initial Business response: Action taken cbarnes@denver.bbb.org
08/22/2016	BBB needs to Call Business: Action Taken (No Letters) Threshold Application
08/22/2016	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
08/23/2016	Pending consumer Response: Action taken cbarnes@denver.bbb.org
08/25/2016	Pending BBB review of rejection: Action Taken: Extranet Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
08/25/2016	Pending Business Response of Rejection: Action taken cbarnes@denver.bbb.org
09/01/2016	Business responded to rejection: Action Taken: Extranet jwilliard@homeadvisor.com
09/01/2016	Pending consumer response to rejection: Action taken cbarnes@denver.bbb.org
09/07/2016	Answered: Action Taken Threshold Application

Complaint Messages

08/22/2016 - John Williard, NAMDL
Respond to Complaint

Per this customer's request not to be contacted, we have not reached out to them but do have information to provide.

As a form of advertising, we cannot and do not guarantee any specific amount of jobs as a result of our lead generation, but rather that members of our network will obtain the contact information for

potential customers that have expressed an interest in their field of expertise. We have never offered any program wherein a member of our network would pay for their leads based on a percentage of contracts and/or jobs won, nor do we have any evidence to suggest that this customer's sales representative ever explained our service in such a manner. Furthermore, upon signing up with our service, each member of our network completes a "VoiceLog" that details the billing structure of leads that will be sent to each customer's account. We have reviewed this customer's recording and found no issues.

At this time we have no reason to believe that this customer's charges and outstanding balance are anything other than valid, but we are still willing to discuss their concerns with them should they authorize contact from our company.

08/25/2016 - Mr. Scott D Schafer

I do not accept the response made by the business to resolve this complaint

Complaint: 11578253

I am rejecting this response because:

I have spoken to "Home Advisor" at least 3 times before I submitted a formal complaint. That last conversation I had with them was an endless circle of discussion ending with the threat of being sent to collections. This is my first objection.

My primary complaint has been that they were given a one time authorization for use of my credit card. This is my next objection.

Regardless of what "Home Advisor's" response read, leads were sent to me where 3 of them would not respond by phone or email. Others could not understand why I was contacting them. This is another objection.

To this day they continue to send emails attempting to collect. I recommend they take me to small claim court because I am sure a judge will see things my way.

Sincerely,

Scott Schafer

09/01/2016 - John Williard, NAMDL

Respond to Complaint

To reiterate our previous response, both the voicelog that this customer completed and the Terms and Conditions for which it confirms outline this customer's agreement to pay, and our credit policy for the leads generated as a part of their membership have been clarified in subsequent conversations with our representatives. This customer was actively contacting and engaging with their leads, and at this time we maintain their outstanding balance to be valid.

Attachment 9

HomeAdvisor

Case #: 11721631

**Consumer
Info:**Parks, Erin
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)**Business
Info:**HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200**Date Filed:** 9/19/2016 9:37:59 PM**Nature of the Complaint:** Billing or Collection Issues**Consumer's Original Complaint:**

On August 4th 2016 I signed up for marketing services for my business paying a fee of \$347.98 with 1 month free of help desk. According to the receipt I received from Home Advisor via email. Looking back at over emails I noticed the original price I was quoted was \$288. When I asked about where the difference came between the \$288 and \$347.98 I was informed it was the fee for the 1 month use of the help desk.... I thought it was free though? So why am I paying an extra \$59.98 for something that is suppose to be free? From the moment we signed on with Home Advisor it was one issue after another. I couldn't even sign onto my account and edit my profile for 2 weeks. Every time I tried to log in it pulled up a lawn care company. We are a house cleaning company. I would call to try to have it resolved and no one would answer me - or I would get told someone would call back but wouldn't hear from anyone for DAYS. Then I would be working and couldn't get to my phone so I would call back and then the cycle would happen all over again. Finally after 2 weeks of trying to get on my profile someone helped me - the gentleman who originally signed me up. I called and emailed him so many times I think he finally gave in and called me back. On August 18th - 3 days after I got my profile fixed and could sign onto my own profile instead of the lawn care company I started getting "leads" but I had asked to be set up to not receive leads until September. When I tried to get the matter fixed it became another "issue" and I was told the case had to be submitted for approval of the refund for the leads I was not suppose to be getting in the first place. At this point I had enough of the back and forth and never getting anything taken care of by Home Advisor. I asked to cancel my membership with a full refund as I did not feel Home Advisor had provided the appropriate customer service they so promised. We canceled the credit card because they kept charging us "lead fees" for jobs we were not suppose to be getting and for jobs we do not even do. Aloha Cleanings of the Triangle only does residential house cleanings but they were sending us leads for hood/exhaust cleanings. That's not even something my company does... at all. After trying to get the refund it was brought to my attention that we only had 72 hours after signing up to request a refund. Considering this was something that NEVER was brought to my attention until AFTER I asked for a refund is poor communication on Home Advisor. During a conversation while discussing the refund Home Advisor mentioned their "terms and conditions" I was never given a terms and conditions nor was I advised where to find it. It never occurred to me that I would have so many issues from a company that is so highly recommended. Due to canceling the credit card (after being charged for things we weren't suppose to be charged for) we disputed with the bank to get our full refund due to their lack of communication, unprofessionalism and stealing from our company. From day 1 we had issues - even

almost 2 months later we are still getting harassed and bullied by this company. After waiting over 2 weeks to hear from someone from Home Advisor regarding my full refund I finally spoke to a supervisor on Sept 8th 2016. She informed me I would not receive a refund. Nothing further was discussed. I was on my way into a drs appointment when she called so I wasn't thinking correctly but called Home advisor after my appointment to ask her about the "lead" charges being refunded. Still have not heard from her or any supervisor regarding that. On Sept. 14th I received a "final notice" email from Home Advisor stating the following: "FINAL NOTICE! Because we have not received a response to numerous inquiries regarding your outstanding balance, your account is now being staged to go to an external collections agency within the next few days. To pay your balance and avoid having your account sent to our outside Collection Agency, having additional collection fees and/or litigation fees assessed and possibly a negative reporting against your credit, please provide a valid method of payment below or call the HomeAdvisor Business Customer Care team toll-free at (877) 947-3639." No one had EVER called me or mentioned ANYTHING about this so called debt at any point talking to any of the supervisors or customer service reps. Nor did I receive any emails until I received this email. As soon as I received this email I started contacting home advisor yet again - of course no one has called me back regarding THIS issue. However today I received a call from Home advisor asking if I wanted to start and finish customizing my profile page.... DO WHAT??!?! I asked to speak to someone immediately as I was waiting (like always) to hear from someone regarding the current and many issues. I spoke with a woman who also informed me the balance we owe is now higher due to 2 "kick back" charges of \$20 each for disputing these charges and the refund. Again, I explained the whole situation to yet another employee who while reading the notes said she could not issues the refund as she was not authorized to do so. Aloha Cleanings disputed the charges made on the credit card used with the credit card company. As a result Home Advisor is claiming we owe them money and are sending us to collections. We have not received any refund of the charges made to the credit card that we are disputing. No one ever informed me of us "owing" Home Advisors anything - no email - no phone call. Until Sept 14th when they sent a "final notice" email to me.

Consumer's Desired Resolution:

I would like Home advisor to refund the full \$347.98 back to my card in addition to nothing being sent to collections and all pending charges be refunded or resolved. After resolving all charges and issuing us a refund I would also like Home Advisor to never contact me or my business ever again.

Complaint Timeline

09/21/2016	Pending initial BBB review: Process complaint cbarnes@denver.bbb.org
09/21/2016	Pending initial Business response: Action taken cbarnes@denver.bbb.org
10/21/2016	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
10/24/2016	Pending consumer Response: Action taken cbarnes@denver.bbb.org

11/01/2016

Answered: Action Taken
Threshold Application

Complaint Messages

10/21/2016 - John Williard, NAMDL

Respond to Complaint

We have been in touch with this customer and were able to address and resolve their concerns.

We found that there had been some confusion regarding both the leads generated through our service and the billing there of, but were able to reach an amicable resolution. At this time we have reached a settlement with customer, closed their account per their request, and have parted ways on friendly terms.

Attachment 10

HomeAdvisor

Case #: 11902602

**Consumer
Info:**

Simckes, Noam
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 12/29/2016 3:00:39 PM

Nature of the Complaint: Sales Issues

Consumer's Original Complaint:

I have reached out to Home Advisor many times with no attempt of resolution from there and, in fact i emailed the email address you gave me before filling out the complaint and 7 days with no response. I received a call from Amanda, very nice and very good sales person who i believe really meant no harm and was trained to tell me the overrated and exaggerated results i would see with Home Advisor. Firstly i was promised around 12 leads a week, i understand you can not create the need in a market however you do have statistics to get an idea of the amount of leads you would give us, i have received 11 "leads" if you can call them that in a 3 month period. Which brings me to my next issue, only one out of the 11 so called leads actually answered the phone! and made an apt, then our tech drove out there let me add that it was way out of area over 40 miles away and the "customer" never answered the phone once the tech was on site and never again were we able to contact the customer, there is no way in this world that out of 11 leads 10 dont answer the phone on first second/third and sometimes 4th contact attempt, i do not believe these leads are legitimate leads. And final issue is that when i announced to the sale person that we are closing over 80% of our calls/leads and asked what she think the closing rate would be as per the statistics you have she claimed it would be easy to close 50%, i wish this were true 0% was closed. I did not close a single job from you, i was deceived into thinking i would be getting around 12 a week when in fact i did not get that in 3 months and the biggest issue is the legitimacy of the leads seems to be fake and misleading. Now, you guys are calling us daily to our business line with an auto bot dialer, i demand you stop calling my business line and any conversation you might want to have call my number on file, i have disputed the charge and i will not pay for a service whom lied to me during the sales process. i have requested many times on a recorded line that you stop contacting me. I am open to offers of resolving this peacefully but i can not and will not pay for such deceiv ng sales practices and leads that do not answer that do not live up to 1% of what was advertised to me on the sales calls.

Consumer's Desired Resolution:

please refund me and stop calling me or i am going to press charges of harassment. let me add i am on the do not call list

Complaint Timeline

12/29/2016

Automation: Auto Process
Complaint Form

12/30/2016

Pending initial Business response: Action Taken
Threshold Application

01/11/2017

Resolved: Action taken
cbarnes@denver.bbb.org

Attachment 11

HomeAdvisor

Case #: 11923547

**Consumer
Info:**Getter, Gregory
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)**Business
Info:**HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200**Date Filed:** 1/7/2017 1:15:25 PM**Nature of the Complaint:** Billing or Collection Issues**Consumer's Original Complaint:**

I was contacted by a representative of Home Advisor in October of 2016. The initial contact was them leaving me a message asking for a kitchen remodel. I called the number to find out it was Home Advisor. I had been approached by the company before and knew of their business model. At the time of the most recent contact I was in a slow period at work and decided to give it a try. The way the service was explained to me was that there is a membership fee of approx \$350, but that being a member meant that customers could contact me directly. They said this would keep me from having to pay the fees they charge when they send leads from Home Advisor. The leads are supposed to be pre-screened and would be for customers who are ready to have work done at that time. I was initially excited to get my business going again. Shortly after signing up, I began receiving leads immediately. The only problem is that only 1 "lead" answered the phone and that was to say she would call back but she never did. The other "leads" they sent never answered the phone, but just because I called them they charged me \$80 to \$100 for making the call. In addition to this, every company that sells similar services and the BBB began calling my phone to offer their services. I made the connection that Home Advisor sold my phone number to these companies without any consent to do so from me! I spoke with people from Home Advisor on several occasions who said the only thing they could do is offer a free lead or enroll me in other services. At this point I wanted nothing to do with their services. I only wanted my money back. They refused to refund me. I later logged into my credit card account online to find out that they had charged a total of \$852.79 to my credit card. I was charged for each bogus lead they sent and then another \$300 the next month which I never figured out what that was for. I honestly believe that Home Advisor sets up fake leads so that they can charge the businesses \$80 each for these fake phone numbers. Luckily I was able to dispute the charges on my credit card because they DID NOT provide the services they said they would. Next step I will be filing a complaint with the Texas Attorney General and if Home Advisor makes any attempts to post any negative information on my credit report, I will take them to court to sue for the funds that they say I owe.

Consumer's Desired Resolution:

Home Advisor need to make sure that my account has a \$0 balance because they did absolutely nothing for me but get me bothered by a lot of unauthorized sales calls. I never received a notice of privacy practices on how they would use the information that I provided them with. This is required of all business that collect personal information. They had no right to sell my number, they had no right to excessively charge my credit card and they had no right to send me fake leads so they could charge my account. I see they have over

1000 other complaints on the BBB so I am not the only one duped by this scam. I guess paying to be BBB to be accredited allows you to maintain an A+ rating when you have 4 times as many complaints as you do compliments

Complaint Timeline

01/07/2017	Automation: Auto Process Complaint Form
01/08/2017	Pending initial Business response: Action Taken Threshold Application
02/02/2017	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
02/02/2017	Pending consumer Response: Action Taken: Direct Connect jwilliard@homeadvisor.com
02/10/2017	Answered: Action Taken Threshold Application

Complaint Messages

02/02/2017 - John Williard, NAMDL
Respond to Complaint

We have been in touch with this customer regarding the concerns listed in this complaint, and while we were not able to reach an amicable resolution, we do have information to provide.

First and foremost, our company has never sold contact information of our network members to any third party solicitors as alleged by this customer. We explained to the customer that the increased visibility that comes with being listed in our directory will at times garner the attention of online advertising other companies, but that this is a risk inherent to being more visible to his potential customers. We also covered the details of our lead generation, the billing thereof, and clarified the original expectations set by our sales representative.

Despite finding no evidence that improper expectations of our service were set by our employees and believing that the charges billed to the customer's account are valid, we did make a settlement offer to this customer in order to resolve their concerns. The customer rejected that offer, so while we are at this time considering the matter closed, our offer will remain on the table should the customer elect to reconsider.

Attachment 12

HomeAdvisor

Case #: 11989475

**Consumer
Info:**

Weeks, Joel
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 2/13/2017 6:11:48 PM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

As a new owner of a small business franchise, I believed that obtaining assistance with lead generation would be a good way to garner business. WRONG. Home Advisor's "leads" are nothing more than "tire kickers" who are not, despite the assurances of HomeAdvisor "ready to execute the project". Over the course of about six months, I spent over \$600 paying for "leads" which turned out to be bogus. On some of the earlier leads, when I complained about the lead being non-responsive, I would receive a credit. These credits, however soon became very difficult to get from Home Advisor. I cancelled my account in August of 2016 after a very frustrating telephone call with a customer service representative who would not authorize a credit for a lead who had never once returned my call to set up a quotation visit. I was genuinely shocked when I discovered that, without my authorization, Home Advisor had fraudulently debited my business checking account for a renewal fee. (ON AN ACCOUNT I HAD CLOSED). When I called to complain, I was told that their records indicate I had agreed to keep my account open. I did, until the end of the current contract period. I was NEVER told they were going to proceed with the "renewal" that I didn't authorize until I received a statement from my bank. The customer service representative I spoke with today had an extremely condescending tone and told me that she would be "happy to close my account" (which was already closed) and begin the process of refunding the renewal fee (that they were not authorized to charge in the first place); then she proceeded to tell me it would take 7-10 business days to process? In this day and age of electronic banking it takes 7-10 days? Totally unbelievable. This company is completely and utterly devoid of professional business ethics. DO NOT do business with them, if you believe in value for your hard-earned marketing dollars.

Consumer's Desired Resolution:

Complaint Timeline

02/13/2017	Automation: Auto Process Complaint Form
02/14/2017	Pending initial Business response: Action Taken Threshold Application
02/14/2017	Information Only: Manual state change cbarnes@denver.bbb.org

Attachment 13

HomeAdvisor

Case #: 12163027

**Consumer
Info:**

Leibengood, Chris
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 5/18/2017 4:30:45 PM

Nature of the Complaint: Refund / Exchange Issues

Consumer's Original Complaint:

We signed up with Home Advisor as a contractor earlier this year. The salesman totally sold us. HA would send us pre-qualified leads for real jobs. 100% satisfaction guaranteed. I signed up right then and there. HA did a background check on us and got us all set up to get leads. If we had any problems with the leads, we would get credit for them. We started getting leads. We would try to call the customer, they had no idea they had signed up for the call. They were not looking for any of the services. HA did credit us at first. The leads kept coming in and not one of them was a valid lead. Some were for services that we didn't even offer, some were over an hour away from our location (and out of our area that we designated). We put our account on hold, the bogus leads kept coming in. HA didn't want to credit us. We cancelled our account within 30 days. We disputed all charges thru our credit card and the credit card company sided with us. HA didn't even respond to the credit card company. HA emailed us saying they don't want to lose our business and why did we leave? Hello HA terrible customer service. The associate misled us when we signed up, then they didn't want to credit us or refund our \$287.99 yearly fee (for 2 weeks of service we had) which cost us way more than that. I spent more time on the phone with HA than with any customers. Now HA is emailing us saying they tried to contact us numerous times (which was the first time we were contacted, not numerous) on our account balance which is the \$287.99 plus a few leads that we couldn't get a refund on. We didn't get a reason that we couldn't get a refund either. They are saying we owe them the money or they will send us to a collections. How do companies get away with ripping off hard working people? I would have gladly paid them if they would have provided the services they promised. Never use Home Advisors ever!

Consumer's Desired Resolution:

I would like Home Advisor to credit me the money they claim I owe. Send me a statement showing that I owe them nothing and apologize for threatening us with collections. And change the way you treat your customers so the next person won't get scammed like we did.

Complaint Timeline

05/18/2017	Automation: Auto Process Complaint Form
05/19/2017	Pending initial Business response: Action Taken Threshold Application

- 06/16/2017 Business Responded to Complaint: Action Taken: Extranet
jwilliard@homeadvisor.com
- 06/16/2017 Pending consumer Response: Action Taken: Direct Connect
jwilliard@homeadvisor.com
- 06/24/2017 Answered: Action Taken
Threshold Application

Complaint Messages

06/16/2017 - John Williard, NAMDL

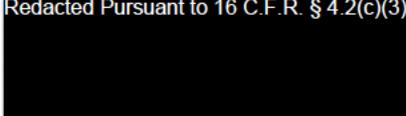
Respond to Complaint

Although we have not yet been able to reach this customer regarding their concerns, we have provided them with the direct contact information of the party handling this complaint. At this time we remain optimistic that we will be able to hold a productive conversation, reach an amicable resolution, and will provide any updates as the situation allows.

Attachment 14

HomeAdvisor

Case #: 12204896

Consumer Info:	Gold-Rohde, Diane Redacted Pursuant to 16 C.F.R. § 4.2(c)(3) 	Business Info:	HomeAdvisor 14023 Denver West Pkwy Bldg 64 Golden, CO 80401 (303) 963-7200
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Date Filed: 6/13/2017 11:23:22 AM

Nature of the Complaint: Product Issues

Consumer's Original Complaint:

The company through their app states the following: Homeadvisor will automatically credit leads when: Leads are less than 45 days old if you have tried to contact the lead within 24hrs, you tried to contact the lead on two different days, and your account is in good standing. I have requested credit... for 16 leads because I was unable to reach the customers with the information provided, or the person is not looking at this time, or there is a huge language barrier where they do not understand why or what we are calling about. Homeadvisor charged my account approx \$296.58 for this. Upon speaking to the reps, I'm told Home advisor doesn't credit back leads for no contact, people who are not looking for service or just hang up on us cause they cannot understand English. Their app says to do these things, and they will automatically credit. Now they are telling me there is a threshold or other matrix they use and they don't usually credit back for non-contact. Their app says they will, their sales people told me they would, but now all of a sudden they say they can't credit and don't credit. I have a screenshot of their app where it says to do the things listed above, and they will automatically credit. I have tried several occasions to work with Home Advisor since December 2016 (6 months) and at this point feel I am being ripped off and the service is clearly not as it was advertised. In addition, one of the customer service reps informed me that I should never say that we received their information from Home Advisor when we call because we are in so many ways calling cold leads and these prospectives rarely go through Home Advisor.

Consumer's Desired Resolution:

Refund the amount of money I paid. I have no issue paying for the leads that are legit, where I can contact them, where there is no language barrier, and they know what we are calling about. Because Homeadvisor bait and switched me, told me verbally and through their app leads would be credited back, I will only accept a refund of \$296.58 for the 16 leads I requested refunded and \$395... membership fee. The reason for the membership fee request is because this company sold me a service that turned out to be something not represented. Therefore because of their breach of contract, I will not benefit from a year membership costing \$395.

Complaint Timeline

06/13/2017	Automation: Auto Process Complaint Form
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06/14/2017 Pending initial Business response: Action Taken
Threshold Application

07/13/2017 Business Responded to Complaint: Action Taken: Extranet
jwilliard@homeadvisor.com

07/13/2017 Pending consumer Response: Action Taken: Direct Connect
jwilliard@homeadvisor.com

07/13/2017 Close the complaint as Resolved: Action Taken: Extranet
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

07/14/2017 Resolved: Action Taken
Threshold Application

09/08/2017 Pending consumer Response: Complaint Reopen
cbarnes@denver.bbb.org

09/08/2017 Pending BBB review of rejection: Action taken
cbarnes@denver.bbb.org

09/08/2017 Pending Business Response of Rejection: Action taken
cbarnes@denver.bbb.org

09/08/2017 Business responded to rejection: Action Taken: Extranet
jwilliard@homeadvisor.com

09/08/2017 Pending consumer response to rejection: Action taken
cbarnes@denver.bbb.org

09/08/2017 Pending BBB Review of Consumer 2nd Rejection: Action Taken: Extranet
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

09/14/2017 Answered: Action taken
cbarnes@denver.bbb.org

Complaint Messages

07/13/2017 - John Williard, NAMDL

Respond to Complaint

We have been in touch with this customer and were able to discuss and address their concerns. We were able to adjust their account settings, credit was applied, and we are pleased to still count them among our active service network members.

07/13/2017 - Mrs. Diane M Gold-Rohde

I accept the business's response to resolve this complaint

Better Business Bureau:

I have reviewed the response made by the business in reference to complaint ID 12204896, and find that this resolution is satisfactory to me.

Sincerely,

Diane Gold-rohde

09/08/2017 - Mrs. Diane M Gold-Rohde

I do not accept the response made by the business to resolve this complaint

Like many others, I signed up with Home Advisor at the tune of \$347.98 for the yearly membership PLUS the cost of leads. I was promised that Home Advisor would help my business grow and that they would send leads from people who were genuinely looking to hire. I have contacted Home Advisor multiple times throughout the seven months of my membership, I have done everything they advised for me to do, I have listened to them blame our office staff and me even though all their leads are terrible. In fact, I have people that are "supposedly" looking for service, yell at my office staff and I and tell me they never asked to be contacted, "Homeadvisor who?" The bogus prospect tells us we already found someone A FEW DAYS AGO and this is within 1 minute from us receiving the lead, and furthermore they say that they would appreciate being taken off our calling list and we receive leads that from bogus people looking for a service we do not even provide. I had a service rep "J.D. Williams" reach out to me and even the things he did, did NOT help in the least bit of way. He even said "wow, we sure dropped the ball on you and we are so sorry" Now, I try to reach out to J.D who I am supposed to contact directly at Homeadvisor, and my emails go ignored. Also, I called Homeadvisor at the ph# I was given in hopes to talk to J.D. after not being able to contact him via email, and I am being told no one by that name has ever worked there. J.D. Gave me a small credit, but the credit he gave me was used towards more bogus leads. Again, HomeAdvisor refuses to credit back to my account on bogus leads. ENOUGH is ENOUGH!

I have been beyond patient, and I am now fed up! I am requesting a FULL refund on all the leads and my membership. Membership fee of \$347.98 plus all the charges on 12/27/16 for \$26.64, 6/19/17 for \$315.71, and again on 6/26/17 in the amount of \$85.55 = Total \$775.88

09/08/2017 - John Williard, NAMDL

Respond to Complaint

As described in our response to this customer's previous complaint, our customer service department has made a variety of adjustments to this customer's account in order to better suit their business needs and applied a substantial amount of credit as well. As a result of the latter, this customer has not been charged for any of the additional leads they have received since 7/23/17, and we can also confirm that there have been multiple jobs won as a result of the leads provided to them during the life of their

account.

Although we have not been in further contact with this customer, we would like to take this opportunity to state that we have provided a refund for the remainder of their negative balance and have cancelled their account in full in order to ensure that no future charges will occur.

09/08/2017 - Mrs. Diane M Gold-Rohde

I do not accept the response made by the business to resolve this complaint

Complaint: 12204896

I am rejecting this response because: I am requesting a refund in FULL since the service was not as advertised. I have NOT won "many" jobs, I have gained a couple jobs out of the 9 months and out of several bogus leads.

Sincerely,

Diane Gold-rohde

Attachment 15

HomeAdvisor

Case #: 12221432

**Consumer
Info:**

Acosta Pilar, Andres
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Golden, CO 80401
(303) 963-7200

Date Filed: 6/22/2017 10:45:47 AM

Nature of the Complaint: Product Issues

Consumer's Original Complaint:

Home Advisor charges us (contractors) for leads from clients that submit requests through their websites. However, I recently purchased a lead through their platform and the client specifically told me that they had not submitted any requests through home advisor. Instead, the potential client had submitted a posts through craigslist and had not gone into home advisor at all. This is a clear example of home advisor data mining free posts websites in an effort to charge (contractors) for bogus leads. After reaching out to home advisor to give them an opportunity to make this right, they were saying that I was lying and that the client did go in their platform. They refused to contact the lead themselves and said they could not give my account any credits, because to them the client had gone in their platform. Even though, the client had not gone into their platform at all I was still charged for a lead.

Consumer's Desired Resolution:

The amount refunded is not what I'm after (\$20.00), I'm concern about the business practice changing and them not charging us (contractors) for bogus data mined leads.

Complaint Timeline

06/22/2017	Automation: Auto Process Complaint Form
06/23/2017	Pending initial Business response: Action Taken Threshold Application
06/23/2017	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
06/23/2017	Pending consumer Response: Action Taken: Direct Connect jwilliard@homeadvisor.com
07/01/2017	Answered: Action Taken Threshold Application

Complaint Messages

06/23/2017 - John Williard, NAMDL
Respond to Complaint

Although we have not been in contact with this customer, we do have information to provide.

While we do have affiliate sites that may redirect service requests they receive provided that they meet our standards of required information from the homeowner, we do not now nor have we ever "data mined" via unaffiliated third party sites. We have applied the requested credit to this customer's account, apologize for any frustration, and sincerely hope that this information is useful for both the customer and the BBB.

Attachment 16

HomeAdvisor

Case #: 12321388

Consumer Info: Ebert, Edward
 Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Business Info: HomeAdvisor
 14023 Denver West Pkwy Bldg 64
 Golden, CO 80401
 (303) 963-7200

Date Filed: 8/10/2017 4:07:10 PM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

When I signed up with home advisor they gave 30day free trial called myhelpdesk. My daughter and I reviewed this and decided it was of No benefit to me being a1man business. Two weeks in:o the free trial I contacted Janay Besser who signed me up and told her to cancel myhelpdesk. She said she'd take care of it. Next thing I know they're taking payments out of my account for this. I contacted them they said there's nothing they could do because Janay didn't cancel or make any notes of cancelling in the system. I then contacted my bank to get my money back. Shortly after that i recievev a bill from home advisor fort that and additional added billing for myhelpdesk. Everytime I call them they say they cannot help me I tell them to give my number to someone who can but I never hear back. I tried the 2 emails your site offered but I couldn't get through on them. I tried to explain that because their employee dropped the ball and didn't do her job on their end that I'm not responsible for their mistakes. I haven't used this myhelpdesk and have no reason to. I'm not responsible for this bill and i would just like this matter resolved. I'm getting nowhere calling them. Please assist. Thank you. Sincerely: Edward Ebert
 Ebert Family Sewer & Drain, Inc.

Consumer's Desired Resolution:

Billing adjustment incorrect billing.

Complaint Timeline

08/10/2017	Automation: Auto Process Complaint Form
08/11/2017	Pending initial Business response: Action Taken Threshold Application
09/06/2017	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
09/06/2017	Pending consumer Response: Action Taken: Direct Connect jwilliard@homeadvisor.com
09/09/2017	Close the complaint as Resolved: Action Taken: Extranet Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
09/10/2017	Resolved: Action Taken Threshold Application

Complaint Messages

09/06/2017 - John Williard, NAMDL

Respond to Complaint

Upon receiving this complaint we were quickly able to determine and address the cause of this customer's concerns. We have since contacted the customer, cleared the balance for the charges in question, and at this time the customer remains an active and valued member of our service network.

09/09/2017 - Mr. Edward T Ebert

I accept the business's response to resolve this complaint

Better Business Bureau:

I have reviewed the response made by the business in reference to complaint ID 12321388, and find that this resolution is satisfactory to me.

Sincerely,

Edward Ebert

Attachment 17

HomeAdvisor

Case #: 12489236

**Consumer
Info:**

Quinnell, Emagene
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Golden, CO 80401

www.homeadvisor.com

Date Filed: 11/6/2017 12:34:47 PM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

Bobby Walker, HomeAdvisor Online Marketing Consultant contacted us by cell phone in late June or early July 2017. After numerous calls, we finally decided to sign on Sept 10, 2017 and our bank account was debited \$347.98 for 1 year of service. With this \$347.98 came a 1 month free Mhelp desk that costs \$59.99 per month. I told them that I would more than likely cancel this service because we weren't going to spend another \$59.99 a month. We had a month to let them know whether we wanted to cancel and we would not be charged for it, per phone call with Frank on 9/12/17. I called Mhelp desk on 10/9/17 to cancel the Mhelp desk services for \$59.99. On 10/16/17 our bank account was debited for \$59.99 for the Mhelp desk that I had canceled. I called Mhelp desk and talked to Libi. She told me that Home Advisor was the company that needed to refund the money and that they were closed, but she would email them about my request to get a refund. She was to CC me a copy of that email, but I never received anything from them. On 10/25/17 I called Mhelp desk again as we hadn't heard or received a refund. I got ahold of Libi once again, she said an email was sent. I explained that I wanted to talk to management and wanted my money back. I also told her that I would report Home Advisor to the Better Business Bureau if I hadn't heard from management by 11/1/17. As of today, we haven't received a refund or a call or email from management. We were told that they would send us leads and we could either take the job or not. If we took the job, our bank account would be debited for the amount of the lead they had provided to us the next week. If we didn't take the job we wouldn't be charged for the lead. Each lead has a different price depending on what the job is per customer request. On 10/27/17 we received a lead but couldn't get ahold of them by phone...I canceled the lead online with Lisa. On 10/30/17 I was contacted by email that they would not credit our account on this lead.

Consumer's Desired Resolution:

A refund by check for the \$59.99 that was taken out of our bank account on 10/16/17. We have canceled our bank account as they have not credited us back after numerous phone calls and emails. I know that they have recorded all phone calls. We do not want to be associated with them after what we believe "shady practices". If at all possible, a refund of our initial \$347.98 also or 10 months of that \$289.98 that we won't use. We want our name off their site.

Complaint Timeline

11/07/2017

Automated: Process complaint

cbarnes@denver.bbb.org

- 11/07/2017** Pending initial Business response: Action taken
cbarnes@denver.bbb.org
- 11/28/2017** Business Responded to Complaint: Action Taken: Extranet
jwilliard@homeadvisor.com
- 11/28/2017** Pending consumer Response: Action Taken: Direct Connect
jwilliard@homeadvisor.com
- 12/06/2017** Answered: Action Taken
Threshold Application

Complaint Messages

11/28/2017 - John Williard, NAMDL
Respond to Complaint

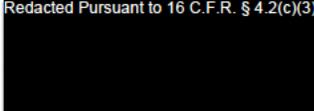
Although our attempts to reach this customer have not been successful, we have informed them via voicemail that a refund for the unwanted charge in question has been provided.

We would like to apologize for the confusion surrounding the billing of this aspect of our service, we have also cancelled their account as requested in this complaint, and are at this time considering the matter closed.

Attachment 18

HomeAdvisor

Case #: 12537026

Consumer Harris, Donald
Info: Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)


Business HomeAdvisor
Info: 14023 Denver West Pkwy Bldg 64
 Golden, CO 80401
 (303) 963-7200

Date Filed: 12/4/2017 8:26:23 AM

Nature of the Complaint: Advertising Issues**Consumer's Original Complaint:**

I signed up with Home Advisor and paid an annual membership fee along with agreeing to pay a 'pay per lead' fee for each potential customer sent to me as a match based on a select criteria I have provided. I found out later that none of this is refundable to me after three business days. I did not receive my first "lead" until many days after signing up (coincidence?). Once I received the lead, it was a woman (single mom with no transportation) who is opening her own company and only wanted me to come out and price certain work so she could check her own prices to see if she was pricing her services properly. I called Vanessa (sp?) the person who helped me to open my account for a credit to this useless lead and had to leave a voicemail which I never heard back from or received a credit. The "leads" only got worse from there. I received a "lead" from a customer who wanted "cleaning services" (a \$26 lead I think). The man wanted his air ducts steam cleaned, a service I do NOT offer. I called the man to determine how it was that I somehow received this lead. He stated that he repeatedly told the lady on the phone he did NOT want anything done except his air ducts steam cleaned. He also stated that she continued to ask him if he wanted his driveway power washed, or his fence, or exterior home, all of which he responded to as a steadfast NO! I still received the lead (and cost) of this. Fast forward three more insanely matched "leads" and I was done. It is clear to me that Home Advisor is a mass production lead generation hub bent on charging contractors as much as possible as frequently as possible and NOT a business diligently trying to match consumers to contractors based on what THEY (customer / contractor) are wanting. I called last Wednesday (11-29-17) to cancel my account and get what monies back that I could and only received an offer of credit IF I continued to do business. My annual membership (non-refundable) which was gained through false premise (perhaps a method of theft) could not be refunded. I was handed over to TAMMY R. in customer service who tried to convince me to work with her and to stay a customer. I denied the offer completely and asked two specific questions. (1) Will I receive a cancellation email? To which she said yes and will I incur further charges beyond that date because I now know they are unwilling to refund anything, they only offer "credit". Tammy stated there would be no further charges for leads or anything else. Later in the morning, I received an email cancelling an "appointment" I had with a customer but no email of cancellation. I called to speak with Tammy R. again but she was unavailable and so I spoke to Brianna who said she could check the notes on the account. Brianna said she could see the notes from the earlier conversation (some of which she recited) and that she had spoken with Tammy R and then told me that I would receive a cancellation email the next business day. That email never came. Today, December 4th, I see that my account has

been debited another \$79 dollars for something I have no idea what it is for. I want nothing to do with this company, ever. I want my money back as they misrepresented what they would do for that money, start to finish. I believe there is some level of fraud inherent to their business model.

Consumer's Desired Resolution:

Because my annual membership and agreement to pay for leads was premised on what is false/misleading methodology and I had no way of knowing how ridiculous their business model is (for the contractor) within that three business days (my first lead came many days after membership) I feel a full refund is justified.

Complaint Timeline

12/04/2017	Automation: Auto Process Complaint Form
12/05/2017	Pending initial Business response: Action Taken Threshold Application
12/14/2017	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
12/14/2017	Pending consumer Response: Action Taken: Direct Connect jwilliard@homeadvisor.com
12/22/2017	Answered: Action Taken Threshold Application

Complaint Messages

12/14/2017 - John Williard, NAMDL

Respond to Complaint

We have been in touch with this customer and were able to hold a productive conversation regarding their concerns and the details of our service overall. As a result a settlement was reached, the account has been cancelled as requested, and we have since parted ways with the customer on friendly terms.

Attachment 19

HomeAdvisor

Case #: 12547585

Consumer
Info: evans, matthew
 Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Business
Info: HomeAdvisor
 14023 Denver West Pkwy Bldg 64
 Golden, CO 80401
 (303) 963-7200

Date Filed: 12/8/2017 7:41:54 PM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

this company solicited me with the promise of legitimate leads for my company from parties that had been screened and were ready to move forward with projects, they charge an undetermined amount for such leads and charge a membership fee, less than 1 week into this venture I have received 5 leads of which 3 of them resulted in nobody ever answering the phone or returning a call or text or email, 1 answering and after a short conversation telling me they were just checking around and 1 telling me that home advisor was a rip off and they would never use them, I requested refunds to which I believe the first 2 were granted but the following 3 were not, I emailed my contact at home advisor and expressed my displeasure with the company and told him that I no longer want to be a part of the company to which I never received a reply, someone else called me to do a welcome call the next day and I told them that I was done with their service and to stop sending and charging me for bogus leads, they still charged me for the leads plus the membership fee so it cost me almost 500\$ in a weeks time for nothing ,

Consumer's Desired Resolution:

I would like a refund of the membership fee and the leads they charged me for

Complaint Timeline

12/08/2017	Automation: Auto Process Complaint Form
12/09/2017	Pending initial Business response: Action Taken Threshold Application
12/19/2017	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
12/19/2017	Pending consumer Response: Action Taken: Direct Connect jwilliard@homeadvisor.com
12/27/2017	Answered: Action Taken Threshold Application

Complaint Messages

12/19/2017 - John Williard, NAMDL
 Respond to Complaint

Although we were not able to make contact with this customer, we would like to use this opportunity to inform that their desired resolution has been provided.

Upon reviewing their account we found that the customer had made a good faith effort to cancel their membership within the allowable time frame to receive a refund. We have since processed that refund, there will not be any future charges, and their account has been cancelled per their request.

Attachment 20

HomeAdvisor

Case #: 12606806

**Consumer
Info:**helbacka, chris
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)**Business
Info:**HomeAdvisor
14023 Denver West Pkwy Bldg 64
Golden, CO 80401
(303) 963-7200**Date Filed:** 1/10/2018 4:10:55 PM**Nature of the Complaint:** Billing or Collection Issues**Consumer's Original Complaint:**

I signed up with Home Advisor and was offered mHelpdesk as a free trial by Joe Roe. I told him in an email I didn't want that product and he said I wouldn't be enrolled. I was enrolled anyway and found out through make credit card billing. It took several emails and phone calls to cancel mHelpdesk but I was offered only a credit and not a refund. I asked several times for a refund of money that should have never been taken from me.

Consumer's Desired Resolution:

Complaint Timeline

01/10/2018	Automation: Auto Process Complaint Form
01/11/2018	Pending initial Business response: Action Taken Threshold Application
01/11/2018	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
01/11/2018	Pending consumer Response: Action Taken: Direct Connect jwilliard@homeadvisor.com
01/11/2018	Close the complaint as Resolved: Action Taken: Extranet Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
01/12/2018	Resolved: Action Taken Threshold Application

Complaint Messages

01/11/2018 - John Williard, NAMDL
Respond to Complaint

As stated by this customer in their complaint, although credit had been applied to their account for the amount of the charge in question a refund had not been started. That process has since been initiated and the customer can expect their funds to be reflected on their credit card balance within 10-15 business days from the time of this response.

01/11/2018 - Mr. chris j helbacka

I accept the business's response to resolve this complaint

Better Business Bureau:

I have reviewed the response made by the business in reference to complaint ID 12606806, and find that this resolution is satisfactory to me.

Sincerely,

Chris Helbacka

Attachment 21

HomeAdvisor

Case #: 12725240

**Consumer
Info:**Schulz, Theresa
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)**Business
Info:**HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200**Date Filed:** 3/8/2018 1:24:49 PM**Nature of the Complaint:** Billing or Collection Issues**Consumer's Original Complaint:**

I was told I would be charged \$384.00 for one year of service. I was told leads could be turned off so I would not be charged for them. I paid for the first few when I realized that people were merely curious so I turned them off. They would stay off for 12 days then be turned on in the middle of the night so I would wake up with 2 to three leads they would charge me for. I was told I could turn off M help desk after the 30 day free trial. I called them multiple times and emailed them multiple times about canceling this \$55 a month charge. Out of frustration I then canceled my credit card payment stating that I was being frauded as that is what this is. Now they are telling me that I owe them \$855 for past charges or they will report me to the credit people. I have spoken to them on the phone and am getting no where.

Consumer's Desired Resolution:

The only amount I feel I am responsible for is the \$384 that I was told would be what I was charged for 12mths of advertising. I would even pay for the first week of leads as I did contact those people to find out they were mostly just price checking or curious. But after that I do not feel I have any responsibility as I turned my leads off. And frankly to have home advisor turning them on in the middle of the night so you have 2 or 3 leads before you wake up is despicable and fraudulent. And not canceling mhelp desk when I asked for that several times is also fraudulent since I was told I could turn it off after the free 30 day trial.

Complaint Timeline

03/08/2018	Automation: Auto Process Complaint Form
03/09/2018	Pending initial Business response: Action Taken Threshold Application
04/05/2018	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
04/05/2018	Pending consumer Response: Action Taken: Direct Connect jwilliard@homeadvisor.com
04/05/2018	Close the complaint as Resolved: Action Taken: Extranet Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
04/05/2018	Resolved: Action taken

cbarnes@denver.bbb.org

Complaint Messages

04/05/2018 - John Williard, NAMDL

Respond to Complaint

We have made multiple attempts to reach this customer but have not yet been successful in contacting. Despite this, we do have information to provide.

Upon review of the customer's account we found their requested resolution to be a reasonable one, and as such we have amended their outstanding balance to reflect the amount the customer has indicated they would like to pay. Once that payment has been made there will be no further balance owed and the account will be cancelled in full, and once we receive return communication from the customer to complete this resolution then we will be considering the matter closed.

04/05/2018 - Mrs. Theresa Schulz

I accept the business's response to resolve this complaint

Better Business Bureau:

I have reviewed the response made by the business in reference to complaint ID 12725240, and find that this resolution is satisfactory to me.

Sincerely,

Theresa Schulz

Attachment 22

HomeAdvisor

Case #: 12768874

**Consumer
Info:**

Gendron, Wayne
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 3/31/2018 5:56:13 PM

Nature of the Complaint: Contract Issues

Consumer's Original Complaint:

They mislead contractors into believing that all leads are verified and customers are ready to move forward when you receive that lead. I was also told that customers are informed and know what type of budget they should have when selecting quotes about various types projects. I have called and spoke with them directly and they have admitted on a recorded line that I was mislead when they're agent got me to sign up for \$387.00. they admitted this and would not refund my costs. Then insulted me because I didn't want to pay for leads that go no where. They will send you 5 leads a day at \$100 + dollars each. When you shut them off for the weekend of get them on Sunday and then they give a harc time when you want a credit. This service is a complete scam! This is why they requested that you cortact them first so they can blow more smoke up your *%#! Very irritated about getting mislead and lied too and then told that " I sound like a contractor that doesn't want to invest in my business". Are you kidding me?

Consumer's Desired Resolution:

They need to make this right. They need to tell you the statistics of securing a job for my line of work is 1 out of 10. This was stated to me before they insulted me. Would have never signed up for that scam. I want a refund!

Complaint Timeline

03/31/2018	Automation: Auto Process Complaint Form
04/01/2018	Pending initial Business response: Action Taken Threshold Application
04/19/2018	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
04/19/2018	Pending consumer Response: Action Taken: Direct Connect jwilliard@homeadvisor.com
04/27/2018	Answered: Action Taken Threshold Application

Complaint Messages

04/19/2018 - John Williard, NAMDL

Respond to Complaint

While we're sorry to hear of any confusion that may have transpired in regards to the lead generation aspect of our service, this customer has been actively advertised on our website and within our directories for over five months, and during that time multiple credits have been applied to their account to avoid charges related to this concern being applied to their form of payment.

Given these circumstances we do not feel as though the refund this customer has requested is warranted, their lead generation will remain off as instructed until the date requested, and we are at this time considering the matter closed.

Attachment 23

HomeAdvisor

Case #: 12881873

**Consumer
Info:**

Miller, April
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 5/30/2018 9:58:00 AM

Nature of the Complaint: Advertising Issues

Consumer's Original Complaint:

My husband and I have proprietors of our own roofing business for 23 years although my husband has 37 years of experience in the field . Over the years we have advertised with many reputable advertising companies and have NEVER experienced what we have experienced with Home Advisor . We have been contacted by Home Advisor many times over the years to advertise but we never did , until this year. I contacted Home Advisor regarding advertising and was told by a rep that there are hundreds of home owners in our area looking for roofers and that these homeowners are ready to get the wcrk done or why would they take the time out to fill out a 4 page application , I was then told they would need to run a back round check on my husband and they would get back to us in a day . Two days later I receive a phone call from Home Advisor and the rep said congratulations your approved to advertise with us and I hope your ready to be real busy then I was told it would cost \$250.00 to advertise with them I was shocked as I was not told you have to pay a yearly membership fee but I figured lets give it a try. Within a few days I was having problems all these leads were coming in and each of them costing between \$99.42-\$101.42 each and no one was answering the phone or responding to my emails/texts . I contacted Home Advisor and a rep told me I have to respond to home owners faster and that we were being charged for every lead if we contacted the home owner or not ,I was never told that when we signed up. I assumed it was my fault that we were loosing jobs and money because when the leads would come in I would write down the home owners info and then call them , needless to say I stopped writing down the home owners info and as soon as a lead would come in I would immediately call the home owner and it was the same old thing , there were no personal answering machines and no one ever responded to my calls , texts or emails . I called Home Advisor several times a week regarding this problem and was told every time that I have to "TRY HARDER" . I discussed what was going on with Home Advisor with my husband two weeks after joining and he said give it a little more time , I was an emotional wreck no matter what I did no home owner ever answered the phone or resporded to my emails or texts and it was all the leads that cost between \$99.00 and \$101.00 , we did get two leads that I believe were \$15.00 each for roof repairs and those home owners did answer the phone was shocked . As the leads for new roofs at \$99.00 - \$101.00 continued to come in I continued to call Home Advisor with the same problem no one is answering the phone , there are no personal answering machines and I got the same response as I did several times a week "TRY HARDER" I broke down and went off on them and told them the only thing I have not done is send my husband to some of these addresses to look at the roofs and risk having him arrested for trespassing or getting shot , I asked the rep would Home

Advisor bail him out or pay his medical bills. Over the few weeks we were with Home Advisor I googled an address of a lead and it turned out to be an empty field and one lead i called the phone just rang and rang , I requested a credit and was denied I had to call in to Home Advisor and give a rep the address so she could look it up I was shocked that they did not believe me , I also went as far as to get a home phone numbers for a lead i was sent and i left a voicemail on the home phone and still did not get a response from the home owner . I was calling Home Advisor at least 3 times a week and was getting sick of repeating myself and getting the same response from the reps. When we joined Home Advisor we were told these are serious home owners but yet Im being told by reps at Home Advisor the home owners are probably busy , give them until the week end , but why was I told they would not fill out a four page application if they were not serious about getting the work done or being contacted by a professional for an estimate . I was told to continue to call the home owners , I was shocked I have never had to do that in all the years we have been in business , so I gave it a try . Several weeks after receiving a lead I reached out to a home owner again and she answered the phone , I told her who I was and how I received her request for a roof estimate through Home Advisor she responded to me " How did you get my information " she was very upset that I had called her and needless to say I was just as upset . I contacted Home Advisor and there explanation was "she probably forgot she filled out the request for an estimate" .Prior to filling this complaint we reached out to Home Advisor via the contacts on this site , we were contacted by a rep by the name of Levi within a few days we repeated our story as we have done too many times to count and he said he would get back to us within a day , we were contacted the next day and he did nothing but upset us even more . He said he contacted two home owners that we were sent leads to and asked why they did not contact us their reply was "They never called us" I asked him which leads were these and he said two leads I did not call , why did he not try to contact all the leads I did call and text and email but he supposedly reaches out to home owners I did not contact. I also asked him if they kept records in the customer service dept. so he could see how many times I have called and why I had called , he never answered my question. We also received two appointments that home owners booked through home advisor I had no idea what that was , we went out and one property was a flop house , there were no doors , cases of beer were stacked up on the porch the house was condemned . We also had a \$1,300.00 a month lead limit and we supposedly owe \$2,323.63 we tried to negotiate with them , we offered to pay \$800.00 although I feel they do not deserve one red cent and they refused they want \$1,200.00 I suppose some suckers have to pay for their commercials. I can continue to go on and on about this company they are leaches ,this has been the worst experience of our lives which has left me physically sick due to the stress. Had I looked up reviews on Home Advisor before we advertised with them I would not be writing this now , we are not the only contractors they have done this too.

Consumer's Desired Resolution:

They can accept our offer of \$800.00 and part ways. .

Complaint Timeline

05/30/2018	Automation: Auto Process Complaint Form
05/31/2018	Pending initial Business response: Action Taken

Threshold Application

- 05/31/2018 Business Responded to Complaint: Action Taken: Extranet
jwilliard@homeadvisor.com
- 05/31/2018 Pending consumer Response: Action Taken: Direct Connect
jwilliard@homeadvisor.com
- 05/31/2018 Pending BBB review of rejection: Action Taken: Extranet
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
- 06/04/2018 Answered: Action taken
nliebsock@denver.bbb.org

Complaint Messages

05/31/2018 - John Williard, NAMDL
Respond to Complaint

Prior to receiving this complaint our company had been in touch with this customer multiple times, addressed their concerns at length, and a fair and reasonable settlement offer was made but rejected by the customer.

Although our offer will stand should the customer choose to reconsider, we are otherwise considering this matter closed.

05/31/2018 - Mrs. April D Miller

I do not accept the response made by the business to resolve this complaint

Complaint: 12881873

I am rejecting this response because: Home Advisor has never contacted me regarding this issue until I sent an email via the BBB web site to jwilliard@homeadvisor.com and to sgraham@homeadvisor.com. I was then contacted the following day by a person named Levi who said "I contacted two of the leads you were sent and asked why they did not call you and the home owners response was they never called us " Why would he supposedly call leads that we supposedly did not call and why would he not call the leads that we called . texted and emailed and got no response from. I an tired of there games and we will NOT accept there offer . As I stated in my complaint I called Home Advisor several times a week since we signed up with them regarding the problems we were having and every time I would have to repeat the same thing it became frustrating , no one takes notes in customer service , what type of customer service is it ?They did not and do not care about anyone they just care about the money and sucking you dry for as long as they can , or until you smarten up to the scam.

Sincerely,

April Miller

Attachment 24

HomeAdvisor

Case #: 12938687

**Consumer
Info:**Frizzell, Boyd
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)**Business
Info:**HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200**Date Filed:** 6/28/2018 10:44:48 PM**Nature of the Complaint:** Contract Issues**Consumer's Original Complaint:**

The account went haywire and I was receiving leads that were not even what I do as a small starting out contractor. I spoke to customer care "Owen" and he advised me that all the leads your company auto placed would be reversed and as of today it was still pending. He told me it takes up to 48 hours. That said, I was never advised on a FLOOD of leads, at 0% conversion, and auto leads being flooded in the amount of \$600 in a single day! I was told that billing was completed monthly however I found out today that you bill weekly, this showing a balance due of almost \$800 for bogus garbage leads which were all beyond my scope of work. Not to mention, part of your pitch to me was also that you had such high conversion success at 60-70% and I could monitor the leads auto flowing and also that you would provide a sales credit of \$100-200 (none of which was true). I reached out to your firm about 5 times since I enrolled with you and have not had the credits you promised applied as requested.

Consumer's Desired Resolution:

I just want out and all monies I paid for this service reversed. No further business contacts, and not to lie on future contacts with unsuspecting victims and coaching thru the application and completion of the automated customer computer questionnaire. The reps should not be allowed to ANSWER the customer asked questions as my rep did for me!

Complaint Timeline

06/28/2018	Automation: Auto Process Complaint Form
06/29/2018	Pending initial Business response: Action Taken Threshold Application
07/30/2018	BBB needs to Call Business: Action Taken (No Letters) Threshold Application
07/30/2018	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
08/03/2018	Pending consumer Response: Action taken cbarnes@denver.bbb.org
08/11/2018	Answered: Action Taken Threshold Application

Complaint Messages

07/30/2018 - John Williard, NAMDL

Respond to Complaint

Although we have been in touch with this customer multiple times since receiving this complaint we have not yet been able to reach a detailed resolution. We remain optimistic that the customer's concerns will be fully addressed and resolved and will provide updates as available.

Attachment 25

HomeAdvisor

Case #: 13073526

Consumer Info: klauer, Paul
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Business Info: HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401

homeadvisor.com

Date Filed: 9/4/2018 3:15:37 PM

Nature of the Complaint: Contract Issues

Consumer's Original Complaint:

This company promised to provide qualified customers who were seeking services from a contractor. The company stated the customers would be pre-screened to be certain they were actually ready to hire a contractor. The agreement was that we would receive a lead via text or call, and we were to respond to the lead right away and provide a bid/quote for the customer's project. We were charged a 'lead fee' that was calculated based on the size of the project, generally running around \$75-\$100. If we did not win the job we still agreed to pay the lead fee. Unfortunately the actual leads only fit these criteria about 30% of the time. The remaining leads were bogus.. sometimes we were unable to reach the customer despite both telephone and email attempts. Sometimes the customers were not ready to hire a contractor and were just seeking general info. These are just examples and we were charged for every lead even the bogus ones. We had the option to contact Homeadvisor to request a credit for the bogus leads and were told they would 'review the request,' We had to keep following up to be sure we were credited. The worst thing is that we were only able to turn off our leads for 2 weeks at a time. If we did not want leads because we were busy and did not want to get charged...if we missed the two week expiration of leads off they would get turned on automatically and leads would start flowing and we would get charged even if we called and said we did not want the lead and would not call the customer. They made it extremely difficult to function within their system and they insisted on automatic payment which they would take regardless of any disputes. Very very shoddy business practices. Sneaky and really screws the poor small contracting business trying to get started. Disgraceful

Consumer's Desired Resolution:

this company needs to refine the contracts they create with pros (contractors) and further needs to be more transparent with their customers about the fact that pros get charged for every lead, even the bogus ones and the only recourse is to chase our money each and every time. Very difficult for small business to have to constantly monitor lead flow and money and in and out. Never dealt with such a shifty company before. Contractors beware.

Complaint Timeline

09/04/2018	Automated: Process complaint cbarnes@denver.bbb.org
09/04/2018	Pending initial Business response: Action taken cbarnes@denver.bbb.org

10/04/2018 Business Responded to Complaint: Action Taken: Extranet
mrusSELL@homeadvisor.com

10/04/2018 Pending consumer Response: Action Taken: Direct Connect
mrusSELL@homeadvisor.com

10/12/2018 Answered: Action Taken
Threshold Application

Complaint Messages

10/04/2018 - Molly Russell

Respond to Complaint

We strive to provide the best service in the industry. We will not dispute the claims in this complaint because the customer is quite right. There are a couple of points that we would like to clarify. Based on the numbers we see, the percentage of spend to revenue a customer can expect is going to be in the neighborhood of 8-12%...meaning that if a customer brings in \$100K in revenue from HA leads, on average they can expect to spend between \$8K-\$12K for that revenue.

When it comes to pausing leads, the customer has 4 different options to do that.

1. They can pause for up to 48 hours on their mobile app
2. They can pause for up to 2 weeks online
3. They can pause for up to 90 days by calling in to our customer care team
4. They can pause for up to 90 days by going to our online chat team

When taking all of this into consideration and the fact that there are over 200K active members on board with us, we see that this is very beneficial to the homeowners and the business owners.

Attachment 26

HomeAdvisor

Case #: 13150359

**Consumer
Info:**

Palmer, Zachary
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 10/14/2018 3:13:38 PM

Nature of the Complaint: Advertising Issues

Consumer's Original Complaint:

I was a client of home advisor. They sold me a one year contract and sold me their lead service. They promised the leads would be verified customer that were ready to move forward with a project including the services I provide. I DO understand that this doesn't mean I will always will earn the business. Almost every single lead that I was charged money for was not verified. I receive leads from a student researching for a class project, homeowners researching, homeowners that flat out were not looking to retain services, etc. Home advisor offered me free leads to make up for the bad experience. I did not believe that this would solve my concern that the leads that were promised to be verified were not actually verified. I would assured that it would be different. It wasn't. I asked for a refund for my entire account and that was denied. I never received any benefit in any way for signing up. Further I reported a fraudulent account. North Texas Custom Homes had friends and family create fake reviews. I am in a lawsuit with the individual who created the account. I backed up my complaints with facts. I called and follow up with Levi. I was told he was in charge of the integrity of the platform. He has not returned phone calls. He don't believe he looked into this matter. A customer of home advisor, Merry who I have been in contact with, was taken advantage by the account holder due to the misleading information provided by home advisor. Thousands of dollars of damages were caused. Verification seems to be a big lie across home advisor as a whole and offers no financial responsibilities to issues they are solely responsible for. In conclusion, was told leads would be verified and they were not. Reviews claim to be verified. They are not. I was refused to refund even though I was lied to in the sales process and false advertising is all over the website. I would simply like the company to do what they say will be done and offer reasonable solutions to their customers.

Consumer's Desired Resolution:

Refund for services paid for.

A proper review of North Texas Custom Homes profile.

Management overlooking sales force and follow through from customer service representatives.

Complaint Timeline

10/14/2018

Automation: Auto Process
Complaint Form

10/15/2018 Pending initial Business response: Action Taken
Threshold Application

10/22/2018 Business Responded to Complaint: Action Taken: Extranet
mrussell@homeadvisor.com

10/22/2018 Pending consumer Response: Action Taken: Direct Connect
mrussell@homeadvisor.com

10/30/2018 Answered: Action Taken
Threshold Application

Complaint Messages

10/22/2018 - Molly Russell
Respond to Complaint

In taking a look the customer's account with us, there are some things that we would like to address.

#1 The customer paid for only 1/3 of the leads that were sent to them. There was credit that was given along with several leads provided free of charge as well to help stimulate the customer's experience. While the program is working for the 200K+ service providers we have in our network, for a small few it does not. We feel as though we did everything we could to help this customer be successful and we are sorry that this account was cancelled more than 6 months ago.

#2 As this customer is not an authorized contact on the other account that they have mentioned in this complaint, no communication about that account is permitted to this customer under our privacy policies.

Attachment 27

HomeAdvisor

Case #: 13175913

Consumer Info: shephard, doug
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Business Info: HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 10/27/2018 2:33:50 PM

Nature of the Complaint: Contract Issues

Consumer’s Original Complaint:

Home Adviser promised to promote my business in a specific geographical location. They instead listed my business at over 350 zip codes that I am not licensed in and charged me over \$1300 for worthless leads. I specifically told them the area that I wanted coverage and told them I cant work in PA, they listed me in PA and not WV where I am licensed. Than they charged me approximately 1300 for leads I couldn't even respond to. I contacted home advisor, and they told me they would send me to collections if I didn't pay. They wouldn't credit me for any false leads, or give me any leads in the zip codes we were contracted in. There tactics are bullies and they lied all the way through the process. I would like my money back for the fraudulent leads.

Consumer’s Desired Resolution:

I would like my money back for all of the PA leads that they charged me for.

Complaint Timeline

- 10/27/2018** Automation: Auto Process Complaint Form
- 10/28/2018** Pending initial Business response: Action Taken Threshold Application
- 11/19/2018** Business Responded to Complaint: Action Taken: Extranet mrusSELL@homeadvisor.com
- 11/19/2018** Pending consumer Response: Action Taken: Direct Connect mrusSELL@homeadvisor.com.
- 11/27/2018** Answered: Action Taken Threshold Application

Complaint Messages

11/19/2018 - Molly Russell
Respond to Complaint

By adjusting the customers account to fit their needs. We are happy that this issue is resolved to the satisfaction of all parties involved.

Attachment 28

HomeAdvisor

Case #: 13263270

Consumer Info: Haney, Alan
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Business Info: HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 12/13/2018 10:38:43 AM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

Home Advisor is adopting uniform internal procedures intended to deny and discourage refunds and/or lead credits.

Consumer's Desired Resolution:

Refunded for leads that were billed incorrectly

Complaint Timeline

12/13/2018	Automation: Auto Process Complaint Form
12/14/2018	Pending initial Business response: Action Taken Threshold Application
12/18/2018	Business Responded to Complaint: Action Taken: Extranet mrussell@homeadvisor.com
12/18/2018	Pending consumer Response: Action Taken: Direct Connect mrussell@homeadvisor.com
12/19/2018	Pending BBB review of rejection: Action Taken: Extranet Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
12/21/2018	Pending Business Response of Rejection: Action taken cbarnes@denver.bbb.org
12/21/2018	Business responded to rejection: Action Taken: Extranet mrussell@homeadvisor.com
01/02/2019	Pending consumer response to rejection: Action taken cbarnes@denver.bbb.org
01/02/2019	Close the complaint as Resolved: Action Taken: Extranet Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
01/02/2019	Resolved: Action taken cbarnes@denver.bbb.org
05/10/2019	Beyond purview: Manual state change cbarnes@denver.bbb.org

Complaint Messages

12/18/2018 - Molly Russell

Respond to Complaint

One of our Customer Care members is in the process of trying to connect with the customer. We are willing to discuss and listen to the customer's concerns and try and work towards a reasonable resolution.

12/19/2018 - Mr. Alan Haney

I do not accept the response made by the business to resolve this complaint

Complaint: 13263270

I am rejecting this response because: I'm worried that I'm just going to hear the same excuses that any customer service representative would and have been telling me for over a year. I'm looking to get refunded for leads that were not credited when they should be. These leads are not what home advisor said they would be, customers are not ready to hire, customers say they never wanted a contractor to connect them, they were just looking on home advisor for a quote.

Sincerely,

Alan Haney

12/21/2018 - Molly Russell

Respond to Complaint

One of our Customer Care team members was able to resolve the concerns of the customer by speaking to them, there was a credit applied as agreed and put them on a do not call to avoid any further calls coming to the customer.

01/02/2019 - Mr. Alan Haney

I accept the business's response to resolve this complaint

Better Business Bureau:

I have reviewed the response made by the business in reference to complaint ID 13263270, and find that this resolution is satisfactory to me.

Sincerely,

Alan Haney

Attachment 29

HomeAdvisor

Case #: 13277093

**Consumer
Info:**

Hall, Kelli
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 12/20/2018 1:01:56 AM

Nature of the Complaint: Advertising Issues

Consumer's Original Complaint:

I was lured in by Home Advisor with misleading and FALSE Advertising on their website re; their membership. They advertise on their website and their salespeople tell you: "You'll be charged only for QUALIFIED leads matching your exact specifications, so you set the budget and the pace." This is 100% false. Home Advisor does not QUALIFY, screen or vet any lead that is sent. Anyone, included renters or anyone who types in a name and any contact info (whether it is real, complete or accurate), goes through an automated system based on zip code. Then, Home Advisor sends through an automated system, that person's contact details to a 3-4, possibly more, pro's who are signed up as members in that zip code, charging EACH pro anywhere from \$70-\$120+ just for that person's contact details being provided even though they are not qualified in any way. The general public has no idea that Home Advisor is charging all these pro's just for a person's contact info being provided regardless of qualification or whether that person meets the pro's "exact specifications" of business. Their website also states "Homeowners" are the leads that are sent. Also, False. Anyone, including renters, or anyone who goes onto their site and fills in any details will be pushed through the system. After the first week of numerous NON-qualified leads which Home Advisor was charging me for, I contacted their customer service and they said "the system is not foolproof and they could only credit some leads, not all the leads that were not qualified or legitimate potential clients." For example, If they send 10 names and 8 of them are bogus, they say they will not credit all 8 because that is too many to credit back. A total scam and racket. I spent hours on the phone with their customer service and on hold most of the time trying to find a resolution. I filed complaints with them stating they should be asking the pro first if the pro wants to accept a particular lead depending on the details of what that person has requested to make sure the pro finds that lead to be appropriate to the pro's business and a potential real client. I filed numerous complaints re; the leads not being qualified at all. And also some of the contact info provided is bogus and not real, but Home Advisor still charges \$70+. A total scam and fraud as I see it. I was completely misled by Home Advisor with their false advertising and unfair tactics and practices. I paused the service altogether half the time of the first weeks due to all the time wasted dealing with bogus leads, and canceled the membership completely a few weeks in. I was assured by Home Advisor's salesperson that I would not be charged for bogus leads. I had gone through every single lead with them and it was agreed that I would pay for 4 of the leads who were actual homeowners with legitimate requests (even though 3 of those 4 never responded after initial contact). I did pay for 4 leads. All the rest of the charges were Non-Qualified and not authorized. After canceling, I then received threatening

letters and phone calls saying I would be sent to collections if I did not pay for unauthorized, unwarranted charges for other bogus leads, including their membership fee that I demanded by refunded due to their false advertising. I filed a complaint and then received a call from their customer service, Lorie Kimble, apologizing and emailed me that my account had a zero balance. Then, weeks later, I received another threatening letter with more charges saying I would be sent to collections again. I sent this to Lorie and she then said that I had to pay the membership fee and they would not refund it. I told her I would not be bullied by some big corporation into paying fees that were unauthorized and fall victim to their racket. Lorie emailed me on 12/18 that as of 12/21, if I did not pay the annual membership fee \$287.99 (which I canceled in just the first weeks of this racket), they would send me to collections for \$487.97. If this occurs, I will be suing them for all of this including court costs and damage done to my credit history.

Consumer's Desired Resolution:

Home Advisor needs to zero out my account and refund the membership fee plus any other fees they are trying to collect that are not authorized or warranted. This needs to be done before they attempt to damage my credit at which point my attorney will take over the case.

Complaint Timeline

12/20/2018	Automation: Auto Process Complaint Form
12/20/2018	Pending initial Business response: Action Taken Threshold Application
12/20/2018	Business Responded to Complaint: Action Taken: Extranet mrussell@homeadvisor.com
12/20/2018	Pending consumer Response: Action Taken: Direct Connect mrussell@homeadvisor.com
12/28/2018	Answered: Action Taken Threshold Application

Complaint Messages

12/20/2018 - Molly Russell

Respond to Complaint

We have been in communication with this customer and we have offered many options to this customer to resolve their concerns. Our goal is to come to a reasonable resolution with all parties involved. We apologize for the way that this customer feels with our product. In review their account we feel that resolutions that have been offered to them are more than reasonable and feel that this matter is closed.

Attachment 30

HomeAdvisor

Case #: 13300319

**Consumer
Info:**

Stanley, Alan
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 1/3/2019 11:09:21 AM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

Home Advisor was sold to me as a service that I had complete control over by turning my Lead Control on and off as I needed, editing my services offered and also controlling the area I serviced by zip code. I was to only be billed for good leads whether I got the job or not. I understand that it's up to me to land the job but how can I land a job on leads that are fake leads. When my account was turned on they had me going 20 miles further than I discussed with the so-called account manager. They also had me offering services that I didn't sign up for. Fortunately I was able to correct that before it really got out of control. When I first signed up the sales person/account manager told me that for the first month he would send me no more than 2 leads so I can see how the service worked because I was very suspect of this fee for lead idea. The first 10 days I received 6 leads and they were all fake leads. 3 out of the 6 fake leads I received were for window installations which Home Advisor charged me \$63.00 each for, the highest price paid for a lead in the services I offered. (This is not a coincidence!) After complaining to the company I was told that they would give me in house credit but for only 2 of the fake leads. I told them that I didn't want in house credit because after only having this service for 2 weeks I am canceling my account. They refused to refund me any of my money. If I had not canceled my account they would have continued sending me fake leads and billing my credit card with no end in sight. This company is nothing more than a scam, taking advantage of hard working people that are looking for real help in moving their businesses forward. After reading through the complaints about this company I would hope that the BBB would do something more definitive to this company. A real intervention needs to take place to stop this company from making any more money from these scams.

Consumer's Desired Resolution:

Refund all of my \$448.14 for selling their services under false pretenses.

Complaint Timeline

01/03/2019	Automation: Auto Process Complaint Form
01/04/2019	Pending initial Business response: Action Taken Threshold Application
01/08/2019	Business Responded to Complaint: Action Taken: Extranet mrussell@homeadvisor.com

- 01/08/2019 Pending consumer Response: Action Taken: Direct Connect
mrusSELL@homeadvisor.com
- 01/08/2019 Pending BBB review of rejection: Action Taken: Extranet
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
- 01/18/2019 Pending Business Response of Rejection: Action taken
cbarnes@denver.bbb.org
- 01/21/2019 Business responded to rejection: Action Taken: Extranet
mrusSELL@homeadvisor.com
- 01/23/2019 Pending consumer response to rejection: Action taken
cbarnes@denver.bbb.org
- 01/29/2019 Answered: Action Taken
Threshold Application

Complaint Messages

01/08/2019 - Molly Russell

Respond to Complaint

One of our Customer Care members is in the process of trying to connect with the customer. We are willing to discuss and listen to the customer's concerns and try and work towards a reasonable resolution.

01/08/2019 - Mr. Alan Stanley

I do not accept the response made by the business to resolve this complaint

Complaint: 13300319

I am rejecting this response because:

I talked to the Home Advisor rep and they offered no reasonable solution. They want me to stay signed up with their service by only offering me \$80 in in-house credit. I told them that I am canceling my service with them and that I want them to completely refund my \$448.00 for selling their services under false pretenses.

Sincerely,

Alan Stanley

01/21/2019 - Molly Russell

Respond to Complaint

One of our team members has attempted to contact this customer with very little success. We ask that this customer please follow up directly to the agent that has been trying to reach them. We are eager to resolve this matter with the customer.

Attachment 31

HomeAdvisor

Case #: 13336739

**Consumer
Info:**Smolinski, Jeanne
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)**Business
Info:**HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401

HomeAdvisorPro.com

Date Filed: 1/20/2019 9:26:15 PM**Nature of the Complaint:** Product Issues**Consumer's Original Complaint:**

This is a Leads issue~ I am a small Landscape Design business who only does softscaping or 'Plant Design'. John Pittard, the sales person knew this & when I asked how I get the leads, was told they would be geared towards my business. This is NOT the case, apparently, when I called to complain, I asked & leads in Landscape are ALL grouped together, this includes Contractors who do Hardscape- Driveways, Walls, Concrete, etc., NO division of labor. This is NOT work my company GREEN DESIGN does which we had discussed thoroughly before I signed up. I paid \$287.99 via credit card on December 13, 2018 to sign up. When the 1st lead came thru, it was not in my selected areas, nor did anyone answer the phone after 3 attempts/ different days. The phone would ring 3 times & then the line go dead. Never spoke w/ anyone. When I called to deny the \$43.49 charge as NOT a valid lead, since I never spoke w/ anyone nor did I get to pitch my services, was told it was a valid lead. Dead lead as far as I am concerned. A week or 2 later another 'lead'. This time a man answered & when I identified who I was & what I do, he said he did NOT need my services & that he had been trying to explain to Home Advisor, that he needed services for a Contractor with cement, driveway, hardscaping. Not my gig. Home Advisor saw fit to charge me \$65.24 for another Invalid lead. When I called to dispute, I said this was not a good fit for me or my business & I wanted to cancel since it had only been 3 weeks & I had not gotten an VALID leads nor could I see that this would work out for the future. I was told that I only had 3 days to cancel & was impossible for a refund. I was never told this nor is it on any emails or info I received from Home Advisor. I asked to speak w/ a Supervisor & got Eric Perez in Customer Relations who said the same thing & said he could offer me 5 free leads to make up for this. I said NO, I was not happy w/ the arrangement & I wanted a refund. I had called on January 8, 2019

Consumer's Desired Resolution:

sorry I couldn't finish above, ran out of available characters : (

Basically, No VALID leads, No business, NOT geared to what I do.

Had only been 3 weeks.

I said I would contact my credit card co., BBB & social media if necessary.

Visa, withdrew my payment & now Home Advisors is saying I owe them \$307.99(Not correct amount)

or will go to Outside Collection agency.

Home Advisor has NOT delivered on serviced as promised & should just Refund the money to small business owner & move on. SHOCKING

Complaint Timeline

01/22/2019	Automated: Process complaint cbarnes@denver.bbb.org
01/22/2019	Pending initial Business response: Action taken cbarnes@denver.bbb.org
01/29/2019	Business Responded to Complaint: Action Taken: Extranet mrussell@homeadvisor.com
01/29/2019	Pending consumer Response: Action Taken: Direct Connect mrussell@homeadvisor.com
02/01/2019	Close the complaint as Resolved: Action Taken: Extranet Redacted Pursuant to 16 C.F.R. § 4.2(o)(3)
02/01/2019	Resolved: Action taken cbarnes@denver.bbb.org

Complaint Messages

01/29/2019 - Molly Russell

Respond to Complaint

One of our Customer Care members is in the process of trying to connect with the customer. We are willing to discuss and listen to the customer's concerns and try and work towards a reasonable resolution.

02/01/2019 - Jeanne Smolinski

I accept the business's response to resolve this complaint

Better Business Bureau:

I have reviewed the response made by the business in reference to complaint ID 13336735, and find that this resolution is satisfactory to me.

I ended up having to pay \$158.00 under protest to get them OFF my Back !!!

STILL think they are a SKETCHY business for the way they handle Leads & Referrals.

Will NOT Recommend them to Anyone !

Sincerely,

Jeanne Smolinski

Attachment 32

HomeAdvisor

Case #: 13447710

Consumer Info: Hanley, Taylor
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Business Info: HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 3/16/2019 9:29:01 PM

Nature of the Complaint: Service Issues

Consumer’s Original Complaint:

I have been a contractor on HomeAdvisor for about a year and have not been pleased with your service. Things started out okay at first when receiving leads that were illegitimate or the owner never answered calls I would be given a credit. However, as time when on more and more credits would be denied when I should have been given them for leads that did not turn up, home owners that were no longer doing the job, or numbers that were disconnected or not even the right number. Also I would have to constantly keep turning off my leads and your company would continually go over the limits I had set for monthly budgets on leads. I was also charged for months for a service in which I never requested or used mHelpdesk. In fact a representative for that service called me and asked if I wanted to keep it after the free trial and I told her no I will not use it and I even sent an email saying I did not want to use that service. I did not realize I was being charged until I looked at my statements. Now I am being turned over to collections because my account is overdue for charges incurred for leads that I did not want after I had tried to turn my account off and even with it turned off the leads exceeded the set spending limit. Also you randomly charge amounts for leads that are unproportional to the job. For the past two months I have been charged for leads that I did not want and over the course of my membership with homeadvisor I was not given credit when due for a bad lead and I was charged for 9 months for mHelpDesk a service I never request never used and asked to be given to me. I am also aware that there is a class action lawsuit against HomeAdvisor for these same matters.

Consumer’s Desired Resolution:

I have been wrongly charged in the amount of \$1613.48 I am requesting that you credit my account \$831.35 and send me a check for the remaining amount of \$782.13.

Complaint Timeline

- 03/16/2019** Automation: Auto Process Complaint Form
- 03/17/2019** Pending initial Business response: Action Taken Threshold Application
- 04/11/2019** Business Responded to Complaint: Action Taken: Extranet mrusSELL@homeadvisor.com
- 04/11/2019** Pending consumer Response: Action Taken: Direct Connect mrusSELL@homeadvisor.com

04/13/2019 Pending BBB review of rejection: Action Taken: Extranet
 Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

04/17/2019 Pending Business Response of Rejection: Action taken
 cbarnes@denver.bbb.org

04/17/2019 Business responded to rejection: Action Taken: Extranet
 mrussell@homeadvisor.com

04/17/2019 Pending consumer response to rejection: Action taken
 cbarnes@denver.bbb.org

04/23/2019 Answered: Action Taken
 Threshold Application

Complaint Messages

04/11/2019 - Molly Russell

Respond to Complaint

This customer was actively engaged with our service and requesting more leads to be sent to them. Once the request was entered and the changes made the customer has not paid their balance which is a valid balance. There will not be a refund given due to the services were rendered as requested.

04/13/2019 - Mr. Taylor A Hanley

I do not accept the response made by the business to resolve this complaint

Complaint: 13447710

I am rejecting this response because: The claim that I wanted more leads is misleading the company was not providing active leads that could lead to a potential job. I was receiving leads that the person either did not want to do the job anymore or had already found someone to do them long before I ever got the lead or they never answered. I was also charged for another service called mhelp desk which I asked to be cancelled and never used but was still charged for it. I tried to give them a reasonable counter offer to my original demand for refund but they refused. They will either accept that counter offer or I will take legal action and get the amount I was over charged for.

Sincerely,

Taylor Hanley

04/17/2019 - Molly Russell

Respond to Complaint

The customer has been presented with a fair and reasonable resolution and their counter off was not reasonable offer. We are standing by the offer that was purposed to the customer and we are sorry if they do not wish to accept this offer. At this time we consider this matter closed.

Attachment 33

HomeAdvisor

Case #: 13478009

Consumer Info: Suarez Pimienta, Maikel
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Business Info: HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401

0

Date Filed: 3/29/2019 12:00:00 AM

Nature of the Complaint: Advertising Issues

Consumer's Original Complaint:

Company is a rip-off. False advertisement. We are new business owner and somehow we received a call from an agent from home advisor. I was explained that they had an annual fee of \$288 and per every lead they send was going to be \$16-\$21 whether we do the work or not. After signing up with them March 15th 2019. the first 3 leads that they sent us were completely wrong. The task was cabinets repair which we didn't do and I had to call all the customers to tell them that we apologized but we didn't do that type of work. I contacted the agent named Joe and he supposedly request them to be credited back which it never happened , so I downloaded their app and through the app I requested the credits. They only approved 2 out of the 3 even though they were the wrong task. Later on I received another lead for the work the we do provide (cabinets resurfacing) and when we call the customer she pretty much said , "I'm not ready I have to talk to my husband first". Also the lead want \$16-\$21 anymore now it said \$39.74. Also they were supposed to be solid leads and they weren't because the customer wasn't even ready to do anything at all. Then 3 days later another lead comes through with the same fee \$39.74 call the customer and nobody answer, left a message and no one called back. On March 26th I called to have the one lead refunded because it was the wrong task and to cancel the membership and to get my money back or at least part of it and their answer to my request was pretty much NO. So now I paid \$288 for a service that was not provided. On top of that I owe \$121 for the leads that they charge including the one with the wrong task. Their solution was to stay with them and they will give me the credit for the wrong lead plus give me 5 free lead which I did not accept. I told them that I rather pay and be done with them than stay and allow them to keep stealing from me. They definitely do false advertisement because they definitely don't tell you everything. They said that they were not going to refund any money since I wanted to cancel so pretty much in 10 days I lost a total of \$409 and didn't make any money. They are a big scam for sure.

Consumer's Desired Resolution:

Refund of my \$288 since they did not completed their part of the agreement as well as the \$21.01 fee for the lead that has the wrong task.

Complaint Timeline

04/01/2019 Complaint Transfer: Complaint Transfer (0473)
BBB

- 04/01/2019 Assignment Changed: From: nrodriguez@denver.bbb.org
ODR User
- 04/02/2019 Automated: Process complaint
cbarnes@denver.bbb.org
- 04/02/2019 Pending initial Business response: Action taken
cbarnes@denver.bbb.org
- 04/18/2019 Business Responded to Complaint: Action Taken: Extranet
mrussell@homeadvisor.com
- 04/18/2019 Pending consumer Response: Action Taken: Direct Connect
mrussell@homeadvisor.com
- 04/26/2019 Answered: Action Taken
Threshold Application

Complaint Messages

04/18/2019 - Molly Russell

Respond to Complaint

One of our Customer Care members is in the process of trying to connect with the customer via email and phone. We are willing to discuss and listen to the customer's concerns and try to help both parties to work together to work towards a reasonable resolution.

Attachment 34

HomeAdvisor

Case #: 13486824

**Consumer
Info:**Johnson, David
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)**Business
Info:**HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200**Date Filed:** 4/4/2019 9:50:58 PM**Nature of the Complaint:** Billing or Collection Issues**Consumer's Original Complaint:**

Home Advisor called us to sign up for services for our business on 4/1/19. What we were told on the phone was not the same as what actually happened. They took out \$287.99 three times for the services. We thought it was \$287.99 one time. They said since we had 3 businesses they took the money out 3 times, once for each business. We were promised "leads" for our business but the leads they sent were not true leads as the contact information was incorrect and people told us not to call back. We were originally told the close rate on the leads were 90-95%. We have only been with them 4 days and the leads are 0% real. We called to cancel because of being mislead and was given the run around. This company tells contractors to sign up for their program and tells them all kinds of lies to get the money. They now say we owe an additional \$250 for fake leads.

Consumer's Desired Resolution:

Since I haven't gotten any real leads and I have only been with you for 4 days I want a refund of \$863.97 that I paid for a years worth of service (year membership). I should get my membership fee back. I also want to make sure the roughly \$250 they say we owe for fake leads gets removed from our account.

Complaint Timeline

04/04/2019	Automation: Auto Process Complaint Form
04/05/2019	Pending initial Business response: Action Taken Threshold Application
05/03/2019	Business Responded to Complaint: Action Taken: Extranet mrussell@homeadvisor.com
05/03/2019	Pending consumer Response: Action Taken: Direct Connect mrussell@homeadvisor.com
05/03/2019	Pending BBB review of rejection: Action Taken: Extranet Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
05/10/2019	Pending Business Response of Rejection: Action taken cbarnes@denver.bbb.org
05/16/2019	Business responded to rejection: Action Taken: Extranet

mrussell@homeadvisor.com

05/16/2019

Pending consumer response to rejection: Action taken
cbarnes@denver.bbb.org

05/22/2019

Answered: Action Taken
Threshold Application

Complaint Messages

05/03/2019 - Molly Russell

Respond to Complaint

One of our Customer Care team members was able to resolve the concerns of the customer there was a credit applied as agreed and put them on a do not call to avoid any further calls coming to the customer.

05/03/2019 - Mr. David A Johnson

I do not accept the response made by the business to resolve this complaint

Complaint: 13486824

I am rejecting this response because:I need a confirmation showing there is a zero balance for all three accounts because I'm still getting emails saying we are going to collection. Once I receive the zero balance statement from all three accounts everything will be resolved.

Sincerely,

David Johnson

05/16/2019 - Molly Russell

Respond to Complaint

One of our Customer Care members is in the process of trying to connect with the customer via email and phone. We are willing to discuss and listen to the customer's concerns and try to help both parties to work together to work towards a reasonable resolution.

Attachment 35

HomeAdvisor

Case #: 13555802

Consumer Info: OBrien, David
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Business Info: HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 5/13/2019 1:29:43 PM

Nature of the Complaint: Contract Issues

Consumer’s Original Complaint:

Home Advisor contacted over the telephone. Home Advisor did not inform me of their method of using a central phone number for all contacts. When a potential customer called, the only number that appeared on my phone is a Home Advisor number with a consecutive extension, starting with ext. 1001. When I tried to make contact with potential clients, I received a message indicating that the number had been disconnected and was no longer in service. Home Advisor charged my credit card for an amount of money between \$25 and \$37 for this phone call. This company is a scam and potentially is performing bait and switch tactics to acquire new clients like myself. I never was able to make contact with numerous "leads" that Home Advisor said they provided me. I was charged for attempts by the public to receive a quote for services, but the representative of Home Advisor stated to me that these were leads "ready to hire" me for my services. I want a refund of the money that has been debited to my account in excess of \$550.00. I want Home Advisor to remove any and all locks, holds or connections to my name and my professional name as David J. O'Brien, PLS. It is a violation of the North Carolina Board for Engineers and Land Surveyors for ANY entity to represent me in providing professional land surveying services and I expect and demand that Home Advisor cease and desist in any attempt to link its services to my name.

Consumer’s Desired Resolution:

I want a full refund of my money. I want Home Advisor to cease and desist any contact with my name now and in the future in perpetuity.

Complaint Timeline

- 05/13/2019** Automation: Auto Process Complaint Form
- 05/14/2019** Pending initial Business response: Action Taken Threshold Application
- 05/15/2019** Business Responded to Complaint: Action Taken: Extranet mrusell@homeadvisor.com
- 05/15/2019** Pending consumer Response: Action Taken: Direct Connect mrusell@homeadvisor.com
- 05/16/2019** Pending BBB review of rejection: Action Taken: Extranet

Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

- 05/16/2019 Pending Business Response of Rejection: Action taken
cbarnes@denver.bbb.org
- 05/23/2019 Business responded to rejection: Action Taken: Extranet
mrussell@homeadvisor.com
- 05/23/2019 Pending consumer response to rejection: Action taken
cbarnes@denver.bbb.org
- 05/24/2019 Pending BBB Review of Consumer 2nd Rejection: Action Taken: Extranet
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
- 05/30/2019 Answered: Action taken
cbarnes@denver.bbb.org

Complaint Messages

05/15/2019 - Molly Russell
Respond to Complaint

One of our Customer Care members is in the process of trying to connect with the customer via email and phone. We are willing to discuss and listen to the customer's concerns and try to help both parties to work together to work towards a reasonable resolution.

05/16/2019 - Mr. David J OBrien

I do not accept the response made by the business to resolve this complaint

Complaint: 13555802

I am rejecting this response because: This company has not contacted me. I have no knowledge of Home Advisor attempting to resolve this matter. This company makes fraudulent claims and has caused harm to my professional name.

Sincerely,

David Obrien

05/23/2019 - Molly Russell
Respond to Complaint

We have tried to reach out to this customer on several occasions without follow up from this customer. We are still willing to discuss any concerns that the customer may have, we ask that they follow up with the team member directly.

05/24/2019 - Mr. David J OBrien

I do not accept the response made by the business to resolve this complaint

Complaint: 13555802

I am rejecting this response because: Please see attached statement

Sincerely,

David Obrien

Attachment 36

HomeAdvisor

Case #: 13586856

**Consumer
Info:**

Stilwell, Katrina
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 5/29/2019 3:40:39 PM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

I am a designer who undertook, in several conversations and emails with sales representatives at HomeAdvisor, to ensure that the service they pledged would work as structured. I was assured that there would be NO leads outside of the zip codes I wanted, that they would help load profile information (I needed to solicit, and did, the reviews, of course), and that Exact Match Leads would be just that: exact matches of clients to who I am. I needed only call those potential clients and take it from there. Only problem is that those "clients" did not appear to be real. The first one was so slurred and difficult to hear, and then on prompting said that, "yeah, I'll maybe can talk ... um, be ready to go... um yeah in two or three months. Can you call me back then?" The second was a woman who answered and then when I identified myself made it sound like she couldn't talk and practically whispered, "Can I call you back?" I'm not sure what others are used to when calling clients who have theoretically reached out for services, but this is not at all on par with any experience I've ever had. I was ready to cancel and did attempt to then. By the time the third "Exact Match Lead" came in, this time for a nearby address, it was easier than ever just to pop over and ascertain that that person was not at all the owner or someone interested in a renovation. Done. I'd like my money back, of course. But that is far easier conceptually than HomeAdvisor will allow in actuality. I've spoken with no fewer than 5 representatives who all assure me of some level of 1) cancelation; 2) refund and 3) "inability" to reverse the charges for the "membership" for which you will receive advertising for the full year, cancelation or not (this is all news to me as of the latest conversation). And now there are additional charges being tacked on for my failure to pay--despite my having notified them not only of cancelation but that I dispute the charges--and a nasty notice of referral to a collections agent! I have wasted so much time trying to work with HomeAdvisor that I now am tracking time to see how much they owe me. Time better spent on actual clients.

Consumer's Desired Resolution:

Full refund of charges; no further contact from HomeAdvisor except to confirm.

Complaint Timeline

05/29/2019	Automation: Auto Process Complaint Form
05/30/2019	Pending initial Business response: Action Taken Threshold Application

05/30/2019 Business Responded to Complaint: Action Taken: Extranet
mrussell@homeadvisor.com

05/30/2019 Pending consumer Response: Action Taken: Direct Connect
mrussell@homeadvisor.com

06/01/2019 Close the complaint as Resolved: Action Taken: Extranet
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

06/02/2019 Resolved: Action Taken
Threshold Application

Complaint Messages

05/30/2019 - Molly Russell
Respond to Complaint

One of our Customer Care members is in the process of trying to connect with the customer via email and phone. We are willing to discuss and listen to the customer's concerns and try to help both parties to work together to work towards a reasonable resolution.

06/01/2019 - Ms. Katrina P Stilwell
I accept the business's response to resolve this complaint

Better Business Bureau:

I have reviewed the response made by the business in reference to complaint ID 13586856, and find that this resolution is satisfactory to me.

Sincerely,

Katrina Stilwell

Attachment 37

HomeAdvisor

Case #: 13632857

**Consumer
Info:**

Weiss, Lisa
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 6/20/2019 6:18:07 PM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

I joined Home Advisor approximately 6 weeks ago. When I first contacted the company, I was told the membership cost would be \$288.00 for the year. With that price would come referrals to people in my area looking for home cleans. To be specific, my exact zip code. I was further told the leads would cost between \$0.63-\$19.00. I agreed to the terms and installed the app, as required. Within moments, my phone was blowing up with leads in many different zip codes, at an average cost of \$40.00 per. Leads were even coming through in the middle of the night, charging my credit card! After a day, I realized I had been charged over \$200.00! I called and expressed my concerns, as none of the home owners I contacted, except one, actually contacted me back and I did not want to pay for this service and requested my money back for the membership fee. I was told they would change my account and pause my leads, as well as refund what had come through, due to the misunderstanding of how I was not made fully aware of how things worked. Long story short...I have called three more times to express my distain and requested my membership fee back ever time, only to be told it couldn't be refunded after 72 hours (which I did call within that time frame). On my last call, I spoke with a person who said they would no longer charge me for leads, as my service was in high demand in that are, so it would be a no lose situation. That was exactly two weeks ago and not one lead has come through! We went from 6 per day, at a cost, to ZERO! I want to be done with this company and get my membership fee refunded to the credit card on file.

Consumer's Desired Resolution:

REFUND MY MEMBERSHIP FEE AND CANCEL ALL INFORMATION OFF YOUR SITE!

Complaint Timeline

06/20/2019	Automation: Auto Process Complaint Form
06/21/2019	Pending initial Business response: Action Taken Threshold Application
06/21/2019	Business Responded to Complaint: Action Taken: Extranet mrussell@homeadvisor.com
06/21/2019	Pending consumer Response: Action Taken: Direct Connect mrussell@homeadvisor.com

06/29/2019

Answered: Action Taken
Threshold Application

Complaint Messages

06/21/2019 - Molly Russell

Respond to Complaint

One of our Customer Care members is in the process of trying to connect with the customer via email and phone. We are willing to discuss and listen to the customer's concerns and try to help both parties to work together to work towards a reasonable resolution.

Attachment 38

March 9, 2021

VIA E-MAIL

Ruth E. Holbrook
Consumer Services Unit Supervisor
Consumer Protection Division
Office of Attorney General of Washington
800 Fifth Avenue, Suite 2000
Seattle, WA 98104

CRC@ATG.WA.GOV

Re.: File # 588620
Jerald Sargent dba Slabjack Geotechnical

Dear Ms. Holbrook:

I am writing in response to your February 24, 2021 e-mail attaching the Consumer Complaint (“Complaint”) filed by Jerald Sargent (“Sargent”) dba Slabjack Geotechnical (“Slabjack”). Please direct all communications regarding this matter to my attention. HomeAdvisor strives to achieve customer satisfaction in all of its transactions and is disappointed to learn that Sargent was dissatisfied with our services.

In his Complaint, Sargent mentions three websites: Jenson Brothers (<https://jensonbrothers.com/>), Powell and Sons (<https://powellandsons.com/>), and CARS Home Improvement Cents/Kenneth Wilson (“CARS/Kenneth Wilson”) ([https://www.facebook.com/Kenneth-Wilson-11682429716823/and https://homeimprovementcents.com/bathroom-remodel-leads-01/](https://www.facebook.com/Kenneth-Wilson-11682429716823/and_https://homeimprovementcents.com/bathroom-remodel-leads-01/)). Jenson Brothers, Powell and Sons, and CARS/Kenneth Wilson are affiliate partners of HomeAdvisor and other companies, and their websites are owned and managed by those affiliate partners (and not HomeAdvisor).

HomeAdvisor partners with certain companies, such as Jenson Brothers, Powell and Sons, and CARS/Kenneth Wilson to increase its online exposure and find consumers who may need its service professionals’ assistance but who do not initially visit HomeAdvisor’s website. HomeAdvisor monitors the quality of leads coming from its partners and believe that the quality is great and that many leads turn into won jobs for HomeAdvisor’s service professionals. Additionally, HomeAdvisor’s partners are contractually obligated to mention HomeAdvisor on their websites, and HomeAdvisor requires all of its partners to be clear and transparent about the process that matches consumers to HomeAdvisor service professionals and their agreement to HomeAdvisor’s Terms of Service and Privacy Policy.

As can be seen below, Jenson Brothers and Powell and Sons’ websites explain their relationships with HomeAdvisor and their other partners and prominently display the fact that HomeAdvisor or other trusted partners might contact the consumer regarding the consumers’ service request.



HOME

REQUEST SERVICE

REQUEST A QUOTE

CONTACT US

Contact Us

First Name *

Last Name *

E-mail *

Phone Number *

Street Address (123 Main St.) *

Zipcode *

Tell Us What You Need Here. *

SUBMIT 

By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to content doesn't require you to purchase service. Please note you may be matched to one of our trusted partners such as CraftJack, HomeAdvisor or Networx.

By using this service, you agree to our Terms Of Service as well as to HomeAdvisor Terms of Service and Privacy Policy and CraftJack Terms of Service

Jenson Brothers:

*By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to content doesn't require you to purchase service. **Please note you may be matched to one of our trusted partners such as CraftJack, HomeAdvisor or Networx.** By using this service, you agree to our Terms Of Service as well as to HomeAdvisor Terms of Service and Privacy Policy and CraftJack Terms of Service. (emphasis added)*



Home	Request Service	Request A Quote	Contact Us
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Free Quote

* First Name

* Last Name

* Email

* Phone Number

* Street Address (123 Main St.)

* Zipcode

* Tell Us What You Need Here.

SEND IT 

By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to contact doesn't require you to purchase service. Please note you may be matched to one of our trusted partners such as Craft Jack or HomeAdvisor. By using this service, you agree to our Terms Of Service as well as to Home Advisor Terms of Service and Privacy Policy.

Powell and Sons:

By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to content

doesn't require you to purchase service. **Please note you may be matched to one of our trusted partners such as CraftJack or HomeAdvisor. By using this service, you agree to our Terms Of Service as well as to HomeAdvisor Terms of Service and Privacy Policy.** (emphasis added)

However, when reviewing Sargent's Complaint, HomeAdvisor became aware of an issue with CARS/Kenneth Wilson's website. Subsequent to partnering with HomeAdvisor, CARS/Kenneth Wilson modified its website by removing all mention of HomeAdvisor. Additionally, the disclaimer was relocated and was no longer easily accessible to consumers.



Bathroom Remodeling Estimate Request

The best part... you don't have to chase contractors! Submit your quote request here, and my local partner contractors will contact you. Having contractors chase you, puts you in the driver's seat! Let's rock-n-roll!

START

Your Info

First Name

Last Name

 (201) 555-0123

Email Address

By clicking "Submit" you agree to our TCPA Consent

By submitting this form, you are giving your consent to be contacted at the phone number you inputted (including wireless number if provided). Contacting you is for the purpose of confirming and scheduling your home improvement project request and multiple contractor bids. You understand that automated phone technology, by voice or text messages, may be used to reach you. Please note that providing consent does not obligate you to purchase or use any product or service.

PREVIOUS

SUBMIT

On February 25, 2021, HomeAdvisor contacted CARS/Kenneth Wilson and demanded that it change the webpages to include full disclaimer language on the landing page and to include HomeAdvisor in that language. On or about March 1, 2021, CARS/Kenneth Wilson updated its TCPA flow so that the language below is expanded and always shown to the consumer:

By submitting this form, you are giving your consent to be contacted at the phone number you inputted (including wireless number if provided). Contacting you is for the purpose of confirming and scheduling your home improvement project request and multiple contractor bids from our partners which may include Homeadvisor / Craftjack. You understand that automated phone technology, by voice or text messages, may be used to reach you. Please note that providing consent does not obligate you to purchase or use any product or service.

HomeAdvisor denies any wrongdoing and trusts that the above explanation resolves the issues raised in Sargent's Complaint. Please do not hesitate to contact me should you have any questions or concerns.

Sincerely,

A handwritten signature in black ink that reads "Carl W. Butler".

CARL W. BUTLER
Vice President, Associate General Counsel
Legal Department | HomeAdvisor
email: carl.butler@homeadvisor.com

CWB/dja

Catalyst Complaint Summary

588620

Consumer Information

Name: Slabjack Geotechnical,
Address: Jerald Sargent
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
City: [Redacted]
State: [Redacted]

Day Phone: Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
Evening Phone: [Redacted]
Email: [Redacted]
Age Group: [Redacted]

Respondent Information

Name: Home Advisor
Address: 14023 Denver W Pkwy
City: Golden
State: CO **Zip:** 80401
Web Site: homeadvisor.com
Email: Carl.butler@HomeAdvisor.com
Contact: Carl Butler

Phone: (877) 800-3177
Toll-Free: (866) 238-1240
Fax: (303) 980-3003

Briefly explain your complaint:

Complaint about deceptive advertising practices by Home Advisor.

I have been receiving many estimate requests through fronts of Home Advisor namely:
Powell and Sons
Jensen Brothers
Ken Wilson

Their ads placed on Facebook and google web search cause people think they are calling one contractor not being funneled into a lead generation stream which results in confusion for the customer and anger directed at us the business who is getting these "leads" from Home Advisor.

These false sites with a very small disclaimer at the bottom of the page should not be allowed.

588620

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Declaration

I acknowledge that my complaint and attachments, once submitted, become public records and may be disclosed to others in response to a Public Records Request. Complaint information received by this office will be exported into the FTC's database, Consumer Sentinel, a secure online database. This data is then made available to thousands of civil and criminal law enforcement authorities worldwide.

I declare, under penalty of perjury under the laws of the State of Washington, that the information contained in this complaint is true and accurate, and that any documents attached are true and accurate copies of the originals.

I authorize the Washington State Attorney General's Office to contact the party(ies) against which I have filed this complaint in an effort to reach an amicable resolution. I authorize the party(ies) against which I have filed this complaint to communicate with and provide information related to my complaint to the Washington State Attorney General's Office.

Signature Jerald Sargent

Date 02/05/2021

City Redacted Pursuant to 16 C.F.R. § 4.2(c)


State

PX0020

DECLARATION OF CONNOR GEIRAN**PURSUANT TO 28 U.S.C. § 1746**

I, Connor Geiran, declare as follows:

1. I am above the age of 21. Unless otherwise stated, I have personal knowledge of the facts in this declaration, and if called as a witness, I could and would testify to the facts stated herein.

2. I am a United States citizen. I am a senior data analyst employed by the Federal Trade Commission ("FTC") in the Bureau of Consumer Protection's Division of Consumer Response and Operations. I do not anticipate receiving any additional compensation for my work on this matter. My office address is 400 7th Street SW, CC-9255, Washington, D.C. 20024.

3. Among other things, my job involves the analysis of electronic information stored on computer systems and related data storage devices/media.

4. My formal education includes a bachelor's degree in business from Virginia Polytechnic Institute and State University and a master's degree in analytics from Georgia Tech. I was employed by the Peace Corps as a Community Economic Development Volunteer from March 2015 to May 2017, where I analyzed financial data for a microfinance bank in Costa Rica. I was employed by the Department of State from April 2018 to September 2019 as a management analyst, where I analyzed various Department of State data for the purposes of audit. Since September 2019, I have been working as a data analyst at the FTC, where my primary duty is to design, implement and evaluate various analysis testing on provided data sets.

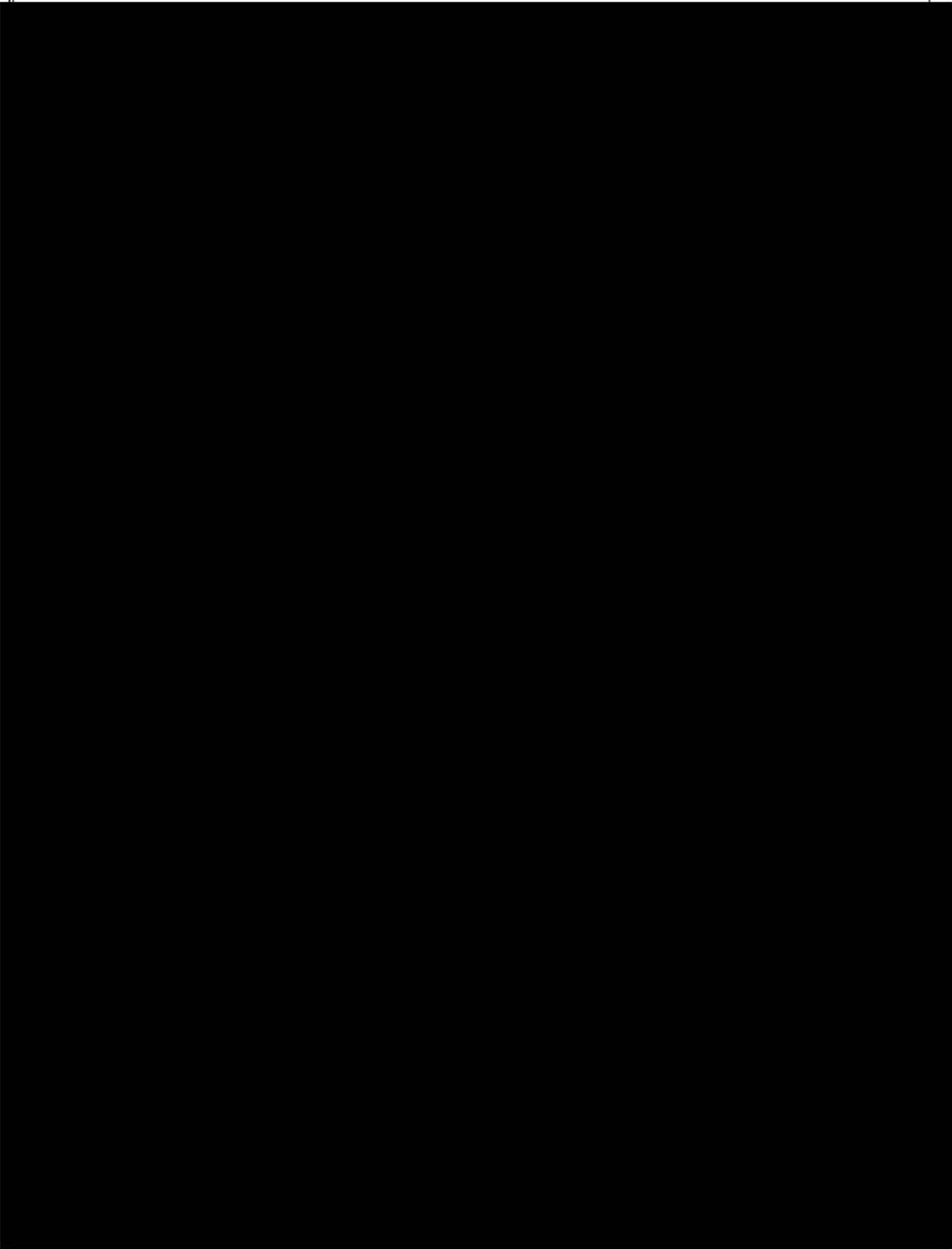
5. In the course of my employment, FTC legal staff ("Staff") asked me to analyze data that the FTC had obtained in the course of its investigation of HomeAdvisor. Electronic files containing these data were provided to me by Staff. The files I reviewed, and my analysis, are described below.

1 6. I reviewed files that I understand were produced to the FTC by
2 attorneys for HomeAdvisor. The files I reviewed for the analysis in this declaration
3 were named "HOMEADVISOR_FTC0126205.txt,"
4 "HOMEADVISOR_FTC0126207.txt," "HOMEADVISOR_FTC0126206.txt,"
5 "HOMEADVISOR_FTC0126204.txt" and "HOMEADVISOR_FTC0126195.txt."

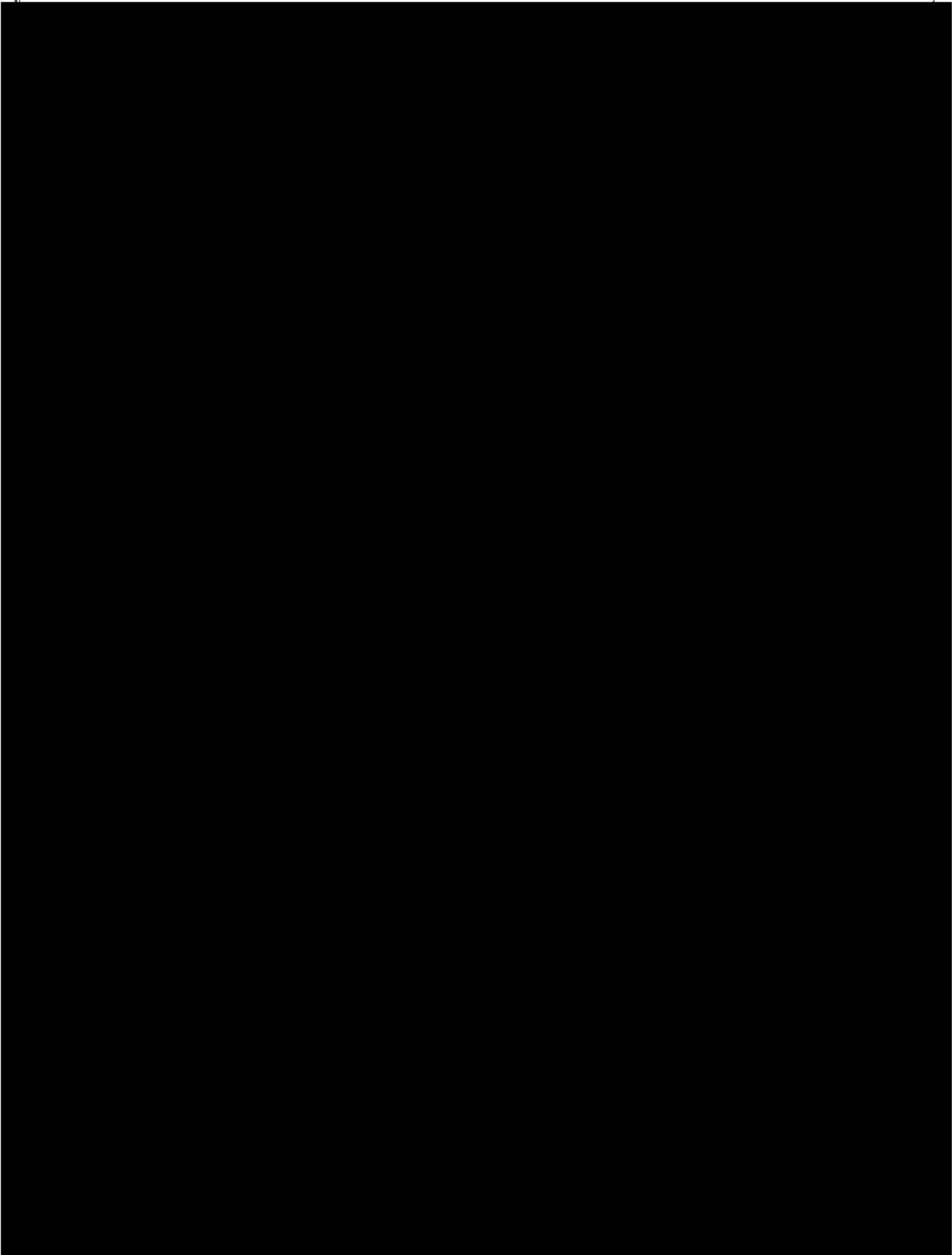


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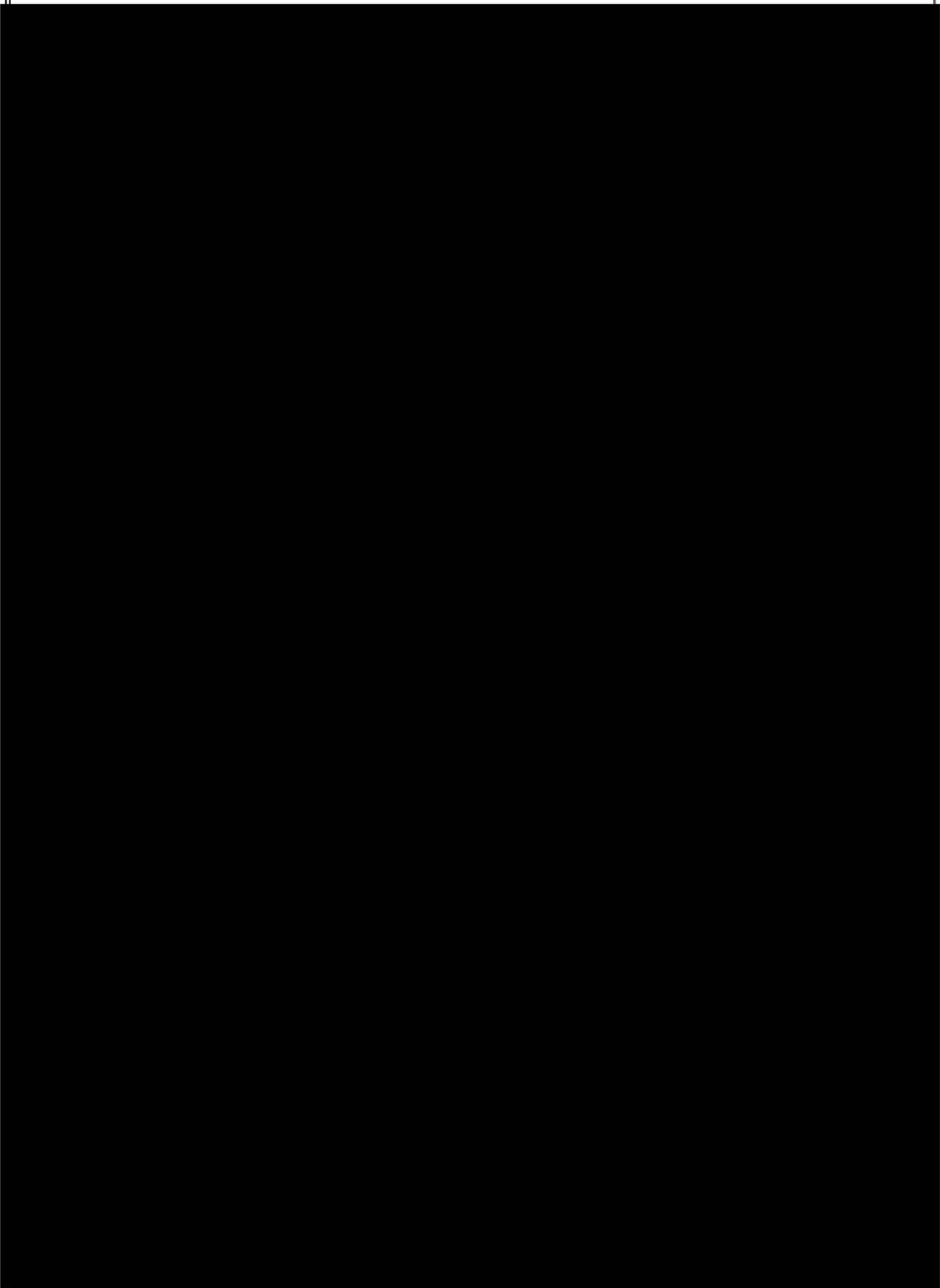
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16. The first step I took was to reformat the files to analyze them in python, a computer programming language that facilitates data analysis.



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I declare under penalty of perjury that to the best of my knowledge and belief the foregoing is true and correct.

Executed on February 2, 2022, in Washington, D.C.

A handwritten signature in cursive script, appearing to read "Connor Geiran", is written above a horizontal line.

Connor Geiran

PX0021

**DECLARATION OF
DR. KENNETH H. KELLY, CFA**

Pursuant to 28 U.S.C. § 1746

1. I, Kenneth H. Kelly, hereby state that I am above the age of 21, that I have personal knowledge of the facts set forth below, and that I am competent to testify about them. I hold a doctorate from Stony Brook University in Economics and a Master of Science degree in Applied Mathematics and Statistics from the same institution. I have been a Chartered Financial Analyst since 1992. For more than 40 years I have been employed by the Federal Trade Commission as an economist and, during that time, I have advised the Commission in numerous antitrust and consumer protection matters. In addition, I have advised other federal and state regulatory agencies on the effects of government regulation on competition and on consumers. I have published articles in economic, business, and legal journals. A true and correct copy of my curriculum vitae is at Exhibit A. I have previously submitted sworn testimony in several cases, as described in my curriculum vitae.

2. I am a full time, salaried employee of the Federal Trade Commission. I do not anticipate receiving any additional compensation for my work on this matter.

3. Federal Trade Commission attorneys asked me to assist in the Commission's investigation of HomeAdvisor, Inc. ("HomeAdvisor"), which is assigned FTC Matter Number 1923106. They provided me with an Excel file that had information on 1,710 recordings of telephone conversations, from which I drew a random sample of 100 recordings, using the statistical software program STATA. The list of Bates numbers assigned to those 1,710 calls is attached hereto as Exhibit B and the list of Bates numbers assigned to those 100 randomly selected calls is attached hereto as Exhibit C.

//

I declare under penalty of perjury that to the best of my knowledge and belief the foregoing is true and accurate.

Executed at Alexandria, Virginia this 10th day of February, 2022.


Dr. Kenneth H. Kelly, CFA

EXHIBIT A

Dr. Kenneth H. Kelly, CFA**EXPERIENCE**

Financial Analyst, Division of Antitrust I, Bureau of Economics, Federal Trade Commission (January, 2021 to present): As described below, much of my work for the Federal Trade Commission has been financial analysis. By moving from the Division of Consumer Protection to Antitrust I will be able to work on both competition and consumer protection matters.

Economist, Division of Consumer Protection, Bureau of Economics, Federal Trade Commission (October, 2004-January, 2021): I testified on behalf of the FTC, and the Department of Justice, in a number of consumer protection matters. I have testified, or prepared to do so, in litigation involving pyramid schemes, advertising substantiation, investment fraud, business opportunity fraud, deceptive advertising, deceptive marketing, and mortgage lending. Since receiving the CFA charter in 1992 I have advised FTC staff and management concerning the ability of defendants to pay restitution and civil penalties. From December 2013 through June 2017 I did so in all FTC consumer protection litigations where defendants' ability to pay was an issue, unless I needed to be recused. In addition to my testimony, I produced economic, statistical, and financial analysis in consumer protection investigations, and made recommendations about enforcement to the Commission. I trained antitrust enforcers from Central and South America through seminars in Venezuela (1995, 2003), Peru (2004), Columbia (2005), El Salvador (2008), Panama (2008), and the Dominican Republic (2013), and consumer protection enforcers in Egypt (2006), South Africa (2009), and Ecuador (2010). I conduct independent research on antitrust and industrial organization, commercial policy, and forensic economics.

Adjunct Professor, Department of Applied Economics, Johns Hopkins University (January, 2006-May 2007): I taught graduate Financial Economics in the Spring 2006 and Spring 2007 semesters.

Economist, Division of Economic Policy Analysis, Bureau of Economics, Federal Trade Commission (July, 1986-June, 1988; November 1988-October, 2004): My primary official responsibility was to conduct economic and financial research. This research has included a review of the effectiveness of the Commission's merger enforcement program, the impact of unfair trade practices on domestic industries, and the effect of state restrictions on airline advertising. I presented this research in the form of legal briefs and live testimony to federal, state, and local agencies through the Commission's regulatory intervention program, as well as through presentations at professional meetings and scholarly journals. However, most of my time was spent working in antitrust and consumer protection enforcement, both as lead economist and as an expert witness. I provided statistical expertise to the FTC's General Counsel and to the Assistant U.S. Attorney defending the FTC in a discrimination suit, as well as

to Commission staff in enforcement investigations. After earning the Chartered Financial Analyst designation in 1992, I worked in enforcement and litigation as a financial analyst, both in the role of advising the Commission and as an expert witness. I drafted congressional testimony, speeches, and articles for the Chairman, Commissioners, and the Director of the Bureau of Economics.

Economic Advisor to Commissioner, U.S. International Trade Commission (March, 1986-June, 1986; June, 1988-October, 1988): In the Spring of 1986 the Federal Trade Commission faced a severe funding crisis, and I was detailed to the office of Susan W. Liebler, then Vice Chairman of the U.S. International Trade Commission, to fill a temporary opening on her staff. I advised Vice Chairman (and then Chairman) Liebler on policy matters and appropriate actions in antidumping, countervailing duty, safeguards (escape clause) and unfair competition investigations, and I reviewed economic studies of the ITC's Office of Economics and Office of Industries. I developed an economic methodology for measuring injury to domestic industries as the result of imports and other causes, and later published this work. I drafted opinions, speeches and other written materials for the Commissioner. In June of 1988 I returned to the ITC when Commissioner Liebler asked that I again be detailed to her staff for the remainder of her term.

Economist, Division of Consumer Protection, Bureau of Economics, Federal Trade Commission (September, 1984-February, 1986): In this position I conducted investigations of a wide variety of possible violations of federal law and FTC regulations. In cooperation with Commission attorneys, I identified relevant data, and developed investigational plans. I calculated optimal penalties in civil enforcement actions, and made recommendations to the Bureau of Consumer Protection and the Commission. I participated in several rule making proceedings. These cases, investigations and rule making proceedings covered a broad range of American industries.

Economist, Division of Antitrust, Bureau of Economics, Federal Trade Commission (January, 1981-August, 1984): I took a leave from my academic position at Rensselaer for the Spring, 1981 through Spring, 1982 semesters for what I expected to be a temporary position at the Federal Trade Commission. My principal task was to provide economic analysis in antitrust investigations in a broad range of industries. In cooperation with FTC attorneys, I wrote subpoenas, interviewed investigation subjects, competitors, suppliers, and customers, negotiated information requests, conducted economic, econometric, and financial analysis on the data gathered, and made enforcement recommendations to the Commission. Possible violations included mergers, joint ventures, resale price maintenance, non-price vertical restraints, collusion, group boycotts, predation and price discrimination (the Robinson-Patman Act). I developed a methodology for assessing the effect of antitrust enforcement on consumer welfare.

Assistant Professor of Economics, Rensselaer Polytechnic Institute (September, 1978-December, 1980): In the fall of 1978, I started in a tenure track position in the Department of Economics, during which time I completed my doctoral dissertation. I taught undergraduate and graduate courses in the economics of technological change, microeconomics and macroeconomics, and developed a graduate level course in managerial economics.

Adjunct Instructor of Economics, Hofstra University (July, 1976-August, 1977): While in graduate school I taught introductory economics, intermediate macroeconomics and consumer economics at nearby Hofstra University.

Economist, U.S. Bureau of Labor Statistics (December, 1973-August, 1974): After completing a four year undergraduate program in two years, I went to work as an economist for the Department of Labor. In this position, I designed surveys of employment by occupation in industry and government, analyzed and verified estimates obtained in these surveys, and wrote reports on the results.

EDUCATION

Degree	Subject	Attended	University
Ph.D.	Economics	9/74-5/79	Stony Brook University
M.S.	Applied Math & Statistics	"	"
B.S.	Economics-Business	9/71-8/73	Hofstra University

Ph.D. Preliminary Examinations: Microeconomics, Macroeconomics, Econometrics, International Economics, Advanced Microeconomics
 Doctoral Dissertation: The Economics of Risky Innovation
 Dissertation Committee: Edward Ames (supervisor), John Hause, Thomas Muench, Sheldon S.L. Chang

PROFESSIONAL CERTIFICATION

In September, 1992, I was awarded the Chartered Financial Analyst (CFA) designation. The CFA Institute awards the charter to those individuals who have (i) a minimum of four years of investment work experience, defined as evaluating or applying financial, economic, and/or statistical data as part of the investment decision-making process, (ii) sequentially passed a series of three examinations covering securities law, ethical and professional standards, equity and fixed income securities analysis, derivatives, alternative investments, corporate finance, portfolio management, economics, financial accounting, and quantitative techniques, and (iii) agreed to comply with the CFA Institute's Code of Ethics and Standards of Professional Conduct. I passed all three examinations on the first effort.

TESTIMONY

I have frequently volunteered my services to the government as a witness, both in antitrust and consumer protection matters. I have testified, in writing, through deposition, or in live courtroom testimony, in the following cases:

FTC v. Dayton Family Productions, Inc., et. al., Case No. CV-5-97-00750-PMP (D. Nev.) (Hon. Philip M. Pro) (1997-98) - I calculated earnings and consumer injury in an investment fraud, and wrote affidavits of my findings.

In Re R.J. Reynolds Tobacco, Docket No. 9285 (Federal Trade Commission) (Commissioners Robert Pitofsky, Sheila F. Anthony, Mozelle W. Thomson, and Orson Swindle) (1998) - I was asked to calculate the gains to the defendant from sales of tobacco products to underage purchasers, and wrote an affidavit on the firm's marketing. I was deposed.

FTC v. Lightfoot, also d/b/a Universal Direct et. al., Case No. C-3-02-145 (S.D. Ohio) (Hon. Walter Herbert Rice) (2002) - I wrote an affidavit that this firm was operating a pyramid scheme.

FTC v. The Tungsten Group et. al., Case No. 2:01 CV 773 (E.D. Va.) (Hon. Raymond A. Jackson) (2002) - I wrote an affidavit that this firm was operating a pyramid scheme.

FTC v. Travel Express International, Inc., Case No. 1:01-cv-0906-GET (N.D. Ga.) (Hon. G. Ernest Tidwell) (2002) - I calculated losses to consumers from alleged deceptive practices, and wrote a declaration. I was deposed.

FTC v. K4 Global Publishing, Inc., also d/b/a Instant Internet Empires et. al., Case No. 5:03-CV-0140-3-CAR (M.D. Ga.) (Hon. C. Ashley Royal) (2003) - I wrote an affidavit that this firm was operating a pyramid scheme.

FTC v. NEXGEN3000.com, et. al., Case No. 4:03-cv-00120-WDB (D. Ariz.) (Hon. William D. Browning) (2004) - I wrote an expert report and affidavits stating that this firm had operated a pyramid scheme.

FTC v. Network Services Depot, Inc., et. al., Case No. 2:05-cv-0440-LDG-LRL (D. Nev.) (Hon. Lloyd D. George) (2005-07) - I traced funds transferred from defendant companies to individual defendants and their relatives, explained the financial interrelationships between these companies, calculated consumer injury, and presented this analysis in a series of declarations and an expert report.

FTC v. Seismic Entertainment Productions, Inc., et. al., Case No. 04-377-JD (D. N.H.) (Hon. Joseph A. DiClerico, Jr.) (2005-06) - I wrote a declaration that showed the earnings of Sanford Wallace from a "spyware" scheme.

FTC v. Lane Labs-USA, Inc., et. al., Case No. 00CV3174 (D. N.J.) (Hon. Dennis M. Cavanaugh) (2008-09) - I wrote a report critiquing the work of an expert for the other side who calculated what he claimed were appropriate damages, and a sur-rebuttal report that critiqued that expert's response. I was deposed.

FTC v. Alternatel, Inc., et. al., Case No. 08-21433-CIV-Jordan (S.D. Fla.) (2008) I wrote a declaration that examined the financial statements and tax returns of defendant companies, computed prejudgment interest, and performed a statistical analysis of tests of the defendants' products. I was deposed.

US v. Regenesys 2x2, Case No. 409-813-0023275-S (2009) I wrote a declaration that was used to obtain a search warrant for a firm operating what appears to be a pyramid scheme.

FTC v. Home Assure, LLC, et. al., Case No. 8:09-cv-547-T-23 TBM (M.D. Fla.) (2009) I wrote an expert report that described how I selected a random sample of the defendant firm's clients, analyzed documents for these clients, determined which clients were or may have been assisted by the defendant firm, and performed sensitivity analysis. I also wrote a supplemental report that updated my earlier report to include new information. I was deposed.

FTC v. Federal Loan Modification Law Center, LLP et. al., Case No. SACV09-401 CJC (MLGx) (Hon. Cormac Carney) (2009) I wrote a declaration that described how I selected a random sample of customer files, and performed a statistical analysis of the sample.

FTC v. EDEBITPAY, LLC, et. al., Case No. CV-07-4880 ODW (AJWx) (C.D. Cal.) (Hon. Otis D. Wright II) I wrote a declaration that described how I selected a random sample of products, determined the prices of these products from alternative sellers, and performed calculations on the data. I was deposed.

FTC v. Grant Connect, LLC et. al., Case No. 09-CV-01349-RLH-RJJ (D. Nevada) I wrote a declaration and expert report that computed sales by defendants from the alleged deceptive marketing of various products, and computed prejudgment interest, and second and third declarations that updated the prejudgment interest calculations.

FTC v. Global U.S. Resources et. al., Case No. 310-CV-1457 (VLB) (D. Connecticut) (Hon. Vanessa L. Bryant) I wrote a declaration that computed sales of the defendant from a work at home scheme, and computed prejudgment interest.

FTC v. First Universal Lending, LLC, et. al., Case No. CV-09-82322-CIV-ZLOCH (S.D. Florida.) (Hon. William J. Zloch) I wrote a declaration describing how I computed revenue the defendant firm earned from various categories of customers.

FTC v. Swish Marketing, Inc., et. al., Case No. C09-03814 RS (N.D. California) (Hon. Richard Seeborg) I wrote a declaration describing my analysis of revenue and profit of the defendant firm

and the importance of one of its customers to that revenue and profit.

FTC v. Millennium Telecard, Inc., et. al., Case No. 2:11-cv-02479-JLL-CCC (D. New Jersey) (Hon. Jose L. Linares) I wrote a declaration describing the statistical analysis I did of tests performed on the defendants' products.

FTC v. Direct Benefits, et. al., Case No. 6:11-CV-1186-JAGJK (C.D. Fla) (Hon. John Antoon) (2011) Defendants had claimed that a working paper by Federal Reserve system economists supported their claim that their return rates were not out of the ordinary. I wrote a declaration that explained that the defendants mis-characterized the paper, and a second declaration that updated the first.

FTC v. American Precious Metals, LLC, et. al., Case No. 11-61072-CIV-ZLOCH (S.D. Fla) (Hon. William J. Zloch) (2011) Defendants sold precious metals to investors. I analyzed the investment performance of customers of the defendants, and decomposed investor returns into returns due to changes in metal prices and the costs of transactions fees. I found that although investors in aggregate made money from increases in metals prices they lost money after deducting some of the transactions costs they had to pay. I reported my analysis in a declaration and in an expert report.

FTC, et. al. v. LeanSpa, LLC, et al., No. 3:11-CV-1715 (VLB) (D. Conn. Filed Nov. 7, 2011) I analyzed bank statements for accounts belonging to various defendants. I wrote a declaration that computed transfers of funds between these accounts and discussed transfers from these accounts. After the FTC won summary judgment, I wrote another declaration that computed prejudgment interest for relief defendant Core Logic.

FTC v. Lights of America, Inc., et. al., Case No. SACV10-01333JVS(MLGx) (C.D. Cal.) (Hon. James V. Selna) I computed consumer injury to consumers who purchased deceptively labeled light bulbs. I testified in court about this, and also about the errors made by an opposing expert.

FTC v. Ivy Capital, Inc., et. al., Case No. 2:11-cv-00283-JCM-GWF (D. NV Filed February 22, 2011) I wrote an expert report that described how I drew a random sample of recorded phone conversations between defendants' employees and consumers and analyzed the same. I was deposed. I wrote declarations that computed damages including prejudgment interest.

FTC v. DR Phone Communications, Inc., Case No. C-12-2631-SC (N.D. Calif. Filed May 22, 2012) I wrote a declaration describing the statistical analysis I did of tests performed on the defendants' products.

FTC v. Broadway Global Master Inc., et. al., Case No. 2:12-cv-0855 JAM GGH (E.D. Cal.) (Hon. John A. Mendez) (2012) I wrote a declaration in which I calculated consumer injury in a debt collection fraud.

FTC v. Debt Relief USA, Inc., et. al., Case No. 3:11-CV-2059-N (N.D. TX) (Hon. David Godby) (filed August 18, 2011) I wrote an expert report in which I analyzed the performance of firm that analyzed and sold debt relief services. I showed that the amount of money that the firm claimed it could save consumers were not supported by the firm's own data.

FTC et. al. v. The Tax Club, Inc. et. al., Case No. 13-CV-210 JMF (S.D. N. Y.) (2013) I wrote a declaration that estimated consumer injury, and described the process by which I selected a random sample of consumers who requested refunds from the defendants.

U.S. v. Donna Bello and Jill Platt Case No. 12-CR-84 AWT (CT) (2012) In this criminal case, brought by the U.S. Attorney for Connecticut on behalf of the Internal Revenue Service, I wrote an expert report, with supplementary reports, and testified live in court that the "Women's Gifting Table" was a pyramid scheme.

FTC v. Consumer Health Benefits Association et. al., Case No. 10-CV-03551 (ILG) (RLM) (E.D.N.Y.) I wrote an expert report that estimated the amount of money that defendants collected from consumers from the sale of medical and pharmacy discount plans (net of chargebacks and refunds); the amount of purported savings, if any, that consumers utilizing the plans realized according to documents from corporate defendants and third party benefit providers; and evaluated the magnitude and distribution of these purported savings. I wrote a second expert report that updated these numbers based on new data. I was deposed.

FTC v. Jeremy Johnson et. al., Case No. 10-CV-02203 (MMD) (GWF) (D. Nev.) I estimated damages, including prejudgment interest, for corporate defendant iWorks and related defendants.

U. S. v. Corporations for Character, L. L.C., et. al., Case No. 2:11-cv-00419-RJS-DBP (D. Utah) (Hon. Robert J. Shelby) I wrote a declaration that explained how I analyze the finances of defendants who claim that they lack the financial ability to pay the full amount of judgments, and opined that the documentation submitted to date by the defendant was not sufficient to support a claim that he would be unable to pay more than a given figure.

FTC v. Apply Knowledge, LLC et. al., Case No. 2:14-cv-00088 (D. Utah) (Hon. Dee Benson) I wrote an expert report that describes how I selected a sample of and listened to recordings of sales calls defendants had with purchasers of coaching services for online businesses, and conducted statistical analysis of the same. I was deposed.

FTC v. Apartment Hunters, Inc. et. al., Case No. 8:18-cv-01636-AG-DFM (C.D. Cal.) (Hon. Andrew J. Guildford) (filed September 11, 2018). I drew a series of random samples and wrote a declaration describing my work.

FTC v. Nudge, et al., Case No. 2:19-cv-867-DBB (D. Utah) I wrote a declaration and an expert report that analyzed the defendants' finances based upon a forensic analysis of their banking records. I was deposed.

FTC v. Simple Health Plans LLC, et. al., Case No. 18-cv-62593-DPG (S.D. Fla) (2018) (Hon. Darrin P. Gayles) I drew a random sample of telephone recordings, performed statistical analysis of the content of these recordings, and wrote a declaration describing my work.

FTC v. Day Pacer LLC, et. al., Case No. 1:19-cv-01984 (N.D. Ill.) (Filed March 22, 2019) (Hon. Edmond E. Chang). I drew a random sample of telephone records, performed statistical analysis based upon the work of others using those records, and wrote a declaration describing my work. I was deposed.

PUBLICATIONS

Articles

"One Lump or Two: Unitary versus Bifurcated Measures of Injury at the USITC," *Economic Inquiry*, Vol. 44, No. 4, October, 2006 (with Morris E. Morkre).

"Competition and Quality in Deregulated Industries: Lessons for the Education Debate," *Texas Review of Law & Politics*, Spring, 2002 (with Jerry Ellig).

"Do Unfairly Traded Imports Injure Domestic Industries?," *Review of International Economics* Vol. 6, No. 2, May, 1998 (with Morris E. Morkre); reprinted in Douglas R. Nelson and Hylke Vandenbussche, eds., *The WTO and Antidumping*, Edward Elgar Publishing, 2005.

"Empirical Analysis for Antitrust and International Trade Law," *University of Cincinnati Law Review*, Vol. 61, No. 3, 1993.

"Some Perspectives Concerning the Effects of Unfair Imports on Domestic Industries," *University of Cincinnati Law Review*, Vol. 61, No. 3, 1993 (with Morris E. Morkre).

"Merger Efficiencies: The Prodigal Son of Antitrust?," *The Journal of Reprints for Antitrust Law and Economics*, Vol. 21, No. 1, 1991.

"The Antitrust Analysis of Grocery Slotting Allowances: The Procompetitive Case," *Journal of Public Policy & Marketing*, Vol. 10, No. 1, Spring, 1991.

"Can Imports Injure a Domestic Industry When They Decline?," *Research in Law and Economics*, Vol. 12, 1989.

"The Analysis of Causality in Escape Clause Cases," *Journal of Industrial Economics*, Vol. 37, No. 2, December, 1988. Reviewed in *Business Economics*, Vol. 24, No. 2, April, 1989.

"The Role of the Free Rider in Resale Price Maintenance: The Loch Ness Monster of Antitrust Captured," *George Mason University Law Review*, Vol. 10, No. 1, Spring, 1988. Reviewed in *Washington Antitrust Report*, Vol. 2, No. 4, Summer, 1988.

"The Role of Risk Aversion in the Allocation of Resources to Invention," *Federal Trade Commission Working Paper No. 51*, March, 1982.

Monographs

QUANTIFYING CAUSES OF INJURY TO U.S. INDUSTRIES COMPETING WITH UNFAIRLY TRADED IMPORTS: 1989 TO 1994, Bureau of Economics, Federal Trade Commission, 2002 (with Morris E. Morkre).

EFFECTS OF UNFAIR IMPORTS ON DOMESTIC INDUSTRIES: U.S. Antidumping and Countervailing Duty Cases, 1980 to 1988, Bureau of Economics, Federal Trade Commission, 1994 (with Morris E. Morkre).

OCCUPATIONAL EMPLOYMENT: AGRICULTURAL CHEMICALS INDUSTRY, APRIL 1971, Report 430-61, U.S. Department of Labor/Bureau of Labor Statistics, November, 1974.

OCCUPATIONAL EMPLOYMENT: GUM AND WOOD CHEMICALS AND MISCELLANEOUS CHEMICAL PRODUCTS, APRIL 1971, Report 430-56, U.S. Department of Labor/Bureau of Labor Statistics, September, 1974.

Reviews

P.K.M. Tharakan, ed., *Policy Implications of Antidumping Measures*, in *Public Choice*, Vol. 75, No. 3, March, 1993.

William B. Tye, *The Theory of Contestable Markets*, in *Business Economics*, Vol. 27, No. 4, October, 1992.

Donald Dewey, *The Antitrust Experiment in America*, in *The Manual of Antitrust Economics*, 1992.

Professional Presentations

"The Economics of Ponzi Schemes," Department of the Treasury Ponzi Scheme Conference, New York, NY, July, 2011

"The Event Study as a Investigative Tool in Merger Enforcement: The Case of Palladium," International Industrial Organization Conference, Atlanta, Georgia, April, 2005 (discussant and conference chair at same conference).

"One Lump or Two: Unitary vs. Bifurcated Measures of Injury from Unfairly Traded Imports," (with Morris E. Morkre), Western Economics Association, Vancouver, British Columbia, July, 2004.

Invited Participant, Workshop on Competition and Investment, Yale Center for the Study of Globalization," April 1, 2003.

"Are Slotting Allowances Anticompetitive?," The American Consumer and the Changing Structure of the Food System, Economic Research Service, U.S. Department of Agriculture, May, 2000.

Panelist, Discussion of Slotting Allowances, Marketing and Public Policy Conference, American Marketing Association, Washington, DC, May, 1996.

Discussant, Marketing and Public Policy Conference, American Marketing Association, Atlanta, GA, May, 1995.

"Empirical Analysis for Antitrust and International Trade Law," and "Perspectives on the Effects of Unfair Imports on Domestic Industries," (with Morris E. Morkre), Western Economics Association, Seattle, WA, July, 1991.

"The Antitrust Analysis of Grocery Slotting Allowances: The Procompetitive Case," Marketing and Public Policy Conference, American Marketing Association, Washington, DC, June, 1990.

"Escape Clause Relief: A Decision Theoretic Approach," presented at the Operations Research Society of America/The Institute of Management Science Joint National Meeting, New York, October, 1989.

"Firm Size and Research Productivity," presented at the North American meeting of the Econometric Society, Denver, CO, September, 1980.

HONORS AND AWARDS

Janet Steiger Award, Federal Trade Commission, 2020

Janet Steiger Award, Federal Trade Commission, 2004

Outstanding Scholarship Award, Federal Trade Commission, 1993

Phi Beta Kappa, 1974

Letter of Commendation, National Science Foundation Graduate Fellowship Program, 1974-75.

Bachelor of Science *summa cum laude* with Highest Honors in Economics, Hofstra University, 1974.

Omicron Delta Epsilon, International Honor Society in Economics, 1973.

New York State Regents College Scholarship, 1971-1973.

Hofstra University Distinguished Academic Scholarship, 1971-1973.

PROFESSIONAL ASSOCIATIONS

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EXHIBIT B

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EXHIBIT C

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PX0022

DECLARATION OF ERIK C. WINKER

Pursuant to 28 U.S.C. § 1746

1. My name is Erik C. Winker. I am over 18 years of age, a resident of the State of Washington, and a citizen of the United States. The following facts are known to me personally and if called to testify, I could and would do so truthfully.

2. I am a paralegal specialist for the Federal Trade Commission (“FTC”) in its Northwest Regional Office in Seattle, Washington. I have worked here since September 2017.

3. I am assigned to assist in the FTC’s investigation of HomeAdvisor, Inc. (“HomeAdvisor”), which is assigned FTC Matter Number 1923106. I have worked on this matter since 2019. The FTC’s lead attorney on the case is Sophie Calderón. I have also worked with FTC attorneys Colin D. A. MacDonald and Breena M. Roos, and former FTC attorney Stephen T. Fairchild, on this matter.

4. On November 3, 2021, Ms. Calderón directed me to download 100 specified audio files from documents produced by HomeAdvisor in this matter and prepare them to be sent to For the Record, Inc. to be transcribed. It is my understanding that these were the calls randomly selected by Economist Kenneth Kelly. A list of the audio files, identified by HomeAdvisor Bates numbers, is attached hereto as Exhibit A.

5. On November 4, 2021, Ms. Calderón directed me to download twenty-two additional specified audio files documents produced by HomeAdvisor in this matter and prepare them to be sent to For the Record, Inc. to be transcribed. One of those audio files (HOMEADVISOR_FTC0012349) was duplicative of the list she provided on November 3. A list of the other twenty-one audio files, identified by HomeAdvisor Bates numbers, is attached hereto as Exhibit B.

6. On November 10, 2021, I sent the 121 audio files to For the Record, Inc. for transcription via secure file transfer protocol (“SFTP”).

7. Between December 3 and 8, 2021, I received the 121 transcripts back from For the Record, Inc. via SFTP. Exhibits A and B list identify the transcripts, by FTC Bates numbers, that correspond to each HomeAdvisor-produced audio file.

8. Attached hereto as Exhibit C are the transcripts of the 100 audio files identified in Exhibit A. Each transcript includes a corresponding production sheet that identifies the FTC Bates number.

9. Attached as Exhibit D are the transcripts of the twenty-one audio files identified in Exhibit B. Each transcript includes a corresponding production sheet that identifies the FTC Bates number.

I declare under penalty of perjury that to the best of my knowledge and belief the foregoing is true and accurate.

Executed at Seattle, Washington, this 17th day of March, 2022.



Erik C. Winker

Exhibit A

**Audio Files Transcribed by For the Record, Inc.
Randomly-Selected Audio Files**

Audio Files Produced by HomeAdvisor	Transcript Produced by FTC
HOMEADVISOR FTC0004317	FTC HOMEADVISOR0008644
HOMEADVISOR FTC0004322	FTC HOMEADVISOR0008645
HOMEADVISOR FTC0004361	FTC HOMEADVISOR0008649
HOMEADVISOR FTC0004385	FTC HOMEADVISOR0008650
HOMEADVISOR FTC0004416	FTC HOMEADVISOR0008651
HOMEADVISOR FTC0004428	FTC HOMEADVISOR0008652
HOMEADVISOR FTC0004569	FTC HOMEADVISOR0008661
HOMEADVISOR FTC0004646	FTC HOMEADVISOR0008663
HOMEADVISOR FTC0004676	FTC HOMEADVISOR0008664
HOMEADVISOR FTC0004765	FTC HOMEADVISOR0008665
HOMEADVISOR FTC0004889	FTC HOMEADVISOR0008666
HOMEADVISOR FTC0004894	FTC HOMEADVISOR0008667
HOMEADVISOR FTC0004946	FTC HOMEADVISOR0008668
HOMEADVISOR FTC0005009	FTC HOMEADVISOR0008669
HOMEADVISOR FTC0005170	FTC HOMEADVISOR0008671
HOMEADVISOR FTC0005227	FTC HOMEADVISOR0008674
HOMEADVISOR FTC0005241	FTC HOMEADVISOR0008675
HOMEADVISOR FTC0005248	FTC HOMEADVISOR0008676
HOMEADVISOR FTC0010967	FTC HOMEADVISOR0008678
HOMEADVISOR FTC0011131	FTC HOMEADVISOR0008679
HOMEADVISOR FTC0011144	FTC HOMEADVISOR0008680
HOMEADVISOR FTC0011155	FTC HOMEADVISOR0008681
HOMEADVISOR FTC0011164	FTC HOMEADVISOR0008682
HOMEADVISOR FTC0011170	FTC HOMEADVISOR0008683
HOMEADVISOR FTC0011208	FTC HOMEADVISOR0008684
HOMEADVISOR FTC0011311	FTC HOMEADVISOR0008685
HOMEADVISOR FTC0011348	FTC HOMEADVISOR0008686
HOMEADVISOR FTC0011370	FTC HOMEADVISOR0008687
HOMEADVISOR FTC0011444	FTC HOMEADVISOR0008688
HOMEADVISOR FTC0011462	FTC HOMEADVISOR0008689
HOMEADVISOR FTC0011477	FTC HOMEADVISOR0008690
HOMEADVISOR FTC0011517	FTC HOMEADVISOR0008691
HOMEADVISOR FTC0011687	FTC HOMEADVISOR0008692
HOMEADVISOR FTC0011708	FTC HOMEADVISOR0008693
HOMEADVISOR FTC0011725	FTC HOMEADVISOR0008694
HOMEADVISOR FTC0011756	FTC HOMEADVISOR0008695
HOMEADVISOR FTC0011759	FTC HOMEADVISOR0008696
HOMEADVISOR FTC0011764	FTC HOMEADVISOR0008697
HOMEADVISOR FTC0011910	FTC HOMEADVISOR0008698

Audio Files Produced by HomeAdvisor	Transcript Produced by FTC
HOMEADVISOR_FTC0011925	FTC_HOMEADVISOR0008699
HOMEADVISOR_FTC0011945	FTC_HOMEADVISOR0008700
HOMEADVISOR_FTC0011977	FTC_HOMEADVISOR0008701
HOMEADVISOR_FTC0012034	FTC_HOMEADVISOR0008702
HOMEADVISOR_FTC0012109	FTC_HOMEADVISOR0008703
HOMEADVISOR_FTC0012146	FTC_HOMEADVISOR0008704
HOMEADVISOR_FTC0012240	FTC_HOMEADVISOR0008706
HOMEADVISOR_FTC0012248	FTC_HOMEADVISOR0008707
HOMEADVISOR_FTC0012261	FTC_HOMEADVISOR0008708
HOMEADVISOR_FTC0012298	FTC_HOMEADVISOR0008710
HOMEADVISOR_FTC0012336	FTC_HOMEADVISOR0008711
HOMEADVISOR_FTC0012349	FTC_HOMEADVISOR0008712
HOMEADVISOR_FTC0012384	FTC_HOMEADVISOR0008713
HOMEADVISOR_FTC0012447	FTC_HOMEADVISOR0008714
HOMEADVISOR_FTC0012454	FTC_HOMEADVISOR0008715
HOMEADVISOR_FTC0012459	FTC_HOMEADVISOR0008716
HOMEADVISOR_FTC0012533	FTC_HOMEADVISOR0008717
HOMEADVISOR_FTC0016398	FTC_HOMEADVISOR0008719
HOMEADVISOR_FTC0016422	FTC_HOMEADVISOR0008720
HOMEADVISOR_FTC0016430	FTC_HOMEADVISOR0008721
HOMEADVISOR_FTC0016466	FTC_HOMEADVISOR0008722
HOMEADVISOR_FTC0016471	FTC_HOMEADVISOR0008723
HOMEADVISOR_FTC0016481	FTC_HOMEADVISOR0008724
HOMEADVISOR_FTC0016580	FTC_HOMEADVISOR0008725
HOMEADVISOR_FTC0016606	FTC_HOMEADVISOR0008726
HOMEADVISOR_FTC0016644	FTC_HOMEADVISOR0008727
HOMEADVISOR_FTC0016652	FTC_HOMEADVISOR0008728
HOMEADVISOR_FTC0016655	FTC_HOMEADVISOR0008729
HOMEADVISOR_FTC0016673	FTC_HOMEADVISOR0008730
HOMEADVISOR_FTC0016692	FTC_HOMEADVISOR0008731
HOMEADVISOR_FTC0016701	FTC_HOMEADVISOR0008732
HOMEADVISOR_FTC0016712	FTC_HOMEADVISOR0008733
HOMEADVISOR_FTC0016713	FTC_HOMEADVISOR0008734
HOMEADVISOR_FTC0016717	FTC_HOMEADVISOR0008735
HOMEADVISOR_FTC0016753	FTC_HOMEADVISOR0008736
HOMEADVISOR_FTC0016833	FTC_HOMEADVISOR0008738
HOMEADVISOR_FTC0016977	FTC_HOMEADVISOR0008739
HOMEADVISOR_FTC0016985	FTC_HOMEADVISOR0008740
HOMEADVISOR_FTC0017010	FTC_HOMEADVISOR0008741
HOMEADVISOR_FTC0017076	FTC_HOMEADVISOR0008742
HOMEADVISOR_FTC0017090	FTC_HOMEADVISOR0008743
HOMEADVISOR_FTC0017098	FTC_HOMEADVISOR0008744

Audio Files Produced by HomeAdvisor	Transcript Produced by FTC
HOMEADVISOR_FTC0017198	FTC_HOMEADVISOR0008745
HOMEADVISOR_FTC0017353	FTC_HOMEADVISOR0008746
HOMEADVISOR_FTC0017394	FTC_HOMEADVISOR0008747
HOMEADVISOR_FTC0017401	FTC_HOMEADVISOR0008748
HOMEADVISOR_FTC0017448	FTC_HOMEADVISOR0008749
HOMEADVISOR_FTC0017454	FTC_HOMEADVISOR0008750
HOMEADVISOR_FTC0017492	FTC_HOMEADVISOR0008751
HOMEADVISOR_FTC0017527	FTC_HOMEADVISOR0008752
HOMEADVISOR_FTC0017529	FTC_HOMEADVISOR0008753
HOMEADVISOR_FTC0017578	FTC_HOMEADVISOR0008754
HOMEADVISOR_FTC0017610	FTC_HOMEADVISOR0008755
HOMEADVISOR_FTC0017661	FTC_HOMEADVISOR0008756
HOMEADVISOR_FTC0017668	FTC_HOMEADVISOR0008757
HOMEADVISOR_FTC0017735	FTC_HOMEADVISOR0008758
HOMEADVISOR_FTC0017815	FTC_HOMEADVISOR0008759
HOMEADVISOR_FTC0017865	FTC_HOMEADVISOR0008760
HOMEADVISOR_FTC0017957	FTC_HOMEADVISOR0008761
HOMEADVISOR_FTC0018010	FTC_HOMEADVISOR0008762
HOMEADVISOR_FTC0018066	FTC_HOMEADVISOR0008763

Exhibit B

**Audio Files Transcribed by For the Record, Inc.
21 Additional Audio Files**

Audio Files Produced by HomeAdvisor	Transcript Produced by FTC
HOMEADVISOR FTC0004329	FTC HOMEADVISOR0008646
HOMEADVISOR FTC0004333	FTC HOMEADVISOR0008647
HOMEADVISOR FTC0004349	FTC HOMEADVISOR0008648
HOMEADVISOR FTC0004492	FTC HOMEADVISOR0008653
HOMEADVISOR FTC0004495	FTC HOMEADVISOR0008654
HOMEADVISOR FTC0004507	FTC HOMEADVISOR0008655
HOMEADVISOR FTC0004526	FTC HOMEADVISOR0008656
HOMEADVISOR FTC0004529	FTC HOMEADVISOR0008657
HOMEADVISOR FTC0004530	FTC HOMEADVISOR0008658
HOMEADVISOR FTC0004552	FTC HOMEADVISOR0008659
HOMEADVISOR FTC0004561	FTC HOMEADVISOR0008660
HOMEADVISOR FTC0004580	FTC HOMEADVISOR0008662
HOMEADVISOR FTC0005130	FTC HOMEADVISOR0008670
HOMEADVISOR FTC0005210	FTC HOMEADVISOR0008672
HOMEADVISOR FTC0005222	FTC HOMEADVISOR0008673
HOMEADVISOR FTC0005266	FTC HOMEADVISOR0008677
HOMEADVISOR FTC0012202	FTC HOMEADVISOR0008705
HOMEADVISOR FTC0012282	FTC HOMEADVISOR0008709
HOMEADVISOR FTC0016373	FTC HOMEADVISOR0008718
HOMEADVISOR FTC0016765	FTC HOMEADVISOR0008737
HOMEADVISOR FTC0042658	FTC HOMEADVISOR0008764

Exhibit C

PX0022, PAGES 10 – 3568
MARKED CONFIDENTIAL
REDACTED IN ENTIRETY

Exhibit D

PX0022, PAGES 3570 – 4510
MARKED CONFIDENTIAL
REDACTED IN ENTIRETY

PX0023 – PX0136

MARKED CONFIDENTIAL

REDACTED IN ENTIRETY

PX0137

DECLARATION OF BILL NASH
Pursuant to 28 U.S.C. § 1746

I, Bill Nash, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Derby, Kansas. I am a certified home inspector. I have owned my business, Fidelity Property Inspections LLC, for about five years. I signed up as a member of HomeAdvisor soon after starting my business.

2. For the first several years, I was generally happy with the company and the quality of the leads they sent me. Around a year ago, I began receiving leads from HomeAdvisor for structural engineering work, which I do not perform. When I received these inappropriate leads, I would request lead credits from HomeAdvisor. In some cases, I did this by phone. The rest of the time I would fill out a form on the HomeAdvisor members' website. I received credits a few times, but my lead credit requests were usually denied.

3. Over the next several months I noticed an increasing number of these bogus structural engineering leads. Each of these leads cost me around \$18 and it was cutting into my profit margin. In addition to this, I had to waste time calling these leads and then calling or getting online with HomeAdvisor to try to get credits.

4. I began asking the homeowners some questions when I called them, to try to figure out why they were being sent to me as leads when they obviously didn't need home inspection services. I soon learned that they had all visited a website for a company called Powell & Sons. I looked at the website powellandsons.com, which appears to be a site for a small, locally-owned contractor. I did some internet research and learned that the website for Powell & Sons is actually run by HomeAdvisor. My understanding from this research is that there is no actual company called Powell & Sons – instead, the website collects leads for HomeAdvisor. I also read about another website, jensenbrothers.com, that appears to be for a local small contractor but was actually run by HomeAdvisor. On approximately March 15, 2022, I saved a PDF of the website powellandsons.com, which is attached to this declaration as Attachment A.

5. Most of the homeowners I spoke with who said they had visited the Powell & Sons website told me they believed that Powell & Sons was a legitimate local contractor who did structural engineering work. They said that they had submitted a request for a quote to Powell & Sons and were surprised when I told them that I had received their information from HomeAdvisor. I was not happy to hear this – I did not expect that I would be receiving leads that were obtained through what I feel is a fraudulent method.

6. I explained this to HomeAdvisor's representatives on several phone calls. Every time I would get one of the structural engineering leads and the homeowner mentioned Powell & Sons, I would list that information in my online lead credit request form, or I would specifically tell the HomeAdvisor phone representative. They would still refuse to credit me for the leads most of the time. When I would explain that the leads were for homeowners looking for structural engineering services, the representatives would state that HomeAdvisor policy required them to speak with the homeowner to verify that they truly hadn't been looking for home inspection services, and that HomeAdvisor had been unable to reach the homeowner by phone to verify the information. I don't believe that this was always true, since I had no trouble reaching the homeowners myself when initially following up on the lead.

7. This went on for several months. I wasted a great deal of time making calls on useless leads, and then going to the HomeAdvisor website to request credits. Sometimes I would be able to convince a phone representative to connect me with a supervisor, and more than once a supervisor assured me that the problem would be taken care of and I would stop receiving and being charged for the Powell & Sons structural engineering leads. But it just felt like I was getting the runaround. No matter how many times I called, or how many times I was told that the problem would be resolved, I continued to receive the leads. It reached a point where I was receiving two or three of these bad leads every week. The lead costs were adding up to hundreds of dollars.

8. Near the end of December of 2021, I decided that I had had enough and called HomeAdvisor to cancel the membership. I spoke with a supervisor and explained why I wanted to cancel. She was very apologetic and tried to convince me to stay. She promised me that she

would make sure that the problem was resolved and would even give me credit for the Powell & Sons leads. She looked in their system and told me that she could only go back for a few months, but that she would give me credit for all of the leads during that time where I had mentioned Powell & Sons. This turned out to be around \$300 worth of credit. It was nowhere near the total amount I had been charged for the bad leads, since they went back for several months and also because I had not known about Powell & Sons when I first started receiving the structural engineering leads. But it was enough for me to give them another chance, so I decided not to cancel.

9. It wasn't long after this call that I started once again to receive the Powell & Sons structural engineering leads. HomeAdvisor is still refusing to credit me for most of these leads. An email from HomeAdvisor declining to credit me for one of these leads is attached to this declaration as Attachment B. I find this extremely frustrating. I had been happy with HomeAdvisor's services for a long time and have gotten work through their legitimate leads, so I have been reluctant to give up on the company entirely. However, the return on investment has declined a great deal. On March 9, 2022, I called to complain to the Federal Trade Commission.

10. I am very disappointed with how HomeAdvisor has handled this situation. I did not expect that I would be sent leads from people who had not intentionally contacted HomeAdvisor, nor did I expect to be charged for leads that involved work that I do not even perform. I would estimate that I am out a few hundred dollars in uncredited lead costs, and I have spent many wasted hours following up on these useless leads and pursuing credits for them.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 22 MAR, 2022



Bill Nash



Home

Request Service

Request a Quote

Contact Us

Find Services Offered By Professionals

Find the help you need to get your project done right with Powell and Sons. If you are searching for home services, we can quickly get you connected. Tell us about your project and we will get you in touch with our professionals.

Why Us?

- We get you connected fast
- Find specialists in your area
- Get a quote
- Residential and Commercial Service

Tell us about your project in the form and we will get you connected with specialists in your area.



Free Quote

* Full Name

* Email

* Phone Number

* Street Address (123 Main St.)

* Zipcode

* Tell Us What You Need Here.

GET A QUOTE

By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to contact doesn't require you to purchase service. Please note you may be matched to one of our trusted partners such as Craft Jack, Modernize, or Angi. By using this service, you agree to our Terms Of Service as well as to Angi Terms of Service and Privacy Policy.

About Us



At Powell and Sons, we are proud to provide our customers with the best possible home services experience. We believe in showing up on time and getting the job done right the first time, at a good value for your hard-earned money. Our contractors cover a wide range of services and look forward to helping you improve or repair your home. Contact us today for a no obligation, free quote!

Please contact us if you have any questions at 980-880-0615.

How It Works



1 Tell us about your project, service address, and how to get in touch.



2 We connect you with our trained service professionals to help with your job. If we can't serve you due to market availability or capacity, we will connect you with a vetted partner.



3 A trusted professional will contact you about your project.

From: HomeAdvisor <billing@homeadvisor.com>
Sent: Monday, February 28, 2022 1:46 PM
To: kshomeinspector@gmail.com
Subject: Angi Lead Replacement Request Update



Dear Billy,

We have reviewed your lead replacement credit request regarding the consumers understanding of the work they want done. Based on our research, we are unable to issue a credit at this time.

A word on measuring your marketing success:

- While it's a common tendency to want to evaluate our services based on the outcome of your most recent homeowner contact experience, we encourage you to evaluate Angi Leads on the basis of your total marketing investment and your total revenue generated from the service.
- If you find that your return on investment is not positive with our service, please contact us. We will help you make the necessary modifications to ensure you are getting value out of your investment, because it's only when you succeed that we succeed!

Angi Leads is committed to helping you grow your business, one homeowner at a time.

Thank you for being a member of the Angi Network. We appreciate your business.

All the best,

Pro Customer Care
Angi Leads
(877) 947-3639

LEAD DESCRIPTION

#233253203
Inspect a Home
[View Details](#)

CUSTOMER INFO

[Email Customer](#)

DATE

02/23/2022

STATUS

INITIAL

[Click to Change](#)

Reach More Customers. Win More Jobs.™

[Leads](#) | [Ratings](#) | [Account](#) | [Privacy Statement](#) | [Terms & Conditions](#)

Go Mobile



You are receiving this email because you have an Angi Leads account.
You may [UNSUBSCRIBE](#) from newsletters, surveys and special offers.

14023 Denver West Parkway, Building 64
Golden, CO 80401

CERTIFICATE OF SERVICE

I hereby certify that on April 7, 2022, I caused the foregoing document to be filed electronically using a secure file sharing software, which sent a link by which the document may be downloaded to:

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Federal Trade Commission
Constitution Center
400 Seventh Street, SW, Suite 5610
Washington, D.C. 20024
ElectronicFilings@ftc.gov

Sherri Harris
Office of the Secretary
Federal Trade Commission
Constitution Center
400 Seventh Street, SW, Suite 5610
Washington, D.C. 20024
sharris@ftc.gov

I further certify that on April 7, 2022, I caused a copy of the foregoing document to be sent via a secure file sharing software, which sent a link by which the document may be downloaded to:

The Honorable D. Michael Chappell
Administrative Law Judge
Federal Trade Commission
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I further certify that on April 7, 2022, I caused the foregoing document to be served via a secure file sharing software, which sent a link by which the document may be downloaded to:

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Counsel for Respondent HomeAdvisor, Inc.

Dated: April 7, 2022

By: s/ Sophia H. Calderón
Sophia H. Calderón

Counsel Supporting the Complaint

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

COMMISSIONERS: **Lina M. Khan, Chair**
 Noah Joshua Phillips
 Rebecca Kelly Slaughter
 Christine S. Wilson

In the Matter of

**HOMEADVISOR, INC., a corporation,
d/b/a ANGI LEADS,
d/b/a HOMEADVISOR POWERED BY ANGI.**

DOCKET NO. 9407

COMPLAINT COUNSEL’S MOTION FOR SUMMARY DECISION

Pursuant to Section 3.24 of the Commission’s Rules of Practice, Complaint Counsel move for summary decision in this matter. Based on the pleadings and evidence in the case, as described in Complaint Counsel’s Statement of Material Facts as to Which There is No Genuine Issue for Trial (“SMF”), summary decision is appropriate as to violations of Section 5(a) of the Federal Trade Commission Act as alleged in the Complaint. The arguments supporting Complaint Counsel’s motion are set forth in the accompanying Memorandum in Support of Complaint Counsel’s Motion for Summary Decision. A Proposed Order is submitted herewith.

Respectfully submitted,

Dated: April 7, 2022

s/ Sophia H. Calderón

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**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

COMMISSIONERS: **Lina M. Khan, Chair**
 Noah Joshua Phillips
 Rebecca Kelly Slaughter
 Christine S. Wilson

In the Matter of

**HOMEADVISOR, INC., a corporation,
d/b/a ANGI LEADS,
d/b/a HOMEADVISOR POWERED BY ANGI.**

DOCKET NO. 9407

**MEMORANDUM IN SUPPORT OF
COMPLAINT COUNSEL'S MOTION FOR SUMMARY DECISION**

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I. INTRODUCTION

Respondent HomeAdvisor, Inc. has signed up [REDACTED] home service providers for membership in its network and sold them [REDACTED] leads using misleading, unsubstantiated, and outright false claims. Respondent has promised service providers that its leads would concern “serious,” “ready-to-hire,” and “project-ready” homeowners and yet routinely sold them leads that were anything but. Service providers pay [REDACTED] to join Respondent’s network and an average [REDACTED] for each lead. In pursuit of higher sales, Respondent’s telemarketers have misrepresented key aspects of the leads—overstating the quality of the leads and the odds that service providers would see those leads convert into paying jobs. In the process, HomeAdvisor has collected [REDACTED] in revenue from service providers—[REDACTED]. To add insult to injury, Respondent sold [REDACTED] service providers an add-on subscription service that it misrepresented was free, [REDACTED]. Despite consistent indicators that its claims were misleading and were important to service providers, Respondent’s systemic deception has continued. There is no genuine dispute about the material facts in this matter. Respondent’s misrepresentations go to the heart of its products and are serious and deliberate violations of Section 5 of the FTC Act. Accordingly, Complaint Counsel respectfully moves that the Commission grant summary decision and issue the Proposed Order.

II. FACTUAL BACKGROUND

A. Respondent

[REDACTED]
[REDACTED] HomeAdvisor also does business as “Angi Leads” and “HomeAdvisor Powered by Angi.” SMF ¶¶ 2, 25.
[REDACTED]

[REDACTED]

B. Respondent's Products

[REDACTED]

¹ For purposes of this memorandum, the term “homeowner” refers to the subject of HomeAdvisor’s leads, regardless of whether the subject owns a home or is authorized to hire a service provider.

April 6, 2022, simultaneously producing all non-privileged relevant documents in its investigative file. The evidentiary hearing is set for November 9, 2022.

IV. LEGAL STANDARD FOR SUMMARY DECISION

The Commission may enter summary decision if it “determines that there is no genuine issue as to any material fact regarding liability or relief” and the moving party is entitled to the requested relief. 16 C.F.R. § 3.24(a)(2). The standard is “virtually identical to the provisions of Federal Rule of Civil Procedure 56, governing summary judgment in the federal courts.” *In re Jerk, LLC*, 159 F.T.C. 885, 889 (2015) (internal quotations omitted), *aff’d sub nom. Fanning v. FTC*, 821 F.3d 164 (1st Cir. 2016).

The moving party has the initial burden of “identifying those portions of [the record] which it believes demonstrate the absence of a genuine issue of material fact.” *Id.* (quoting *Celotex Corp. v. Catrett*, 477 U.S. 317, 323 (1986)) (alterations in original). The burden then shifts “to the non-moving party to demonstrate that there is indeed a material issue of fact that precludes summary judgment.” *Id.* (quoting *Clark v. Coats & Clark, Inc.*, 929 F.2d 604, 608 (11th Cir. 1991)). The non-moving party “may not rest upon the mere allegations or denials of his or her pleading; the response . . . must set forth specific facts showing that there is a genuine issue of material fact for trial.” 16 C.F.R. § 3.24(a)(3).

V. THE FTC HAS JURISDICTION OVER RESPONDENT

The Commission has jurisdiction over Respondent because the company advertised and sold its leads and membership product in interstate commerce. The Commission’s jurisdiction over commerce under the FTC Act, 15 U.S.C. § 44, extends as far as Congress’ constitutional authority under the Commerce Clause. *In re N.C. Bd. of Dental Examiners*, 152 F.T.C. 640, 694 (2011), *aff’d* 574 U.S. 494. [REDACTED]

VI. RESPONDENT VIOLATED SECTION 5 OF THE FTC ACT

A. The FTC Act's Standard for Deceptive Misrepresentations

Section 5 of the FTC Act declares unlawful “unfair or deceptive acts or practices in or affecting commerce.” 15 U.S.C. § 45(a)(1). The Complaint contains three counts alleging deceptive misrepresentations. Compl. at 14-15. An act or practice “is deceptive if it contains a representation or omission of fact that is likely to mislead a consumer acting reasonably under the circumstances.” *In re POM Wonderful, LLC*, 155 F.T.C. 1, 10 (2013) (citing *FTC Policy Statement on Deception*, appended to *In re Cliffdale Assocs., Inc.*, 103 F.T.C. 110, 175 (1983)), *aff'd* 773 F.3d 478, 491. “Consequently, the determination of whether Respondents disseminated false advertisements in violation of the FTC Act requires a three-part inquiry: (1) whether Respondents disseminated advertisements conveying the claims alleged in the Complaint; (2) whether those claims were false or misleading; and (3) whether those claims are material to prospective consumers.” *Id.* at 11 (citing *Kraft, Inc. v. FTC*, 970 F.2d 311, 314 (7th Cir. 1992)).

“The Commission ‘will deem an advertisement to convey a claim if consumers, acting reasonably under the circumstances, would interpret the advertisement to contain that message.’” *Id.* (quoting *In re Thompson Med. Co.*, 104 F.T.C. 648, 788 (1984)). The Commission need not find that a majority of consumers would interpret a representation to be deceptive; it is sufficient that a significant minority of consumers would do so. *In re Telebrands Corp.*, 140 F.T.C. 278, 291 (2005), *aff'd* 457 F.3d 354, 362 (4th Cir. 2006); *In re Kraft, Inc.*, 114 F.T.C. 40, 122 (1991), *aff'd* 970 F.2d 311. Similarly, if a representation can reasonably be interpreted to be either misleading or non-misleading, a seller is nonetheless liable for the misleading interpretation. *POM Wonderful*, 155 F.T.C. at 12. “[T]he Commission has the common sense and expertise to determine ‘what claims, including implied ones, are conveyed [. . .] so long as those claims are reasonably clear.’” *Id.* at 13 (quoting *Kraft*, 970 F.2d at 319); *accord FTC v. Colgate-Palmolive*

Co., 380 U.S. 374, 391-92 (1965). Intent to mislead is not a necessary element. *Kraft, Inc.*, 114 F.T.C. at 121.

To establish that a representation was false or misleading, the Commission need only find that a representation is likely to mislead. *Cliffdale Assocs.*, 103 F.T.C. at 165. Proof of specific consumers being deceived is not required. *Id.*; *FTC v. Freecom Commc'ns, Inc.*, 401 F.3d 1192, 1203 (10th Cir. 2005) (“Neither proof of consumer reliance nor consumer injury is necessary to establish a § 5 violation.”).

Moreover, a claim can be misleading if the company lacked a reasonable basis for it when it was made, regardless of whether it is true. An objective claim about a product’s performance implies that the advertiser has evidence to substantiate that claim. *Thompson Medical*, 104 F.T.C. at 813 n.37. The Commission considers six factors in evaluating the sufficiency of substantiation (the “Pfizer factors”): “the type of claim, the product, the consequences of a false claim, the benefits of a truthful claim, the cost of developing substantiation for the claim, and the amount of substantiation experts believe is reasonable.” *Id.* at 840 (citing *In re Pfizer, Inc.*, 81 F.T.C. 23, 62-63 (1972)). “Where the advertisers lack adequate substantiation evidence, they necessarily lack any reasonable basis for their claims. And where the advertisers so lack a reasonable basis, their ads are deceptive as a matter of law.” *FTC v. Direct Mktg. Concepts, Inc.*, 624 F.3d 1, 8 (1st Cir. 2010) (citing *Removatron Int’l Corp. v. FTC*, 884 F.2d 1489, 1498 (1st Cir. 1989)) (internal citations omitted). It is Respondent’s burden to show what substantiation it had for its claims, and “[t]he FTC has the burden of proving that [Respondent]’s purported substantiation is inadequate[.]” *FTC v. QT, Inc.*, 448 F. Supp. 2d 908, 959 (N.D. Ill. 2006) (citing *FTC v. Sabal*, 32 F. Supp. 2d 1004, 1008-09 (N.D. Ill. 1998)).

A representation is material if it contains information important to consumers and therefore is likely to affect their purchasing decisions. *Policy Statement on Deception*, 103 F.T.C. at 182; *Kraft*, 970 F.2d at 322. Certain types of claims are presumed to be material: express claims, *Thompson Medical*, 104 F.T.C. at 816, claims about a product's effectiveness or central characteristics, *Telebrands*, 140 F.T.C. at 292 (quoting *Thompson Medical*, 104 F.T.C. at 816-17), claims about the price of a product or service, *In re Removatron Int'l Corp.*, 111 F.T.C. 206, 309 (1988), modified on other grounds, 114 F.T.C. 715 (1991), or the anticipated earnings from a business opportunity, *Freecom*, 401 F.3d at 1203.

B. Respondent Misrepresented the Quality, Characteristics, and Source of Its Leads

HomeAdvisor's marketing to service providers has highlighted the quality of its leads to induce service providers to buy a membership and leads. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] HomeAdvisor's representations about the quality, characteristics, and source of its leads were what purportedly made them worth their price and the membership fee. However, these representations often misrepresented or overstated fundamental aspects of the leads.

1. Misrepresentations About Homeowners' Intent to Hire Service Providers

In both sales calls with prospective service providers and public-facing marketing materials, HomeAdvisor has represented that its leads concern homeowners who want to hire a

service provider soon. SMF ¶¶ 62, 65. Respondent’s sales calls have repeatedly included such claims, SMF ¶ 65, [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] See also PX0014-0001 (“I and other sales representatives told [home service professional] prospects that the leads were from people looking for contractors to do their jobs right away.”). [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] The company’s advertising materials have made similar representations, SMF ¶ 62, such as, “You won’t have to waste your time with customers who just window-shop. HomeAdvisor allows you to spend your time with the right ‘ready-to-buy’ customers[,]” PX0018-0025, and “HomeAdvisor connects contractors with homeowners who are ready to hire pros for their home projects—giving you access to targeted leads for your business[,]” PX0018-0073.

Respondent’s claims have contained both explicit and implicit representations that the leads concern homeowners who intend to hire a service provider soon. Where HomeAdvisor’s claims use phrases like “ready to hire,” “not just window shopping,” or other similar wording, the representation is explicit. Respondent’s claims that leads concern homeowners who are

² [REDACTED]

“project-ready,” “serious,” and the like strongly imply the same meaning. Logically, to a service provider considering purchasing Respondent’s leads, what makes a homeowner “serious” is that the homeowner is reasonably likely to hire a service provider to perform work. While how soon that is may vary depending on the context (*e.g.*, fixing a burst pipe likely requires a shorter timeline than a kitchen remodel), the net impression of Respondent’s claims has been that its leads concern homeowners who are ready to select and hire a service provider. *See* SMF ¶ 70 (service providers have complained to Better Business Bureau (“BBB”) that they were misled during the sales process into believing that HomeAdvisor’s leads concern people who intend to hire a service provider soon).

These claims misrepresent the leads Respondent sells. [REDACTED]

It is therefore unsurprising that leads have often concerned homeowners who were not looking to hire a service provider soon. SMF ¶ 67; [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] In many cases, the leads concerned homeowners who did not intend to hire a service provider at all. SMF ¶ 67; [REDACTED]

[REDACTED]

[REDACTED] Leads have also concerned obviously fake information, PX0005-0002 (lead concerned “Luke Nasty” at non-existent address), or homeowners who insisted they had not submitted their information to anyone and were not looking for a service provider, PX0017-0001 to -0003; PX0016-0001; PX0012-0002.

These were not isolated instances. [REDACTED]

These misrepresentations about homeowners' intent to hire have been material to service providers' decisions to purchase both their membership and leads. Claims are presumed material when they concern the central characteristics, purpose, and efficacy of the product. *See Telebrands*, 140 F.T.C. at 292 (quoting *Thompson Medical*, 104 F.T.C. at 816-17). The central purpose to service providers of HomeAdvisor's leads is to connect with paying customers. Respondent sold service providers the possibility of income, and its representations about homeowners' intentions related directly to the likelihood that such income would be realized. Service providers' complaints to the BBB underscore the importance of these claims to service providers' decisions to buy a HomeAdvisor membership. *See generally* SMF ¶ 70. [REDACTED]

[REDACTED] Moreover, HomeAdvisor's representations regarding intent to hire exist on a continuum from explicit claims like "ready to hire" and "not just window shopping" to strongly implied claims like "project-ready" and "serious homeowners." Where HomeAdvisor made the claims expressly, those claims are presumed material. *See Thompson Medical*, 104 F.T.C. at 816. Accordingly, Respondent's misrepresentations regarding homeowners' intent to hire service providers were material and violated Section 5 of the FTC Act.

2. *Misrepresentations About Leads Matching Job Type and Geographic Preferences*

In both sales calls and public-facing marketing materials, HomeAdvisor has represented that service providers will only receive leads that match the type of work that those service providers perform and the geographic areas where they want to work. SMF ¶¶ 71, 75-76.

[REDACTED]

[REDACTED] During sales calls, Respondent’s sales agents have [REDACTED] told prospective service providers as much, SMF ¶¶ 75-76, [REDACTED]

[REDACTED]

[REDACTED] HomeAdvisor’s advertising has made similarly emphatic claims, SMF ¶ 71, with its website stating, “Tell us what you do and where, and we deliver prospects that meet your exact needs[,]” PX0018-0005, and “Only Get the Leads You Want. You pick your service types and location preferences and we bring you prospects that match what you want[,]” PX0018-0052.

Respondent’s sales calls and advertisements are unambiguous. In many, HomeAdvisor has explicitly indicated that service providers will *only* receive leads that concern *exactly* the type of work they are interested in and *exactly* the locations where the service providers work. In others, HomeAdvisor has implied as much by claiming that the leads will match service providers’ stated preferences without indicating that the claim is limited to only some of the company’s leads.

These claims [REDACTED] misrepresent the leads HomeAdvisor sells to service providers, which [REDACTED] have concerned tasks those service providers do not perform or have been in geographic areas where those service providers do not work. SMF ¶¶ 77-78. [REDACTED]

Problems with geographic and job type mismatches have been commonplace. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

³ [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] This volume of matching errors is utterly inconsistent with the precise matching that HomeAdvisor has so emphatically advertised to service providers.

Respondent’s representations regarding type and location of work are clearly material to service providers’ decisions to join HomeAdvisor’s network and purchase leads. Claims about the central purpose of a product are presumed material. *Telebrands*, 140 F.T.C. at 292. Leads have no value if the service provider cannot possibly perform the job or would not want to do so. That is equally true whether the lead concerns a task outside of the service provider’s preferred specialty [REDACTED] [REDACTED] [REDACTED]

[REDACTED] or preferred geographic service area [REDACTED] [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] Similarly, service providers’ complaints to the BBB about HomeAdvisor have specifically cited that HomeAdvisor misled them into believing that HomeAdvisor’s leads would match their geographic and type of work preferences, SMF ¶ 82, reflecting the importance service providers have placed on HomeAdvisor’s representations. Moreover, the representations were often explicit and therefore presumed material. *See Thompson Medical*, 104 F.T.C. at 816. Accordingly, Respondent’s misrepresentations about the type and geographic location of leads constitute a violation of Section 5 of the FTC Act.

3. Misrepresentations About Lead Source

HomeAdvisor has regularly represented to prospective service providers that its leads concern homeowners who have intentionally sought the company’s help. SMF ¶¶ 83, 86.

According to its [REDACTED] and training resources for sales agents, HomeAdvisor’s leads concern people who knowingly sought HomeAdvisor’s assistance in selecting a service provider. SMF

¶ 84; [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] See also SMF ¶ 86; PX0014-0001 (“We told prospects that if they joined HomeAdvisor, they would receive high quality leads from homeowners who visited the HomeAdvisor website looking for a contractor . . .”). HomeAdvisor’s website has made similar claims, SMF ¶ 83, including “In order to quickly find the best local service professionals, customers submit a brief description of their services using the HomeAdvisor interview on the Web site[,]” PX0018-0024.

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] In many such instances, the homeowners submitted information on sites that made little if any mention of HomeAdvisor. See PX0008-0002 (“[I]t was basically like making a cold call; these leads certainly didn’t have the same value as a lead who knew they had entered their information into the HomeAdvisor site and expected a call.”). [REDACTED]

[REDACTED]

[REDACTED]

HomeAdvisor’s claims regarding the source of its leads have been material to service providers’ decisions to sign up for HomeAdvisor’s network. Claims are presumed material if they relate to a product’s central purpose, *Telebrands*, 140 F.T.C. at 292, [REDACTED]

[REDACTED]

[REDACTED] Furthermore, claims are presumed material if they are express, *Thompson Medical*, 104 F.T.C. at 816, as were HomeAdvisor’s claims about lead source. Thus, HomeAdvisor’s claims were material and violate Section 5 of the FTC Act.

C. Respondent Misrepresented the Rate at Which Leads Convert to Jobs

HomeAdvisor’s sales agents have repeatedly claimed to prospective service providers that Respondent’s leads converted into jobs at rates that were unsubstantiated. Respondent

lacked adequate data to substantiate any job conversion [REDACTED] claims, and what data it had clearly contradicted the claims it made. The company has therefore deceived prospective service providers about the likelihood of what service providers wanted most out of Respondent’s leads—jobs.

[REDACTED]

[REDACTED]

[REDACTED] PX0013-0002 (“Managers advised us that in most [service provider] trade classifications, 3.2 of 10 leads from HomeAdvisor resulted in jobs.”). [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

In their sales calls to prospective service providers, Respondent’s sales agents have repeatedly represented that those service providers could expect leads to convert into jobs at a particular rate— [REDACTED]

[REDACTED] *See generally* SMF ¶ 106. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

constitutes a reasonable basis varies depending on the *Pfizer* factors. *Id.* at 840. A non-representative consumer survey is not a reasonable basis for an advertising claim. *Cf. In re Litton Indus., Inc.*, 97 F.T.C. 1, 71 (1981) (holding it deceptive to pass a non-representative survey as indicative of a broader population’s views), modified on other grounds, 100 F.T.C. 457 (1982). Thus, HomeAdvisor’s [REDACTED], without more, would be insufficient to substantiate broad win rate claims.

[REDACTED]

[REDACTED] These percentages are significantly lower than the percentages HomeAdvisor has repeatedly touted to service providers. HomeAdvisor’s win rate claims are therefore misleading.

HomeAdvisor’s win rate claims are unquestionably material to service providers’ decisions to join its network and purchase leads. Express claims are presumed material, *Thompson Medical*, 104 F.T.C. at 816, as are claims about the central characteristics of a product or service, *Telebrands*, 140 F.T.C. at 292. Respondent’s win rate claims represented the likelihood that a service provider would get hired for jobs and thus recoup their lead costs, and thus function as earning claims, which are also presumed material, *Freecom*, 401 F.3d at 1203. Of course, such claims would likely be important to service providers in weighing the costs and

potential benefits of HomeAdvisor’s service. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] Service providers have also complained to the BBB about these claims, underscoring the effect these claims had on service providers’ purchasing decisions. SMF ¶ 110; PX0019-0110 (“[P]art of your pitch to me was also that you had such high conversion success at 60-70%”); PX0019-0142 (“We were originally told the close rate on the leads were 90-95%.”). Consequently, Respondent’s false and unsubstantiated claims regarding win rates were material and violated Section 5.

D. Respondent Misrepresented that mHelpDesk was Free

[REDACTED]

[REDACTED] but often misled service providers to think the first month of mHelpDesk would be free. [REDACTED]

[REDACTED] r

[REDACTED] Service providers frequently thought that their first month of mHelpDesk was free. SMF ¶ 117.⁵

[REDACTED]

Misrepresentations about price, including that a product is free, are presumed material. *Removatron Int'l*, 111 F.T.C. at 309. The logic behind that presumption is readily apparent here. Consumers may accept a free add-on that they would never choose to purchase. [REDACTED]

[REDACTED]

[REDACTED] When deciding whether they wanted to try mHelpDesk for a month, reasonable service providers would likely consider it important whether such a trial was free [REDACTED] Hence, the claim that mHelpDesk was free was a material misrepresentation that violated Section 5.

VII. RESPONDENT’S QUALITY ASSURANCE AND CREDIT PROCEDURES DO NOT CURE ITS VIOLATIONS

HomeAdvisor knew that its sales agents frequently made representations that were false or could not be substantiated. [REDACTED] ll's

⁴ [REDACTED]

⁵ [REDACTED]

[REDACTED]

[REDACTED] The process has thus been ineffective, both at preventing future misrepresentations and remedying the harm from past ones.

[REDACTED]

HomeAdvisor's review of credit requests is opaque. [REDACTED]

[REDACTED]

8 [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] If HomeAdvisor cannot

verify the service provider’s reason (e.g., if the phone call goes to voicemail), HomeAdvisor

[REDACTED] denies the credit request. SMF ¶ 46; [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] Not only are

credits for bad leads far from guaranteed, service providers complain that requesting credits from

HomeAdvisor is time consuming. SMF ¶ 50.⁹ [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Furthermore, HomeAdvisor unjustly benefited from the sale of bad leads even when it granted a credit, because service providers were forced to obtain future leads of unknown quality

⁹ Some service providers may very well not have pursued credits—either because the process was confusing, opaque, or time-consuming. *See, e.g.*, PX0001-0002 (“I wasted a lot of time on hold trying to get credited for the leads that were of no use to us, and sometimes it was just too much trouble to take the time away from my day to make the attempt.”). They also might not have known they could: [REDACTED]

to get any value for the money already spent. Credits are not as effective as refunds at making victims whole. *See FTC v. Lights of Am., Inc.*, 2013 WL 5230681, at *38-39 (C.D. Cal. Sept. 17, 2013). Section 5 does not impose a burden on buyers to police their purchases—it imposes a burden on sellers to ensure their claims match what they can provide. Moreover, the credits do not redress service providers’ injury from the cost of memberships, which were sold with the same misleading promises as Respondent’s leads.

VIII. THE PROPOSED ORDER PROVIDES APPROPRIATE RELIEF

The Proposed Order contains proper relief to ensure Respondent’s future compliance with the law. When the Commission finds a violation of Section 5, it must issue an order to Respondent to cease and desist in the violations. 15 U.S.C. § 45(b). The Commission has broad discretion to craft an appropriate remedy to prevent future lawbreaking. *Colgate-Palmolive*, 380 U.S. at 392. “In considering whether a cease and desist order is appropriate, the Commission must determine that an order is both sufficiently clear and reasonably related to the unlawful practices at issue.” *POM Wonderful*, 155 F.T.C. at 77 (citing *Colgate-Palmolive*, 380 U.S. 394-95). “[W]hen determining whether an order is reasonably related to the unlawful practices, the Commission considers ‘(1) the seriousness and deliberateness of the violation; (2) the ease with which the violative claim may be transferred to other products; and (3) whether the respondent has a history of prior violations.’” *Id.* (citing *In re Stouffer Foods Corp.*, 118 F.T.C. 746, 811 (1994)); *accord Telebrands Corp. v. FTC*, 457 F.3d 354, 358 (4th Cir. 2006); *Kraft, Inc.*, 970 F.2d at 326. The relative importance of each factor depends on the strength of the others, and the Commission need not find all three present to find a reasonable relationship. *POM Wonderful*, 155 F.T.C. at 78 (quoting *Telebrands*, 457 F.3d at 358-59). Given HomeAdvisor’s repeated misrepresentations in the face of clear red flags, the factors weigh heavily in favor of the Proposed Order.

Respondent’s misrepresentations regarding lead quality and win rate were serious in both scope and duration. These misrepresentations all related to the leads’ central purpose for service providers: winning jobs. Respondent’s sales agents misrepresented both the service providers’ ultimate odds of winning jobs and the underlying quality of the leads that undermined those odds. HomeAdvisor has been making similar misrepresentations for years. *See, e.g.*, [REDACTED]

[REDACTED]; PX0018-0052, -0055, -0058, -0061, -0065, -0068, -0070, -0071 (between 2014 and 2020, website has claimed, “You can define your service and zip code preferences to ensure you only receive the types of requests you want”); [REDACTED]

HomeAdvisor’s violations were also deliberate. Conduct is deliberate where it is consistent over years, rather than an “accident or ‘isolated instance.’” *In re POM Wonderful, LLC*, 153 F.T.C. 964, 1439 (2012) (Initial Decision) (quoting *Thompson Medical*, 104 F.T.C. at 834). Representations are also deliberate where the claims continued in the face of evidence calling their truthfulness into question. *Thompson Medical*, 104 F.T.C. at 834-35. Since at least 2014, Respondent explicitly or tacitly approved many misleading claims. *See generally* SMF

¶ 62 (ready to hire claims in advertising); [REDACTED]
[REDACTED] ¶ 71 (type and location of jobs claims in advertising);
[REDACTED] ¶ 83
(lead source claims in advertising); [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] Former sales agents report that they were trained to make many of the

misrepresentations they made on sales calls. PX0012-0001 to -0002; PX0013-0002 to -0003; PX0015-0001 to -0002. [REDACTED]

[REDACTED]

These misrepresentations continued unabated for at least six years [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] Respondent continued to make misrepresentations in its advertising and sales calls.

Respondent's misrepresentations about the cost of mHelpDesk were similarly serious and deliberate. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

The proposed fencing-in relief reflects the ease with which Respondent could recreate its deception with a new product. "A violation is considered transferable when other products could be sold utilizing similar techniques." *Jerk*, 159 F.T.C. at 934 (citing *Colgate-Palmolive*, 380 U.S. at 394-95). Where the misrepresentations can so easily be applied to a broad range of products,

the fencing-in relief should be similarly broad to protect consumers. *Id.* at 935 (“As courts have recognized, the Commission’s authority includes power to issue orders ‘encompassing all products or all products in a broad category, based on violations involving only a single product or group of products.’”) (quoting *ITT Cont’l Baking Co. v. FTC*, 532 F.2d 207, 223 (2d Cir. 1976)). The misrepresentations at issue in this case relate broadly to the quality of the Respondent’s primary product. HomeAdvisor could come up with new ways to misrepresent the quality of its leads, make additional quantitative claims without substantiation, or make similar claims for other products, including products that it has not yet introduced. It is also readily foreseeable that the company could make dubious earning claims for other products or services it does or might sell. Similarly, HomeAdvisor could easily invent any number of new add-ons for its members and dupe them into paying without disclosing what consumers are paying to get. Given this ease of transferability, the Proposed Order’s fencing-in relief across all products and services is appropriate.

The Commission may order strong fencing-in relief based on the first and second factors alone, even in absence of prior violations. *See, e.g., Jerk*, 159 F.T.C. at 934 n.41; *Telebrands*, 140 F.T.C. at 339 n.59. Moreover, although Respondent has not previously been sanctioned by the Commission for violations, it has engaged in deceptive conduct for years. Thus, while the third factor does not weigh against HomeAdvisor as it would a recidivist, it does not reduce the appropriate relief as it might for an isolated or short-lived violation.

The Proposed Order also contains compliance monitoring and recordkeeping provisions. Commission orders appropriately contain such provisions so the Commission can monitor and enforce Respondent’s practices moving forward.

IX. RESPONDENT'S AFFIRMATIVE DEFENSES ARE WITHOUT MERIT

HomeAdvisor's Answer raises twenty-four defenses, none of which preclude summary decision. First, HomeAdvisor's defenses that allege a failure to state a deception claim, or otherwise address specific elements of the FTC's claims, lack merit. Defenses 1, 2, 4-8, 10-12. As discussed above, the undisputed facts establish that HomeAdvisor violated the FTC Act by making misrepresentations to service providers.

Second, HomeAdvisor's defenses that center on the conduct of others, Defenses 7, 16, are merely attempts to deflect from the relevant issue: HomeAdvisor's statements about its products. The conduct of service providers or homeowners does not excuse HomeAdvisor, nor is HomeAdvisor immune from liability for its own misrepresentations. *See Universal Commc'n Sys., Inc. v. Lycos, Inc.*, 478 F.3d 413, 419 (1st Cir. 2007) ("A key limitation in Section 230, however, is that immunity only applies when the information that forms the basis for the [claim] has been provided by 'another information content provider.'"). Similarly, HomeAdvisor's bald allegations that Commission staff is somehow in violation of a protective order to which the Commission is not a party, Defenses 13-15, do not amount to "affirmative misconduct." *Masters Pharm., Inc. v. DEA*, 861 F.3d 206, 225 (D.C. Cir. 2017) ("The bar for establishing 'affirmative misconduct' is high, requiring a showing of 'misrepresentation or concealment, or, at least, behav[ior] . . . that . . . will cause an egregiously unfair result.'") (quoting *GAO v. Gen. Accounting Office Pers. Appeals Bd.*, 698 F.2d 516, 526 (D.C. Cir. 1983)).

Third, HomeAdvisor's defenses relating to policy decisions of the Commission, or otherwise challenging the Commission's authority to commence this administrative action, Defenses 9-13, are baseless as this case is plainly within the Commission's discretion. *See, e.g., Moog Indus. v. FTC*, 355 U.S. 411, 413 (1958) ("The Commission alone is empowered to develop that enforcement policy best calculated to achieve the ends contemplated by Congress

and to allocate its available funds and personnel in such a way as to execute its policy efficiently and economically.”).

Fourth, HomeAdvisor’s constitutional challenges to this proceeding, Defenses 17, 18, 20-24, are meritless. The FTC Act provided HomeAdvisor with ample notice that it was not permitted to deceive its customers, and it has an opportunity to appear and defend itself in these proceedings. *See FTC v. Wyndham Worldwide Corp.*, 799 F.3d 236, 256 (3d Cir. 2015) (“Fair notice is satisfied here as long as the company can reasonably foresee that a court could construe its conduct as falling within the meaning of the statute.”). Moreover, it is well-established that the FTC Act’s restraints on removal of FTC commissioners—the decisionmakers on this motion—are constitutionally valid. *Humphrey’s Ex’r v. United States*, 295 U.S. 602, 630 (1935).

Finally, HomeAdvisor’s remaining defenses, which relate to the timing of the FTC’s investigation and complaint, Defenses 3-5, 19, are inapplicable in Part 3 litigation. *See, e.g.*, 15 U.S.C. § 57b(d) (three-year statute of limitations for claims under Section 19(a), not Section 5 actions); *In re Rentacolor, Inc.*, 103 F.T.C. 400, 418 (1984) (“[N]either equitable estoppel nor laches is a defense to an action brought by the government in the public interest.”); *United States v. Summerlin*, 310 U.S. 414, 417 (1940).

X. SUMMARY DECISION IS APPROPRIATE NOW

This matter is ripe for summary decision, despite its early stage in the adjudicative process. Rule 3.24 permits Complaint Counsel to move for summary decision “at any time after 20 days following issuance of the complaint.” 16 C.F.R. § 3.24(a)(1). Granting summary decision now would provide immediate relief to consumers, preserve the Commission’s and Respondent’s time and resources, and respect both the letter and the spirit of Respondent’s due process rights.

Extensive discovery in this matter is not necessary because the relevant evidence lies with Respondent. The vast majority of Complaint Counsel's evidence comes from documents produced by Respondent in response to the Commission's Civil Investigative Demands ("CIDs") or testimony provided by Respondent and its senior leadership in the Commission's investigative hearings. The remainder comes from Respondent's public website and statements, narrow declarations from Respondent's former employees and customers, and complaints filed with the BBB and shared at the time with Respondent. Protracted discovery might provide evidence quantifying the harm to service providers caused by Respondent's conduct, but that information is not necessary to resolve the questions before the Commission. The sum spent by particular service providers, for example, is relevant to calculating monetary relief in an action in district court, *see, e.g., FTC v. Figgie Int'l, Inc.*, 994 F.2d 595, 605-06 (9th Cir. 1993), but not in the administrative process. The Commission's inquiry at this stage is qualitative in nature, and the necessary evidence to prove or disprove Complaint Counsel's claims has been in Respondent's possession all along.

Moreover, Respondent has had ample opportunity to review its practices and consider any defenses it might raise. As noted in Respondent's Answer, the Commission first served Respondent with a CID in July 2019, Answer at 2, and the parties have since engaged in extensive discussion about the investigation and the specific alleged law violations. Indeed, Respondent has known the substance of the allegations in this matter for more than the eight months that the Rules of Practice would normally provide prior to the start of an evidentiary hearing.

XI. CONCLUSION

Respondent has signed up [REDACTED] service providers for its network and sold them [REDACTED] leads, based in significant part on misleading claims about its leads'

quality and the likelihood that service providers would be able to turn those leads into jobs. Respondent has long been aware of the shortcomings of its products and the limitations of its win rate data, but has not adjusted its claims to match reality, all the while collecting [REDACTED] [REDACTED] from service providers in lead and membership fees. Such serious, deliberate, and repeated deceptive acts and practices represent flagrant violations of Section 5 of the FTC Act. This case turns on Respondent's deception, nothing more and nothing less. A strong cease and desist order with appropriate fencing-in relief is both legally appropriate and necessary to end Respondent's systematic lawbreaking. The facts in this case are not the subject of genuine dispute, summary decision in this matter is appropriate, and the Commission should issue the Proposed Order.

Respectfully submitted,

Dated: April 7, 2022

s/ Sophia H. Calderón

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UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Lina M. Khan, Chair
Noah Joshua Phillips
Rebecca Kelly Slaughter
Christine S. Wilson

In the Matter of

HOMEADVISOR, INC., a corporation,
d/b/a ANGI LEADS,
d/b/a HOMEADVISOR POWERED BY ANGI.

DOCKET NO. 9407

**COMPLAINT COUNSEL’S STATEMENT OF MATERIAL FACTS AS TO WHICH
THERE IS NO GENUINE ISSUE FOR TRIAL**

Pursuant to Section 3.24 of the Commission’s Rules of Practice, and in support of Complaint Counsel’s Motion for Summary Decision, Complaint Counsel submits this statement of material facts as to which there is no genuine issue for trial.

I. THE PARTIES

1. The Federal Trade Commission (FTC) is an independent agency of the United States Government created by the FTC Act. 15 U.S.C. §§ 41-58. The FTC enforces Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), which prohibits unfair or deceptive acts or practices in or affecting commerce.

2. [REDACTED] PX0059-0002; *see infra*
¶ 25.

II. HOMEADVISOR’S BUSINESS PRACTICES

A. HomeAdvisor’s Products

3. [REDACTED] PX0044-0004 to -0005.

4. [REDACTED] PX0028
(HomeAdvisor/Smith Dep. ¹ 23:7-12, 26:14-19, 28:25-29:3); PX0034-0013.

5. [REDACTED] PX0033-0013 to -0015; PX0028 (HomeAdvisor/Smith Dep. 46:4-22, 47:12-22, 49:3-50:7, 51:15-19).

6. [REDACTED] PX0034-0047,
PX0034-0038 to -0041.

7. [REDACTED] PX0036-0008 to -0009; PX0028
(HomeAdvisor/Smith Dep. 64:12-66:2); PX0054-0070 [REDACTED].

8. [REDACTED] PX0028
(HomeAdvisor/Smith Dep. 75:17-76:22).
[REDACTED] PX0028 (HomeAdvisor/
Smith Dep. 76:23-77:5, 81:9-82:17).

9. [REDACTED]

¹ [REDACTED] PX0028 (HomeAdvisor/Smith Dep. 16:20-17:15; 300:8-301:4); PX0032. [REDACTED]

² [REDACTED] PX0028 (HomeAdvisor/Smith Dep. 21:6-12).
[REDACTED] See, e.g., *infra* ¶ 11.

[REDACTED]
PX0028 (HomeAdvisor/Smith Dep. 84:2-6, 86:6-88:1, 89:22-90:3); PX0035.

10. [REDACTED]
[REDACTED] PX0044-0007 to -0008.
[REDACTED] PX0028 (HomeAdvisor/Smith Dep. 63:6-12).

11. [REDACTED]
[REDACTED]
[REDACTED] PX0044-0007; PX0028 (HomeAdvisor/Smith Dep. 44:4-45:17).

12. [REDACTED]
[REDACTED] PX0044-0008.

13. [REDACTED]
[REDACTED] PX0044-0008.

14. [REDACTED]
[REDACTED] PX0044-0005; PX0034-0048; PX0028 (HomeAdvisor/
Smith Dep. 59:5-61:3).

15. [REDACTED]
[REDACTED] PX0028 (HomeAdvisor/Smith Dep. 100:23-101:2); PX0044-0007.

16. [REDACTED] PX0034-0027.

17. [REDACTED]
[REDACTED] PX0044-0005.

18. [REDACTED] PX0033-0005.

19. [REDACTED] PX0044-0006,
[REDACTED] PX0051
PX0052 (same); PX0132 (same); PX0071-0004 [REDACTED];
[REDACTED].

20. [REDACTED] PX0044-0005 to -0006; PX0036-0018 to -0019; PX0029 (HomeAdvisor/Bergner Dep.³ 158:23-159:4).

21. [REDACTED] PX0034-0005.

22. [REDACTED] PX0044-0013, [REDACTED] PX0023-0005 to -0006.

23. [REDACTED] PX0044-0005 to -0006; PX0029 (HomeAdvisor/Bergner Dep. 125:16-23).

B. HomeAdvisor's Sales Process

24. HomeAdvisor advertises its products on its websites, including homeadvisor.com and pro.homeadvisor.com, [REDACTED] PX0029 (Bergner Dep. 192:22-193:6, 194:13-20, 196:14-17, 197:15-17, 198:10-17); PX0018-0005 to -0092⁴ (pro.homeadvisor.com, homeadvisor.com); PX0019-0009 to -0016, -0047 to -0051⁵ (same).

25. In 2021, HomeAdvisor began to rebrand itself as HomeAdvisor Powered by Angi, and its products for service providers as Angi Leads. PX0019-0009 (identifying itself as “HomeAdvisor Powered by Angi” and stating, “HomeAdvisor Pro is now Angi Leads”), -0018 (as of at least September 9, 2021, terms and conditions begin “Welcome to HomeAdvisor d/b/a Angi Leads!”), -0053 (“As a part of today’s news, HomeAdvisor will become *HomeAdvisor, powered by Angi.*”) (emphasis in original).

³ [REDACTED] PX0029 (HomeAdvisor/Bergner Dep. 13:6-14:14); PX0032. [REDACTED] PX0029 (Bergner Dep. 188:11-189:17); PX0046. [REDACTED]

⁴ PX0018 is the Declaration of Duncan Hall, a Records Request Processor at the Internet Archive. Attached to Mr. Hall’s declaration are screenshots of the Internet Archive’s records of archived files for certain URLs (website addresses), which Mr. Hall describes in paragraph six to the declaration. Citations to PX0018 cite directly to the screenshots.

⁵ PX0019 is the Declaration of Amy Brannon-Quale, an FTC investigator. Attached to Ms. Brannon-Quale’s declaration are certain website captures, which Ms. Brannon-Quale describes in paragraphs 3 through 10 to the declaration, and complaints regarding HomeAdvisor produced to Complaint Counsel by the Better Business Bureau of Denver (“BBB” or “Better Business Bureau”) and the Washington State Attorney General’s Office, which Ms. Brannon-Quale describes in paragraphs 11 through 42 to the declaration. The Better Business Bureau shared the complaints with HomeAdvisor shortly after they were made. *See* PX0019-0056 to -0153. Except when otherwise noted, citations to PX0019 cite directly to the attachments to the declaration.

26. [REDACTED] PX0033-0005.

27. HomeAdvisor employs [REDACTED] sales agents, PX0030 (HomeAdvisor/Schott Dep.⁷ 126:2-7); PX0087-0104, who call service providers and attempt to persuade them to purchase a HomeAdvisor membership, PX0105-0007; PX0013 at ¶ 1; PX0014 at ¶ 2.

28. HomeAdvisor’s sales agents also take inbound calls from service providers interested in HomeAdvisor’s products. PX0013 at ¶ 5.

29. [REDACTED] PX0105-0020 to -0021; PX0036-0031 to -0032.

30. [REDACTED] PX0029 (HomeAdvisor/Bergner Dep. 69:15-70:11 [REDACTED] 160:10-16); PX0051.

31. [REDACTED] PX0029 (HomeAdvisor/Bergner Dep. 17:9-18:12 [REDACTED]); PX0050.

32. [REDACTED] PX0033-0013; PX0078-0003 to -0004, -0006 to -0007, -0014, -0018, -0022, -0026, -0030, -0034, -0037, -0041 [REDACTED] PX0029 (HomeAdvisor/Bergner Dep. 77:23-78:5).

33. [REDACTED] PX0034-0006.

⁶ Complaint Counsel uses the term “sales agent” to mean a HomeAdvisor employee whose duties include selling HomeAdvisor’s products to service providers, including individuals also referred to in the evidence as “sales representatives.”

⁷ [REDACTED] PX0030 (HomeAdvisor/Schott Dep. 20:8-21:1); PX0047. [REDACTED] PX0031-0001; PX0032-0009.

⁸ [REDACTED]

⁹ [REDACTED] PX0028 (HomeAdvisor/Smith Dep. 294:4-11). [REDACTED]

¹⁰ [REDACTED] PX0028 (HomeAdvisor/Smith Dep. 293:18-294:2). [REDACTED]

49. [REDACTED] X0028 (HomeAdvisor/Smith Dep. 212:6-24).

50. Service providers complain that requesting lead credits from HomeAdvisor is time consuming. PX0001 at ¶ 5 (“I wasted a lot of time on hold trying to get credited for the leads that were of no use to us, and sometimes it was just too much trouble to take the time away from my day to make the attempt.”), ¶¶ 10, 22; PX0002 at ¶ 11 (“I had to spend a lot of time speaking with rude or unhelpful customer service representatives or just waiting on hold to get credits.”); PX0003 at ¶ 10 (“HomeAdvisor leads were a costly distraction because of the time I wasted reaching out to leads that did not respond and attempting to obtain credit for those leads I was calling HomeAdvisor almost daily requesting lead credits”); PX0005 at ¶ 8 (“I was running a business and I did not have time in my day to verify or validate HomeAdvisor’s leads and then contact customer service to obtain credits for mismatched leads.”); PX0009 at ¶ 12 (“I have spent hours of wasted time calling bogus leads and calling HomeAdvisor trying to cancel and get a refund.”); PX0010 at ¶ 11 (“I had a loss of about \$500, plus wasted time spent calling worthless leads and dealing with HomeAdvisor’s customer service regarding credit and cancellation requests.”); PX0137 at ¶ 10 (“I have spent many wasted hours following up on these useless leads and pursuing credits for them.”); PX0019-0106 (“I was calling Home Advisor at least 3 times a week”), -0113 (“We had to keep following up to be sure we were credited.”), -0125 (“I spent hours on the phone with their customer service and on hold most of the time trying to find a resolution.”), -0149 (“I have wasted so much time trying to work with HomeAdvisor that I now am tracking time to see how much they owe me. Time better spent on actual clients.”).

51. If a service provider does not pay what HomeAdvisor claims they owe, HomeAdvisor regularly sends them to collections. PX0001 at ¶ 18 (sent to collections); PX0003 at ¶¶ 11-12 (sent to collections after refusing to pay for “leads that did not return my calls or did not seek [my] services”); PX0005 at ¶ 10 (sent to collections after refusing to pay for “a useless lead”); PX0006 at ¶ 10 (sent to collections); PX0009 at ¶ 12 (sent to collections after refusing to pay for “illegitimate” lead charges); PX0010 at ¶ 9 (sent to collections); PX0019-0056 (“I was threatened with having my account being sent to collections.”), -0062 (“Home Advisor is claiming we owe them money and are sending us to collections.”), -0073 (“They are saying we owe them the money or they will send us to a collections.”), -0119 (“[T]hey told me they would send me to collections if I didn’t pay.”), -0125 to -0126 (“I then received threatening letters and phone calls saying I would be sent to collections if I did not pay for unauthorized, unwarranted charges for other bogus leads”), -0133 (service provider informed he must pay HomeAdvisor or will be sent to collections), -0136 (sent to collections), -0143 (“I’m still getting emails saying we are going to collection.”), -0149 (received “a nasty notice of referral to a collections agent”); cf. PX0034-0057 [REDACTED].

D. HomeAdvisor’s Quality Assurance Procedures for Sales

52. [REDACTED]
[REDACTED]
PX0034-0056; PX0030 (HomeAdvisor/Schott Dep. 22:23-23:2, 47:19-48:6).

53. [REDACTED] PX0030
(HomeAdvisor/Schott Dep. 23:8-24:6).

54. [REDACTED] PX0044-0018; PX0030
(HomeAdvisor/Schott Dep. 53:17-56:22); PX0048-0005.

55. [REDACTED] PX0030
(HomeAdvisor/Schott Dep. 61:17-62:11, 63:5-22, 94:24-96:21); PX0039-0005; PX0040-0005.

56. [REDACTED] X0030 (HomeAdvisor/Schott Dep. 192:15-22, 199:20-24, 201:7-9,
202:25-203:9, 222:6-224:18); PX0040-0006.

57. [REDACTED] PX0030 (HomeAdvisor/Schott Dep.
154:8-25).

58. [REDACTED] PX0030 (HomeAdvisor/Schott
Dep. 155:7-12, 156:3-9).

59. [REDACTED] PX0030
(HomeAdvisor/Schott Dep. 90:18-25).

60. [REDACTED] PX0030 (HomeAdvisor/Schott Dep. 138:4-139:16).

III. HOMEADVISOR’S MISREPRESENTATIONS

A. Misrepresentations About Quality, Characteristics, and Source of Leads (Count I)

61. [REDACTED] PX0054-0077
[REDACTED] , -0091
[REDACTED] PX0135-0014 [REDACTED]

[REDACTED]; PX0134-0014 [REDACTED]; PX0084-0002 [REDACTED]
 [REDACTED]
 [REDACTED] (emphasis in original); PX0088-0036 [REDACTED] (emphasis in original).

1. Misrepresentations About Intent to Hire

62. HomeAdvisor’s advertising materials have represented that HomeAdvisor’s leads concern people who intend to hire a service provider soon, using language such as:

- a. “Ready to hire” and “ready to buy.” PX0018-0025 (HomeAdvisor website stating, “You won’t have to waste your time with customers who just window-shop. HomeAdvisor allows you to spend your time with the right ‘ready-to-buy’ customers.”), -0029 (same), -0033 (same), -0037 (same), -0041 (same), -0045 (same), -0049 (same), -0073 (“HomeAdvisor connects contractors with homeowners who are ready to hire pros for their home projects—giving you access to targeted leads for your business. Simply choose the services you offer and the locations you serve, and we’ll match you with homeowners looking to start projects in those areas.”); PX0019-0012 (HomeAdvisor website stating, “You won’t have to waste your time with customers who just window-shop. Angi Leads allows you to spend your time with the right ‘ready-to-buy’ customers.”), -0047 (“We’ll connect you with homeowners looking to hire pros in your area.”), -0049 (“HomeAdvisor connects contractors with homeowners who are ready to hire pros for their home projects – giving you access to targeted leads for your business. Simply choose the services you offer and the locations you serve, and we’ll match you with homeowners looking to start projects in those areas.”).

- b. “Project-ready.” PX0019 at ¶ 9 (video appearing on HomeAdvisor website stating, “HomeAdvisor is the number one marketplace for project-ready homeowners to connect with pre-screened pros.”); PX0041-0007 [REDACTED]

[REDACTED] PX0099-0004 [REDACTED] PX0101-0002 [REDACTED] ; PX0112-0002 [REDACTED] PX0029 [REDACTED]
 (HomeAdvisor/Bergner Dep. 21:12-24 [REDACTED])

[REDACTED];

- c. “Serious.” PX0019 at ¶ 9 (video appearing on HomeAdvisor website stating, “[W]ith HomeAdvisor’s patented ProFinder technology, you’re only matching to serious homeowners in your area.”); and
- d. “Actively seeking the services you provide.” PX0018-0079 (HomeAdvisor website stating, “When you’re a [member of HomeAdvisor’s service provider network], HomeAdvisor matches you with homeowners actively seeking the services you provide in your area – making it easier than ever to connect with new customers and win more jobs.”), -0084 (same), -0089 (same).

63. [REDACTED] PX0050-0003
 [REDACTED] PX0029 (HomeAdvisor/
 Bergner Dep. 17:9-18:12
 [REDACTED], 20:23-21:24
 [REDACTED]).

64. [REDACTED] PX0030
 (HomeAdvisor/Schott Dep. 71:17-72:8
 [REDACTED]).

65. HomeAdvisor’s sales agents have frequently represented to service providers that HomeAdvisor’s leads concern people who intend to hire a service provider soon, using language including or similar to:

- a. “Ready to hire” and “ready to buy.” PX0013 at ¶ 8 (“In sales presentations, we always described the leads as homeowners who were ready to hire [home services professionals] for existing jobs.”); PX0014 at ¶ 3 (“I and other sales representatives told [home service professional] prospects that the leads were from people looking for contractors to do their jobs right away.”); PX0001 at ¶ 7 (“[The sales agent] said that all the leads were homeowners who were ‘ready to hire[.]’”); PX0009 at ¶ 1 (“The sales agent again assured me that the HomeAdvisor leads were from people with actual jobs in my area who were looking for a contractor.”); PX0004 at ¶ 2 (“[The sales agent] said that these homeowners were in the final stages of hiring someone, and that they had jobs that were ready to go.”); PX0006 at ¶ 3 (“[The sales agent] also said, ‘These people [the leads] are ready to buy.’”); PX0007 at ¶ 3 (“[The sales agent] explained that all leads were ‘vetted for quality assurance’ and that they were

homeowners who were ‘ready to hire.’”); [REDACTED]

- b. “Project-ready.” PX0012 at ¶ 4 (“[T]he trainers taught us to tell the service providers that the homeowners were ‘ready to go’ and the work was immediately available.”); PX0009 at ¶ 1 (“[The sales agent] explained that HomeAdvisor vetted its leads and that the prospective clients were ‘project-ready,’ which I understood to mean that the prospective clients had actual projects and were looking for a contractor.”);

[REDACTED];

- c. “Serious.” PX0015 at ¶ 5 (“Our managers approved of us referring to homeowners as serious and actively looking to start a project.”); PX0002 at ¶ 3 (“He said the leads were people who had contacted HomeAdvisor directly and were serious about hiring a service provider.”); PX0010 at ¶ 2 (“He explained that these were homeowners who were serious about getting work done immediately.”);

[REDACTED]; and

- d. “Actively seeking the services you provide.” PX0015 at ¶ 5 (“Our managers approved of us referring to homeowners as serious and actively looking to start a project.”); PX0003 at ¶ 3 (“[The sales agent] said that every HomeAdvisor lead is from a homeowner who has contacted HomeAdvisor directly and indicated that they are actively seeking a service provider for a job.”).

[REDACTED]

15 [REDACTED]

16 [REDACTED]

66. [REDACTED]

Compare

[REDACTED] *with* [REDACTED]

PX0061-0001, -0006 ;

compare [REDACTED], *with* PX0060-0005

[REDACTED] ; *compare* [REDACTED]

[REDACTED] *with* [REDACTED]

PX0065-0001, -0006 ;

compare [REDACTED]

[REDACTED] *with* PX0075-0001, -0005

[REDACTED] , *and* -0034

67. Service providers have regularly received leads from HomeAdvisor that concerned people who did not intend to hire a service provider soon. PX0037 [REDACTED]

[REDACTED] ; PX0028

(HomeAdvisor/Smith Dep. 151:18-152:23 [REDACTED] , 236:23-238:1 [REDACTED])

[REDACTED]); PX0001 at ¶ 9 (leads concerned people who only wanted information and did not expect a phone call); PX0004 at ¶ 7 (“As I continued to receive and call leads, I found that a high percentage of them seemed to be bogus.”); PX0005 at ¶ 7 (lead concerned “Luke Nasty” at non-existent address); PX0006 at ¶ 7 (“I estimate that about two in five leads (where I actually reached someone by phone) were people who had no idea why I was calling them.”); PX0009 at ¶ 9 (“Two of the leads were disconnected numbers. Some of the leads told me they had no idea how HomeAdvisor had gotten their number”); PX0011 at ¶ 5 (“The person I reached had no idea why I was calling. They told me they were not looking for staging services and claimed that they had never requested information or referrals regarding staging services from HomeAdvisor or any other site.”); PX0016 at ¶ 2-4 (consumer received calls despite not submitting request); PX0017 at ¶¶ 2, 5-7 (consumer received calls despite not submitting request); PX0089-0001 [REDACTED]

[REDACTED] ; PX0090-0001 [REDACTED]

[REDACTED] PX0091-0001 to -0003

[REDACTED] ; PX0095-0016

[REDACTED] ; PX0103-0002

[REDACTED] PX0129-0001

PX00131-0003 [REDACTED]
[REDACTED] *cf.* PX0038-0002, -0003, -0005, -0006, -0014, -0015 [REDACTED]
[REDACTED].

68. [REDACTED]
[REDACTED]
PX0108-0002; PX0025-0004 [REDACTED]
[REDACTED], -0006 to -0007 [REDACTED].

69. [REDACTED]
[REDACTED] PX0110-0003; PX0025-0004 [REDACTED]
[REDACTED], -0006 [REDACTED].

70. Service providers have complained to the Better Business Bureau that they were misled during the sales process into believing that HomeAdvisor’s leads concern people who intend to hire a service provider soon. PX0019-0056 (“I had verbally negotiated an agreement with [the sales representative] as follows: - ‘Home Advisor, Inc.’ would provide sales leads from people properly screened (Serious buyers ready to purchase equipment or services).”), -0068 (“The leads are supposed to be pre-screened and would be for customers who are ready to have work done at that time[.]”), -0071 (“Home Advisor’s ‘leads’ are nothing more than ‘tire kickers’ who are not, despite the assurances of HomeAdvisor ‘ready to execute the project’.”), -0073 (“The salesman totally sold us. HA would send us pre-qualified leads for real jobs.”), -0078 (“I was promised that Home Advisor would help my business grow and that they would send leads from people who were genuinely looking to hire.”), -0093 (“[T]his company solicited me with the promise of legitimate leads for my company from parties that had been screened and were ready to move forward with projects . . .”), -0102 (“They mislead contractors into believing that all leads are verified and customers are ready to move forward when you receive that lead.”), -0105 (“I . . . was told by a rep that there are hundreds of home owners in our area looking for roofers and that these homeowners are ready to get the work done or why would they take the time out to fill out a 4 page application . . .”), -0113 (“The company stated the customers would be pre-screened to be certain they were actually ready to hire a contractor.”), -0116 (“They promised the leads would be verified customer[s] that were ready to move forward with a project including the services I provide.”), -0122 (“These leads are not what home advisor said they would be, customers are not ready to hire, customers say they never wanted a contractor [sic] to connect them, they were just looking on home advisor for a quote.”), -0139 (“Also they were supposed to be solid leads and they weren’t because the customer wasn’t even ready to do anything at all.”), -0145 (“I was charged for attempts by the public to receive a quote for services, but the representative of Home Advisor stated to me that these were leads ‘ready to hire’ me for my services.”).

2. Misrepresentations About Match With Types of Work and Geographic Preferences

71. HomeAdvisor’s advertising materials have represented that the leads service providers receive from HomeAdvisor match their geographic and type of work preferences. PX0018-0005 (HomeAdvisor website stating, “Connect with the Targeted Prospects You Need to Succeed[.] Tell us what you do and where, and we deliver prospects that meet your exact needs.”), -0007 (same), -0009 (same), -0012 (same), -0014 (same), -0016 (same), -0018 (same), -0020 (same), -0022 (same), -0025 (“Then we’ll match [customers] with you, based on your preferences for job type and location.” and “With HomeAdvisor, you specify the type of work you do and the geography you serve. HomeAdvisor provides you with new customer leads that match your requirements”), -0029 (same), -0033 (same), -0037 (same), -0041 (same), -0045 (same), -0049 (same), -0052 (“Only Get the Leads You Want[.] You pick your service types and location preferences and we bring you prospects that match what you want.” and “You can define your service and zip code preferences to ensure you only receive the types of requests you want.”), -0055 (same), -0058 (same), -0061 (same), -0064 to -0065 (same), -0067 to -0068 (same), -0070 to -0071 (same), -0073 (“Get leads that fit your business[.] Choose your service types and location preferences, and we’ll connect you with homeowners seeking those services in those locations.” and “You can define your service and ZIP code preferences to make sure you receive the types of requests you want.”), -0092 (“Target leads by specific type of work” and “Target leads by areas you want to work in”); PX0019-0009 (HomeAdvisor website stating, “Connect with the Targeted Prospects You Need to Succeed[.] Tell us what you do and where, and we deliver prospects that meet your exact needs.”), -0012 (“Then we’ll match [customers] with you, based on your preferences for job type and location.” and “With Angi Leads, you specify the type of work you do and the geography you serve. Angi Leads provides you with new customer leads that match your requirements”), -0015 (“Target leads by specific type of work” and “Target leads by areas you want to work in”), -0049 (“Get leads that fit your business[.] Choose your service types and location preferences, and we’ll connect you with homeowners seeking those services in those locations.” and “You can define your service and ZIP Code preferences to make sure you receive the types of requests you want.”).

72. [REDACTED] (emphasis in original); PX0052-0002 (almost identical); PX0132-0002 (almost identical); PX0029 (HomeAdvisor/Bergner Dep. 69:15-70:11, 77:10-22 [REDACTED]); PX0111-0005 [REDACTED] PX0072-0007 [REDACTED]

73. [REDACTED] PX0051-0001 to -0002 [REDACTED]
[REDACTED] PX0052-0002 (almost identical); PX0132-0002 (almost identical); PX0029 (HomeAdvisor/Bergner Dep. 69:15-70:11, 77:10-22 [REDACTED]); PX0072-0007 [REDACTED].

74. [REDACTED] PX0030 (HomeAdvisor/Schott Dep. 86:14-87:4 [REDACTED]).

75. HomeAdvisor’s sales agents have [REDACTED] told service providers that the leads they will receive concern home services projects that match the type of work preferences that service providers express to HomeAdvisor. PX0001 at ¶ 7 (“[The sales agent] reiterated that I could select the specific services my company provided and the exact territory we covered to make sure that we received leads that matched.”); PX0009 at ¶ 1 (“[The sales agent] repeatedly assured me that HomeAdvisor screened its leads and determined them to be legitimate quality leads with actual kitchen or bath remodeling projects.”); [REDACTED]

76. HomeAdvisor’s sales agents have [REDACTED] told service providers that the leads they will receive concern home services projects that match the geographic preferences that service providers express to HomeAdvisor. PX0001 at ¶ 7 (“[The sales agent] reiterated that I could select the specific services my company provided and the exact territory we covered to make

sure that we received leads that matched.”); PX0009 at ¶ 1 (“The sales agent again assured me that the HomeAdvisor leads were from people with actual jobs in my area who were looking for a contractor.”); PX0011 at ¶ 3 (“He told me that the leads would all be local homeowners within the zip codes that I specified.”);

[REDACTED]

77. Service providers have [REDACTED] received leads from HomeAdvisor that do not concern the type of work that the service providers perform. PX0037 [REDACTED]

[REDACTED]; PX0028 (HomeAdvisor/Smith Dep. 151:18-152:23 [REDACTED]); PX0109 [REDACTED]

[REDACTED] PX0025-0004 [REDACTED]

PX0001 at ¶ 4 (many of the leads concerned a service that service provider did not offer); PX0003 at ¶ 6 (lead concerned a project much larger in scope than his one-person business could handle); PX0005 at ¶ 6 (lead concerned a service she did not provide); PX0010 at ¶ 7 (same); PX0137 at ¶¶ 2, 7 (home inspector received two to three leads a week for structural engineering, a service he did not provide); PX0028 (HomeAdvisor/Smith Dep. 71:5-25 [REDACTED]); PX0092 [REDACTED]; PX0114-0001 to -0002 [REDACTED]

[REDACTED] PX0117-0001 to -0002 [REDACTED]; PX0116-0001 to -0002 [REDACTED]; PX0115-0001 to -0002 [REDACTED]; PX0118-0003 to -0005 [REDACTED]; PX0129-0001 [REDACTED]; PX0107-0001 [REDACTED] to -0002 [REDACTED]; cf. PX0038-0008, -0012 [REDACTED]

[REDACTED]

78. Service providers have [REDACTED] received leads from HomeAdvisor that fall outside of the service providers’ geographic preferences. PX0037 [REDACTED]

[REDACTED]

[REDACTED] PX0028 (HomeAdvisor/Smith Dep. 151:18-152:23 [REDACTED]); PX0001 at ¶ 4 (“[M]any of the leads were homeowners who lived outside of the territory we covered.”); PX0106-0002 [REDACTED]; PX0097-0001, -0012 to -0019 [REDACTED]; PX0107-0001 to -0002 [REDACTED]; cf. PX0038-0007, -0012 [REDACTED].

79. [REDACTED] PX0108-0001 to -0002¹⁷; PX0025-0004 [REDACTED], -0006 to -0007 [REDACTED].

80. [REDACTED] PX0108-0001 to -0002¹⁸; PX0025-0004 [REDACTED], -0006 to -0007 [REDACTED].

81. [REDACTED] PX0110-0003; PX0025-0004 [REDACTED], -0006 [REDACTED].

82. Service providers have complained to the Better Business Bureau that they were misled during the sales process into believing that HomeAdvisor’s leads match their geographic and type of work preferences. PX0019-0090 (“I signed up with Home Advisor and paid an annual membership fee along with agreeing to pay a ‘pay per lead’ fee for each potential customer sent to me as a match based on a select criteria I have provided.”), -0116 (“They promised the leads would be verified customer[s] that were ready to move forward with a project including the services I provide.”), -0119 (“Home Adviser promised to promote my business in a specific geographical location. They instead listed my business at over 350 zip codes that I am not licensed in and charged me over \$1300 for worthless leads.”), -0125 (“They advertise on their website and their salespeople tell you: ‘You’ll be charged only for QUALIFIED leads matching your exact specifications, so you set the budget and the pace.’ This is 100% false.”), -0128 (“Home Advisor was sold to me as a service that I had complete control over by turning my Lead

¹⁷ [REDACTED] PX0108-0001.

¹⁸ [REDACTED] PX0108-0002, [REDACTED] PX0108-0001.

Control on and off as I needed, editing my services offered and also controlling the area I serviced by zip code.”), -0132 (“[T]he sales person knew this [about what my business did] & when I asked how I get the leads, was told they would be geared towards my business. This is NOT the case”), -0149 (“I was assured that there would be NO leads outside of the zip codes I wanted”), -0152 (“With that [membership] price would come referrals to people in my area looking for home cleans. To be specific, my exact zip code.”).

3. Misrepresentations About Lead Source

83. HomeAdvisor’s website has represented that HomeAdvisor’s leads concern people who knowingly sought HomeAdvisor’s assistance in selecting a service provider. PX0018-0024 to -0025 (HomeAdvisor website stating, “How do consumers use the HomeAdvisor site? The entire process is intuitive for customers, takes mere minutes, and virtually hassle-free. In order to quickly find the best local service professionals, customers submit a brief description of their services using the HomeAdvisor interview on the Web site.” and “How will HomeAdvisor generate the right customers for service professionals? While you’re on the job, HomeAdvisor is finding qualified customers for you. We spend millions of dollars driving consumers to our Web site and educating them for you.”), -0028 to -0029 (same), -0032 to -0033 (same), -0036 to -0037 (same), -0040 to -0041 (same), -0044 to -0045 (same), -0048 to -0049 (same), -0052 (“Over 25 million homeowners have trusted HomeAdvisor to help them find quality pros with the expertise to turn their home improvement dreams into reality. It’s just one of the reasons you can depend on us to bring you highly targeted prospects that will grow your business.”), -0055 (same), -0058 (“Over 30 million homeowners have trusted HomeAdvisor to help them find quality pros with the expertise to turn their home improvement dreams into reality. It’s just one of the reasons you can depend on us to bring you highly targeted prospects that will grow your business.”), -0061 (same), -0064 (same), -0067 (same), -0070 (same), -0092 (“Consumers come to HomeAdvisor.com and give us detailed info about their project.”); PX0019-0011 to -0012 (HomeAdvisor website stating, “How do consumers use the Angi Leads site? The entire process is intuitive for customers, takes mere minutes, and virtually hassle-free. In order to quickly find the best local service professionals, customers submit a brief description of their services using the Angi Leads interview on the Web site.” and “How will Angi Leads generate the right customers for service professionals? While you’re on the job, Angi Leads is finding qualified customers for you. We spend millions of dollars driving consumers to our Web site and educating them for you.”), -0015 (“Consumers come to HomeAdvisor.com and give us detailed info about their project.”).

84. [REDACTED] and training resources provided by HomeAdvisor to sales agents represent that HomeAdvisor’s leads concern people who knowingly sought HomeAdvisor’s assistance in selecting a service provider. PX0051-0001 [REDACTED]

PX0052-0001 (similar); PX0132-0001 (similar); PX0111-0006 [REDACTED]

[REDACTED] -0012 [REDACTED]

[REDACTED]; PX0013 at ¶ 2 (“We learned [during sales training] that homeowners completed a 5-7 page form on HomeAdvisor’s website in which they detailed their job.”); PX0014 at ¶ 2 (“In training, the trainers explained that homeowners looking for contractors completed an online application at the HomeAdvisor website.”).

85. [REDACTED]
[REDACTED] X0030 (HomeAdvisor/Schott Dep. 87:5-24).

86. HomeAdvisor’s sales agents have regularly represented to service providers that HomeAdvisor’s leads concern people who knowingly sought HomeAdvisor’s assistance in selecting a service provider. PX0014 at ¶ 3 (“We told prospects that if they joined HomeAdvisor, they would receive high quality leads from homeowners who visited the HomeAdvisor website looking for a contractor”); PX0003 at ¶ 3 (“Mr. Cohen explained that every HomeAdvisor lead is from a homeowner who has contacted HomeAdvisor directly”); PX0002 at ¶ 3 (“He said the leads were people who had contacted HomeAdvisor directly and were serious about hiring a service provider.”); [REDACTED]

[REDACTED]

87. [REDACTED]
[REDACTED] PX0036-0008 [REDACTED]

88. [REDACTED]
[REDACTED] PX0119-0008 [REDACTED]
[REDACTED] , -0009 [REDACTED]
[REDACTED] ; PX0120-0006 [REDACTED]
[REDACTED] PX0094 [REDACTED]
[REDACTED] PX0093-0022 [REDACTED]
[REDACTED] ; PX0070-0013 [REDACTED]
[REDACTED] ; PX0103-0001 [REDACTED]
[REDACTED] ;
[REDACTED] PX0125-0003 [REDACTED]

[REDACTED]; PX0090-0001 [REDACTED]
[REDACTED] PX0137 at ¶¶ 4, 5, -0004 (attaching an image of the website powellandsons.com and stating “[Homeowners I spoke with] said that they had submitted a request for a quote to Powell & Sons and were surprised when I told them that I had received their information from HomeAdvisor.”); PX0008 at ¶ 9, -0006 (HomeAdvisor Vice President admitting that “Powell and Sons [and other named entities] are affiliate partners of HomeAdvisor”).

89. [REDACTED] PX0028
(HomeAdvisor/Smith Dep. 119:16-25 [REDACTED], 360:8-17 [REDACTED]); PX0086-0003; PX0096-0004, -0010; PX0120-0005; PX0124-0013.

90. [REDACTED] PX0093-0022 [REDACTED]; PX0124-0041 [REDACTED] PX0008
at ¶ 6 (“[I]t was basically like making a cold call; these leads certainly didn’t have the same value as a lead who knew they had entered their information into the HomeAdvisor site and expected a call.”).

91. [REDACTED] PX0120-0034.

92. Service providers have complained to [REDACTED], the Better Business Bureau, and to a State Attorney General’s Office upon discovering that HomeAdvisor sold them leads generated by affiliates. PX0129-0002 [REDACTED] PX0102-0003 [REDACTED]; PX0019-0081 (“Home Advisor charges us (contractors) for leads from clients that submit requests through their websites. However, I recently purchased a lead through their platform and the client specifically told me that they had not submitted any requests through home advisor. Instead, the potential client had submitted a posts through craigslist and had not gone into home advisor at all.”), -0160; PX0008 at ¶ 9.

B. Misrepresentations About the Rates at which Leads Convert into Jobs (Count II)

93. [REDACTED]

[REDACTED] PX0034-0023.

94. [REDACTED]
[REDACTED] PX0034-0023; PX0028 (HomeAdvisor/Smith Dep. 312:1-6).

95. [REDACTED]
[REDACTED] PX0034-0023; PX0028 (HomeAdvisor/Smith Dep. 335:19-337:2);
PX0083-0017 to -0018; PX0087-0051.

96. [REDACTED]
[REDACTED] PX0028 (HomeAdvisor/Smith Dep. 316:5-22).

97. [REDACTED]
[REDACTED] PX0028
(HomeAdvisor/Smith Dep. 365:13-367:23); PX0083-0017 to -0018.

1. HomeAdvisor's Win Rate Calculations

98. [REDACTED]
[REDACTED] PX0034-0023
[REDACTED] ; PX0055-0048
to -0049
[REDACTED] PX0054-0004
[REDACTED] PX0028 (HomeAdvisor/Smith Dep. 346:2-347:14
[REDACTED] 432:10-21
[REDACTED] ; PX0121-0004; PX0122-0005; PX0087-0051; PX0088-0036.

99. [REDACTED]
[REDACTED] PX0054-0006; PX0056
[REDACTED] ; PX0024-0005
[REDACTED] ; PX0028 (HomeAdvisor/
Smith Dep. 361:13-362:3
[REDACTED] , 363:13-20
[REDACTED] , 377:25-378:10
[REDACTED] , 442:21-443:22
[REDACTED]); PX0121-0009; PX0122-0008.

100. [REDACTED]
[REDACTED] PX0056
[REDACTED] ; PX0024-0005

[REDACTED]; PX0028 (HomeAdvisor/Smith Dep. 377:25-378:10); PX0121-0007.

101. [REDACTED]
PX0054-0006; PX0056 [REDACTED];
PX0024-0005 [REDACTED]; PX0028 (HomeAdvisor/Smith Dep. 361:13-362:3 [REDACTED], 363:13-364:5 [REDACTED], 377:25-378:10 [REDACTED]); PX0121-0006; PX0122-0008.

2. HomeAdvisor's Misleading Internal Guidance Regarding Win Rate Claims

102. [REDACTED] PX0042-0021.

103. [REDACTED] PX0049-0002 (emphasis in original); see also PX0030 (HomeAdvisor/Schott Dep. 140:4-22, 150:10-19 [REDACTED]); PX0045-0002 [REDACTED] (emphasis in original).

104. [REDACTED] PX0066-0001 [REDACTED]; PX0057-0001 [REDACTED] PX0058-0001 [REDACTED] PX0030 [REDACTED] (HomeAdvisor/Schott Dep. 90:18-25 [REDACTED]).

105. [REDACTED] PX0082-0007 [REDACTED]; PX0081-0007 [REDACTED]; PX0133-0017 [REDACTED] [REDACTED], -0018 [REDACTED]; PX0074-0020 [REDACTED]; PX0062-0014 [REDACTED]; PX0073-0005 [REDACTED]; PX0079-0016 [REDACTED]; PX0039-0005 [REDACTED]; PX0080-0005, -0008 (same).

3. Sales Agents' Misrepresentations to Service Providers

106. HomeAdvisor's sales agents have [REDACTED] represented to service providers that HomeAdvisor's leads convert into jobs at rates above what HomeAdvisor's calculations support. PX0013 at ¶ 9 ("Managers advised us that in most [service provider] trade classifications, 3.2 of 10 leads from HomeAdvisor resulted in jobs. . . . I regularly told prospects, regardless of the trade in which they specialized, that it was likely that 3 to 5 of every 10 leads would result in a job."); PX0011 at ¶ 3 ("He said that the job conversion rate was 50% to 60%."); PX0006 at ¶ 3 ("The sales representative said that I would 'close more jobs than I would lose' with HomeAdvisor's leads."); PX0077-0001 [REDACTED]

107. [REDACTED] *Compare* [REDACTED] , with PX0068-0001 [REDACTED] (emphasis in original), and -0004 ; compare [REDACTED] with PX0063-0001, -0006 , and -0026 ; compare [REDACTED] , with PX0064-0001, -0003 ; compare [REDACTED] , with PX0048-0001, -0008 , and PX0066-0001, -0006 , and -0021 , and -0028 ; compare [REDACTED] , with PX0069-0001, -0004 [REDACTED] .

4. Win Rate Is Material to Service Providers

108. [REDACTED] PX0108-0001 to -0002; PX0025-0004, -0006 to -0007 [REDACTED].

[REDACTED] PX0110-0002; PX0025-0004, -0006 [REDACTED].

110. Service providers have complained to the Better Business Bureau that they were misled during the sales process into believing that HomeAdvisor’s leads converted into jobs at certain rates. PX0019-0065 (“And final issue is that when i announced to the sale[s] person that we are closing over 80% of our calls/leads and asked what she think the closing rate would be as per the statistics you have she claimed it would be easy to close 50%, i wish this were true 0% was closed.”), -0110 (“[P]art of your pitch to me was also that you had such high conversion success at 60-70% . . .”), -0142 (“We were originally told the close rate on the leads were 90-95%.”).

C. Misrepresentations That the First Month of mHelpDesk Was Free (Count III)

111. [REDACTED] PX0029 (HomeAdvisor/Bergner Dep. 146:6-12).

112. [REDACTED] PX0051-0003; PX0052-0003; PX0132-0003.

113. [REDACTED] PX0126-0003 (emphasis in original); PX0127-0002; PX0128-0002; PX0130-0009.

114. [REDACTED] PX0043-0004; PX0029 (HomeAdvisor/Bergner Dep. 126:7-127:15, 129:19-130:6).

115. [REDACTED]

[REDACTED]

116. [REDACTED] PX0030 (HomeAdvisor/Schott Dep. 140:4-22, 144:12-145:8); PX0049-0002 (emphasis in original); *compare* [REDACTED] with PX0061-0001, -0006; *compare* [REDACTED] with PX0062-0001, -0006; *compare* [REDACTED] with PX0065-0001, -0006; *compare* [REDACTED] with [REDACTED] , *with* [REDACTED] PX0063-0001, -0006 and -0026 [REDACTED] , *with* PX0067-0001 [REDACTED] , *and* -0005 [REDACTED] , *with* PX0076-0001, -0007 [REDACTED] .

117. In numerous instances, service providers have thought that their first month of mHelpDesk was free. PX0098-0002 [REDACTED] ; PX0123-0001 [REDACTED] ; PX0104-0334 [REDACTED] ; [REDACTED] PX0100-0010 [REDACTED] PX0019-0061 (“I signed up for marketing services for my business paying a fee of \$347.98 with 1 month free of help desk. According to the receipt I received from Home Advisor via email.”), -0084 (“When I signed up with home advisor they gave 30day free trial called myhelpdesk.”), -0087 (“With this \$347.98 came a 1 month free Mhelp desk that costs \$59.99 per month.”), -0096 (“I signed up with Home Advisor and was

offered mHelpdesk as a free trial . . .”), -0099 (“I was told I could turn off M help desk after the 30 day free trial.), -0136 (“I was also charged for months for a service in which I never requested or used mHelpdesk. In fact a representative for that service called me and asked if I wanted to keep it after the free trial and I told her no I will not use it . . .”).

118. [REDACTED]
[REDACTED] PX0053¹⁹; PX0029 (HomeAdvisor/Bergner Dep. 148:22-149:15, 152:21-153:15 (same)).

Respectfully submitted,

Dated: April 7, 2022

s/ Sophia H. Calderón
Sophia H. Calderón
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Counsel Supporting the Complaint

¹⁹ [REDACTED]

²⁰ [REDACTED] PX0028 (HomeAdvisor/Smith Dep. 294:21-295:4).

**APPENDIX TO COMPLAINT COUNSEL'S STATEMENT OF MATERIAL FACTS
AS TO WHICH THERE IS NO GENUINE ISSUE FOR TRIAL:**

A. Misrepresentations About Quality, Characteristics, and Source of Leads (Count I)

1. Intent to Hire

[REDACTED]



2. Match With Types of Work

[REDACTED]

3. Match With Geographic Preferences



[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

4. Lead Source

[REDACTED]



B. Misrepresentations About the Rates at which Leads Convert into Jobs (Count II)

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Lina M. Khan, Chair
Noah Joshua Phillips
Rebecca Kelly Slaughter
Christine S. Wilson

In the Matter of

HOMEADVISOR, INC., a corporation,
d/b/a ANGI LEADS,
d/b/a HOMEADVISOR POWERED BY ANGI.

DOCKET NO. D-9407

[PROPOSED] ORDER GRANTING COMPAINT COUNSEL’S
MOTION FOR SUMMARY DECISION

The Commission has heard this matter upon the Motion for Summary Decision filed by Complaint Counsel, and upon the briefs filed in support thereof and in opposition thereto. For the reasons stated in the accompanying Opinion of the Commission, the Commission has determined to grant Complaint Counsel’s Motion for Summary Decision. Accordingly,

IT IS ORDERED that the following Order to cease and desist be, and it hereby is, entered:

ORDER

Definitions

For purposes of this Order, the following definitions apply:

- A. **“Home Services”** means services for home projects, such as maintenance, remodeling, construction, inspection, cleaning, and gardening.
- B. **“Lead”** means any set of information about a consumer who has expressed an interest in Home Services, has visited a website related to Home Services, who has been identified as a potential customer of Home Services, or whose information has otherwise been shared by Respondent with a Service Provider.
- C. **“Respondent”** means HomeAdvisor, Inc. and its successors and assigns.
- D. **“Service Provider”** means any provider of Home Services.

Provisions

I. Prohibited Misleading and Unsubstantiated Representations

IT IS ORDERED that Respondent, and Respondent’s officers, agents, employees, and attorneys, and all other persons in active concert or participation with any of them, who receive actual notice of this Order, whether acting directly or indirectly, in connection with the advertising, promotion, offering for sale, or selling of any product or service, must not:

- A. Misrepresent, expressly or by implication:
 - 1. That the Leads that Respondent sells to Service Providers:
 - a. Concern individuals who intend to hire a Service Provider soon;
 - b. Concern projects that match the types of services that Service Providers have expressed they perform;
 - c. Concern projects that match the geographic areas that Service Providers have expressed they serve; or
 - d. Concern individuals who knowingly sought Respondent for assistance in selecting a Service Provider;
 - 2. That a product or service is free when that product or service is not free or when it increases the price of another product or service; or
 - 3. Any other fact material to consumers concerning any good or service, such as: the total costs; the circumstances in which a consumer may obtain a refund or credit; any material restrictions, limitations, or conditions; or any material aspect of its performance, efficacy, nature, or central characteristics; or
- B. Make any representation, expressly or by implication, about the rate at which Leads convert into jobs, or the earning potential, benefits, performance, or efficacy of any product or service, unless the representation is non-misleading and Respondent (1) has a reasonable basis for the claim at the time it is made; (2) has in its possession written materials that substantiate the claim at the time it is made; and (3) makes the written substantiation available upon request to the Commission.

II. Acknowledgments of the Order

IT IS FURTHER ORDERED that Respondent obtain acknowledgments of receipt of this Order:

- A. Respondent, within 10 days after the effective date of this Order, must submit to the Commission an acknowledgment of receipt of this Order sworn under penalty of perjury.

- B. Respondent must deliver a copy of this Order to: (1) all principals, officers, directors, and LLC managers and members; (2) all employees having managerial responsibilities for conduct related to the subject matter of the Order and all agents and representatives who participate in conduct related to the subject matter of the Order; and (3) any business entity resulting from any change in structure as set forth in the Provision titled Compliance Report and Notices. Delivery must occur within 10 days after the effective date of this Order for current personnel. For all others, delivery must occur before they assume their responsibilities.
- C. From each individual or entity to which Respondent delivered a copy of this Order, Respondent must obtain, within 30 days, a signed and dated acknowledgment of receipt of this Order.

III. Compliance Report and Notices

IT IS FURTHER ORDERED that Respondent make timely submissions to the Commission:

- A. Ninety days after the effective date of this Order, Respondent must submit a compliance report, sworn under penalty of perjury, in which Respondent must: (a) identify the primary physical, postal, and email address and telephone number, as designated points of contact, which representatives of the Commission, may use to communicate with Respondent; (b) identify all of Respondent's businesses by all of their names, telephone numbers, and physical, postal, email, and Internet addresses; (c) describe the activities of each business, including the goods and services offered, and the means of advertising, marketing, and sales; (d) describe in detail whether and how Respondent is in compliance with each Provision of this Order, including a discussion of all of the changes the Respondent made to comply with the Order; and (e) provide a copy of each Acknowledgment of the Order obtained pursuant to this Order, unless previously submitted to the Commission.
- B. Respondent must submit a compliance notice, sworn under penalty of perjury, within 14 days of any change in the following: (a) any designated point of contact; or (b) the structure of Respondent or any entity that Respondent has any ownership interest in or controls directly or indirectly that may affect compliance obligations arising under this Order, including: creation, merger, sale, or dissolution of the entity or any subsidiary, parent, or affiliate that engages in any acts or practices subject to this Order.
- C. Respondent must submit notice of the filing of any bankruptcy petition, insolvency proceeding, or similar proceeding by or against Respondent within 14 days of its filing.
- D. Any submission to the Commission required by this Order to be sworn under penalty of perjury must be true and accurate and comply with 28 U.S.C. § 1746, such as by concluding: "I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed on: _____" and supplying the

date, signatory's full name, title (if applicable), and signature.

- E. Unless otherwise directed by a Commission representative in writing, all submissions to the Commission pursuant to this Order must be emailed to DEbrief@ftc.gov or sent by overnight courier (not the U.S. Postal Service) to: Associate Director for Enforcement, Bureau of Consumer Protection, Federal Trade Commission, 600 Pennsylvania Avenue NW, Washington, DC 20580. The subject line must begin: In re HomeAdvisor, Inc., D-9407.

IV. Recordkeeping

IT IS FURTHER ORDERED that Respondent must create certain records for 20 years after the issuance date of the Order, and retain each such record for 5 years, unless otherwise specified below. Specifically, Respondent must create and retain the following records:

- A. accounting records showing the revenues from all goods or services sold;
- B. personnel records showing, for each person providing services, whether as an employee or otherwise, that person's: name; addresses; telephone numbers; job title or position; dates of service; and (if applicable) the reason for termination;
- C. records of all consumer complaints and refund requests, whether received directly or indirectly, such as through a third party, and any response;
- D. a copy of each unique advertisement or other marketing material making a representation subject to this Order; and
- E. all records necessary to demonstrate full compliance with each provision of this Order, including all submissions to the Commission.

V. Compliance Monitoring

IT IS FURTHER ORDERED that, for the purpose of monitoring Respondent's compliance with this Order:

- A. Within 10 days of receipt of a written request from a representative of the Commission, Respondent must: submit additional compliance reports or other requested information, which must be sworn under penalty of perjury, and produce records for inspection and copying.
- B. For matters concerning this Order, representatives of the Commission are authorized to communicate directly with Respondent. Respondent must permit representatives of the Commission to interview anyone affiliated with Respondent who has agreed to such an interview. The interviewee may have counsel present.

- C. The Commission may use all other lawful means, including posing through its representatives as consumers, suppliers, or other individuals or entities, to Respondent or any individual or entity affiliated with Respondent, without the necessity of identification or prior notice. Nothing in this Order limits the Commission’s lawful use of compulsory process, pursuant to Sections 9 and 20 of the FTC Act, 15 U.S.C. §§ 49, 57b-1.

VI. Order Effective Dates

IT IS FURTHER ORDERED that the final and effective date of this Order is the 60th day after this Order is served. This Order will terminate 20 years from the date of its issuance (which date may be stated at the end of this Order, near the Commission’s seal), or 20 years from the most recent date that the United States or the Commission files a complaint (with or without an accompanying settlement) in federal court alleging any violation of this Order, whichever comes later; *provided, however*, that the filing of such a complaint will not affect the duration of:

- A. Any Provision in this Order that terminates in less than 20 years;
- B. This Order’s application to any Respondent that is not named as a defendant in such complaint; and
- C. This Order if such complaint is filed after the Order has terminated pursuant to this Provision.

Provided, further, that if such complaint is dismissed or a federal court rules that the Respondent did not violate any provision of the Order, and the dismissal or ruling is either not appealed or upheld on appeal, then the Order will terminate according to this Provision as though the complaint had never been filed, except that the Order will not terminate between the date such complaint is filed and the later of the deadline for appealing such dismissal or ruling and the date such dismissal or ruling is upheld on appeal.

By the Commission.

[April J. Tabor]
Secretary

[SEAL]
ISSUED:

UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Lina M. Khan, Chair
Noah Joshua Phillips
Rebecca Kelly Slaughter
Christine S. Wilson

In the Matter of

HOMEADVISOR, INC., a corporation,
d/b/a ANGI LEADS,
d/b/a HOMEADVISOR POWERED BY ANGI.

DOCKET NO. 9407

DECLARATION OF SOPHIA H. CALDERÓN

I, Sophia H. Calderón, declare as follows:

1. I am an attorney at the Federal Trade Commission (“FTC” or “Commission”) and Complaint Counsel in this proceeding.
2. Attached to this declaration are Exhibits PX0001 through PX0137, submitted in support of Complaint Counsel’s Memorandum in Support of its Motion for Summary Decision.
 - a. Exhibits PX0001 through PX0018 and PX0137 are copies of declarations of third-party witnesses. Each declaration bears a Bates number with the prefix FTC_HOMEADVISOR and was produced to HomeAdvisor, Inc. (“Respondent”) with Complaint Counsel’s Initial Disclosures on April 6, 2022.
 - b. Exhibits PX0019 through PX0022 are copies of declarations of FTC employees.
 - c. Exhibits PX0023 through PX0027 are copies of Respondent’s written responses to Civil Investigative Demands (“CIDs”) issued by the Commission in the course of its investigation entitled FTC File No. 1923106.

- d. Exhibits PX0028 through PX0030 are copies of transcripts of Investigational Hearings conducted pursuant to CIDs issued by the Commission in the course of the investigation entitled FTC File No. 1923106.
- e. Exhibit PX0031 is a copy of an email, dated December 14, 2020, from counsel for Respondent Dawn Yamane Hewett.
- f. Exhibits PX0032 through PX0058 are copies of exhibits to the Investigational Hearings referenced in Paragraph 2.d., above.
- g. Exhibits PX0059 through PX0136 are copies of documents produced by Respondent in response to CIDs issued by the Commission in the course of its investigation entitled FTC File No. 1923106. Each document bears a Bates number with the prefix HOMEADVISOR_FTC, as identified by Respondent.

3. The below Exhibit Index includes further descriptions of each Exhibit; the “Description” column identifies the title and/or Bates number of the first page of each exhibit in the corresponding “Exhibit” column.

EXHIBIT INDEX	
Exhibit	Description
PX0001	Declaration of Christina Alvarez (sensitive personal information redacted)
PX0002	Declaration of Frank DeBenedetti
PX0003	Declaration of Trenton Grimes
PX0004	Declaration of Kelly Hopkins
PX0005	Declaration of Eva Moser (sensitive personal information redacted)
PX0006	Declaration of Richard Prince
PX0007	Declaration of Mark Rothermel
PX0008	Declaration of Jerald Sargent (sensitive personal information redacted)
PX0009	Declaration of David R. Smith (sensitive personal information redacted)
PX0010	Declaration of Daniel Wade
PX0011	Declaration of Ronda Winfield (sensitive personal information redacted)
PX0012	Declaration of Elena Dunne
PX0013	Declaration of Jeffrey Hoppis
PX0014	Declaration of John J. Sack III
PX0015	Declaration of Christina Wilson

EXHIBIT INDEX	
Exhibit	Description
PX0016	Declaration of Gerald Lee
PX0017	Declaration of Joanna Sawicz (sensitive personal information redacted)
PX0018	Declaration of Duncan Hall
PX0019	Declaration of Amy Brannon-Quale (sensitive personal information redacted)
PX0020	Declaration of Connor Geiran
PX0021	Declaration of Dr. Kenneth H. Kelly, CFA
PX0022	Declaration of Erik C. Winker (sensitive personal information redacted, relevant portions highlighted)
PX0023	Respondent's August 5, 2019 CID Response
PX0024	Respondent's June 12, 2020 CID Response
PX0025	Respondent's July 24, 2020 CID Response
PX0026	Respondent's November 5, 2020 CID Response
PX0027	Respondent's February 12, 2021 CID Response
PX0028	Transcripts of November 17, 2020 and December 15, 2020 Investigational Hearing of HomeAdvisor, Inc. (Craig Smith, designee) (relevant portions highlighted)
PX0029	Transcript of November 23, 2020 Investigational Hearing of HomeAdvisor, Inc. (Jennifer Bergner, designee) and Jennifer Bergner (relevant portions highlighted)
PX0030	Transcript of November 24, 2020 Investigational Hearing of HomeAdvisor, Inc. (Chad Schott, designee) and Chad Schott (relevant portions highlighted)
PX0031	December 14, 2020 email from Dawn Yamane Hewett, counsel for Respondent
PX0032	Exhibit 1 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0033	Exhibit 3 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0034	Exhibit 4 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott (sensitive personal information redacted)
PX0035	Exhibit 5 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott (sensitive personal information redacted)
PX0036	Exhibit 7 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0037	Exhibit 8 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0038	Exhibit 9 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0039	Exhibit 11 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0040	Exhibit 12 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0041	Exhibit 18 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0042	Exhibit 24 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott

EXHIBIT INDEX	
Exhibit	Description
PX0043	Exhibit 25 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0044	Exhibit 26 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0045	Exhibit 29 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0046	Exhibit 30 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott (sensitive personal information redacted)
PX0047	Exhibit 36 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott (sensitive personal information redacted)
PX0048	Exhibit 38 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0049	Exhibit 39 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0050	Exhibit 41 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0051	Exhibit 42 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0052	Exhibit 43 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0053	Exhibit 44 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0054	Exhibit 46 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0055	Exhibit 47 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0056	Exhibit 48 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott (relevant portions highlighted)
PX0057	Exhibit 54 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0058	Exhibit 55 to the Investigational Hearings of HomeAdvisor, Inc., Jennifer Bergner, and Chad Schott
PX0059	HOMEADVISOR FTC0000016
PX0060	HOMEADVISOR FTC0004320
PX0061	HOMEADVISOR FTC0004348
PX0062	HOMEADVISOR FTC0004494
PX0063	HOMEADVISOR FTC0004506
PX0064	HOMEADVISOR FTC0004523
PX0065	HOMEADVISOR FTC0004551
PX0066	HOMEADVISOR FTC0004555
PX0067	HOMEADVISOR FTC0004559
PX0068	HOMEADVISOR FTC0004579
PX0069	HOMEADVISOR FTC0005129

EXHIBIT INDEX	
Exhibit	Description
PX0070	HOMEADVISOR FTC0006861
PX0071	HOMEADVISOR FTC0007289
PX0072	HOMEADVISOR FTC0007329
PX0073	HOMEADVISOR FTC0010999
PX0074	HOMEADVISOR FTC0011161
PX0075	HOMEADVISOR FTC0012200
PX0076	HOMEADVISOR FTC0012279
PX0077	HOMEADVISOR FTC0013786
PX0078	HOMEADVISOR FTC0015004 (sensitive personal information redacted)
PX0079	HOMEADVISOR FTC0016728
PX0080	HOMEADVISOR FTC0017159
PX0081	HOMEADVISOR FTC0017244
PX0082	HOMEADVISOR FTC0017690
PX0083	HOMEADVISOR FTC0018131
PX0084	HOMEADVISOR FTC0019241
PX0085	HOMEADVISOR FTC0019290
PX0086	HOMEADVISOR FTC0019497
PX0087	HOMEADVISOR FTC0020449 (sensitive personal information redacted)
PX0088	HOMEADVISOR FTC0020800
PX0089	HOMEADVISOR FTC0021243 (sensitive personal information redacted)
PX0090	HOMEADVISOR FTC0021548
PX0091	HOMEADVISOR FTC0021560
PX0092	HOMEADVISOR FTC0022947
PX0093	HOMEADVISOR FTC0024115
PX0094	HOMEADVISOR FTC0024843
PX0095	HOMEADVISOR FTC0026018 (sensitive personal information redacted)
PX0096	HOMEADVISOR FTC0027569
PX0097	HOMEADVISOR FTC0029567
PX0098	HOMEADVISOR FTC0030322
PX0099	HOMEADVISOR FTC0031891 (sensitive personal information redacted)
PX0100	HOMEADVISOR FTC0032716 (sensitive personal information redacted)
PX0101	HOMEADVISOR FTC0032746
PX0102	HOMEADVISOR FTC0032859
PX0103	HOMEADVISOR FTC0034109
PX0104	HOMEADVISOR FTC0035844 (sensitive personal information redacted)
PX0105	HOMEADVISOR FTC0039767
PX0106	HOMEADVISOR FTC0043476
PX0107	HOMEADVISOR FTC0043849
PX0108	HOMEADVISOR FTC0044896
PX0109	HOMEADVISOR FTC0044899
PX0110	HOMEADVISOR FTC0044903

EXHIBIT INDEX	
Exhibit	Description
PX0111	HOMEADVISOR FTC0056480
PX0112	HOMEADVISOR FTC0057586
PX0113	HOMEADVISOR FTC0059204 (sensitive personal information redacted)
PX0114	HOMEADVISOR FTC0069034 (sensitive personal information redacted)
PX0115	HOMEADVISOR FTC0070164
PX0116	HOMEADVISOR FTC0076159
PX0117	HOMEADVISOR FTC0082062
PX0118	HOMEADVISOR FTC0082288 (sensitive personal information redacted)
PX0119	HOMEADVISOR FTC0082321
PX0120	HOMEADVISOR FTC0085644
PX0121	HOMEADVISOR FTC0088745
PX0122	HOMEADVISOR FTC0088772
PX0123	HOMEADVISOR FTC0094739 (sensitive personal information redacted)
PX0124	HOMEADVISOR FTC0096853
PX0125	HOMEADVISOR FTC0102736 (sensitive personal information redacted)
PX0126	HOMEADVISOR FTC0102860
PX0127	HOMEADVISOR FTC0102893
PX0128	HOMEADVISOR FTC0105633
PX0129	HOMEADVISOR FTC0105656 (sensitive personal information redacted)
PX0130	HOMEADVISOR FTC0119914
PX0131	HOMEADVISOR FTC0121681
PX0132	HOMEADVISOR FTC0125586
PX0133	HOMEADVISOR FTC0125594
PX0134	HOMEADVISOR FTC0125810
PX0135	HOMEADVISOR FTC0125900
PX0136	HOMEADVISOR FTC0126191
PX0137	Declaration of Bill Nash

4. The Exhibits have been modified from their original form as follows:
 - a. All Exhibits have been stamped with their corresponding Exhibit Number and consecutive page numbers, in the bottom center of the document (*e.g.*, PX0001-0001).
 - b. Pursuant to 16 C.F.R. § 4.2(c)(3), sensitive personal information has been redacted from the following Exhibits: PX0001, PX0005, PX0008, PX0009, PX0011, PX0017, PX0019, PX0022, PX0034, PX0035, PX0046, PX0047, PX0078, PX0087, PX0089, PX0095, PX0099, PX0100, PX0104, PX0113, PX0114, PX0118, PX0123, PX0125, and PX0129.

- c. Relevant portions of the following Exhibits have been highlighted by Complaint Counsel for the Commission's convenience: PX0022, PX0028, PX0029, PX0030, and PX0056.

5. Except as noted in Paragraph 4 above, each of the Exhibits identified in Paragraphs 2 and 3 above is a true and correct copy of the original.

I declare under penalty of perjury that to the best of my knowledge and belief the foregoing is true and accurate.

Respectfully submitted,

Dated: April 7, 2022

s/ Sophia H. Calderón

Sophia H. Calderón
Federal Trade Commission
Northwest Region
915 Second Ave., Suite 2896
Seattle, WA 98174
Tel.: (206) 220-6350
Fax: (206) 220-6366
Email: scalderon@ftc.gov

Counsel Supporting the Complaint

PX0001

DECLARATION OF CHRISTINA ALVAREZ
Pursuant to 28 U.S.C. § 1746

I, Christina Alvarez, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Simi Valley, California. I co-own Insight Pest Management, Inc. with my husband, Israel Alvarez. Insight Pest Management, Inc. is a pest control business serving the greater Ventura County, California area. We have owned this business since 2016. I currently handle administration and accounting for the company; I previously handled customer calls as well.

2. In March 2016, I was contacted by a representative of a company called HomeAdvisor. I had seen ads for the company and heard about them from other pest control operators. I understood that they offered a lead generation service to pest control companies. The HomeAdvisor sales representative I spoke with offered me a year-long membership and told me that I could cancel the service and stop receiving leads at any time. He told me that the membership signup fee was \$287.99. At the time, our business was fairly new and I was looking to grow the company. I told the representative that I would like to learn more about their services.

3. He explained that HomeAdvisor provides high quality leads from people who are actively looking for pest control services. He said that these were "qualified leads" and were homeowners who were "ready to hire immediately." He told me that the cost of leads ranged from \$18 or so up to around \$35 each, depending on the type and size of the job. This sounded like a good opportunity. I agreed to sign up for their service and provided my credit card information for payment.

4. We started receiving leads from HomeAdvisor, but upon calling them I found that they were problematic. There were three main issues. First, many of the leads were homeowners who lived outside of the territory that we covered. Second, many of the leads I contacted said that they had already been contacted by other service providers and no longer

needed any services. Third, there was no way within the HomeAdvisor system to properly narrow down the types of pest control services we wanted to offer. Specifically, this was a problem for rodent control services, which seemed to be a popular category. HomeAdvisor had categories of services that the homeowners could select and one of them was rodent control. We received many leads for rodent control services. Most of these leads were looking for agricultural rodent control (such as gophers, moles and other crop or field pests), while we only offered structural rodent control (rats, mice).

5. I was able to request credit for the leads that were not in our geographic area or that were looking for services we didn't offer, but it required calling HomeAdvisor and waiting on hold for 20 to 30 minutes in order to put in a credit request. I wasted a lot of time on hold trying to get credited for the leads that were of no use to us, and sometimes it was just too much trouble to take the time away from my day to make the attempt. By late 2017, my husband and I decided that we didn't want to continue our membership and I called to cancel the service.

6. In 2019, my husband was looking for new resources for lead generation to expand our termite control services. He suggested that we try HomeAdvisor again to see how it went. I reluctantly agreed to try the service again.

7. In May 2019, I called HomeAdvisor. I mentioned to the representative that I had previously been a customer and I told him about the issues we had experienced. He said that HomeAdvisor had made several changes since we had last been members, and that those changes should allow us to avoid the previous problems. He said that HomeAdvisor had made it easier for us to choose the leads that we wanted and exclude the ones we don't want. He explained that they had added more options for selecting geographic territory and that the service categories were more specific instead of being bundled in larger more general types of service. I asked about the number of service providers that would receive each lead. I don't recall the specifics of what he said, but I had the impression that it wouldn't be more than a few. He also told me that members could now request lead credits through HomeAdvisor's website instead of having to call customer service and wait on hold. He said that all the leads were homeowners who were

“ready to hire,” and he reiterated that I could select the specific services my company provided and the exact territory we covered to make sure that we received leads that matched.

8. While I was skeptical regarding the HomeAdvisor representative’s claims due to my previous experience with the company, I knew my husband wanted to try the service again. The fact that I could receive leads that were actively looking to hire in in our geographic area, and in our specific area of expertise, was important to me. Based on what the representative told me, I decided it was worth a shot, so I told the representative I’d like to sign up. I asked if we could get around 100 leads per month, and he said that was doable. I provided the sales representative with my credit card information for the \$287.99 annual membership fee and the leads. I signed up using Israel’s name and my email address. They didn’t provide me with a written contract, only a link to a member website in an email confirming my annual membership.

9. It didn’t take long to discover that the leads were not the quality I had hoped for. Many of the people we reached by phone were very unhappy to hear from me. They would say things like, “You’re the fifth person to call me in the last 15 minutes, would you guys just leave me alone?” or “I was just trying to get some information—I didn’t realize someone was going to call me.” There were also leads with numbers that did not have voicemail and those where I left messages and never received a return call. I estimate that 60% or more of the calls I made ended up with one of the above results.

10. It was apparent that the leads they were sending us were not what I was promised. Even though it was an easier process to request lead credits, it was still a hassle and I didn’t receive credits for some of the leads. By August 2019, I felt that we had wasted enough time; the small percentage of leads that led to jobs was not worth the trouble. I called HomeAdvisor and requested that our account be cancelled.

11. The HomeAdvisor representative I spoke with told me that our account would remain open, but I would no longer receive leads and would not incur any additional fees. I requested a confirmation number or confirming email and was told that HomeAdvisor does not provide a cancellation or confirmation number. I didn’t worry about that too much, though I was

bothered that a business of that size didn't provide written confirmation of cancellation or any sort of confirmation number to confirm cancellation.

12. On November 12, 2019, after a discussion with my bookkeeper, I became aware that HomeAdvisor had continued to charge us for leads—over \$100 worth. I filed a dispute with my credit card company and called HomeAdvisor again. I spoke with a gentleman named Owen who said essentially the same thing as the earlier HomeAdvisor representative: he informed me that our account “would remain open,” but that I would no longer be charged for leads. He also told me that he could not give me a confirmation number. I repeatedly asked for our account to be closed. Owen said that closing our account was impossible, but he assured me that we would not be charged any additional money. I didn't trust this information, so I cancelled the credit card that HomeAdvisor had been billing as soon as I could.

13. The next day, I received an email confirming my account had been cancelled. A true and correct copy of this email is attached to this declaration as Attachment A. The email offered us three free leads if I reactivated my account by clicking a link in the email or calling a toll-free number. I did neither.

14. A few days later, on November 20, 2019, I received a “Past Due” notice for \$157.02 from HomeAdvisor via email. I immediately contacted HomeAdvisor and spoke with a woman named Regina Rivers. She informed me that I would have to pay any past due balance in order for her to close the account. I did not want to give her my credit card information again, but she insisted she could not close the account unless I brought it current. She assured me that my account would no longer be receiving leads or incurring any fees. Like the other representatives, she could not provide a confirmation or cancellation number, but she provided me with her email address. I reluctantly provided my credit card account number for the charges. I told her very clearly that I was only authorizing the one-time payment on the card, and that I did not want any other charges to be placed on it. Regina assured me that I would not be getting any further charges.

15. That same afternoon, I received another lead from HomeAdvisor. I was very upset and I sent an email to Regina. Regina responded by email, apologizing and stating that the

problem had been corrected. A true and correct copy of this email exchange is attached to this declaration as Attachment B.

16. On December 16, 2019, I received an email from HomeAdvisor with the subject heading “Final Account Notice - Avoid being sent to Collections.” A true and correct copy of this email is attached to this declaration as Attachment C. This email stated that we owed HomeAdvisor \$903.73. It stated that my account was “being staged to go to an external collections agency within the next few days.” It also stated that we would have to pay the balance immediately “in order to avoid having your account sent to our outside Collection Agency, having additional collection fees and/or litigation fees assessed and possibly a negative reporting against your credit.” This bill was for money that we didn’t owe—it was all for leads that had been charged to our account after I had told HomeAdvisor to cancel the service.

17. In addition, at some point during late 2019 or early 2020, I found that HomeAdvisor had placed several unauthorized charges on the credit card I had given to Regina Rivers on November 20, 2019. I had only given her the card information in order to pay our “past due” balance—I never gave permission for HomeAdvisor to charge that card for anything after that date. But HomeAdvisor had continued to charge me for leads and apparently for the “past due balance.” By the time I realized it, HomeAdvisor had charged us approximately \$1,400. I stopped further charges and filed another dispute with my credit card issuing bank. The bank eventually approved my dispute and refunded my card.

18. On January 17, 2020, I received another email, informing me that our account had been sent to collections. A true and correct copy of this email is attached to this declaration as Attachment D.

19. On January 21, 2020, Israel received an email from a collections agency with a letter attached stating that HomeAdvisor had initiated collections on a balance of \$1,584.14 owed to HomeAdvisor. Israel forwarded me that letter on January 22, 2020. A true and correct copy of this email and letter is attached to this declaration as Attachment E.

20. After I received the collections agency's email, on January 28, 2020, I filed a complaint with the Federal Trade Commission. A true and correct copy of this complaint is attached to this declaration as Attachment F.

21. After filing the complaint, I emailed the collections agency explaining the situation and informing them that I had filed the complaint. A true and correct copy of this email is attached to this declaration as Attachment G.

22. I have not had any further contact from HomeAdvisor. It took a great deal of time and effort on my part to get HomeAdvisor to stop charging me and then harassing me for the unwarranted charges. To make matters worse, the lead service turned out to be *fairly worthless* and my company wasted time following up on worthless leads and requesting credits. I would have been better off if I had never even heard of HomeAdvisor in the first place.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: January 20, 2022



Christina Alvarez

Brannon-Quale, Amy

From: Christina Alvarez
Sent: Friday, December 10, 2021 11:48 AM
To: Brannon-Quale, Amy
Subject: Fwd: Thank you. Look forward to speaking with you.

Christina Alvarez
Insight Pest Management

www.insight-pest.com

----- Forwarded message -----
From: HomeAdvisor Pro | Josh Lent <updates@info.homeadvisor.com>
Date: Wed, Nov 13, 2019 at 5:00 AM
Subject: Thank you. Look forward to speaking with you.
To: <@insight-pest.com>

[Information regarding your account.](#)

[View Email in Web Browser](#)



Dear Israel,

I wanted to reach out and let you know how sorry I am to hear you decided to cancel your account with HomeAdvisor. We take pride in delivering superior value to our customers, and in this case it's clear we missed the mark.

As a token of our gratitude, I'd like to offer you 3 free leads to reactivate your account. To take advantage of this offer, simply reactivate below or call us at 1-844-811-2007.

Reactivate Account

Thank you for your time. We look forward to hearing from you.

Josh Lent
Customer Relations Dept. Manager
1-844-811-2007

Please Note: You have remaining time on your membership and may occasionally receive Job Opportunities. You'll never be charged if you do not accept.

[Learn more about Job Opportunities >](#)



[Terms & Conditions](#) | [Privacy Policy](#)

Unsubscribe options: If you prefer to no longer receive this email or would like to modify frequency, please follow the instructions on the [Subscriptions Preferences](#) page. It may take up to 10 days for the changes to take effect.

You are subscribed with the following email address: Redacted Pursuant to [\[redacted\]@insight-pest.com](mailto:[redacted]@insight-pest.com)

Make sure to add HomeAdvisor to your [favorites](#).

HomeAdvisor Inc., 14023 Denver West Parkway Bldg. 64, Golden, CO 80401

Brannon-Quale, Amy

From: Christina Alvarez < >
Sent: Friday, December 10, 2021 11:47 AM
To: Brannon-Quale, Amy
Subject: Fwd: New Lead on Closed Account

Christina Alvarez
Insight Pest Management

www.insight-pest.com

----- Forwarded message -----

From: Christina Alvarez
Date: Wed, Nov 20, 2019 at 4:02 PM
Subject: New Lead on Closed Account
To: <regina.rivers@homeadvisor.com>

Last week I closed my account and this morning received a Past Due notice for erroneous charges that I do not agree I owe.

We spoke today and you "officially" canceled my account. You made me give you my credit card number and update the account in order to charge me a final fee and then CLOSE my account.

I just received a "new lead" from homeadvisor. I do not want this account and will not pay anymore money for an account that is closed.

Please confirm.

Christina Alvarez
Insight Pest Management

D: [Redacted Pursuant to 16 C.F.R. § 4]
C: [Redacted Pursuant to 16 C.F.R. § 4]

www.insight-pest.com

Brannon-Quale, Amy

From: Christina Alvarez < >
Sent: Friday, December 10, 2021 11:47 AM
To: Brannon-Quale, Amy
Subject: Fwd: New Lead on Closed Account

Christina Alvarez
Insight Pest Management

www.insight-pest.com

----- Forwarded message -----
From: Rivers, Regina <Regina.Rivers@homeadvisor.com>
Date: Thu, Nov 21, 2019 at 7:51 AM
Subject: Re: New Lead on Closed Account
To: Christina Alvarez >

Thank you for reaching out to me regarding this,

I got this corrected for you. I apologize about the issues regarding this.

Regina Rivers
Business Customer Care Advisor
HomeAdvisor/Angie's List | 877-947-3639



From: Christina Alvarez <Redacted Pursuant to >[@insight-pest.com](mailto: @insight-pest.com)>
Sent: Wednesday, November 20, 2019 5:02 PM
To: Rivers, Regina <Regina.Rivers@homeadvisor.com>
Subject: New Lead on Closed Account

Last week I closed my account and this morning received a Past Due notice for erroneous charges that I do not agree I owe.

We spoke today and you "officially" canceled my account. You made me give you my credit card number and update the account in order to charge me a final fee and then CLOSE my account.

I just received a "new lead" from homeadvisor. I do not want this account and will not pay anymore money for an account that is closed.

Please confirm.

Christina Alvarez
Insight Pest Management

www.insight-pest.com

Brannon-Quale, Amy

From: Christina Alvarez < >
Sent: Friday, December 10, 2021 11:45 AM
To: Brannon-Quale, Amy
Subject: Fwd: Final Account Notice - Avoid being sent to Collections

Christina Alvarez
Insight Pest Management

www.insight-pest.com

----- Forwarded message -----
From: HomeAdvisor <billing@homeadvisor.com>
Date: Mon, Dec 16, 2019 at 7:47 AM
Subject: Final Account Notice - Avoid being sent to Collections
To: @insight-pest.com



Past Due Balance

Dear Israel,

FINAL NOTICE! Because we have not received a response to numerous inquiries regarding your outstanding balance, your account is now being staged to go to an external collections agency within the next few days.

To pay your balance and avoid having your account sent to our outside Collection Agency, having additional collection fees and/or litigation fees assessed and possibly a negative reporting against your credit, please provide a valid method of payment below or call the HomeAdvisor Business Customer Care team toll-free at (877) 947-3639.

Account Summary:	<input type="text"/>
Current Balance Due:	\$903.73

This is your final opportunity to resolve the matter.

Update Payment Method and Pay Balance Due

HomeAdvisor makes it easy for you to manage your payment preferences.
You can [manage payment options online](#) or call us at (877) 947-3639.
Reprocess the Card on File: Visa - xxxx xxxx xxxx 

If you are confident that the card on file can be processed successfully at this time, please [click here to re-process the current credit card on file](#).

Regards,

HomeAdvisor
(877) 947-3639

Reach More Customers. Win More Jobs.™

[Leads](#) | [Ratings](#) | [Account](#) | [Privacy Statement](#) | [Terms & Conditions](#)

Go Mobile



You are receiving this email because you have a HomeAdvisor Pro account.
You may [UNSUBSCRIBE](#) from newsletters, surveys and special offers.

14023 Denver West Parkway Building 64
Golden, CO 80401

Brannon-Quale, Amy

From: Christina Alvarez < >
Sent: Friday, December 10, 2021 11:45 AM
To: Brannon-Quale, Amy
Subject: Fwd: Account balance sent to collections

Christina Alvarez
Insight Pest Management

www.insight-pest.com

----- Forwarded message -----
From: HomeAdvisor <billing@homeadvisor.com>
Date: Fri, Jan 17, 2020 at 2:02 PM
Subject: Account balance sent to collections
To: z@insight-pest.com>



Account Forwarded to Collection Agency

Dear Israel,

Your HomeAdvisor account has been forwarded to our outside collection agency. Due to this change, your account will have additional fees and possibly interest added to the balance.

Your website attached to your HomeAdvisor account is now suspended.

Our outside collection agency will be contacting you to discuss this matter. The outstanding balance can also be paid by contacting us directly. The contact information is listed below.

HomeAdvisor, Inc.
1-877-947-3639

Regards,

HomeAdvisor
(877) 947-3639

Reach More Customers. Win More Jobs.™

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14023 Denver West Parkway, Building 54
Golden, CO 80401

Brannon-Quale, Amy

From: Christina Alvarez >
Sent: Friday, December 10, 2021 11:46 AM
To: Brannon-Quale, Amy
Subject: Fwd: KS7004: HomeAdvisor, Inc. and Insight Pest Management, Inc. File # 32896451
Attachments: 7004_HAV_A1.rpt_20200121213417_2457167.pdf

Christina Alvarez
Insight Pest Management

www.insight-pest.com

----- Forwarded message -----

From: Israel Alvarez <j@insight-pest.com>
Date: Wed, Jan 22, 2020 at 9:11 AM
Subject: Fwd: KS7004: HomeAdvisor, Inc. and Insight Pest Management, Inc. File # 32896451
To: Christina Alvarez [@insight-pest.com](mailto:j@insight-pest.com)>

Israel Alvarez-via mobile device

Begin forwarded message:

From: MBW Reports <mbwreports@MBANDW.com>
Date: January 21, 2020 at 7:22:02 PM PST
To: z@insight-pest.com>
Subject: KS7004: HomeAdvisor, Inc. and Insight Pest Management, Inc. File # 32896451

Please give immediate attention to the attached correspondence regarding your account with our client, HomeAdvisor, Inc..

If you have any questions or concerns, please call me. Thank you.

Robyn Lomax
McCarthy, Burgess & Wolff
Phone: 4407355100 Ext 2317

McCARTHY, BURGESS & WOLFF
Namini Exigere

The MB&W Building
26000 Cannon Road
Cleveland, Ohio 44146
Phone 440.735.5100
Fax 440.735.5110

January 21, 2020

Insight Pest Management, Inc.
Israel Alvarez

Newbury Park, CA 91320

Re: HomeAdvisor, Inc. and Insight Pest Management, Inc.

Account No.:

Balance Due: \$1,548.14

File #: 32896451

Dear Israel Alvarez:

Be advised that HomeAdvisor, Inc. has requested our offices initiate collection action regarding the above captioned account. They indicate that there is an outstanding balance which is due and owing.

At this point, it is essential you keep the following in mind when considering how you respond:

1. You voluntarily contracted with HomeAdvisor, Inc. resulting in the balance outstanding.
2. You were aware of billing terms at the time you contracted for said goods and/or services.
3. To date you have refused to resolve this issue.

In the event you choose to do so, make check payable to HomeAdvisor, Inc. in the amount of \$1,548.14 and mail to this office at 26000 Cannon Rd., Cleveland, OH 44146, or pay on-line at www.mbwpay.com. If you feel the need to discuss this matter, please contact me directly.

Thank you in advance for your anticipated cooperation.

Robyn Lomax
440-735-5100 Ext: 2317
www.mbandw.com

Unless you notify this office within 30 days after receiving this notice that you dispute the validity of this debt or any portion thereof, this office will assume this debt is valid. If you notify this office in writing within 30 days after receiving this notice that you dispute the validity of this debt or any portion thereof, this office will obtain verification of the debt or obtain a copy of a judgement and mail you a copy of such judgement or verification. If you request of this office in writing within 30 days after receiving this notice, this office will provide you with the name and address of the original creditor, if different from the current creditor.

This communication is from a debt collector. This is an attempt to collect a debt and any information obtained will be used for that purpose.

Notice: See Following Page for Important Consumer Rights Information.
ALVAREZ ATTACHMENT E

Page 17

We are required to provide the following information under state law for the states indicated. This is not a complete list of your rights by state. If you do not reside in one of these states, you may have the same or similar rights under state or federal law.

CALIFORNIA:

The state Rosenthal Fair Debt Collection Practices Act and the federal Fair Debt Collection Practices Act require that, except under unusual circumstances, collectors may not contact you before 8am or after 9pm. They may not harass you by using threats of violence or arrest or by using obscene language. Collectors may not use false or misleading statements or call you at work if they know or have reason to know that you may not receive personal calls at work. For the most part, collectors may

not tell another person, other than your attorney or spouse, about your debt. Collectors may contact another person to confirm your location or enforce a judgment. For more information about debt collection activities, you may contact the Federal Trade Commission at 1-877-FTC-HELP or www.ftc.gov. Cal. Civ. Code § 1812.700*Nonprofit credit counseling services may be available in the area.*

As required by law, you are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit reporting agency if you fail to fulfill the terms of your credit obligations.

COLORADO:

Colorado Office Information: 8690 Wolff Court, Suite 110 Westminster, CO 80031 Local: (303) 920-4763 Toll Free: (877) 862-5100

FOR INFORMATION ABOUT THE COLORADO FAIR DEBT COLLECTION PRACTICES ACT, SEE WWW.AGO.STATE.CO.US/CADC/CADCMAN.CFM.

A consumer has the right to request in writing that a debt collector or collection agency cease further communication with the consumer. A written request to cease communication will not prohibit the debt collector or collection agency from taking any other action authorized by law to collect the debt.

MAINE:

Our hours of operation are Mon - Fri 8:00am to 5:00pm EST.

MASSACHUSETTS:

NOTICE OF IMPORTANT RIGHTS.

YOU HAVE THE RIGHT TO MAKE A WRITTEN OR ORAL REQUEST THAT TELEPHONE CALLS REGARDING YOUR DEBT NOT BE MADE TO YOU AT YOUR PLACE OF EMPLOYMENT. ANY SUCH ORAL REQUEST WILL BE VALID FOR ONLY TEN DAYS UNLESS YOU PROVIDE WRITTEN CONFIRMATION OF THE REQUEST POSTMARKED OR DELIVERED WITHIN SEVEN DAYS OF SUCH REQUEST. YOU MAY TERMINATE THIS REQUEST BY WRITING TO THE COLLECTION AGENCY.

Hours of operation are Mon - Fri 8:00am to 5:00pm EST.

MINNESOTA:

This collection agency is licensed by the Minnesota Department of Commerce.

NEW YORK CITY:

New York City Department of Consumer Affairs license number 2070062-DCA.

NEW YORK:

In accordance with the Fair Debt Collection Practices, Act, 15 U.S.C. § 1692 *et seq.*, debt collectors are prohibited from engaging in abusive, deceptive, and unfair debt collection efforts, including but not limited to: the use or threat of violence; the use of obscene or profane language; and repeated phone calls made with the intent to annoy, abuse or harass.

If a creditor or debt collector receives a money judgment against you in court, state and federal laws may prevent the following types of income from being taken to pay the debt: supplemental security income (SSI); social security; public assistance (welfare); spousal support, maintenance (alimony) or child support; unemployment benefits; disability benefits; workers' compensation benefits; public or private pensions; veterans' benefits; federal student loans, federal student grants, and federal work study funds; and ninety percent of your wages or salary earned in the last sixty days.

NORTH CAROLINA:

North Carolina Department of Insurance Permit No. 113590: 26000 Cannon Rd. Cle., OH 44146; 113591: 7088 W. 130th St. Middleburg Heights, OH 44130; 113592: 9910 E. 42nd St. Suite 201 Tulsa, OK 74146.

TENNESSEE:

This collection agency is licensed by the Collection Services Board, State Department of Commerce and Insurance. 500 James Robertson Parkway, Nashville, TN 37243.

WISCONSIN:

This collection agency is licensed by the Division of Banking in the Wisconsin Department of Financial Institutions, www.wdfi.org.



Attn: Accounts Receivable
14023 Denver West Parkway, Suite 200
Golden, CO 80401

Insight Pest Management, Inc.
Account#

Account Summary - Invoice Detail

Account	Account Balance	Collection Charges
76527064	\$1,238.51	\$309.63
Subtotal	\$1,238.51	\$309.63
Total		\$1,548.14

11/4/21, 2:44 PM

Printer Friendly Record Details

Record # 12 / 115592765 / Consumer Sentinel Network Complaint			
Reference Number:	115592765	Originator Reference Number:	
Language:	English	Contact Type:	Complaint
Source:	Consumer	DNC?:	No
Comments:	<p>In May of 2019, we (Insight Pest Management, Inc) contracted with HomeAdvisor to receive leads from homeowners requesting professionals to perform Termite Work. The contract specifically states that while the membership paid for is a 1 year contract that at any time you may choose to stop accepting leads and no longer incur fees for that service. After a few months, we were not receiving quality leads and decided to stop the lead service. I contacted HomeAdvisor in August of 2019 via telephone and requested my account be canceled. I was told my account would remain open but I would no longer receive leads and would not incur any additional fees. I requested a confirmation number or email and was told HomeAdvisor does not provide a cancellation or confirmation number. In, November of 2019 after a discussion with my bookkeeper I became aware that HomeAdvisor had continued to charge us for leads. I filed a credit card dispute with my credit card company and spoke with a gentleman named Owen at HomeAdvisor who also informed me that my account "would remain open" but that I would no longer be charged for leads. He also informed me that he could not give me a confirmation number. I repeatedly asked for my account to be closed and was told that closing my account was impossible but I would no longer be charged any additional money. The next day I received an email confirming my account had been canceled: "Dear Israel, I wanted to reach out and let you know how sorry I am to hear you decided to cancel your account with HomeAdvisor. We take pride in delivering superior value to our customers, and in this case it's clear we missed the mark. As a token of our gratitude, I'd like to offer you 3 free leads to reactivate your account. To take advantage of this offer, simply reactivate below or call us at 1-844-811-2007." Then on November 20th, I received a "Past Due" notice for \$157.02 Dear Israel, FINAL NOTICE! Because we have not received a response to numerous inquiries regarding your outstanding balance, your account is now being staged to go to an external collections agency within the next few days. To pay your balance and avoid having your account sent to our outside Collection Agency, having additional collection fees and/or litigation fees assessed and possibly a negative reporting against your credit, please provide a valid method of payment I immediately contacted HomeAdvisor and spoke with Regina Rivers. She informed me she could close my account but I would have to pay any past due balance or she would not be able to close it. I did not want to give her my credit card again but she insisted she could not close it unless I brought it current. She said my account would no longer be receiving leads, no longer incur any fees but again would remain open until the end of my one year contract. She also, could not provide a confirmation or cancellation number. I gave her my credit card number and paid the balance. That afternoon, at 3:56PM I received a LEAD from HomeAdvisor. I sent this email to Regina: Regina responded, apologized and said the problem has been corrected. My bank approved my dispute and refunded approx \$1400 and now HomeAdvisor has sent me to Collections and they are sending me letters.</p>		
Additional Comments:			
Complaint disposition provided?:			
Complaint Disposition:			
Data Reference:		Load Date:	01/28/2020 1:41:11 PM
Created By:	FTCCIS-FTCUSER	Created Date:	01/28/2020 1:41:11 PM
Updated By:		Updated Date:	

ALVAREZ ATTACHMENT F

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<https://www.consumersentinel.gov/Search/PrintDetails>

28/82

PX0001-0020

FTC_HOMEADVISOR0009563

11/4/21, 2:44 PM

Printer Friendly Record Details

Complaint Source:	FTC Online Complaints	Product Service Description:	Other Misc. Unwanted Telemarketing Calls
Amount Requested:		Amount Paid:	\$2,473.10
Payment Method:	Credit Card	Agency Contact:	Internet
Complaint Date:	01/28/2020	Transaction Date:	05/21/2019
Initial Contact:	Phone Call	Initial Response:	
Statute/Rule:	Telemarketing Sales Rule Rule\Other	Law Violation:	TSR: Unauthorized billing Other (Note the Violation in the Comment Field)
Topic:		Dispute with Credit Bureau?:	
Dispute with Credit Bureau - Responded?:		Disputes with Credit Bureau - Resolved to Satisfaction?:	
Member of armed forces or dependent?:	No	Cross Border Complaint?:	No
Consumer Information			
Consumer Small Business or Organization:	Insight Pest Management, Inc		
First Name:	Christina	Last Name:	Alvarez
Address 1:	Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)	Address 2:	
City:	Newbury Park	State:	California
Zip:	91320	Country:	UNITED STATES
County:	Ventura	Federal Judicial District:	California - Central
Home Number:		Cell Number:	Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
Work Number:		Ext:	
Fax Number:		Email:	Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)@insight-pest.com
Age Range:	40 - 49	Military Service Branch:	
Soldier Status:		Soldier Station:	
Subject			
Subject:	HomeAdvisor, Inc	Normalized Name:	Homeadvisor, Inc
Address 1:	14023 Denver West Parkway	Address 2:	
City:	Golden	State/Prov:	Colorado
ZIP:	80401	Country:	UNITED STATES

ALVAREZ ATTACHMENT F

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<https://www.consumersentinel.gov/Search/PrintDetails>

27/92

PX0001-0021

FTC_HOMEADVISOR0009564

11/4/21, 2:44 PM

Printer Friendly Record Details

County:	Jefferson	Federal Judicial District:	Colorado
Email:		URL:	www.homeadvisor.com
Phone Number:	877-9473639	Ext:	
Subject ID Type:		Subject ID Issuer State:	
Subject ID Issuer Country:			
Representative:	Brandon Ridenour	Title:	CEO

Brannon-Quale, Amy

From: Christina Alvarez @insight-pest.com>
Sent: Friday, December 10, 2021 11:46 AM
To: Brannon-Quale, Amy
Subject: Fwd: KS7004: HomeAdvisor, Inc. and Insight Pest Management, Inc. File # 32896451

Christina Alvarez
Insight Pest Management

www.insight-pest.com

----- Forwarded message -----

From: Christina Alvarez @insight-pest.com>
Date: Tue, Jan 28, 2020 at 10:59 AM
Subject: Re: KS7004: HomeAdvisor, Inc. and Insight Pest Management, Inc. File # 32896451
To: <mbwreports@mbandw.com>
Cc: Israel Alvarez <i@insight-pest.com>

Dear Ms Lomax

Please be aware that HomeAdvisor was informed on August 14th, 2019 that Insight Pest Management, Inc. no longer wished to receive leads. We were informed the membership we contracted could not be canceled until the completion of one year but that we would no longer incur fees associated with newly generated leads.

It came to my attention in November of 2019, that HomeAdvisor had continued to charge Insight Pest Management, Inc for unauthorized leads. After several conversations and emails with HomeAdvisor Business Customer Care Advisor, Regina Rivers it is understood this will not happen again.

A fraudulent credit card dispute was filed with our credit card company and upon determining the dispute is valid we have been refunded our money. It is understood this is the money you have been asked to collect on. If you wish to discuss this matter you can contact Efan Financial Services.

An FTC complaint has been filed - FTC Report Number: 115592765 regarding the deceitful and unscrupulous business practices of HomeAdvisor, Inc and it's employees.

Sincerely,

Christina Alvarez
Insight Pest Management

www.insight-pest.com

From: MBW Reports <mbwreports@MBANDW.com>
Date: January 21, 2020 at 7:22:02 PM PST
To: <jz@insight-pest.com>
Subject: KS7004: HomeAdvisor, Inc. and Insight Pest Management, Inc. File # 32896451

Please give immediate attention to the attached correspondence regarding your account with our client, HomeAdvisor, Inc..

If you have any questions or concerns, please call me. Thank you.

Robyn Lomax
McCarthy, Burgess & Wolff
Phone: 4407355100 Ext 2317

PX0002

DECLARATION OF FRANK DEBENEDETTI
Pursuant to 28 U.S.C. § 1746

I, Frank DeBenedetti, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Pleasant Hill, California. For about 25 years, I have been the owner of a sole proprietorship business called Mr. Deez. Under this business name, I bought and renovated properties to resell. I also did home repair, demolition, and cleanup projects in the Pleasant Hill area.

2. Sometime in the spring of 2020, I received a phone call from a representative of HomeAdvisor, a company that sells job leads to contractors. In the past, I had purchased leads for Mr. Deez from the company Angie's List. The representative explained to me that the two companies, HomeAdvisor and Angie's List, had merged. He offered to transfer the unused credit I still had with Angie's List to HomeAdvisor.

3. The HomeAdvisor representative explained that HomeAdvisor gets thousands of requests from homeowners who are desperate to find contractors who can get the work done—and those are leads that it sells to contractors. He said that HomeAdvisor had many leads available in whatever geographic area I wanted to work in and in whichever service I specified. I told him that, due to the COVID pandemic and my health conditions, I would prefer to do only exterior work, such as exterior painting, lawn maintenance, and general outdoor cleanup. He said that HomeAdvisor receives many leads for these types of jobs in my area. He said the leads were people who had contacted HomeAdvisor directly and were serious about hiring a service provider. He said that he could give me around \$300 to \$500 worth of credit towards HomeAdvisor leads and all I would have to pay would be the membership fee.

4. I asked the HomeAdvisor representative about the cost per lead. He said that the cost depended on the value of the job; leads for exterior jobs, which are fairly low price (usually \$100 to \$200), would cost about \$15 to \$20 each. He repeated that HomeAdvisor would use my existing credit to send me good leads. Based on his description of the leads as homeowners who were actively looking for contractors and ready to hire, I decided to sign up.

5. Very soon after I signed up, I started receiving leads. For each lead, HomeAdvisor provided a contact name and a HomeAdvisor phone number linked to the homeowner along with a brief job description. I would call them soon after I got the leads, usually within a few hours to a day. Soon after I began calling the leads, I realized that they were not what I was led to believe. One of the first people I reached said that he wasn't looking to hire anyone immediately and that he had already been contacted by other HomeAdvisor service providers. He had a small backyard clean-up project in mind but was not planning on getting the work done right away—he was only interested in getting bids. I continued to call the phone numbers from the initial batch of leads. For some, I was unable to reach anyone at the number provided. In other cases, I reached homeowners who had already had the work done or who had been contacted by several HomeAdvisor contractors already and weren't interested in speaking to me.

6. As I received more leads and made more calls, I became frustrated. Around 75-80% of the leads were simply worthless. For some of them, I couldn't even reach anyone because the number did not work, the homeowner didn't have voicemail, or I left a message but no one ever returned my message. For others, I would reach someone by phone, but the homeowner responses followed a familiar pattern: either the project was already finished or they had already been contacted by multiple service providers and were not looking to get any more bids.

7. Additionally, upon reviewing my credit card bill, I discovered that the lead cost was substantially higher than what I had been promised. I recall charges of \$40 for leads that, based on my sales call from the HomeAdvisor representative, I expected to be \$20 each. As a

result, the Angie's List credit promised to me during the initial sales call was used up pretty quickly. HomeAdvisor started charging my credit card for leads not long after I signed up.

8. During this time, I often called HomeAdvisor customer support to request refunds or credits for the worthless leads. I would explain to the representative that there wasn't any value to a lead that can't be contacted or has already declined service.

9. HomeAdvisor gives service providers the ability to put their account on hold for a limited amount of time (less than a month). After that time is up, the hold is released, and HomeAdvisor begins to send more leads. During the periods that I was negotiating with HomeAdvisor regarding credit for worthless leads, I would put my account on hold so that I didn't receive new leads. I found that when I would forget to renew the hold, the account would turn on again ^{late} on ~~●~~ Sunday ^{night}, and I would end up getting a bunch of leads that I wouldn't notice until my business opened again on Monday morning.

10. This cycle (getting charged for bad leads, putting my account on hold, trying to get credit, and then getting more bad leads) repeated a few times, but it wasn't long before I was just disgusted with the company. I called to cancel and had a very difficult time. The first representative I reached said they couldn't help me. I then had to spend about 45 minutes on hold before I was finally able to talk with someone who was able to cancel my account. This representative declined to issue any credit despite my strong and repeated requests.

11. In all, I think HomeAdvisor has a pretty despicable business model. In my opinion, giving credits is the way HomeAdvisor cleans up its mess—it keeps dissatisfied members on board by offering credits rather than improving their service. I had to spend a lot of time speaking with rude or unhelpful customer service representatives or just waiting on hold to get credits. I estimate that, by the time I cancelled my membership, I had spent around \$500 on HomeAdvisor and only won a few jobs.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: DECEMBER 18, 2021


Frank DeBenedetti

PX0003

ORIGINAL

DECLARATION OF TRENTON GRIMES
Pursuant to 28 U.S.C. §1746

I, Trenton Grimes, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Georgetown, Texas. I own a lawn care and landscaping business that serves the Georgetown and surrounding communities in Texas.

2. I started my business in the spring of 2019. Around that time, I saw a television commercial for HomeAdvisor. The commercial claimed that HomeAdvisor connected consumers with home services providers. I visited the company's website because I was interested in locating new customers for my newly established business. I completed an online form at the HomeAdvisor website to obtain additional information. Within 30 minutes of submitting the form online, I received a telephone call from a HomeAdvisor sales agent whose name was Max Cohen.

3. Mr. Cohen explained that HomeAdvisor charged home services providers a \$300 upfront fee to use the company's lead generation service. Mr. Cohen explained that every HomeAdvisor lead is from a homeowner who has contacted HomeAdvisor directly and indicated that they are actively seeking a service provider for a job. He said that every HomeAdvisor lead was from a potential customer who had completed an online service request. He explained that I would pay for every lead that HomeAdvisor sent me, and that the lead price would vary. Mr. Cohen told me that most leads would cost me around \$22, but that I would pay closer to \$35 for leads where a prospective customer specifically requested my services and scheduled an appointment with me. Mr. Cohen emphasized that HomeAdvisor would provide me with a phone number for each

lead and would not charge me anything beyond the lead fee. I specifically asked him about leads where I could not reach the prospective customer or the request was outside my scope of services and Mr. Cohen assured me that HomeAdvisor would credit me the cost of the leads in those situations.

4. Based on Mr. Cohen's claims that the leads were from actual customers who had contacted HomeAdvisor looking for a service provider, and that I would get credit if I tried and was unable to make contact with a lead or if the request was outside of my scope of services, I agreed to try the HomeAdvisor lead referral service.

5. Mr. Cohen asked for my debit card information to pay for my \$300 initiation fee. I told Mr. Cohen that I do not permit my debit card or bank account information to be used for any automatic payments. I steadfastly refuse to do so and I made that clear to him. He assured me that he needed my debit card information solely for the initial upfront payment. Based on that understanding, I provided my debit card information.

6. Shortly after I signed up with HomeAdvisor, I began receiving leads. In many cases, I was not able to contact the potential customer. I called and emailed these leads multiple times but they never responded to my calls or emails. In addition, some of the leads were a poor match for my service. For example, one potential customer was looking for someone to mow ten acres of pasture because the customer's tractor was broken. The customer's notes explaining that she had a broken tractor were included in the notes section of the lead itself. I am a one-person operation with lawn care equipment suitable for residential customers; I do not have the equipment or resources for that sort of job. I called HomeAdvisor's customer service to complain that the lead did not match the scale of my business and that there was no way for me to edit my account to avoid getting similarly

inappropriate leads in the future. The customer service representative denied my request for a credit. *I advised me that it was impossible for me to* (TG)

Home Advisor provides a personalized home page for its members and (TG)

7. HomeAdvisor offers a service by which a potential customer can request an appointment at a specific time with a specific service provider. If the

service provider accepts the appointment, HomeAdvisor charges the service provider a lead fee that is higher than the usual fee. I received one of these leads with a scheduled appointment. I accepted the lead and HomeAdvisor charged me approximately \$33. I left multiple messages for this prospective customer by

voice, email and text but received no response. Given that I had paid for the lead I decided to go to the appointment *to the address provided* (TG) at the scheduled day and time. When I showed

up at the listed address at the appointed time, the man who answered the door said that he was not aware of the appointment, had not requested any service, and that he had lived at that address for many years and did not recognize the person listed in the lead. When I contacted HomeAdvisor's customer service agent to seek a credit for this lead, the customer service agent indicated that HomeAdvisor was not obligated to issue me a credit because sometimes people request services for rental property. I did not receive a credit for that lead.

8. There were instances, especially at the beginning of my HomeAdvisor membership, when HomeAdvisor's customer service agents granted my credit requests for leads that never responded to my calls or emails, that were seeking work outside of my scope of services, or that were not looking for any services at all and did not know why I was calling. Later on in the relationship, however, HomeAdvisor declined my credit requests for similar leads.

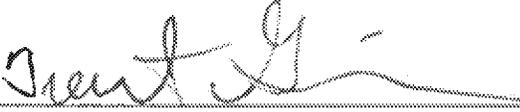
9. I estimate that about one-half of the HomeAdvisor leads that I received were what I describe as "ghost leads": leads where I was never able to communicate with the potential customer.

10. I found that the HomeAdvisor lead fees grew quickly into a large sum of money, approximately \$400, while my business income was not keeping pace. The cost of the leads, combined with the large percentage that were unproductive, was unsustainable for me. In addition, the HomeAdvisor leads were a costly distraction because of the time I wasted reaching out to leads that did not respond and attempting to obtain credit for those leads through HomeAdvisor. I found that I was calling HomeAdvisor almost daily requesting lead credits for ghost leads and leads concerning people who did not want any lawn services.

11. About two months after I joined HomeAdvisor, the company debited a large amount from my checking account without my prior knowledge or consent. This occurred at the end of the month when my family's rent check was due. I was struggling to stay afloat and support my family. I called customer service and explained that Mr. Cohen had assured me that HomeAdvisor would not charge my debit card without my specific knowledge and consent. On the previous instances when HomeAdvisor had billed me for leads, I had called in and paid over the phone via my debit card. The HomeAdvisor agent was unsympathetic, responding that it was their policy to debit accounts for amounts owing to HomeAdvisor and that I had owed HomeAdvisor money for leads. I then called my bank and reported the debit as fraudulent because it included fees for leads that did not return my calls or did not seek lawn services. After conducting an investigation, the bank agreed that the HomeAdvisor debit was fraudulent and returned to my debit card account the funds that HomeAdvisor had debited. The bank also suggested that I obtain a new debit card number that HomeAdvisor did not possess to prevent a recurrence. However, that was the last straw for my relationship with HomeAdvisor.

12. I successfully canceled my HomeAdvisor account in late 2019. HomeAdvisor is now attempting to collect the balance that I successfully disputed through my bank, using a third-party collection firm, McCarthy, Burgess & Wolff of Cleveland, Ohio. In response, I have submitted a complaint to the Better Business Bureau and to the Federal Trade Commission. I have also contacted the collection agency, disputed the debt, and provided a detailed description of why I was disputing the debt.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 2/3, 2020 
Trenton Grimes

PX0004

DECLARATION OF KELLY HOPKINS
Pursuant to 28 U.S.C. § 1746

I, Kelly Hopkins, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Carlsbad, New Mexico. I am the owner of Design Roof Services LLC, a roofing company that serves the greater Carlsbad area.

2. I first signed up with HomeAdvisor in 2013. I had received a phone call from a HomeAdvisor sales representative. The sales rep explained that HomeAdvisor connected service professionals with homeowners who were looking to hire. He said that if I joined, HomeAdvisor would send me as many leads as I wanted, in the geographic area of my choosing. He said that these leads would be homeowners that HomeAdvisor representatives had talked with and who have expressed an interest in my trade service. He said that these homeowners were in the final stages of hiring someone, and that they had jobs that were ready to go. He explained that they would be people who were in the last stages of the decision-making process, basically just trying to find a contractor that they were comfortable hiring. He reiterated that they were “hot” or “qualified” leads who were “ready to start work,” and that they met the parameters I would give for the type of work I do.

3. He asked me about my job closing rate and the average profit per job. I said that, if leads were good leads, I had a close ratio of around 70% to 80% of the qualified leads I contact, and my profit per job was generally around \$1,500 to \$2,000. He said that was great—it meant that even if I only closed one job per month, it would pay for my HomeAdvisor membership. He suggested that I get ten HomeAdvisor leads per month so that, using a job conversion rate of 70-80%, I could make about \$20,000. He said that I would be credited for any leads that were not qualified.

4. Based on the information given to me in that call, I decided to sign up with HomeAdvisor. I told the representative that I would like to receive ten leads per month.

5. I initially specified a fairly limited geographical area and for a few years I didn't get many leads on a regular basis. After a few years, I broadened my geographic area and scope of services and began getting more leads.

6. Once I started using the service more often, I was not happy with the quality of the leads. Many of them turned out to be people who weren't even interested in hiring a contractor. I contacted HomeAdvisor to lower my monthly leads to between three and five and to ask for credit for the bad leads. I was disappointed on this call to learn that HomeAdvisor would only give me credit for one lead. They refused to credit the rest.

7. As I continued to receive and call leads, I found that a high percentage of them seemed to be bogus. I would call the number give to me by HomeAdvisor only to reach someone who was surprised, confused, or irritated as to why I was calling them and how I had their number. They had no idea why I was calling and no interest in roofing services. They told me that they had never given their information to HomeAdvisor or inquired about a contractor. Some were interested but didn't really seem serious; it seemed that they humored me and let me give a quote. A very small percentage of the leads were people who were actually interested in getting roofing work done. Over time, I would estimate that about 75% of the leads resulted in calls with consumers who had no real interest in hiring a contractor. Every so often I would manage to get a lead credited, but most of my requests for credit were denied.

8. I felt that it was unfair for HomeAdvisor to be charging contractors for worthless leads, so I filed a complaint with the Federal Trade Commission in September of 2020. A true and correct copy of this complaint is attached to this declaration as Attachment A.

9. I eventually cancelled my HomeAdvisor membership some time in 2021. I have paid several thousand dollars to HomeAdvisor over the years. The quality of the leads is not what I was led to believe, and I spent a fair amount of time giving estimates to people who didn't seem very serious about hiring. Sometimes I was credited for the useless leads but not always. All in all, I feel that HomeAdvisor is charging a substantial amount of money for leads which are often bogus.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 12-24-21, 2021



Kelly Hopkins


Record # 1 / 122519099 / Consumer Sentinel Network Complaint			
Reference Number:	122519099	Originator Reference Number:	
Language:	English	Contact Type:	Complaint
Source:	Consumer	DNC?:	No
Comments:	I subscribe to Home Advisor lead service. They advertise on TV, internet, etc and home owners needing a contractor contact Home Advisor and Home Advisor sends the ones in my service area to me at a charge. A high percentage of these charges are for leads that are bogus or fraudulent, meaning when conacted the home owner has never made the request and doesn't know what I'm talking about. Many leads have contact information that is non-working or bogus. I request credits from Home Advisor but they rarely grant them, even after explaining the bogus aspect of the lead. I think Home Advisor is generating hollow lead information from public sources and then falsly charging the contractor for that information. Multiply my experience by the thousands of contractors that Home Advisor is charging and it is substantial amount of money.		
Additional Comments:			
Complaint disposition provided?:			
Complaint Disposition:			
Data Reference:		Load Date:	09/02/2020 11:39:39 AM
Created By:	FTCCIS-FTCUSER	Created Date:	09/02/2020 11:39:39 AM
Updated By:		Updated Date:	
Complaint Source:	FTC Online Complaints	Product Service Description:	Internet Information Services Website Content
Amount Requested:		Amount Paid:	\$500.00
Payment Method:	Credit Card	Agency Contact:	Internet
Complaint Date:	09/02/2020	Transaction Date:	09/01/2019
Initial Contact:	Website or App	Initial Response:	Internet/E-mail
Statute/Rule:	FTC Act Sec 5 (BCP)	Law Violation:	Deception/Misrepresentation
Topic:		Dispute with Credit Bureau?:	
Dispute with Credit Bureau - Responded?:		Dispute with Credit Bureau - Resolved to Satisfaction?:	
Member of armed forces or dependent?:	No	Cross Border Complaint?:	No
Consumer Information			

Consumer Small Business or Organization:	Design Roof Services LLC		
First Name:	Kelly	Last Name:	Hopkins
Address 1:		Address 2:	
City:	Carlsbad	State:	New Mexico
Zip:		Country:	UNITED STATES
County:	Eddy	Federal Judicial District:	New Mexico
Home Number:		Cell Number:	
Work Number:		Ext:	
Fax Number:		Email:	
Age Range:	60 - 64	Military Service Branch:	
Soldier Status:		Soldier Station:	
Subject			
Subject:	Home Advisor	Normalized Name:	Home Advisor
Address 1:	3601 Walnut St #81	Address 2:	
City:	Denver	State/Prov:	Colorado
ZIP:	80205	Country:	UNITED STATES
County:	Denver	Federal Judicial District:	Colorado
Email:		URL:	www.HomeAdvisor.com
Phone Number:	877-9473639	Ext:	
Subject ID Type:		Subject ID Issuer State:	
Subject ID Issuer Country:			
Representative:		Title:	

PX0005

DECLARATION OF EVA MOSER
Pursuant to 28 U.S.C. §1746

ORIGINAL

I, Eva Moser, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Springdale, Arkansas. My husband, Dennis Moser, and I own D & E Home Services, LLC in Springdale, Arkansas. D & E Home Services is licensed to provide residential remodeling and handyman services, primarily kitchen, bathroom and accessibility projects. Our email address is dehomeservices@gmail.com. Both of us use that email address for the business.

2. On or about Friday, January 4, 2019, I contacted HomeAdvisor to get information about their services for contractors. We were interested in establishing an online presence beyond what our website could provide. Most of our new business has been through referrals by prior customers. We had a lengthy conversation by phone with Mark Wehrle, a HomeAdvisor sales representative. Dennis was in the room with me and I put Mr. Wehrle on speakerphone for much of that conversation. Mr. Wehrle told me that HomeAdvisor could provide us with an online company profile to help market our business. He explained that HomeAdvisor would send us targeted leads that fit our company's service area, both geographically and in terms of the work we do, which would be described on our company's profile on the HomeAdvisor portal. Mr. Wehrle said that we could refine the types of leads we wanted by modifying the filters or options available on our company's profile on the HomeAdvisor portal. When I pressed him on the quality of leads, he told me that every customer looking for a service provider or contractor completed a multi-field contact sheet where the customer detailed their project. When I asked him what happens if the lead concerns a project that is not appropriate for our business, he said to call him and he would make sure that we were credited for any lead that was a poor match. To the best of my recollection, that was the only discussion that we had about refunds and credits.

3. I questioned Mr. Wehrle about the cost of the leads and he said that they ranged between \$40 and \$70 per lead, based on "industry averages." He also advised that we could put a "hold" or "pause" on leads through the HomeAdvisor website. We talked to Mr. Wehrle two or three times that day before we decided to sign up.

4. On January 4, 2019, we told Mr. Wehrle that we would like to become members of HomeAdvisor. I provided Mr. Wehrle with a credit card number for our HomeAdvisor membership, which he said cost \$347.98. To the best of my recollection, Mr. Wehrle did not inform me that any parts of the membership were optional, or that I could pay a lesser membership fee by opting out of any services. Dennis and I decided to use Dennis's name for purposes of the account. His name is on the contractor's license and he handles the bidding, but I handle most of the financial side of the business. We both wanted access to the HomeAdvisor account. Later that day, we received emails from HomeAdvisor congratulating us on creating our HomeAdvisor account and notifying us that HomeAdvisor had approved our account. True and correct printouts of these two emails are included as **Attachment A**. The second email that arrived at 5:34 p.m. had a link to access our HomeAdvisor account. We downloaded the HomeAdvisor app on our cellphones.

5. We were at dinner the evening of Friday, January 4, 2019, when we received the first HomeAdvisor lead on our HomeAdvisor phone app and later by text to our cell phones. We emailed the lead, a Mr. Mike Hunter, and advised him that we would call back during our normal business hours.

6. On Saturday, January 5, 2019, at about 7:00 a.m., we received the same lead from HomeAdvisor regarding Mr. Hunter. **Attachment B** is a true and correct copy of a printout of the email informing us of the lead. I called Mr. Hunter and learned from him that the lead description relayed by HomeAdvisor—"Major Renovation - Multiple Rooms"—was a job moving a storage shed in Mr. Hunter's back yard, a service that we do not provide and that was not mentioned in our HomeAdvisor profile. At 8:53 a.m., I sent Mr. Wehrle an email informing him of the bad lead, requesting a credit, and asking additional questions about HomeAdvisor's service. **Attachment C** is a true and correct copy of a printout of that email. I also spoke to Mr. Wehrle that day by telephone and he assured me that we would be credited for the lead.

7. In the evening on Saturday, January 5, 2019, we received a second lead. This lead was from "Luke Nasty" and was for a bathroom remodel at 1429 Emma Street, Springdale, Arkansas. I'm a real estate broker and have access to real estate records in the two relevant counties. I checked those records and found that there was no owner of any real property by that name in either county. There is also no such address in Springdale. Nevertheless, I sent an email to the email address provided in the lead but received no response. When I called the

telephone number listed in the lead, my call went to voicemail with a message that was not in English. Nonetheless, I left a message that remains unanswered. The next morning, Sunday, January 6, 2019, I sent an email to Mr. Wehrle forwarding the lead notification from HomeAdvisor regarding Luke Nasty and complaining about this lead. A true and correct printout of my January 6, 2019 email to Mr. Wehrle is appended as **Attachment D**.

8. On Sunday morning, January 6, 2019, I logged in to our HomeAdvisor account and “paused” all leads. At this point, I was concerned about the quality of the company’s leads and its business processes and had decided to end our relationship with the company. I was running a business and I did not have time in my day to verify or validate HomeAdvisor’s leads and then contact customer service to obtain credits for mismatched leads. Later that day, frustrated with our experience with HomeAdvisor, we decided to cancel our subscription with the company. I then reviewed the HomeAdvisor service provider agreement to find the cancellation provision and learned that I had 72 hours to do so and receive a refund. I used the company’s online “Live Chat” service to report that we wanted to cancel our subscription immediately, but “Priscilla,” the HomeAdvisor representative on the chat session, advised that we could not cancel through a Live Chat. A true and correct transcript of that Live Chat session is included as **Attachment E**. At 11:53 a.m., I also sent an email to Mr. Wehrle notifying him that we were canceling our subscription within the 72-hour right of rescission. A true and correct printout of that email is appended as **Attachment F**.

9. On Monday, January 14, 2019, I called HomeAdvisor’s customer service about the status of our refund. The customer service agent, who said his name was David, said that HomeAdvisor would refund the \$347.98 that we agreed to pay upon signing up with HomeAdvisor. I learned from David that HomeAdvisor had also charged our credit card \$76.97 for lead fees. Because Mr. Wehrle told me that I would be credited for the lead concerning Mr. Hunter, I assume that the \$76.97 was for the lead regarding Luke Nasty. I explained to David that I had done as directed by the sales representative in our initial conversation and had notified Mr. Wehrle about the lead regarding Luke Nasty on the same day that we received it. David said that once the company charges the lead fee to a credit card, the company cannot provide a refund, but would credit our HomeAdvisor account for the fee. I explained to David that, because we had cancelled our HomeAdvisor account, the credit would not benefit us. Nonetheless, David maintained that we could not receive a refund for the lead fee.

10. I subsequently disputed the \$76.97 fee with our credit card company, as I believed we should not need to pay for a useless lead. **Attachment G** is a true and correct copy of a notice from our credit card company acknowledging our dispute of the lead fee. When our credit card company reimbursed us for the \$76.97, HomeAdvisor forwarded our account to a collection agency, Credit Mediators, Inc. of Upper Darby, Pennsylvania. HomeAdvisor added an additional \$20 fee to their alleged balance owed for the bad lead, and CMI claimed that because of their collection fees, our account balance increased to \$154. I filed a dispute with that collection agency attaching documentation of our experience with the HomeAdvisor lead. We have received no communication from CMI since June 2019.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: October 18, 2019



Eva Moser



Dennis Moser <dehomeservices@gmail.com>

Your Enrollment with HomeAdvisor

mark.wehrle@homeadvisor.com <mark.wehrle@homeadvisor.com>

Fri, Jan 4, 2019 at 10:00 AM

Reply-To: mark.wehrle@homeadvisor.com

To: dehomeservices@gmail.com



Hi Dennis W Moser

Congratulations on creating your HomeAdvisor account. You've taken the first step to find homeowners looking for a pro like you. I'll call you shortly to discuss how we can help you reach new customers in your area.

In the meantime, [click here](#) to learn more about the perks of HomeAdvisor Pro membership.

Why join HomeAdvisor?

- Every 2 seconds, a homeowner visits our site to find a local service pro.
- You tell us what you want to do and where. We'll deliver prospects matching your exact needs.
- Increase your exposure and enhance your business reputation online.

**Be found on HomeAdvisor,
plus these sites!**



realtor.com



Google

Bing

YAHOO!

Aol.

I look forward to talking with you soon.

Regards,

Mark Wehrle
Online Marketing Consultant
HomeAdvisor
877-800-3177 ext.68652
mark.wehrle@homeadvisor.com

Reach More Customers. Win More Jobs.™

Moser Attachment A

7/15/2019

Gmail - Your Enrollment with HomeAdvisor

PUBLIC

[Get Targeted Leads](#) | [How It Works](#) | [Success Stories](#) | [Privacy Statement](#) | [Terms & Conditions](#)



14023 Denver West Parkway, Building 64
Golden, CO 80401



Dennis Moser <dehomeservices@gmail.com>

Congrats! Your HomeAdvisor account has been approved!

procustomecare@homeadvisor.com <procustomecare@homeadvisor.com>
Reply-To: procustomecare@homeadvisor.com
To: dehomeservices@gmail.com

Fri, Jan 4, 2019 at 5:34 PM



**Congratulations!
You've Been Approved!**

Welcome to HomeAdvisor, America's largest and most trusted network of home service professionals. We're glad you've joined.

Important:
Access your account to start winning jobs.

Username: Redacted Pursuant to 16 C.F.R. §

[Access Your Account](#)

By using this site you are agreeing to our [Terms & Conditions](#)

Thank you for being a vital member of the HomeAdvisor service professional network.

Need Help?
Call Pro Customer Care: (877) 947-3639

HomeAdvisor, Inc.
14023 Denver West Pkwy, Golden, CO 80401

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[Change your Email Preferences](#)

7/15/2019

Gmail - Congrats! Your HomeAdvisor account has been approved!

PUBLIC



Dennis Moser <dehomeservices@gmail.com>

New Customer Match: Major Renovation - Multiple Rooms - from HomeAdvisor #131909328

HomeAdvisor Lead <newlead@homeadvisor.com>
Reply-To: HomeAdvisor - Pro Customer Care <newlead@homeadvisor.com>
To: dehomeservices@gmail.com

Sat, Jan 5, 2019 at 7:00 AM



You have a new lead!
Remodel or Renovate One or More Rooms

Customer Information

Mike Hunter

-  Redacted Pursuant to 16 C.F.R. § 4... ext 1002
-  Redacted Pursuant to 16 C.F.R. § 4... ext 1001
-  [Send a Message](#)
-  Redacted Pursuant to 16 C.F.R. § 4... @yahoo.com
-  Redacted Pursuant to 16 C.F.R. § 4... Springdale, AR 72762

View this lead at 

[View Lead Details](#)

Job Information

Job #: 131909328

Other HomeAdvisor Pros Matched: 0

Moser Attachment B

Service Description

Request Stage:

Ready to Hire

Desired Completion Date:

Timing is flexible

What kind of location is this?:

Home/Residence

View this lead at [View Lead Details](#)

Tips from HomeAdvisor

Are you creating a positive initial impression with your HomeAdvisor profile? [Review your profile here!](#)

For your benefit, HomeAdvisor will encourage this customer to review your performance. Your Rating & Review scores create 'online word-of-mouth' to set you apart from your competition!

Thank you for being a vital member of the HomeAdvisor service professional network.

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Dennis Moser <dehomeservices@gmail.com>

Home Advisor Account

Dennis Moser <dehomeservices@gmail.com>
To: +mark.wehrle@homeadvisor.com

Sat, Jan 5, 2019 at 8:53 AM

Thank you for all your time an energy setting up our account. I left you a voicemail about my issues and thought it would be best to outline in an email.

We were both able to log in to the Home Advisor app last night. Now neither of us can log into the app or online to view the profile.

A lead came in last night (which is why we know we could log in on the app). We sent an email to the customer that we'd call today, during business hours, as it was later in the evening when the lead came in.

This morning at 7 am, all our phones started ringing (home office and cell). It was an unknown number so we let it go to voice mail. The home office rang a second time and it was a fax of the lead from Home Advisor. The caller ID made no reference to Home Advisor, which is why we didn't answer the call.

We reached out to the lead at approximately 8:15am (Mike Hunter, #131909328) and he does not have a remodeling project. He needs someone to move a storage shed in his back yard. Please pass that lead on to someone who may do that type of work and credit our account.

All this to say, it's a learning experience and we would like to clarify/address the following:

- Can we set business hours on the phone calls/faxes from Home Advisor? We'd prefer the lead to come via email and only a text notice for the first delivery. Our business does not operate 24/7. I'm 22 years in as a real estate broker and contrary to popular belief, real estate is NOT a 24/7 business either. Professionals keep business hours.
- Is there a way to limit the leads we receive to only what is in our profile? This is paramount to our success and the only way this relationship will be a win/win for both of us.
- I believe this customer didn't give details about the work needed so is there a way to only receive leads that give a detail?
- Is there an accept or reject option when we receive a lead? If we reject, it just goes to the next contractor.
- How do we get back in to our profile?. The user name and password we set last night, is no longer working.

Eva Moser

Redacted Pursuant to 16 C.F.R. § 4.2

Dennis Moser

Redacted Pursuant to 16 C.F.R. § 4.2

D&E Home Services, LLC

Redacted Pursuant to 16 C.F.R. § 4.2(a)(3)

Springdale, AR 72762

Moser Attachment C



Dennis Moser <dehomeservices@gmail.com>

Strike Two - Fwd: New Customer Match: Bathroom Remodel - from HomeAdvisor #131947901

1 message

Dennis Moser <dehomeservices@gmail.com>
To: Mark.Wehrle@homeadvisor.com

Sun, Jan 6, 2019 at 8:13 AM

Mark,

I believe this is a bogus lead. There is no such address in Springdale, no owner of any property in the county with that name, no reply from an email and the phone number goes to a voicemail with a language I don't speak, yet a I left a message that has not been returned.

When I Googled the name, it came up with DJ Luke Nasty, a music personality and nothing in Northwest Arkansas.

Help!

Eva Moser

----- Forwarded message -----

From: HomeAdvisor Lead <newlead@homeadvisor.com>
Date: Sat, Jan 5, 2019 at 4:47 PM
Subject: New Customer Match: Bathroom Remodel - from HomeAdvisor #131947901
To: <dehomeservices@gmail.com>



**You have a new lead!
Remodel a Bathroom**

Customer Information

Luke Nasty

 Redacted Pursuant to 16 C.F.R. § 4.43 ext 1003

 Send a Message

 Redacted Pursuant to 16 C.F.R. § 4.43@gmail.com

Moser Attachment D

📍 1429 Emma street, Springdale, AR 72762

View this lead at 

[View Lead Details](#)

Job Information

Job #: 131947901

Other HomeAdvisor Pros Matched: 2

Service Description

Extensiveness of Remodel:

I plan to maintain existing bathroom floorplan

Shower / Bath:

Yes - I want to move or install a new shower or bath

Toilet:

Yes - I will be replacing or moving the toilet

Cabinets / Vanity:

Yes - I plan to update the cabinets / vanity

Countertops:

Yes - I plan to update the countertops

Sinks:

Yes - I plan to update the sinks

Flooring:

Yes - I plan to update the flooring

Request Stage:

Planning & Budgeting

Desired Completion Date:

Timing is flexible

View this lead at 

[View Lead Details](#)

Tips from HomeAdvisor

Are you creating a positive initial impression with your HomeAdvisor profile? [Review your profile here!](#)

For your benefit, HomeAdvisor will encourage this customer to review your performance. Your Rating & Review scores create 'online word-of-mouth' to set you apart from your competition!

Thank you for being a vital member of the HomeAdvisor service professional network.

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Dennis Moser

Redacted Pursuant to 16 C.F.R. § 4.2(c)



Redacted Pursuant to 16 C.F.R. § 4.2(c)(3) Springdale, AR 72762



Priscilla: Hi, my name is Priscilla. How may I help you today?

Dennis Moser: We spoke with Mark Werle (?) on Friday, Jan 4th. Signed up for a subscription as a Contract Professional. In the 2 days since, we have received 2 bogus leads, encountered app and website login trouble and we would like to cancel our subscription in the 3 day right of rescission period. This service isn't for us. *

Priscilla: Good morning, Dennis. May I have the business name and phone number?

Dennis Moser: D&E Home Services, LLC Redacted Pursuant to 16 C.F.R. § 4.2(a)(6)

Priscilla: Thank you. We are unable to completely cancel an account through Live Chat. I will place your account on hold, this will stop any charges or leads from being matched to you. Your information will be forwarded to an account specialist who will reach out to you directly to follow up on the cancellation within 1-2 business days and start the refund process.

Dennis Moser: I have already placed the account on hold. Please ensure this gets passed on. I will reach out and send an email to Mark as well.

Priscilla: Okay. Is there anything else that I can assist you with today?

Homeadvisor Support Team

Moser Attachment E

of 1

1/6/2019, 11:46 AM



Dennis Moser <dehomeservices@gmail.com>

Home Advisor Subscription

Dennis Moser <dehomeservices@gmail.com>
To: Mark.Wehrle@homeadvisor.com

Sun, Jan 6, 2019 at 11:53 AM

Mark,

We have come to the decision to cancel the Home Advisor Subscription, within the 72 hr right of rescission. This just doesn't seem like the right fit for our business.

Dennis Moser
Redacted Pursuant to 16 C.F.R. § 4.2(d)



Redacted Pursuant to 16 C.F.R. § 4.2(c)(3) Springdale, AR 72762



Moser Attachment F



Dennis Moser <dehomeservices@gmail.com>

We're working on your dispute

Capital One <capitalone@notification.capitalone.com>
To: dehomeservices@gmail.com

Sat, Jan 26, 2019 at 4:34 PM

[Sign In](#)

We're working on your dispute.

Re: Card ending in [REDACTED]
Confirmation Number: 10003608569891

Hi Eva M Moser,

We have all the information you gave us about the purchase from HomeAdvisor. You'll receive a temporary account credit of \$76.97, which usually shows up within a few days.

One of our agents will review your case soon, and in most cases we'll send you an update about next steps within 10 days. Be on the lookout for a mailed letter or email from Capital One®.

There's nothing else you need to do for now.

Thanks for being a Capital One customer.

Important Information from Capital One[Contact Us](#) | [Privacy](#) | [Help Prevent Fraud](#)

To ensure delivery add capitalone@notification.capitalone.com to your address book.

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DPTCNF 11230 58457 C

Moser Attachment G<https://mail.google.com/mail/u/2?ik=7db208daa5&view=pt&search=all&permmsgid=msg-f%3A1623764022813087562&simpl=msg-f%3A16237640228...> 1/2

PX0005-0018

FTC_HOMEADVISOR0009317

7/15/2019

Gmail - We're working on your dispute

PUBLIC

PX0006

DECLARATION OF RICHARD PRINCE
Pursuant to 28 U.S.C. § 1746

I, Richard Prince, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Dallas, Texas. I am the owner of Klean Carpets, a carpet, floor, and upholstery cleaning company that serves the greater Dallas/Fort Worth area. I started this company in 2007.

2. Sometime in early 2017, I received a sales call from a HomeAdvisor sales representative. The sales representative told me that HomeAdvisor's business was providing customer leads for service contractors. She explained that HomeAdvisor gathered contact information from homeowners who were looking for various home services on the internet and that service providers were able to get jobs by calling these leads. I was not interested in HomeAdvisor's services at that time. I told the sales representative that she could try me back at a later time. I had several subsequent calls from HomeAdvisor salespeople over the next 18 months or so. They were very persistent, so I eventually stopped answering the calls.

3. In July 2018, I when I received another sales call from HomeAdvisor, I decided I was ready to learn more about HomeAdvisor's services. I took the call and spoke with a sales representative who offered to sign me up for an annual membership at half price. He said that the membership was a 12-month term, but that I could turn the leads off as necessary, such as when I was on vacation or otherwise unavailable. He also said that I could cancel the service as long as I gave them notice (either 30 or 60 days before cancellation; I don't recall for sure which it was). He said that the leads would cost between \$10 and \$35 each. He told me that the leads that I received would be exclusive to me—I would not have to worry about them being sent to multiple providers at the same time. This was important to me, because I didn't want to waste time calling people who had already been contacted by one or more other carpet cleaning providers. The sales representative said that I would "close more jobs than I would lose" with HomeAdvisor's leads. He also said, "These people [the leads] are ready to buy." This was all

very convincing to me. Based on the HomeAdvisor sales representative's description of the lead quality, I decided to sign up. He told me that I would need to provide him with a credit card to keep on file for the membership and lead fees, which I did.

4. Soon after I signed up, I started receiving leads. I would call the leads within 15 to 20 minutes of receiving them from HomeAdvisor. I soon found that they were not what I had expected. In fact, many of the people I called had no idea why I was calling and insisted that they had never asked for or needed carpet cleaning services. Other individuals informed me that they had needed carpet cleaning services but had already had the work done before I even got them as a lead. Some phone numbers didn't even seem to be working. With other numbers, I would leave a message and no one would ever return it. Generally, the individuals I called seemed unhappy to be bothered with the call. Even worse, some people would be flaming mad when I called, saying things such as, "I've already been contacted by four or five other carpet cleaners and I want you to stop calling!"

5. I called HomeAdvisor customer service to try to figure out what was going on. The person I spoke with didn't have a good explanation for the people who didn't know why I was calling or the people who were angry about being called multiple times. However, the customer service representative said that I could request credit for up to four leads per month if the homeowners said that they already had the work done. The representative explained that HomeAdvisor would investigate those credit requests and, if found credible, I would get the lead money refunded. I later found that I was able to get the four lead credits per month when I requested them, but it would take a few weeks before they would credit me. Eventually, the representative told me that HomeAdvisor would send me some free leads to make up for the trouble. HomeAdvisor did send me five additional leads at no charge, but none of those panned out.

6. I did get some jobs from the leads, so even though it was not profitable to me for the first few months, I felt that I should stick with it and keep trying. Most of these jobs were small—earning me less than \$100. I put my membership on hold at times (blocking HomeAdvisor from sending me leads during these hold periods), usually when I was booked up

with work or was not going to be available for some reason. I would have to keep renewing the hold period because HomeAdvisor would only let you put your account on hold for a few weeks at a time before automatically restarting and sending more leads.

7. By the time I had used HomeAdvisor's services for about three months, I calculated that it had cost me about \$1000 in lead and membership fees but I had only generated about \$500 in jobs from those leads. I was still getting many worthless leads. I estimate that about two in five leads (where I actually reached someone by phone) were people who had no idea why I was calling them. Based on this, I decided to cancel my membership.

8. When I called HomeAdvisor customer service to give them the required amount of notice of cancellation (either 30 or 60 days), they tried to talk me into staying. I declined. I received many calls in the next month or two from representatives trying to talk me into staying with HomeAdvisor. It seemed to me that the lengthy cancellation notice period was just to give the sales representatives time to try to convince me not to cancel. Each time, I told them that I was not interested, and just wanted to cancel my membership.

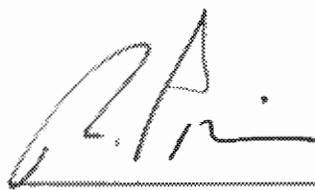
9. In late summer of 2019, I received my July 2019 credit card statement and saw that HomeAdvisor had charged me another membership fee of \$287.99. I was pretty unhappy about this, because I had been careful to give the proper amount of notice and had repeatedly told HomeAdvisor representatives that I wanted to cancel. I had even sent emails to HomeAdvisor telling it to cancel my membership. I finally had to gather up my phone records showing my repeated calls to customer service and email them to HomeAdvisor. I also contacted my bank and filed a dispute against the \$287.99 charge. The bank honored my dispute and refunded the charge.

10. I didn't hear anything more from HomeAdvisor after that. However, a few weeks after I sent it proof that I had cancelled, I received a letter in the mail from a collection agency saying that I owed HomeAdvisor approximately \$350. Soon after receiving this letter, I filed a complaint with the Better Business Bureau. After I filed the Better Business Bureau complaint, I didn't get any more letters attempting to collect the \$350.

11. I filed a complaint with the Federal Trade Commission in December 2019 because I believe HomeAdvisor is operating in an unethical manner. A true and correct copy of this complaint is attached to this declaration as Attachment A. HomeAdvisor attempted to damage my credit by sending the account to collections, for something that the company was fully aware I did not owe. I wanted to expose HomeAdvisor before they did this to someone else. Not only did HomeAdvisor provide poor quality and overpriced leads, but I also had to go to a lot of trouble to cancel their service. On top of that, I feel that it's wrong and unfair that I had to write a formal letter of complaint before HomeAdvisor stopped trying to get more of my money.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 12/27, 2021


Richard Prince

Record # 1 / 114711099 / Consumer Sentinel Network Complaint			
Reference Number:	114711099	Originator Reference Number:	
Language:	English	Contact Type:	Complaint
Source:	Consumer	DNC?:	No
Comments:	<p>Home advisor provides customer leads for for various service contractors. I'm in the carpet cleaning business and originally signed a one year agreement with Home Advisor in July of 2018. The leads are very expensive and most of the customer leads provided were just people playing on the internet and not really interested in getting any work done as a result the service never was profitable for me. I called in numerous times and explained that the ROI was less than what I was told that I could expect and I was losing money with the program and that I was not going to renew the agreement for 2019. They require a credit card be kept on file to automatically bill you for the leads and renewals. This is what caused us to get sideways, in July 2019 they automatically enrolled me even after I called in prior to the renewal date to remind them I did not wish to renew. My credit card was automatically billed without my permission or knowledge therefore when I saw my credit card statement I contacted my bank and disputed the charges and my card was credited. This apparently enraged them and threatened to send the account to collections, when I contacted them by phone about this they were totally unhelpful and said I was wrong and they were right and it was nothing that they could do about it. I provided them with emails showing that I asked for them not to renew the agreement when the balance was at zero and had to review their call records to review the numerous times that I contacted and complained that the service was not profitable for me and that I wanted to cancel the agreement when it matured in July 2019 to no avail. The reason I'm filing this complaint against Home Advisors is because they are operating in an unethical manner and attempting to damage my credit by sending the account to collections for something that they are fully aware I truly do not owe. Thanks for any help you can provide me with this and possibly help expose this company before they do this to someone else.</p>		
Additional Comments:			
Complaint disposition provided?:			
Complaint Disposition:			
Data Reference:		Load Date:	12/28/2019 4:26:53 PM
Created By:	FTCCIS-FTCUSER	Created Date:	12/28/2019 4:26:53 PM
Updated By:		Updated Date:	
Complaint Source:	FTC Online Complaints	Product Service Description:	Unwanted Telemarketing Calls
Amount Requested:	\$330.39	Amount Paid:	
Payment Method:		Agency Contact:	Internet
Complaint Date:	12/28/2019	Transaction Date:	07/11/2019
Initial Contact:	Phone Call	Initial Response:	Phone: 800/888 number
Statute/Rule:	Telemarketing Sales Rule	Law Violation:	TSR: Unauthorized billing

DECLARATION OF RICHARD PRINCE

Page 5

Topic:		Dispute with Credit Bureau?:	
Dispute with Credit Bureau - Responded?:		Dispute with Credit Bureau - Resolved to Satisfaction?:	
Member of armed forces or dependent?:	No	Cross Border Complaint?:	No
Consumer Information			
Consumer Small Business or Organization:	Klean Carpets		
First Name:	Richard	Last Name:	Prince
Address 1:		Address 2:	
City:	Duncanville	State:	Texas
Zip:		Country:	UNITED STATES
County:	Dallas	Federal Judicial District:	Texas - Northern
Home Number:		Cell Number:	
Work Number:		Ext:	
Fax Number:		Email:	
Age Range:	50 - 59	Military Service Branch:	
Soldier Status:		Soldier Station:	
Subject			
Subject:	Home Advisor	Normalized Name:	Home Advisor
Address 1:	14023 Denver W. Pkwy. Bldg. 64	Address 2:	Suite 200
City:	Golden	State/Prov:	Colorado
ZIP:	80401	Country:	UNITED STATES
County:	Jefferson	Federal Judicial District:	Colorado
Email:	billing@homeadvisor.com	URL:	homeadvisor.com
Phone Number:	877-8003177	Ext:	
Subject ID Type:		Subject ID Issuer State:	
Subject ID Issuer Country:			
Representative:		Title:	

PX0007

DECLARATION OF MARK ROTHERMEL
Pursuant to 28 U.S.C. § 1746

I, Mark Rothermel, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Pittsburgh, Pennsylvania. I am the co-owner of a painting company called PSC Paint, which services the greater Pittsburgh area. I own this company with my wife, Tracey Giacomo. We have owned this company for approximately 20 years. Along with painting, I am responsible for calling leads and providing bids.

2. In January 2021, I received a phone call out of the blue from a sales representative of a company called HomeAdvisor. The representative told me that if I signed up as a member, I would receive leads for homeowners looking for painting work in my geographic area. He told me that HomeAdvisor had “hundreds of people” all over the Pittsburgh area who were looking for painters. He said that HomeAdvisor’s phones were “literally ringing off the hook” with homeowners with painting jobs. He explained that he was contacting me because HomeAdvisor didn’t have enough service providers to fill the need—he even said that HomeAdvisor had “no one to call” for some of these leads.

3. I was a little skeptical at first and asked for more information on how HomeAdvisor knew that the leads were legitimate. He explained that all leads were “vetted for quality assurance” and that they were homeowners who were “ready to hire.” He said that I could have as many as I wanted sent to me—anywhere from a few leads per day to as many as I could handle. He could start sending them to me as soon as I agreed to sign up. All I would have to do is pay the \$287.99 enrollment fee and then between \$40 and \$100 per lead, based on the size of the job.

4. I knew from experience that if I had legitimate leads (people who were serious about hiring a painter), I would get jobs about 70% of the time. I’m good at what I do, and I charge reasonable prices. Based on the information the sale representative gave me about the quality of the leads, I believed that this would be a good opportunity. I agreed to sign up and

provided the representative with my credit card information for the enrollment fee and the lead charges.

5. During the first week after signing up, I didn't receive any leads. I was unhappy about this and I called HomeAdvisor to find out what was going on. I reached a representative who told me that he would look into why I hadn't gotten any leads. He said that in the meantime, I could check out a service called "Opportunities" that HomeAdvisor offered through their member website. He explained that I could find leads listed under the "Opportunities" tab on the website. I could select leads from that list, and I wouldn't be charged unless the customer "accepts." I understood that to mean that I would only be charged if the customer accepted my bid and I got the job.

6. I eventually received and accepted a lead from HomeAdvisor. When I called the phone number for the lead, the person who answered said, "Why are you calling me now? We contacted HomeAdvisor for information a while ago, but we don't need anything now." This was extremely disappointing to me. I immediately called HomeAdvisor to cancel the service. The representative I reached tried to talk me out of cancelling. He acknowledged that the lead was not "legitimate" and offered to credit me for that lead and give me five additional leads for free. He said I would not receive or be charged for the future leads.

7. I called the five "free" leads and didn't have any better luck. One or two were disconnected or non-working numbers, a couple of people said that they weren't looking to get any painting work done, and I left a message or two and never received a return call.

8. About a week later, I saw that HomeAdvisor had charged my card \$40 for the initial useless lead. I called HomeAdvisor back up to complain and reached a representative who told me that he could not refund me for the lead, but that if I reactivated my account he could give me five more leads as credit. I asked to be transferred to a manager. The manager told me that he felt bad about my situation, but that he was "not allowed to give people refunds – only credits." I was not thrilled with this, but I accepted the additional five leads in the hope that I would be able to get at least one or two jobs out of them.

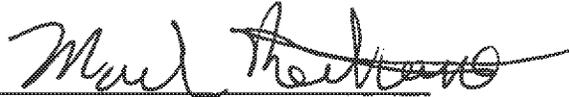
9. Upon calling those leads, I had the same experience as previously: unreturned messages, non-working numbers and uninterested people. To best of my recollection, out of the total of ten free leads that I called, four were non-working numbers, four never responded to messages, and two were not currently looking for a painter. I called HomeAdvisor and told it to close my account and stop charging me for leads.

10. Upon reviewing my next credit card bill, I found that I had been charged several hundred dollars by HomeAdvisor – much more than the \$287.99 signup fee and the initial worthless \$40 lead. I did some internet research and saw several complaints from service providers who said that HomeAdvisor continued to charge them for leads after they had requested to cancel their accounts. I decided to file a formal complaint with the Pennsylvania Attorney General's office. I asked my wife to assist me in writing up a complaint based on our experience. A true and correct copy of this complaint is attached to this declaration as Attachment A.

11. In all, HomeAdvisor charged us close to \$600 and we got nothing of value for it. Not one of the leads I received from them was legitimate. It was a waste of money.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: January 17, 2022


Mark Rothermel

Record # 2 / 131990192 / Consumer Sentinel Network Complaint			
Reference Number:	131990192	Originator Reference Number:	WP378576
Language:	English	Contact Type:	Complaint
Source:	Organization	DNC?:	No
Comments:	<p>Note: Please note that the Consumer Sentinel Network cannot presently categorize this data contributor's Product Service Code. The comments field may have a description of the good or service offered to the consumer. --- Salesman from Home Advisor called me and told me they have 100's of consumers calling in per day wanting service work done in my area, and Home Advisor does not have enough service providers to fulfill the consumers demand for Service. Salesman stated that once I signed up I would have unlimited amount of leads sent to me. A minimum of 5, 10 leads per day as many as I want or as few as I want. As well he stated all leads are vetted for Quality Assurance. Firstly, to provide this service it costs up front 288.00 for an enrollment fee and then they will send you the vetted leads. 7 days later ' NOT ONE SINGLE LEAD' nothing for the 288.00 enrollment cost. Called the salesman on the phone and he stated "let me see what is going on" and while he was on the phone he also stated while I look to see what is going on, there is a separate service we offer through our website called opportunities, if you look on our website it is called an Opportunities tab that will only charge you a lead fee if the customer accepts... (not disclosing 'Accepts' means accepts to talk with you through their app, through their system). I proceeded to accept 1 lead and called potential customer and the customer stated 'we dont need anything right now, we filled out information to have someone contact us just for additional information' we really are NOT looking to do ANYTHING currently. The call lasted approximately 3 minutes the call times are recorded, and 5 minutes after that call I called Home Advisor and canceled the service, the whole time on the phone the rep trying to get me not to cancel by offering me 5 additional leads for free. Rep stating we are 'crediting' you this lead and can offer 5 additional leads for free. I lost 288.00 and rep stated they would close my account and understood it was NOT a legitimate lead, not a vetted lead and he would 'credit' me for the lead. 8 days later after canceling, after being told they would credit me the lead and not charge me for it. THEY charged me for the lead anyway! Called Home Advisor on the phone and escalated the claim and spoke to a manager that stated 'We in fact credited you for the lead' you are still charged for the lead but you are credited for the lead and if you want to NOT cancel your account/reopen your account we can offer you additional leads for free... Since your account is now closed there is nothing we can do, the manager stated "in any instance-situation with a client we cannot ever refund any dollar amount the only thing we can do is credit an account". He stated if you reopen your account we can offer 5 additional leads to you for free... Basically, 288.00 (for nothing) and another 40.00 for a frivolous lead... I am afraid after reading reviews online that they may charge even more money as reviews I have read state for months Home Advisor was charging bank account resulting in people closing their bank accounts. --- Consumer desired outcome: Reimburse myself for the "lead" and for the service of 288.00. They did not give me anything for the dollar amount I spent. 288.00 was an enrollment fee to provide leads. 7 days later not 1 lead was ever sent to me. I never received even 1 lead through their lead program. 7 days later not 1. Opportunities tab is a separate program they offer and the rep even stated it was not a good lead. --- Contract Signed Location: Home (over the phone) --- Products Purchased: Enrollment fee and payments for leads --- Payment Type: ATM/Debit Card --- Consumer Age Range: 53 --- Senior?: No --- Consumer County: Allegheny</p>		
Additional Comments:			
Complaint disposition provided?:			
Complaint Disposition:			

Data Reference:		Load Date:	03/19/2021 10:02:53 PM
Created By:	PA01-USER	Created Date:	02/23/2021 12:00:00 AM
Updated By:		Updated Date:	
Complaint Source:	Pennsylvania, Attorney General	Product Service Description:	Other Misc.
Amount Requested:		Amount Paid:	
Payment Method:		Agency Contact:	External Agency
Complaint Date:	02/23/2021	Transaction Date:	02/13/2021
Initial Contact:		Initial Response:	
Statute/Rule:		Law Violation:	
Topic:		Dispute with Credit Bureau?:	
Dispute with Credit Bureau - Responded?:		Dispute with Credit Bureau - Resolved to Satisfaction?:	
Member of armed forces or dependent?:		Cross Border Complaint?:	No

Consumer Information

Consumer Small Business or Organization:			
First Name:		Last Name:	
Address 1:		Address 2:	
City:		State:	
Zip:		Country:	
County:		Federal Judicial District:	
Home Number:		Cell Number:	
Work Number:		Ext:	
Fax Number:		Email:	
Age Range:		Military Service Branch:	
Soldier Status:		Soldier Station:	

Subject

Subject:	Home Advisor Pro	Normalized Name:	Home Advisor Pro
Address 1:	3601 Walnut Street	Address 2:	#81

PX0008

DECLARATION OF JERALD SARGENT
Pursuant to 28 U.S.C. § 1746

I, Jerald Sargent, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Orondo, Washington. I am the owner and operator of Slabjack Geotechnical, a home improvement and construction business in Wenatchee, Washington. I have owned this business for approximately 11 years. Sometime in 2012 I received a sales call from the job referral company HomeAdvisor. While my company was already well established at that time, I was familiar with the idea of lead generation for contractors and felt that HomeAdvisor was offering a useful service.

2. I have been a customer of HomeAdvisor since that time. For the first few years, I was relatively happy with their service. However, not all of the leads were of a high quality; I would estimate that out of every three leads, I might get two quality leads that were worth following up on and one lead that was no good. In other words, quality leads were jobs that fell within my line of work and where the homeowner was ready to start a project. About half of the time, I would get a job from the quality lead. The rest of the leads (approximately one out of three) were just garbage—the homeowner had no idea why I was contacting them, they had already started (or finished) the work, or they were not seriously interested in starting a project. I always made sure that one of my employees called the leads immediately upon receipt, usually within a few minutes to an hour.

3. During the first few years of my membership, HomeAdvisor charged me around \$35 per lead, on average. The charge per lead could be as low as \$25 or as high as \$50 each. I never learned why I was charged a higher fee for some leads and a lower fee for others. I use a lead tracking software program called Estimate Rocket to track the leads that come into my business. When a lead comes in, I or one of my employees enters the source of the lead. In this way, I can easily track which leads turn into jobs and which leads came from HomeAdvisor. Over time, I was able to calculate my approximate cost per job for HomeAdvisor leads as around

\$145/job. During this time, my HomeAdvisor membership penciled out for me. In other words, even though we had to waste some time calling the bogus leads, it was still financially beneficial to remain a member of HomeAdvisor's service.

4. Unfortunately, the quality of leads has been declining over the past two to three years. During the busiest times of the year, I spend around \$4,000 per month on about 80 to 90 leads from HomeAdvisor. Out of these, I usually get an average of one job out of every five leads. Now, my cost per job for HomeAdvisor leads is around \$225 to \$250.

5. My employees and I have tried hundreds of times to get credit for bad leads; it's part of our business practices to request refunds for bogus leads. In my experience, it is nearly impossible to get credit from HomeAdvisor for the useless leads. HomeAdvisor customer support will only call the homeowner once to confirm that they didn't want to hire a contractor (or that the project was already done or whatever other reason that they were not actually looking to hire someone for a project); if HomeAdvisor customer support doesn't reach anyone on their first attempt, HomeAdvisor will not provide any credit or refund for the useless lead. The only situation in which I am fairly certain HomeAdvisor will credit my company for a useless lead is when the phone number is non-working; in that case, HomeAdvisor is usually able to confirm the number is non-working. Overall, I estimate that my employees and I only succeed in getting HomeAdvisor to provide credit for useless leads about 30% of the time.

6. A few years ago, I began to get an unusual response during these lead calls, in which the homeowners expressed surprise or confusion because they thought they had contacted a local contractor or company (Jensen Brothers, Powell and Sons, or Ken Wilson) rather than HomeAdvisor. Since then, I have called dozens of such leads. On these calls, the homeowners would say things like, "Why are you calling me? I signed up to work with [or requested an estimate from] Jensen Brothers [or Powell and Sons, or Ken Wilson]." When this happened, it was basically like making a cold call; these leads certainly didn't have the same value as a lead who knew they had entered their information into the HomeAdvisor site and expected the call.

7. When I first noticed the pattern described in paragraph 6, I did some Google searches for "Jensen Brothers," "Powell and Sons," and "Ken Wilson" and realized that these

entities were not actually legitimate contracting companies. Instead, they were websites that funneled leads to HomeAdvisor. I viewed the Jensen Brothers, Powell and Sons, and Ken Wilson websites, and they appear to be sites for purportedly legitimate local contractors, with forms to fill out in order to receive a quote for a project. Someone viewing the website would have to look closely for a very small print disclaimer that discloses that their information could be sold to a marketer. I feel like this is a dishonest way to do business; it has caused a lot of confusion for homeowners and many hours of wasted time for my company.

8. I did some Google searches for different types of projects and found that one of these affiliate sites (Jensen Brothers, Powell and Sons, and Ken Wilson) usually appeared on the first page of results. I also did some searches for my own company's name and found that a HomeAdvisor lead-generating site appeared in the first page of results. I find it frustrating that homeowners searching for my company could end up on the HomeAdvisor site and come to me via a paid lead rather than directly from my website.

9. In early 2021, I was frustrated enough with HomeAdvisor to file a complaint with the Washington State Attorney General's Office. Soon after I filed the complaint, I received a response letter from HomeAdvisor in which the company admitted that the companies behind the marketing websites for Jensen Brothers, Powell and Sons, and Ken Wilson are not actual contractors and are affiliated with HomeAdvisor. A true and correct copy of this complaint and the associated letter from HomeAdvisor is attached to this declaration as Attachment A.

10. I am not very happy with the way HomeAdvisor is doing business these days. The lead quality has declined significantly and it is still very difficult to get credited for the additional bogus leads.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 12/4, 2021


Jerald Sargent

Catalyst Complaint Summary

588620

Consumer Information

Name: Slabjack Geotechnical, **Day Phone:** [Redacted Pursuant to 16 C.F.R. § 4.2(e)(3)]
Address: Jerald Sargent **Evening Phone:** [Redacted]
[Redacted] **Email:** info@slabjackgeotechnical.com
City: East Wenatchee **Age Group:** 59+
State: WA **Zip:** [Redacted]

Respondent Information

Name: Home Advisor
Address: 14023 Denver W Pkwy **Phone:** (877) 800-3177
City: Golden **Toll-Free:** (866) 238-1240
State: CO **Zip:** 80401 **Fax:** (303) 980-3003
Web Site: homeadvisor.com
Email: Carl.butler@HomeAdvisor.com
Contact: Carl Butler

Briefly explain your complaint:

Complaint about deceptive advertising practices by Home Advisor.

I have been receiving many estimate requests through fronts of Home Advisor namely:
Powell and Sons
Jensen Brothers
Ken Wilson

Their ads placed on Facebook and google web search cause people think they are calling one contractor not being funneled into a lead generation stream which results in confusion for the customer and anger directed at us the business who is getting these "leads" from Home Advisor.

These false sites with a very small disclaimer at the bottom of the page should not be allowed.

588620

1

Declaration

I acknowledge that my complaint and attachments, once submitted, become public records and may be disclosed to others in response to a Public Records Request. Complaint information received by this office will be exported into the FTC's database, Consumer Sentinel, a secure online database. This data is then made available to thousands of civil and criminal law enforcement authorities worldwide.

I declare, under penalty of perjury under the laws of the State of Washington, that the information contained in this complaint is true and accurate, and that any documents attached are true and accurate copies of the originals.

I authorize the Washington State Attorney General's Office to contact the party(ies) against which I have filed this complaint in an effort to reach an amicable resolution. I authorize the party(ies) against which I have filed this complaint to communicate with and provide information related to my complaint to the Washington State Attorney General's Office.

Signature	Jerald Sargent
Date	02/05/2021
City	East Wenatchee
State	WA

588620

2



March 9, 2021

VIA E-MAIL

Ruth E. Holbrook
 Consumer Services Unit Supervisor
 Consumer Protection Division
 Office of Attorney General of Washington
 800 Fifth Avenue, Suite 2000
 Seattle, WA 98104

CRC@ATG.WA.GOV

Re.: File # 588620
 Jerald Sargent dba Slabjack Geotechnical

Dear Ms. Holbrook:

I am writing in response to your February 24, 2021 e-mail attaching the Consumer Complaint ("Complaint") filed by Jerald Sargent ("Sargent") dba Slabjack Geotechnical ("Slabjack"). Please direct all communications regarding this matter to my attention. HomeAdvisor strives to achieve customer satisfaction in all of its transactions and is disappointed to learn that Sargent was dissatisfied with our services.

In his Complaint, Sargent mentions three websites: Jenson Brothers (<https://jensonbrothers.com/>), Powell and Sons (<https://powellandsons.com/>), and CARS Home Improvement Cents/Kenneth Wilson ("CARS/Kenneth Wilson") (https://www.facebook.com/Kenneth-Wilson-11682429716823/and_https://homeimprovementcents.com/bathroom-remodel-leads-01/). Jenson Brothers, Powell and Sons, and CARS/Kenneth Wilson are affiliate partners of HomeAdvisor and other companies, and their websites are owned and managed by those affiliate partners (and not HomeAdvisor).

HomeAdvisor partners with certain companies, such as Jenson Brothers, Powell and Sons, and CARS/Kenneth Wilson to increase its online exposure and find consumers who may need its service professionals' assistance but who do not initially visit HomeAdvisor's website. HomeAdvisor monitors the quality of leads coming from its partners and believe that the quality is great and that many leads turn into won jobs for HomeAdvisor's service professionals. Additionally, HomeAdvisor's partners are contractually obligated to mention HomeAdvisor on their websites, and HomeAdvisor requires all of its partners to be clear and transparent about the process that matches consumers to HomeAdvisor service professionals and their agreement to HomeAdvisor's Terms of Service and Privacy Policy.

As can be seen below, Jenson Brothers and Powell and Sons' websites explain their relationships with HomeAdvisor and their other partners and prominently display the fact that HomeAdvisor or other trusted partners might contact the consumer regarding the consumers' service request.



Contact Us

HOME

REQUEST SERVICE

REQUEST A QUOTE

CONTACT US

Contact Us

First Name *

Last Name *

E-mail *

Phone Number *

Street Address (123 Main St.) *

Zipcode *

Tell Us What You Need Here. *

SUBMIT >

By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to content doesn't require you to purchase service. Please note you may be matched to one of our trusted partners such as CraftJack, HomeAdvisor or Networx. By using this service, you agree to our Terms Of Service as well as to HomeAdvisor Terms of Service and Privacy Policy and CraftJack Terms of Service

Jenson Brothers:

By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to content doesn't require you to purchase service. Please note you may be matched to one of our trusted partners such as CraftJack, HomeAdvisor or Networx. By using this service, you agree to our Terms Of Service as well as to HomeAdvisor Terms of Service and Privacy Policy and CraftJack Terms of Service. (emphasis added)



Contact Us

Home

Request Service

Request A Quote

Contact Us

Free Quote

- * First Name
- * Last Name
- * Email
- * Phone Number
- * Street Address (123 Main St.)
- * Zipcode
- * Tell Us What You Need Here.

SEND IT

By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to contact doesn't require you to purchase service. Please note you may be matched to one of our [trusted partners](#) such as Craft Jack or HomeAdvisor. By using this service, you agree to our [Terms Of Service](#) as well as to [Home Advisor Terms of Service and Privacy Policy](#)

Powell and Sons:

By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to content



doesn't require you to purchase service. Please note you may be matched to one of our trusted partners such as CraftJack or HomeAdvisor. By using this service, you agree to our Terms Of Service as well as to HomeAdvisor Terms of Service and Privacy Policy. (emphasis added)

However, when reviewing Sargent's Complaint, HomeAdvisor became aware of an issue with CARS/Kenneth Wilson's website. Subsequent to partnering with HomeAdvisor, CARS/Kenneth Wilson modified its website by removing all mention of HomeAdvisor. Additionally, the disclaimer was relocated and was no longer easily accessible to consumers.



Bathroom Remodeling Estimate Request

The best part... you don't have to chase contractors! Submit your quote request here, and my local partner contractors will contact you. Having contractors chase you, puts you in the driver's seat! Let's rock-n-roll!

START

Your Info

First Name

Last Name

(201) 555-0123

Email Address

By clicking "Submit" you agree to our [TCPA Consent](#)

By submitting this form, you are giving your consent to be contacted at the phone number you inputted (including wireless number if provided) Contacting you is for the purpose of confirming and scheduling your home improvement project request and multiple contractor bids. You understand that automated phone technology, by voice or text messages, may be used to reach you. Please note that providing consent does not obligate you to purchase or use any product or service.

SUBMIT



On February 25, 2021, HomeAdvisor contacted CARS/Kenneth Wilson and demanded that it change the webpages to include full disclaimer language on the landing page and to include HomeAdvisor in that language. On or about March 1, 2021, CARS/Kenneth Wilson updated its TCPA flow so that the language below is expanded and always shown to the consumer:

By submitting this form, you are giving your consent to be contacted at the phone number you inputted (including wireless number if provided). Contacting you is for the purpose of confirming and scheduling your home improvement project request and multiple contractor bids from our partners which may include HomeAdvisor / Craftjack. You understand that automated phone technology, by voice or text messages, may be used to reach you. Please note that providing consent does not obligate you to purchase or use any product or service.

HomeAdvisor denies any wrongdoing and trusts that the above explanation resolves the issues raised in Sargent's Complaint. Please do not hesitate to contact me should you have any questions or concerns.

Sincerely,

A handwritten signature in black ink that reads "Carl W. Butler".

CARL W. BUTLER
Vice President, Associate General Counsel
Legal Department | HomeAdvisor
email: carl.butler@homeadvisor.com

CWB/dja

PX0009

DECLARATION OF DAVID R. SMITH
Pursuant to 28 U.S.C. § 1746

I, David R. Smith, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Danville, New Hampshire. I am the owner and operator of D.S. Builders, a home remodeling business in Danville, New Hampshire. I have been in the home remodeling business since 1985. On June 20, 2018, after receiving numerous emails from HomeAdvisor promoting their job referral service, I answered a telephone call from a HomeAdvisor sales agent. I wanted to expand my business and thought the HomeAdvisor lead service might help with that. The sales agent explained that the leads were from people who contacted HomeAdvisor in search of a contractor for a job they wanted to have done. He explained that HomeAdvisor vetted its leads and that the prospective clients were “project-ready,” which I understood to mean that the prospective clients had actual projects and were looking for a contractor. He repeatedly assured me that HomeAdvisor screened its leads and determined them to be legitimate quality leads with actual kitchen or bath remodeling projects. I asked follow-up questions, explaining that I regularly received calls from people who find my business listing in the phone book and are looking for pricing information and quotes. I explained that I did not want to waste time on those sorts of leads. The sales agent again assured me that the HomeAdvisor leads were from people with actual jobs in my area who were looking for a contractor. The sales agent said that each HomeAdvisor lead would include a short description of the job and the town where the job prospect was located, but no street address.

2. The sales agent explained that I would receive leads by email and text on the HomeAdvisor mobile app, but that HomeAdvisor would charge me only for leads that I attempted to contact using the access code provided with the lead. This made sense to me, and I didn't ask for further details. I had previously worked with a similar lead-generating company that required me to enter an access code to contact a lead. In that agreement, the access code triggered the fee charge. With HomeAdvisor, based on the sales agent's comments, I assumed

that it was a similar system. To the best of my recollection, the sales agent said that HomeAdvisor would charge me between \$75 and \$100 per lead that I contacted, depending on the size and type of job involved. I also believe that the sales agent told me that I could cancel my HomeAdvisor membership at any time. All in all, it seemed like a relatively low risk offer, especially because the sales agent had stated that I wouldn't be charged if I didn't contact the lead.

3. I told the sales agent that I was interested in signing up, but that I was going on a vacation in a few days and would not be able to respond to any leads while I was away. The sales agent explained that once I signed up, HomeAdvisor would perform a credit check and implied that it could take one or two weeks before my application review and credit check were completed. He did not mention anything about doing a background check. Given the statements about the application and credit check, along with the sales agent's claim that HomeAdvisor would not charge for a lead unless I took affirmative action and attempted to contact the lead using the HomeAdvisor access code, I decided to sign up with HomeAdvisor that day rather than wait until after I returned from vacation. The sales agent initially wanted to set me up in a tier where I would receive 100-1000 leads monthly. I explained that was far too many, but he said that I could be selective about which jobs I wanted to contact. Based on the sales agent's claims that the HomeAdvisor leads constituted prospects with legitimate jobs and that HomeAdvisor would only charge me for those leads that I attempted to contact using the HomeAdvisor access code, I provided my credit card number to the sales agent and he emailed me something agreeing to the membership.

4. About one week later, while I was on vacation, I received several emails from HomeAdvisor, but did not read them carefully because I was on vacation. I also received five or six leads from HomeAdvisor by email, but I did not attempt to contact them because I was on vacation and believed that HomeAdvisor would not charge me unless I attempted to contact the lead using the HomeAdvisor access code. At some point, I turned my phone off because I kept receiving texts from HomeAdvisor and I did not want to be disturbed.

5. Sometime after mid-July, after I returned from vacation, I reviewed my emails and saw that HomeAdvisor had sent me dozens of leads during my vacation. I was not able to call these leads since they had expired. I didn't worry about that, because I didn't think I would have been charged for all those leads since I never tried to contact any of them. In the meantime, I had received additional leads that were not yet expired. I called some of the new leads and most of them were bogus—either the lead had no intention of doing the project or had already been contacted by other service providers. A few of the leads were promising. I was able to schedule appointments with two of those leads that week, but neither job panned out. I provided an estimate for one and never heard back; the second was a small demolition project that wouldn't have worked for my company. In that case, the homeowner planned on doing part of the job, and if I did the rest of the work my company would be responsible for insurance for the whole project even though I was only doing a small part of it.

6. Later that same week, I received my credit card bill for the period from mid-June through mid-July. I learned that HomeAdvisor charged my credit card \$287.99 on June 21, which included the signup fee. In addition, HomeAdvisor charged my credit card \$152.41 on June 29, \$254.09 on July 6, and \$148.28 on July 13. All these charges were for leads, but I had not attempted to contact any leads at the time I was charged. Initially, I thought this was an error and that maybe HomeAdvisor had mixed up my account with that of someone else.

7. I called HomeAdvisor's customer service to try to resolve this problem. Eventually I talked to a customer service agent, who told me that the sales agent's claim that HomeAdvisor would charge me only for leads that I attempted to contact using the HomeAdvisor access code was incorrect. The customer service agent said that HomeAdvisor charges for every lead, regardless of whether they are contacted. The customer service agent told me that the sales agent who sold me the HomeAdvisor membership was no longer with the company.

8. I also asked the HomeAdvisor customer service agent for an itemization of the leads for which HomeAdvisor had billed me. It took several calls and a fair amount of wasted time on hold before I reached an agent who agreed to give me names and telephone numbers for

approximately 17 expired leads for which HomeAdvisor had charged me. She refused to send me anything in writing, so I had to take handwritten notes.

9. I proceeded to call each of these leads. Attachment A includes a copy of my records from those calls. The first page of Attachment A is a cover statement that I wrote at a later date for my credit card issuer, when I was trying to dispute the charges. The remaining pages of Attachment A are my handwritten notes. They reflect the names and telephone numbers of the 17 leads provided by the HomeAdvisor customer service agent, which I wrote during the call described in paragraph 8, as well as my notes from my conversations with the leads, which I took at the time of each conversation. Two of the leads were disconnected numbers. Some of the leads told me they had no idea how HomeAdvisor had gotten their number, including one person who lived in a rented trailer and another who said he was renting the house he lived in. Neither of these people even own a home. Another lead (Drinker) said that her job had been completed in June—a month before I received the lead in July—and asked me why HomeAdvisor was still sending her name to contractors. Another lead (DeLeon) told me that his project was already underway at the time that I received the lead. I was also charged for a lead to a realtor (Currivan) who was price shopping a job for her client. Another person (Carey) had decided to do the work himself. In addition, some of the leads that I called did not answer, return my voice message, or call back. I received two different lead codes for a single person twice (Currivan and Raciot). I also received a lead for company (Emerson) that was out of business.

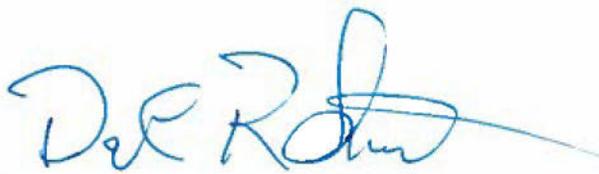
10. Once I had called these leads, and realized how many of them were bogus, I decided to cancel my HomeAdvisor membership. When I called HomeAdvisor to cancel my account, I was transferred to different people and was placed on hold for long time periods. Over the course of the next several weeks, I called many times and was on hold for up to 45 minutes on some calls. I would just have to set my phone down and try to get some work done while I was waiting for a representative to pick up. This was during my business hours and it was frustrating how much time I had to waste just to try to cancel my account. All this time, the company was still sending me and charging me for new leads.

11. By the time two months had passed from my first attempt to reach a resolution with customer service, I had been billed approximately \$2,000 for additional leads I never called. I wanted to get at least some of that money refunded. I continued to try to reach someone at HomeAdvisor who could help me with that, but I just kept getting the runaround. I also sent HomeAdvisor multiple emails advising it that I wanted to cancel and get a refund, but nobody responded to my emails. At one point, a customer service agent told me the company does not respond to email communications from contractors. I thought that was odd, given how many emails I received from HomeAdvisor.

12. Eventually I was able to cancel my account, but I continued to try to reach someone at HomeAdvisor who would process a refund. I finally disputed the illegitimate HomeAdvisor charges on my credit card account with my credit card issuer. The letter in Attachment A details why I was disputing the charges. Eventually, Chase Cardmember Services credited my account for the disputed charges. However, HomeAdvisor then forwarded my information to a debt collection agency called CMI Credit Mediators, Inc. ("CMI"), of Upper Darby, Pennsylvania. Attachment B is a true and correct copy of a collection notice that I received from that company. A CMI collector has verbally threatened to put a lien against my home. I provided CMI with a detailed description of my dispute of the HomeAdvisor charges and have repeatedly asked for an itemization of the charges, all to no avail. I have since learned that there is a lien on my home for approximately \$2,700. This has all been a frustrating and time-wasting ordeal. I have spent hours of wasted time calling bogus leads and calling HomeAdvisor trying to cancel and get a refund. I've also spent thousands of dollars of unfair charges. I wish I had never signed up with HomeAdvisor.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 11/17/, 2021



David R. Smith

Attached is a copy of my notes during the time HomeAdvisor was sending me leads.

Some of these were duplicates, some were Renters. Some were Realtors. Some had already had the work completed or never called me back. A few were duplicate leads-different phone numbers for the same person and some phone numbers were simply nonworking.

In total, I called an estimated 17 leads. IF all were legitimate the total charge from HomeAdvisor should have come to no more than \$850. since they were to charge me \$50 for each lead that I contacted. Also, HomeAdvisor claimed that I contacted leads by email or text which I never did.

Amyvyn Drinker

603- [REDACTED] EXT 1007
603- [REDACTED] EXT 1005

Since [REDACTED]

HAD WORK DONE IN JUNE
got lead & called in July

Amy Newton

603 [REDACTED] - left message
to call back

Kitchen-

TODD LARIVIERE 603- [REDACTED] Bath-

DIANE OLACIRA? 603- [REDACTED] Kitchen

RANDY GAGNIER 603 [REDACTED] Bath

Did not call

DID NOT CALL

JANE CURRIAN

- REALTOR - (EMAIL) INFO - 1012 Basement
REATOR 1013

OSIRIS DELEON

1014 - Kitchen
at time of lease

PARMEN GOBILHAS

OK Will call back 603- [REDACTED] - 1016 Kitchen
Carmen Bath-

✓ DAN. Pelletier " same number as above? 1017 Bath

X Kathleen Edmunds - RENT'S A Apartment - 1018 Bath

✓ John Sweeney 1019 Bath
No call back no contact

✓ Lisa Racicot 2 leads for 1 person 1020 10223 Kitchen
- CALL BACK - No call back - same lead/project
No contact

✓ David Emerson 1023 Kitchen
Kingston Employment out of Business

DANA & Cindy Pelletier 1024 Bath

OK Chris Carey 1026 7 25 Bath
w/ demo in Ent's job - He was going to do his own work
- potential job - bid meet

OK-

Chris Carey

585 [REDACTED]

2- calls

2 weeks ago

East Kingston - 600 - Womb -

30 Present Rd -

Carmen is going to call back later today on Monday

Mich will call back talked to Boy friend

1012 ADD to Contacts Realtor Text info

JANE CURRIVAN - 603 [REDACTED] Realtor

John Sweeney - 603 left message - 1019

Bonnie Call back 1018 Rents - ? Rental

last [unclear] - left message - No Return call

PX0010

DECLARATION OF DANIEL WADE
Pursuant to 28 U.S.C. § 1746

I, Daniel Wade, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Boise, Idaho. I am co-owner of Solomon's Arbor, a custom tile and stone installation company that serves the greater Boise area. I own this business with my wife, Julianna Wade.

2. In early February 2020, I received a sales call from a representative of HomeAdvisor. The sales representative explained that HomeAdvisor could provide me with leads to homeowners that were looking for tile work in my area. He explained that HomeAdvisor offered a "pro" account that was professionally verified. If I signed up with this account for a fee of \$287.99, HomeAdvisor would verify my identification, license, and credentials and also do a background and criminal check. This would increase my appeal to homeowners—or as he described it, put my business in a "higher bracket." He said that with this pro membership, I would receive only high-quality leads. He explained that these were homeowners who were serious about getting work done immediately. I understood, from the way he described the leads, that these were verified homeowners who were actively looking to hire a contractor immediately. He told me that the cost to me per lead would vary based on the value of the job, up to about \$40. He further explained that HomeAdvisor would "vet the leads just as seriously" as they vetted the pro members, and that these homeowners were "serious about starting jobs." Although he didn't specify what percentage of leads would turn into actual jobs, I understood from everything he said that I could expect a pretty good ratio to turn into actual jobs.

3. I decided to sign up for the pro membership. I gave him the information on the specific services I offered and the geographic area I was interested in. I gave him my credit card information to pay for the membership fee and told him I was ready to start receiving leads.

4. Within a few days, I received my first lead from HomeAdvisor. I tried to call the number provided, but it was a wrong number. I contacted HomeAdvisor customer support and was given the correct number, but when I contacted the homeowner I was surprised to hear that he was upset. He was unhappy with me because he thought he had an appointment scheduled for me to show up and give him an estimate, and then I never showed up for my appointment. After speaking with him for a couple of minutes it became clear that he (the homeowner) had scheduled an appointment with me through HomeAdvisor's website. The problem was, no one from HomeAdvisor had ever notified me about this appointment—I didn't even have the correct phone number for the homeowner at the time. Luckily, I was able to salvage the lead and it actually turned into a job, but I was unhappy that HomeAdvisor had made the appointment without telling me.

5. This was the first of several problems with HomeAdvisor. Despite what the sales representative had told me about the maximum lead price of \$40, some of the leads were priced at over \$100. One lead cost \$163.

6. Over the course of my membership, I received around a dozen leads. Out of these leads, only two resulted in jobs. I couldn't even contact the homeowner on five of the leads I received: two of these were non-working numbers and I left messages via phone and text for the other three, with no response. When I tried to get credit for those bogus leads, I only received credit for the two that were non-working numbers. The HomeAdvisor representative initially refused to credit me for the other three leads, saying that I "didn't get in touch with them fast enough." I don't believe this was true. Some of the leads were sent to me on a Sunday morning, when my business was closed, but I called them on Monday morning when we opened. I was finally able to convince the representative to credit me around \$100, which covered four new leads. I was only able to reach one of those leads.

7. Of the rest of the leads I received, two were people looking for services I didn't even offer; in one case, they were looking for a painter. Three of the leads were homeowners who were looking for cut-rate, subpar work—the price and the type of job they were looking for were not even reasonably feasible.

8. It soon became clear to me that the service was not worth the money. I called HomeAdvisor to cancel my account and asked it not to send me any more leads, effective immediately. It turned out that canceling the account was nearly impossible. It took me several weeks, and multiple conversations with different HomeAdvisor representatives. Representatives tried to offer me credit, instead of refunds, for the bad leads, but that would have been worthless to me since I was determined to cancel the account. Even weeks after I was told that my account was cancelled, I kept getting calls begging me to sign back up and offering me hundreds of dollars' worth of leads to do so. I had to change my credit card number, because even after canceling the account, HomeAdvisor continued to charge the card on file.

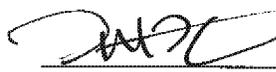
9. I did not think much about HomeAdvisor for the next couple of months, since I believed that my account was closed, and I was not getting charged for anything. About two months after I called to cancel my membership, I received a collections notice from HomeAdvisor. This notice stated that I owed them for additional leads—leads that I had previously informed them were no good. They had already acknowledged that these leads were bad and had offered to credit them towards my account. I did not feel that I should have to pay for these useless leads. My attorney wrote a Cease-and-Desist letter to HomeAdvisor, and I did not get any further collection notices.

10. At some point after I had cancelled, I noticed one additional problem with HomeAdvisor. I discovered that if I Googled “Solomon’s Arbor,” the first search result that came up was a HomeAdvisor site advertising my company. The link was broken, so if anyone tried to reach my company by clicking on that first result, they would end up at a static page with a list of other tile and flooring service providers – essentially, directing them to my competition. This was the case for over six months.

11. Overall, I found my experience with HomeAdvisor to be frustrating and time-wasting. I had a loss of about \$500, plus wasted time spent calling worthless leads and dealing with HomeAdvisor’s customer service regarding credit and cancellation requests.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: February 3, 2022



Daniel Wade

PX0011

DECLARATION OF RONDA WINFIELD
Pursuant to 28 U.S.C. § 1746

I, Ronda Winfield, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Bellevue, Washington. I am the owner of Kellen Kole Designs, a home staging business. I have owned this business since 2014.

2. In July 2019, I signed up with the lead referral company HomeAdvisor. I was already familiar with HomeAdvisor from seeing advertisements (via pop up ads, emails, and social media) and from receiving several sales calls over the years.

3. I received a sales call on July 12, 2019 from a HomeAdvisor sales agent named Matthew Hearn. Matthew explained to me that, if I signed up for its lead referral service, HomeAdvisor would send me leads (homeowner contact information) for people who were looking for home staging services and ready to have a stager come by and give an estimate. He told me that the leads would all be local homeowners within the zip codes that I specified. He said that the job conversion rate was 50% to 60%. Based on this, I understood that the leads would be good quality leads and that I could expect to book actual home staging jobs with at least 50% of the leads provided by HomeAdvisor. Matthew told me that I could customize my membership to receive as few or as many leads as I wanted. I understood that I would be charged for each lead sent to me, but he also explained that I could get a refund for a "dead lead," which he described as any lead that "didn't work out." I understood that this meant that I would be refunded if I couldn't contact a lead.

4. Based on Matthew's statements, what I had seen in the advertising, and what I heard from other sales representatives over the years, I felt that HomeAdvisor's services would be a good fit for my staging business. During my call with Matthew, I decided to finally move forward with a membership and agreed to sign up. The membership fee was \$287.99, which HomeAdvisor charged to my credit card. I received a confirmation email from HomeAdvisor. A true and correct copy of this email is attached to this declaration as Attachment A.

Declaration of Ronda Winfield, page 1 of 4

5. The same day I signed up with HomeAdvisor, I received my first lead. I knew from the sales call that I would need to contact the leads within an hour of receiving them, so I made sure to call the lead right away. The person I reached had no idea why I was calling. They told me they were not looking for staging services and claimed that they had never requested information or referrals regarding staging services from HomeAdvisor or any other site. I suspected that HomeAdvisor had sent me the wrong contact information, perhaps due to a data entry error, so I decided to call HomeAdvisor customer support to see if I could get the correct phone number. It didn't occur to me that the lead was a worthless "dead lead," I simply thought that there was actually someone that was waiting to be contacted regarding home staging services and that I just needed to get the right phone number.

6. When I called customer service, the HomeAdvisor representative initially thought I was trying to get a refund for the lead and was very defensive. I explained that I was not trying to be refunded or credited; rather, I was trying to tell HomeAdvisor that the telephone number provided was wrong and to get the correct number. The representative's response was that maybe they "changed their mind" about needing staging services. The representative stated that HomeAdvisor would charge me for the lead because the lead was legitimate—in other words, that the homeowner had reached out to HomeAdvisor for staging services. I was not happy with this response, but I didn't feel like I had any recourse.

7. Within a day, on July 13, 2019, I received another lead. I called the phone number provided and the same thing happened. The person answering had no need for staging services and no idea why I was calling them. I called customer service again and asked for either a clarification/correction of the phone number or a refund for the dead lead. I received the same sort of response as before: defensiveness, excuses, and a refusal to refund or credit me for the lead. I also sent an email to HomeAdvisor Customer Care advising it that the customer answering the call was not seeking home staging. A true and correct copy of my email is attached to this declaration as Attachment B. On July 16, 2019, I received a generic reply in response stating that HomeAdvisor would not honor my request for a refund. A true and correct copy of HomeAdvisor's reply is attached to this declaration as Attachment C.

8. I later received a third lead from HomeAdvisor and once again received the same sort of response when I called the number provided for the lead. At that point, the lightbulb came on—it appeared that HomeAdvisor was simply sending me worthless, apparently random, leads. I called HomeAdvisor customer service and told them to cancel my membership and immediately halt sending me any leads.

9. Even after I canceled my membership, I continued to receive leads from HomeAdvisor. I looked at some of them and noticed that some didn't even match my service criteria. I had no interest in trying to call the leads, since I was fairly certain they were worthless leads based on my experience with HomeAdvisor and because they didn't match my service criteria.

10. I felt that I had gotten nothing of value for my money. I made several calls to HomeAdvisor customer service but was not able to get anyone to agree to any refund or credits. The situation was frustrating and disappointing, so I decided to contact Matthew Hearn, the sales agent who sold me the membership. I was hoping to at least get a refund for my membership fee, even if I couldn't get any money back for the worthless leads. I explained to Matthew that HomeAdvisor's leads were no good. I told him what I had already told customer service: that I wanted to cancel their services, and that I expected to be refunded for the leads and the membership. I also sent this request as an email. Matthew told me that he was sure there was some mistake and that he could get me some better leads. I told him I wasn't interested. His manager called me soon after and offered me more leads at no additional cost, but I told him that I no longer wanted HomeAdvisor's services.

11. Despite my requests to cancel, HomeAdvisor continued to send me leads. I repeatedly called HomeAdvisor customer service to tell them to stop sending leads. Eventually, I canceled my credit card in order to avoid continuing charges. I received a few more leads after that, but soon HomeAdvisor stopped sending me new leads.

12. Sometime after I canceled my credit card, I was called by someone who claimed to be from HomeAdvisor's collections department. She was very rude and aggressive, claiming that I owed HomeAdvisor hundreds of dollars. I explained that I had canceled my membership,

and that I had confirmed the cancellation in writing via email. She reluctantly said that she would make a note of my cancellation.

13. Around this same time, I filed complaints with the Better Business Bureau and the Attorneys General of Washington and Colorado. A true and correct copy of the complaint I filed with the Better Business Bureau is attached to this declaration as Attachment D. Eventually, I received an email from HomeAdvisor stating that it would refund my money. However, HomeAdvisor never provided me with any refund.

14. In total, I spent \$622 on the membership and leads and I have nothing to show for it. By the time I gave up on getting any resolution from HomeAdvisor, it was already near the end of September 2019; I estimate that I had wasted at least ten to twenty hours on the whole situation. All in all, my experience with HomeAdvisor was a waste of time and money.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: December 9, 2021


Ronda Winfield

Sent from [Mail](#) for Windows

From: [HomeAdvisor](#)
Sent: Friday, July 12, 2019 2:21 PM
To:
Subject: Thanks for Your HomeAdvisor Purchase



Thanks for your order, Ronda Winfield!

Congratulations on your decision to become a HomeAdvisor Screened and Approved Professional.

Billing Information

Billing Address:
Ronda Winfield
Kellen Kole Design

Bellvue, WA 98006

Payment Method:
Mastercard

Order Information

Order: Annual Membership (20% Off Monthly Fee)
Membership Fee: \$287.99

Notes: Membership fees are non-refundable and are charged automatically on each renewal date until canceled.

Order:	Targeted Leads
Current Market Match Spend Target:	\$275.00
Current Exact Match Spend Target:	\$325.00

Notes: Lead fees vary, see the [Lead Fee Schedule](#)

Taxes applied where applicable. See [Terms & Conditions](#)

Thank you for being a member of the HomeAdvisor network. We appreciate your business.

Regards,

Customer Care Team
HomeAdvisor
(877) 947-3639

Reach More Customers. Win More Jobs.™

[Leads](#) | [Ratings](#) | [Account](#) | [Privacy Statement](#) | [Terms & Conditions](#)

Go Mobile



You are receiving this email because you have a HomeAdvisor Pro account.
You may [UNSUBSCRIBE](#) from newsletters, surveys and special offers.

14023 Denver West Parkway, Building 64
Golden, CO 80401

Sent from [Mail](#) for Windows

From: [Kellen Kole Design](#)
Sent: Saturday, July 13, 2019 2:25 PM
To: [HomeAdvisor - Pro Customer Care](#)
Subject: Re: New Exact Match Lead

I made three s attempts to connect with this lead. The man answering the call is not seeking home staging.

Ronda Winfield | Design Consultant
KELLEN KOLE DESIGN
kellenkoledesign.com

Get [Outlook for Android](#)

From: HomeAdvisor Lead <newlead@homeadvisor.com>
Sent: Saturday, July 13, 2019 1:16:09 PM
To: Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
Subject: New Exact Match Lead



You have a new lead!
Stage or Showcase a Home for Sale

Customer Information	
<input type="checkbox"/>	ext 1001
<input type="checkbox"/>	ext 1002
<input type="checkbox"/>	

[View Lead at HomeAdvisor](#)



Job Information

Job #: 147462452
 Other HomeAdvisor Pros Matched: 3

Service Description

Comments:
 We want to stage our condo to sell it.

Project Description:
 Staging furniture & accessories

Listing date:
 When the staging is complete

Approximate Budget:
 I don't know

Request Stage:
 Planning & Budgeting

Desired Completion Date:
 Timing is flexible

What kind of location is this?:
 Home/Residence

[View Lead at HomeAdvisor](#)



Tips from HomeAdvisor

Are you creating a positive initial impression with your HomeAdvisor profile? [Review your profile here!](#)

For your benefit, HomeAdvisor will encourage this customer to review your performance. Your Rating & Review scores create 'online word-of-mouth' to set you apart from your competition!

Thank you for being a vital member of the HomeAdvisor service professional network.

Need Help?
Call Pro Customer Care: [\(877\) 947-3639](tel:877-947-3639)



How much are you spending on marketing? Share your thoughts for a chance to win free leads. [Take our survey](#)

HomeAdvisor, Inc.
14023 Denver West Pkwy, Golden, CO 80401

[Terms & Conditions](#) | [Privacy Policy](#)
[Change your Email Preferences](#)

Sent from [Mail](#) for Windows

From: [HomeAdvisor](#)
Sent: Tuesday, July 16, 2019 1:35 PM
To:
Subject: HomeAdvisor Lead Replacement Request Update



Dear Ronda,

We have reviewed your lead replacement credit request regarding the contact information for this lead. Based on our research, we are unable to issue a credit at this time.

A word on measuring your marketing success:

- While it's a common tendency to want to evaluate our services based on the outcome of your most recent homeowner contact experience, we encourage you to evaluate HomeAdvisor on the basis of your total marketing investment and your total revenue generated from the service.
- If you find that your return on investment is not positive with our service, please contact us. We will help you make the necessary modifications to ensure you are getting value out of your investment, because it's only when you succeed that we succeed! HomeAdvisor is committed to helping you grow your business, one homeowner at a time.

Thank you for being a member of the HomeAdvisor network. We appreciate your business.

Regards,

Customer Care Team
HomeAdvisor
(877) 947-3639



#147482452
Stage or Showcase a Home for Sale

[View Details](#)



1001 ext:

[Email Customer](#)



07/13/2019



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You are receiving this email because you have a HomeAdvisor Pro account. You may [UNSUBSCRIBE](#) from newsletters, surveys and special offers.

14023 Denver West Parkway, Building 64
Golden, CO 80401

HomeAdvisor

Case #: 13872454

Consumer Info:
Winfield, Ronda
Bellevue, WA 98006

Business Info:
HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 9/28/2019 4:55:05 PM

Nature of the Complaint: Service Issues

Consumer's Original Complaint:

HomeAdvisor solicited me with the promise of using their services to enhance my small business. After the initial joining fee, they sent me my first lead which when I contacted that lead, the person had no idea why I was contacting the. That person informed me that he had never contacted HomeAdvisor for services. Because I thought the contact information was incorrect, I called HomeAdvisor customer service. I was immediately told I would not receive a refund. I thought the response was off center which raised a red flag for me. I explained that I was clarifying contact information for a lead. The csr's disposition changed and she assisted me as needed. The contact information was indeed bogus. A HomeAdvisor manager later contacted me to explain that "some folks just change their minds about what they want." Red flag #2. For the remainder of the week I was sent another lead that was bogus. HomeAdvisor began sending lead information and charging me for leads that did not exist, or leads that did not match my service criteria. When I discovered they were a scam I called to cancel. They would not cancel the membership, instead they kept sending me leads and charging me for them. These were leads that I did not respond to. I cancelled the credit card they were using and after a few weeks they stopped sending leads. Their Collections Dept. contacted me for an outstanding bill with them. I explained to the very aggressive unprofessional person who called me that I had canceled the service. She reluctantly made a note to the account that I requested cancellation months prior. I researched consumer complaints and found a trove of small business owners with nearly identical experiences as mine. I filed a complaint with the Colorado Attorney General as well as with the Attorney General of my own state. This is a conglomerate that preys on the unsuspecting small business owner siphoning dry our hard earned money. Most if us do not have attorneys on retainers and to HomeAdvisor's advantage we just go away with a huge loss. The BBB should not continue to accept money from HomeAdvisor for A+ ratings for a company with F- practices.

Consumer's Desired Resolution:

Cancel the service as I requested in July. Refund the \$289 enrollment fee/any paid leads. Clear any all subsequent charges for leads I did not ask for.

Complaint Timeline

09/28/2019

Automation: Auto Process
Complaint Form

09/29/2019 Pending initial Business response: Action Taken
Threshold Application

10/02/2019 Business Responded to Complaint: Action Taken: Extranet
mrussell@homeadvisor.com

10/02/2019 Pending consumer Response: Action Taken: Direct Connect
mrussell@homeadvisor.com

10/10/2019 Answered: Action Taken
Threshold Application

Complaint Messages

10/02/2019 - Molly Russell

Respond to Complaint

We are in the process of reviewing this customers account and we will be following up with them shortly on a resolution. We do apologize for any inconvenience that this has caused the customer.

Complaint Notes

9/28/2019 4:55:05 PM

Business (as entered)

HomeAdvisor

14023 Denver West Pkwy Bldg 64

LakewoodCO, 80401

(303) 963-7200

Initial Submission

9/28/2019 4:55:05 PM

Complaint (as entered)

Problem Description:

HomeAdvisor solicited me with the promise of using their services to enhance my small business. After the initial joining fee, they sent me my first lead which when I contacted that lead, the person had no idea why I was contacting the. That person I formed me that he had never contacted HomeAdvisor for services. Because i thought the contact information was incorrect, I called HomeAdvisor customer service. I was immediately told O would not receive a refund. I thought the response was off center which raised a red flag for me. I explained that I was clarifying contact information for a lead. The csr's disposition changed and she assisted me as needed. The contact information was indeed bogus. A HomeAdvisor manager later contacted me to explain that "some folks just change their minds about what they want." Red flag #2. For the remainder of the week I was sent another lead that was bogus. HomeAdvisor began sending lead information and charging me for leads that did not exist, or leads

that did not match my service criteria. When I discovered they were a scam I called to cancel. They would not cancel the membership, instead they kept sending me leads and charging me for them. These were leads that I did not respond to. I cancelled the credit card they were using and after a few weeks they stopped sending leads. Their Collections Dept. contacted me for an outstanding bill with them. I explained to the very aggressive unprofessional person who called me that I had canceled the service. She reluctantly made a note to the account that I requested cancellation months prior. I researched consumer complaints and found a trove of small business owners with nearly identical experiences as mine. I filed a complaint with the Colorado Attorney General as well as with the Attorney General of my own state. This is a conglomerate that preys on the unsuspecting small business owner siphoning dry our hard earned money. Most if us do not have attorneys on retainers and to HomeAdvisor's advantage we just go away with a huge loss. The BBB should not continue to accept money from HomeAdvisor for A+ ratings for a company with F- practices.

Desired Outcome:

Cancel the service as I requested in July. Refund the \$289 enrollment fee/any paid leads. Clear any all subsequent charges for leads I did not askfor.

Initial Submission

PX0012

DECLARATION OF ELENA DUNNE
Pursuant to 28 U.S.C. § 1746

I, Elena Dunne, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Arvada, Colorado. I worked as a sales representative for HomeAdvisor from June 2019 through October 2019, in the company's Denver location. I did not have prior sales experience when HomeAdvisor hired me.

2. My initial training consisted of four weeks of classroom training, during which time we watched videos, studied and practiced scripts, learned about HomeAdvisor's service and role in the industry, and participated in team building exercises. We also learned about common objections during the sales pitch and how to overcome them.

3. After the classroom training, my group transitioned to the sales floor to listen in on sales calls and eventually begin making our own calls. This training period lasted two weeks. The trainers, who were also sales managers, explained that we were expected to make at least three sales during this period. We would receive a bonus upon our third sale. If we didn't meet the goal of three sales, it would be up to our manager to decide if they wanted to keep us on.

4. When we transitioned to the sales floor, our sales managers/trainers went over the scripts with us again, including additional instructions on overcoming the objections of reluctant prospects. For example, the trainers taught us to tell the service providers that the homeowners were "ready to go" and the work was immediately available. If the prospective service provider member asked us how we would know that homeowners were actually ready to hire, we would explain that the homeowners went through an online application process which required them to provide details about when they wanted the work done, and the job leads were all for projects with homeowners who indicated they were ready to hire immediately. We role-played practice "calls" with our coworkers and then made our own calls. We were able to overhear the calls of all the trainees, and afterwards we would all discuss what worked well and what didn't. When

we made these sales calls as trainees, a manager would often pick up another line to connect to the call. This usually happened when someone got close to closing a sale, and the manager would mouth to us what we should say to overcome the prospect's objections. I felt that the managers during these "beat the objections" calls were close to becoming overly aggressive – I was not entirely comfortable with some of these calls, as I felt that we were being trained to be argumentative in our sales pitch. It felt like it was very close to the line in terms of acceptable behavior for me.

5. One of the objections that we were trained to overcome was when a prospect asked if we sent our leads to more multiple services provider at the same time. This was absolutely true; each lead could go out to several contractors. But we were trained to avoid directly answering this – the managers instructed us to tell the service providers that the leads would go to perhaps one or two other contractors, but that "if you jump on it right away," as soon as it was posted, and had a competitive bid, then "it's yours." The script also emphasized that the leads were right in their geographical area, using terms such as "in your neighborhood" or "just down the street."

6. If a prospect asked about credits or refunds to leads that didn't work out, the managers advised us to be vague, and say things like "we could look at refunding" but to not make any promises. The managers told us to try to avoid mentioning anything too specific about the lead credit or refund policy.

7. One part of the sales script that concerned me was the "free marketing" pitch. We told the prospects that HomeAdvisor would include their business contact information in a list of local contractors that appeared on HomeAdvisor's website, available to homeowners who were searching for service providers. We explained that if a homeowner called the service provider member directly, it wouldn't be considered a lead and wouldn't cost the member anything. We were told to ask the prospect if they would like to appear high on the list of contractors. This was presented as a way to get jobs without having to pay for leads. The pitch made it sound as if this was some valuable part of the membership package, but I learned later (I tested it myself by calling some of the numbers) that the phone numbers listed for the member service providers all went to HomeAdvisor operators.

Declaration of Elena Dunne, page 2 of 3

8. I don't recall hearing that our calls would be monitored, or about any particular words or phrases that we were not allowed to say, except that we could not ever promise a prospect a job. However, we were trained to imply that the jobs were there for the taking, and that all the member would have to do is contact the homeowner quickly with a competitive bid, and the jobs would be rolling in.

9. I started to have doubts about working for HomeAdvisor within the first several weeks of my employment there. I would hear from new service provider members that they tried to call the leads and never got return calls, or that the project was already completed. At the end of the day, I felt that I was hurting, not helping, these service providers' businesses. That, along with low pay and an alcohol-heavy "party" sales room culture, were the reasons that I began to look for new employment opportunities.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: October 19, 2021



Elena Dunne

PX0013

DECLARATION OF JEFFREY HOPPIS
Pursuant to 28 U.S.C. §1746

I, Jeffrey Hoppis, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Denver, Colorado. From early February 2018 to mid-January 2019, I worked as a sales representative with HomeAdvisor at its Golden, Colorado sales office. My primary responsibility at HomeAdvisor was to call home services professionals (“HSPs”) and try to sell them memberships to HomeAdvisor’s lead service platform. I am currently employed as a U.S. mail carrier.

2. I spent the first week of my HomeAdvisor employment in training class with about 25 other recently hired sales representatives. The HomeAdvisor trainers gave each of us a notebook and training materials that included information on the company and its business. In the training, we learned that HomeAdvisor was established to connect homeowners with HSPs. We learned that homeowners completed a 5-7 page form on HomeAdvisor’s website in which they detailed their job. The trainers referred to this form as a “work order” or an “application.” We also learned that once the homeowner submitted the “work order” or “application” it was immediately sent out to the relevant HSPs in the homeowner’s area. In fact, in training we were encouraged to go to the HomeAdvisor website and view the form that homeowners completed, though we were told not to hit the submit button.

3. During the training, we were given a script for speaking with HSPs, which we memorized. We learned about making telephone sales, including overcoming objections. We also engaged in role-playing exercises making sales pitches to improve our presentations and ability to overcome objections. We also learned how to enter data into and work on the company’s sales platform. Starting the second week, we made calls while trainers listened in and assisted with suggestions to improve our sales presentations. After that, we were assigned to a sales team and we began working on the sales floor.

4. In the training class, the trainers said that we would not call anyone who did not expect to be called by HomeAdvisor. That turned out not to be true. I learned that HomeAdvisor had staff who reviewed state licensing websites to find lists of licensed contractors

and created lead lists of prospects from those websites. Most prospects hung up when I introduced myself and explained why I was calling.

5. All of my sales calls were outbound calls to HSPs. I observed that sales representatives who were most successful at making sales were assigned to receive inbound calls from HSPs interested in learning about HomeAdvisor's services. Inbound calls were generally better leads and easier to sell. On an average day, I made 200-300 dials, but on bad days, I made more than 500 dials. I was required to have three to four hours of talk time daily. I was lucky if I had five actual conversations in a day and of those five calls, I might get two sales. Many people hung up – all day, every day. The people on my sales team were each budgeted to make five sales weekly; if we hit that goal, my manager stopped shouting demands that we needed to “make some sales” and that reduced my stress levels. If the sales team as a whole made budget, which meant somewhere between 25 and 35 sales in a week, the company provided breakfast or took us out to happy hour.

6. We called the same people multiple times. We annoyed some HSPs by calling them multiple times. I tried to establish repertoire with prospects and initially asked them questions about their business. On average, a prospect that resulted in a sale required two to five conversations, but I had as many as 30 calls in cases where the HSP was always busy or had limited time when I called.

7. Sales representatives made calls from adjacent workstations and I regularly overheard what other sales representatives said during their sales calls to HSPs. During training, my manager gave me access to listen to the sales presentations of the top sellers among the sales representatives on our sales team.

8. In sales presentations, we always described the leads as homeowners who were ready to hire HSPs for existing jobs. For example, we referred to the leads as “homeowners” who were “project ready,” “looking to hire,” and “ready to hire.” I also remember that we referred to the leads as “work orders.” No manager or supervisor ever reprimanded me for describing the leads in this way, and I am not aware of any other sales representative being reprimanded for describing the leads in this way.

9. Managers advised us that in most HSP trade classifications, 3.2 of 10 leads from HomeAdvisor resulted in jobs. I did not have any information on what the rate was for any

given trade classification. I regularly told prospects, regardless of the trade in which they specialized, that it was likely that 3 to 5 of every 10 leads would result in a job.

10. In sales pitches, we followed the advice that managers gave us and described the HomeAdvisor lead service in general terms, following HomeAdvisor's guidance that we not provide too much information to HSPs during sales calls. We told HSPs that they could pause their leads and turn them back on at any time, even though we learned during training that pausing leads on the HomeAdvisor app worked for a short period of time, after which the lead service automatically reactivated. However, HomeAdvisor managers and supervisors trained us not to provide this information unless the prospect asked a question about it.

11. In general, the only monitoring that I witnessed involved coaching to make sales representatives more successful at making more sales. As I recall, on one occasion I had two sales calls reviewed and scored. I received an email about those two calls. One of the calls received a perfect score and the other included notes about something I said in that sales presentation.

12. In the course of making sales calls, I often spoke to former HomeAdvisor HSPs. They often complained about the poor quality of the leads that they received from HomeAdvisor. In particular, the HSPs complained that they were unable to contact the leads, sometimes because the telephone numbers were wrong or no one answered. The HSPs also complained that the leads did not respond to emails and phone messages. The HSPs also told me that they received leads that turned out to be people who were price shopping and not ready to hire. They also complained that it was difficult to receive credits for what they thought were bad leads. For example, according to former HSPs with whom I spoke, if an HSP is able to leave a voice message for a lead, or leaves multiple voice messages for a lead without any response, HomeAdvisor considers that a good lead for which they would not issue a credit.

13. The culture as a sales representative at HomeAdvisor was largely about hitting the sales mark. I know that some of the HSPs to whom I sold the HomeAdvisor service were successful with the service and I know of other instances in which I doubted that the HomeAdvisor lead service was going to benefit the HSP. I remember signing up prospects who told me they had very little money, and it seemed unlikely to me that they would be able to afford even the smallest lead budget. I remember one prospect who used his mother's credit card to sign up because he did not have a credit card. The company seems to spend a lot of time and

money hiring and training sales representatives and selling the HomeAdvisor lead service to HSPs, but spends much less effort retaining those sales representatives and HSPs.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 10-28-2021, ~~2020~~



Jeffrey Hoppis

PX0014

DECLARATION OF JOHN J. SACK III
Pursuant to 28 U.S.C. §1746

I, John J. Sack III, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Costa Mesa, California. I worked as a sales representative for HomeAdvisor from early to late October 2018 in the company's Lodo Downtown Denver location. This was my first job after graduating from college, and my first job as a telephone sales representative. I had a couple of weeks of training prior to beginning to work on the sales floor.

2. I called home service professionals ("HSPs") and tried to sell them HomeAdvisor's lead service. In training, the trainers explained that homeowners looking for contractors completed an online application at the HomeAdvisor website. When the homeowner submitted the application, HomeAdvisor's system sent that lead, which the trainers called a 'service request,' to a small group of HSPs qualified to do the job in the homeowner's geographic area. HomeAdvisor then charged the HSPs for that lead.

3. I made an hourly wage and was also paid on commission. The culture among sales representatives was to quickly sign up as many HSPs as possible, and thereby make as much money in commissions as fast as possible. On the sales floor, I and other sales representatives told HSP prospects that the leads were from people looking for contractors to do their jobs right away. We told prospects that if they joined HomeAdvisor, they would receive high quality leads from homeowners who visited the HomeAdvisor website looking for a contractor and completed a form that required detailed information about the job or project that they wanted completed. I know that other sales representatives also said these things because we worked very closely together.

4. Nobody at HomeAdvisor ever explained to me HomeAdvisor's lead credit policy, and I do not know anything about it.

Declaration of John J. Sack III, p. 1

5. I left HomeAdvisor because I did not like the “wolf on wall street,” testosterone-fueled, partying atmosphere. I also did not like being yelled at by the HSP prospects that I called, which happened constantly.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 12/16/21, 2020


John J. Sack III

PX0015

ORIGINAL

DECLARATION OF CHRISTINA WILSON
Pursuant to 28 U.S.C. § 1746

I, Christina Wilson, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I was hired by HomeAdvisor in April of 2019. I had some previous experience as a phone agent with a logistics company but I had not previously worked in sales.

2. I worked in HomeAdvisor's offices in Chicago, Illinois. I began my training as one of a group of eight new hires. We had one week of classroom training during which we learned about HomeAdvisor's services and its role in the industry. We were taught that HomeAdvisor was a "matchmaking service" between homeowners and service providers. We also went over the employee handbook and discussed different sales scenarios. We were also trained to use HomeAdvisor's customer relationship management ("CRM") system.

3. During the second week, we spent time on the sales floor with trainers. The trainers walked through the sales script with us and discussed how to overcome common objections from potential service provider members. In general, I was trained to stick closely to the script, with a few exceptions. For example, when confronting specific objections that a prospect might have, the trainers told us to come up with answers to address their concerns however necessary. The trainers explained that we could refer to leads as "jobs" and make up a pending "job" that was waiting to be matched to a service provider with the expertise and geographic preferences of the prospective member to whom we were talking. In the event that the service provider did sign up for a membership and subsequently asked about this job, the trainers instructed us to say that it had just been filled.

4. At the end of the second week, we began to make our own sales calls with the assistance of the trainers. They would listen in and advise us as we proceeded through the call. There was about a week or so of this close monitoring and coaching. After the training, the trainers would continue to be available, walking around the call room to assist new agents as needed.

5. The sales floor was in an open room where we all sat fairly close together, so we could sometimes overhear the conversations of the sales representatives near us. When I spoke with potential new service provider members, I tried to convey that the leads were projects ready

to start. We referred to the leads as “jobs in your area,” or “a job just down the street” that required the service provider’s trade. Our managers approved of us referring to homeowners as serious and actively looking to start a project.

6. I found the sales calls difficult. We were expected to make around 140 calls per day. Many people wouldn’t even answer the phone. As new agents, we were exclusively assigned the prospects that had been contacted by HomeAdvisor before, including many who were former HomeAdvisor members. The rest were service providers who had already declined to sign up for HomeAdvisor’s services on previous sales calls. The “fresh” leads went to more experienced sales reps. Prospective members often said they had all the work they needed or wanted and we had been trained to respond to that objection by telling the prospect that they could grow their business, hire more people, and make more money by using HomeAdvisor’s service. Many of the prospects I spoke with were former HomeAdvisor members and they complained that the leads had not resulted in jobs, and that they had ended up losing money.

7. I did not feel good about how often we had to call the same prospects. We were initially told that the prospects must state a specific phrase before they could be added to the company’s Do Not Call list. In the last part of my tenure at HomeAdvisor, I added people to the Do Not Call list if they complained about the numerous calls they’d received from HomeAdvisor, even if they did not make that specific, required phrase.

8. Sales agents were expected to make five sales during the training period. I was not able to close a sale for the month that I was on the sales floor. Having been hired in a “sales development role” and failing to make sufficient sales, I was let go from HomeAdvisor after a little over a month.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: October 12, 2021


Christina Wilson

PX0016

DECLARATION OF GERALD LEE
Pursuant to 28 U.S.C. § 1746

I, Gerald Lee, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Brooklyn, New York.

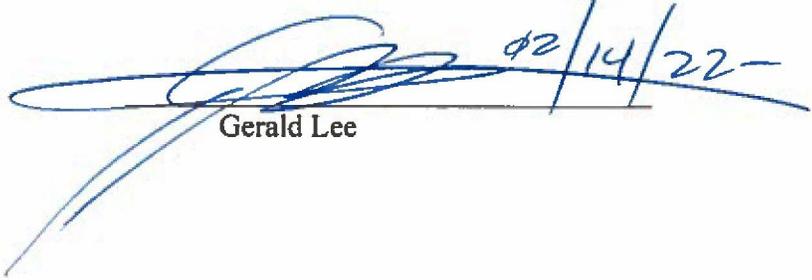
2. On Memorial Day weekend of 2020, during the Covid-19 pandemic, I received at least nine unsolicited telephone calls from home service professionals. Some of the callers claimed that they had received my contact information from HomeAdvisor. In some cases, when I answered the telephone, I spoke to a live person, including someone from a carpet or flooring company that had "Empire" in its name. The man from this business had my current phone number and email address, but an outdated residence address. When I asked where he got my information, he said that HomeAdvisor provided him with the information just a few minutes prior to their call to me. I explained that I had not had any contact with HomeAdvisor and was not interested in speaking to him. This man responded that I could expect to receive at least two more calls from other carpeting or flooring companies.

3. I received calls, including voice messages, from carpeting and flooring companies as well as roofing companies and solar panel installers. In some cases I called back to ask that the caller remove my name from their calling list.

4. I have not recently contemplated any home projects concerning carpeting, flooring, roofing, or solar panels. Similarly, I have not recently submitted any request to be contacted by a home service professional. I have no idea how my contact information made its way to HomeAdvisor. Prior to Memorial Day weekend, I had no knowledge that HomeAdvisor existed and I had never visited the company's website.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 02/14/, 2022


Gerald Lee

PX0017

ORIGINAL

DECLARATION OF JOANNA SAWICZ

Pursuant to 28 U.S.C. §1746

1
2
3 I, Joanna Sawicz, hereby state that I have personal knowledge of the facts set
4 forth below and am competent to testify about them. If called as a witness, I could
5 and would testify as follows:

6 1. I am over the age of 18 and reside in Pompton Lakes, New Jersey.

7 Beginning in late April 2019, I began receiving unsolicited telephone calls from
8 various tradespeople and contractors who claimed that they received my contact
9 information from HomeAdvisor.

10 2. I received the first of these calls on or about Monday, April 22, 2019. On
11 that day, I answered unsolicited telephone calls and received text messages from at
12 least four different people who said they were contractors. These contractors told
13 me they had expertise in masonry, stucco, blind installation, landscaping and
14 security systems. One of them sent me two text messages. True and correct
15 pictures of those text messages from Vivint Systems, a security company, are
16 appended as **Attachment A**. A couple of these callers asked for my husband.
17 While my husband and I have separate mobile phone numbers, my number is listed
18 on his account, so that may explain why they were asking for my husband. All of
19 the callers said that HomeAdvisor had sent them my telephone number. According
20 to these contractors, HomeAdvisor told them that I had placed a request via
21 HomeAdvisor for contractors in their specialty areas. I had not. I had never
22 contacted HomeAdvisor and had no need for contractors. I told each of these
23 people that I did not place a request via HomeAdvisor and was not interested in
24 their services.
25
26
27
28

Declaration of Joanna Sawicz, page 1 of 3

1 3. The landscaping contractor told me that I should call HomeAdvisor and ask
2 them to remove my supposed request from their database. She gave me the
3 HomeAdvisor telephone number to call. I decided that was a good idea so I called
4 HomeAdvisor.

5 4. On or about April 22, 2019, I called the HomeAdvisor telephone number
6 that the landscaping contractor had given me and spoke first to a woman who
7 denied that I was in the HomeAdvisor database. She transferred me to another
8 woman who was able to find a listing for me. She said she found my "project,"
9 which listed my telephone number. She said that she would place a note on my
10 account indicating that I did not want further calls or texts.

11 5. The next Monday, April 29, 2019, I received four additional calls from
12 people who told me they were contractors with the same areas of expertise as the
13 earlier callers. When I asked these contractors where they got my number, they
14 said that HomeAdvisor referred them to me. I explained that this had happened
15 before, but that it was a mistake. I was not looking for a contractor.

16 6. One evening when I was on my way home, I received a call from a man,
17 Eric, with a window covering and blind company. He thought that I was interested
18 in having blinds installed in my home. However, we realized right away that I am
19 far outside of his service area. I also told him that I never placed a request via
20 HomeAdvisor and was not interested in hiring a contractor. He said that I was not
21 the first person he had called or talked to who told him that they had not placed a
22 request or had any contact with HomeAdvisor or its website. We talked for about
23 30 minutes.

1 7. While I was on the phone with Eric, I received four other unsolicited
2 telephone calls from persons I believe were contractors referred by HomeAdvisor.
3 The calls came in on different telephone numbers that I did not recognize, one after
4 the other and during a short period of time, as if the callers had recently been
5 provided with my contact information and were trying to reach me at the same
6 time.

7 8. The only explanation I can think of for why I have been receiving these
8 phone calls is from my use of the internet, which I do with some regularity. For
9 example, during the same period in which I received these calls from contractors
10 and service professionals, I was on the Facebook Marketplace looking at pictures
11 of items that people were selling, sort of like an online garage sale. Between the
12 pictures of the advertised items there are sponsored advertisements. On occasion, I
13 accidentally clicked on a sponsored advertisement by mistake. I think that may
14 have been how my contact information wound up with HomeAdvisor. However, I
15 never filled out any form or request indicating I was interested in a contractor
16 contacting me.

17 9. A true and correct copy of a text that I received from HomeAdvisor on
18 Thursday, May 2, 2019, is appended as **Attachment B**. I received this after the
19 representative with HomeAdvisor told me she had placed a note on my account
20 that I did not want further contact. I have no idea why HomeAdvisor sent me this
21 text message.

22
23 I declare under penalty of perjury that the foregoing is true and correct to the
24 best of my knowledge.

25
26 Dated: MAY 28, 2019


Joanna Sawicz



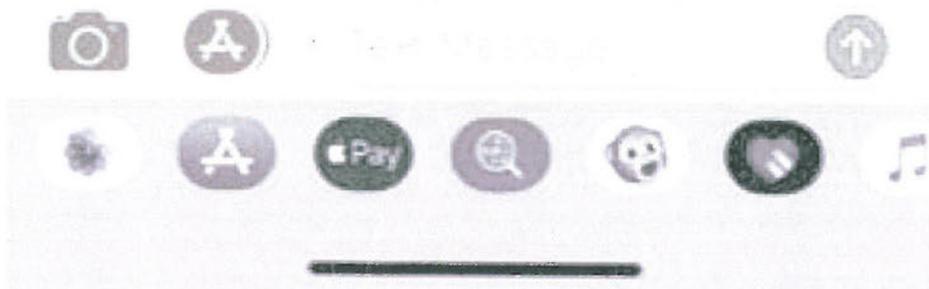
+1 (855) 790-0782

Text Message
Tue, Apr 23, 4:25 PM

Excited for your future Vivint System? Us too! Free Install upon signup today with Code: **WHYWAIT** Call us at 1 (866) 955-9616. Text STOP to unsubscribe from SMS.

Hi, it's Vivint. We missed you again. Call us at 1 866-955-9616 & use Promo: **FREESMS** for free installation upon sign up! Text STOP to unsubscribe from SMS.

ATTACHMENT A



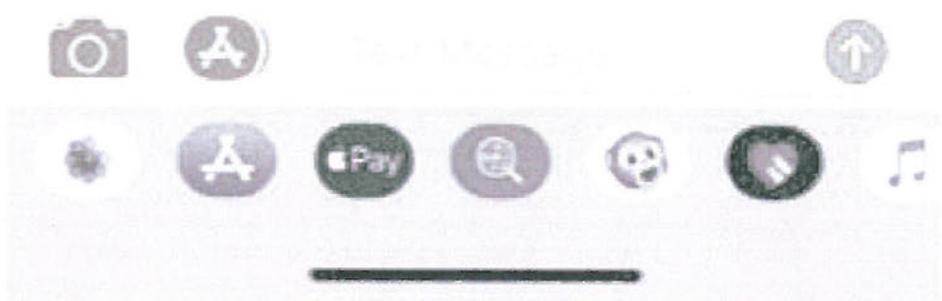
PX0017-0004



Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Text Message
Tue, Apr 23, 4:20 PM

Frank with Vivint here. I gave you a call in regards to the form you submitted on our Vivint website. I can help. Office: [800-583-1670](tel:800-583-1670) Opt 1, Ex 0143, Cell: [Redacted Pursuant to 16 C.F.R. § 4.2\(c\)\(3\)](tel:Redacted), E: [Redacted Pursuant to 16 C.F.R. § 4.2\(c\)\(3\)@vivint.com](mailto:Redacted@vivint.com)





517-81 >

Text Message
Thursday 3:35 PM

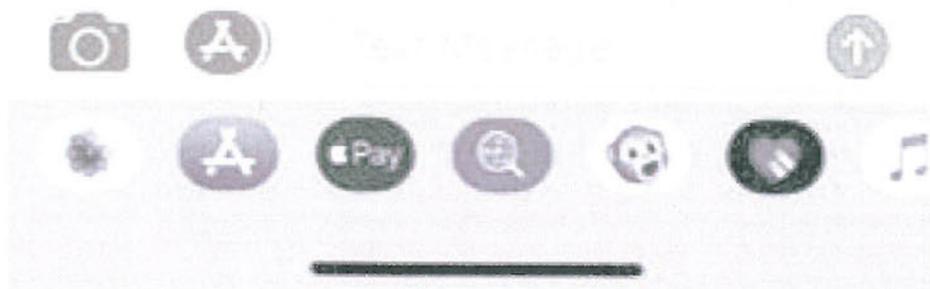
Hello from HomeAdvisor! A1 Infinity ... is interested in your project! View details to accept their invite: <http://www.smgc.co/s4c7d>

Thanks for using HomeAdvisor! Reply STOP to end. Reply HELP or call [800-266-8722](tel:800-266-8722).
Msg&data rates may apply.



This message confirms that you have unsubscribed from text alerts. Reply START to resubscribe.

Attachment B



PX0018

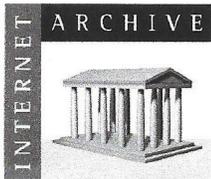


www.archive.org
415.561.6767
415.840-0391 e-fax

Internet Archive
300 Funston Avenue
San Francisco, CA 94118

DECLARATION OF DUNCAN HALL

1. I am a Records Request Processor at the Internet Archive, located in San Francisco, California. I make this declaration of my own personal knowledge.
2. The Internet Archive is a website that provides access to a digital library of Internet sites and other cultural artifacts in digital form. Like a paper library, we provide free access to researchers, historians, scholars, and the general public. The Internet Archive has partnered with and receives support from various institutions, including the Library of Congress.
3. The Internet Archive has created a service known as the Wayback Machine. The Wayback Machine makes it possible to browse more than 450 billion pages stored in the Internet Archive's web archive. Visitors to the Wayback Machine can search archives by URL (i.e., a website address). If archived records for a URL are available, the visitor will be presented with a display of available dates. The visitor may select one of those dates, and begin browsing an archived version of the Web. Links on archived files in the Wayback Machine point to other archived files (whether HTML pages or other file types), if any are found for the URL indicated by a given link. For instance, the Wayback Machine is designed such that when a visitor clicks on a hyperlink on an archived page that points to another URL, the visitor will be served the archived file found for the hyperlink's URL with the closest available date to the initial file containing the hyperlink.
4. The archived data made viewable and browseable by the Wayback Machine is obtained by use of web archiving software that automatically stores copies of files available via the Internet, each file preserved as it existed at a particular point in time.
5. The Internet Archive assigns a URL on its site to the archived files in the format `http://web.archive.org/web/[Year in yyyy][Month in mm][Day in dd][Time code in hh:mm:ss]/[Archived URL]` aka an "extended URL". Thus, the extended URL `http://web.archive.org/web/19970126045828/http://www.archive.org/` would be the URL for the record of the Internet Archive home page HTML file (`http://www.archive.org/`) archived on January 26, 1997 at 4:58 a.m. and 28 seconds (1997/01/26 at 04:58:28). The date indicated by an extended URL applies to a preserved instance of a file for a given URL, but not necessarily to any other files linked therein. Thus, in the case of a page constituted by a primary HTML file and other separate files (e.g., files with images, audio, multimedia, design elements, or other embedded content) linked within that primary HTML file, the primary HTML file and the other files will each have their own respective extended URLs and may not have been archived on the same dates.
6. Attached hereto as Exhibit A are true and accurate copies of screenshots of the Internet Archive's records of the archived files for the URLs and the dates specified in the attached coversheet of each printout.



7. I declare under penalty of perjury that the foregoing is true and correct.

DATE: Jan 10, 2022


Duncan Hall

EXHIBIT A

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0 1 6 2 2 5

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193 captures
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Requests Received:

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0 0 9 5 8 9

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Service Professional FAQ's

About HomeAdvisor

Why should service professionals be confident that HomeAdvisor knows how to help their business?
How long has HomeAdvisor been doing this?

How HomeAdvisor Works

How do consumers use the HomeAdvisor site?
How does HomeAdvisor benefit consumers?
How much work can service professionals expect HomeAdvisor to generate?
Does HomeAdvisor follow up with the customer to check on a service professional's work?
Will HomeAdvisor cancel a service professional's member status upon receiving a customer complaint?
Will HomeAdvisor give service professionals feedback?
What happens if service professionals go on vacation?

Benefits of Joining

Can HomeAdvisor increase a service professional's profits?
How will HomeAdvisor generate the right customers for service professionals?
What does HomeAdvisor Certified mean?

Cost of Joining

How much will it cost for me to be a member of the HomeAdvisor network?

What HomeAdvisor Expects of Service Professionals

Does HomeAdvisor require service professionals to conduct business in a certain way?
What does HomeAdvisor consider most important?

Other Questions

If you cannot find the answer to your question, please send us an e-mail at customerservice@HomeAdvisor.com.

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About HomeAdvisor

Why should service professionals be confident that HomeAdvisor knows how to help their business?

We've compiled project information from many industry-recognized sources so that we provide you with the right information about the job. We have grown by merging with existing local companies across the country, so HomeAdvisor is built upon a reliable network of service professionals with a track record. These companies give us a base of experience stretching back as far as 1980.

How long has HomeAdvisor been doing this?

HomeAdvisor was founded in December 1998, although our acquired local companies give us experience dating back 20 years.

[to top](#)

How HomeAdvisor Works

How do consumers use the HomeAdvisor site?

The entire process is intuitive for customers, takes mere minutes, and virtually hassle-free. In order to quickly find the best local service professionals, customers submit a brief description of their service needs using the HomeAdvisor interview on the Web site. The completed service profile provides customers with prompt access to a wealth of information about their projects (such as the scope of the project, type of materials required, and helpful hints on how to work with a service professional). HomeAdvisor then uses the completed service profile to connect customers with multiple HomeAdvisor service professionals that can best complete their project.

How does HomeAdvisor benefit consumers?

HomeAdvisor finds, matches, qualifies and connects customers with current service needs with the right local service professional for the job.

HomeAdvisor customers will benefit in many ways:

- They can find service professionals for over 450 types of work
- They learn valuable facts about their project as they create the service request
- They have access to expert advice in the HomeAdvisor Web site communities
- They find reputable, reliable service professionals whom they can trust
- They choose between the service professionals based on a wide variety of background information, including neighbor-provided ratings and reviews and the company's Web site.

How much work can service professionals expect HomeAdvisor to generate?

We make no guarantee. As soon as a consumer submits a Service Request that matches your work preferences, we'll contact you. You can receive more leads by broadening your work preferences. You can also increase your chances at winning jobs by consistently doing quality work so your customer Ratings and Reviews will be superior.

Does HomeAdvisor follow up with the customer to check on a service professional's work?

Yes. We always follow up after we refer you. We will ask the customer if they received their estimate in a reasonable amount of time, if they are happy with your work, prices, cleanliness, and professionalism. This information will be presented to customers so that you can distinguish your business from others on our Web site.

Will HomeAdvisor cancel a service professional's member status upon receiving a customer complaint?

No. We recognize that there are two sides to every story. However, when we receive negative customer feedback, we will contact you. We want to provide you with the opportunity to satisfy your customers, even when you may not realize the customer had a complaint. HomeAdvisor considers every element of constructive customer feedback valuable as we collectively strive to deliver outstanding customer service.

Will HomeAdvisor give service professionals feedback?

You can review your customer ratings at any time.

What happens if service professionals go on vacation?

You can turn HomeAdvisor's service on or off at any time by adjusting your profile. You can set our matching engine to turn back on at a specified date in the future.

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Benefits of Joining**Can HomeAdvisor increase a service professional's profits?**

Absolutely. You won't have to waste your time with customers who just window-shop. HomeAdvisor allows you to spend your time with the right "ready-to-buy" customers. We do our best to fully educate customers about the scope, cost, and timing of their projects. Then we'll match them with you, based on your preferences for job type and location.

How will HomeAdvisor generate the right customers for service professionals?

While you're on the job, HomeAdvisor is finding qualified customers for you. We spend millions of dollars driving consumers to our Web site and educating them for you. We use the power of the Internet to expand your word-of-mouth advertising and build a whole new customer base for you.

What does HomeAdvisor Certified mean?

The HomeAdvisor Certified seal of approval tells customers that you're one of the best. We have the most thorough qualification system in the industry. All of our certified members have their required licensing, insurance, and bonding; have clean credit and legal histories; and have a minimum of three satisfied customer ratings from current HomeAdvisor customers.

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Cost of Joining**How much will it cost for me to be a member of the HomeAdvisor network?**

With HomeAdvisor, you specify the type of work you do and the geography you serve. HomeAdvisor provides you with new customer leads that match your requirements and you pay a nominal fee for each lead you match to. Different sized jobs have different Lead Fees. For more details, or to join the HomeAdvisor network call (877) 800-3177.

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What HomeAdvisor Expects of Service Professionals**Does HomeAdvisor require service professionals to conduct business in a certain way?**

We expect you to conduct yourself in the same professional manner in which you treat all of your customers. We expect you to represent your company and ours in the most professional way so that the customer will call both of us back and refer us to others.

What does HomeAdvisor consider most important?

Communication is extremely important. We expect you to return all calls promptly. We expect you to confirm with the customer that you fully understand what they are asking you to do. Be sure the customer understands delays such as back-ordered materials or weather that can prolong the job. Also, review your guarantees with the customer before starting the job.

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Does HomeAdvisor follow up with the customer to check on a service professional's work?

Yes. We always follow up after we refer you. We will ask the customer if they received their estimate in a reasonable amount of time, if they are happy with your work, prices, cleanliness, and professionalism. This information will be presented to customers so that you can distinguish your business from others on our Web site.

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How will HomeAdvisor generate the right customers for service professionals?

While you're on the job, HomeAdvisor is finding qualified customers for you. We spend millions of dollars driving consumers to our Web site and educating them for you. We use the power of the Internet to expand your word-of-mouth advertising and build a whole new customer base for you.

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EasyPay

How do I create an invoice?

EasyPay invoices can be created by navigating to the [Active Lead Picking](#). EasyPay Leads are marked with a blue card icon. In the details section, click on create invoice. Invoices can also be created navigating to [EasyPay Invoices](#) under Account. EasyPay Leads will appear at the top of the page after the appointment date.

How do I check the status of an invoice?

Once you create an invoice, it will appear in [EasyPay Invoices](#) with its current status.

How do I update invoice after sending?

If you need to update the invoice amount after sending it to the consumer, navigate the [Active Lead Picking](#) and click on the [EasyPay Lead](#) for the invoice you need to update. Click on [View Invoices](#) and then [Edit](#) and [Resend](#) invoice. You can change the invoice amount, message, or attachments.

An EasyPay customer paid me a different way, how do I update the EasyPay lead?

If you accept payment from an EasyPay customer directly such as cash or check, you can update lead by clicking [Mark Paid in EasyPay Invoices](#).

What is the processing rate for using EasyPay?

Credit card processing and convenience fees are a low 2.99% per transaction. Funds will be disbursed to the account of your choice within 2 business days of the fund settlement.

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How many leads can agents expect HomeAdvisor to generate?

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Does HomeAdvisor follow up with the customer to check on a service professional's work?

Yes. We always follow up after we refer you. We will ask the customer if they received their estimate in a reasonable amount of time, if they are happy with your work, prices, cleanliness, and professionalism. This information will be presented to customers so that you can distinguish your business from others on our Web site. Yes. We always follow up after we refer you. We will ask the customer if they are happy with your service, prices, and professionalism. This information will be presented to customers so that you can distinguish your business from others on our Web site.

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What happens if service professionals go on vacation?

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Can HomeAdvisor increase a service professional's profits?

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What HomeAdvisor Expects of Service Professionals

Does HomeAdvisor require service professionals to conduct business in a certain way?

We expect you to conduct yourself in the same professional manner in which you treat all of your customers. We expect you to represent your company and ours in the most professional way so that the customer will call both of us back and refer us to others.

What does HomeAdvisor consider most important?

Communication is extremely important. We expect you to return all calls promptly. We expect you to confirm with the customer that you fully understand what they are asking you to do. Be sure the customer understands delays such as back-ordered materials or weather that can prolong the job. Also, review your guarantees with the customer before starting the job.

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EasyPay

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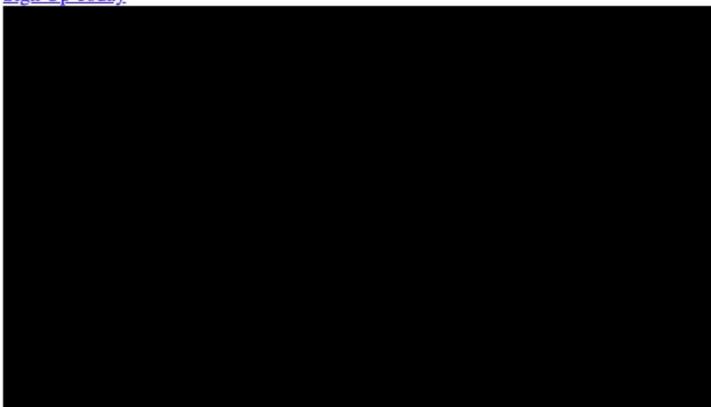
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How It Works

Over 25 million homeowners have trusted HomeAdvisor to help them find quality pros with the expertise to turn their home improvement dreams into reality. It's just one of the reasons you can depend on us to bring you highly targeted prospects that will grow your business. Getting started is easy. Sign up today and let us help you grow your business, one homeowner at a time.

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You're In Control

Only Get the Leads You Want

You pick your service types and location preferences and we bring you prospects that match what you want.

You Set Your Budget

Actively manage your budget by modifying your spend targets and spend ceilings. Our flexible online account settings put you in control, 24/7.

Win Jobs, Grow Your Business

From lead management tools to informative content, HomeAdvisor gives you what you need to win lifelong customers and grow your business.

Frequently Asked Questions

Q. How does HomeAdvisor work?

A. First we find homeowners looking for help completing home projects and collect information about their project. Our patented ProFinder technology then identifies relevant professionals, taking into account our pros' availability, service type and locations preferences. When we have a match, we send the homeowner's information to the matched pro instantly so that he/she can win the job.

Q. How much control do I have over the leads I receive?

A. Our online account settings give you full control, 24/7. You can define your service and zip code preferences to ensure you only receive the types of requests you want. Additionally, you can modify spend targets and ceilings any time, keeping full control of your budget. You can also specify "busy" profiles that further narrow your preferences when you're busy but still want to keep an active project pipeline. Sign up today to learn more!

Q. Do you offer any tools to manage my leads?

A. Yes. We offer a robust, user-friendly system that lets you categorize and organize your leads, keep track of communications, and connect with prospects via phone or email with the touch of a button. Our mobile app also lets you take these tools on the road to help you stay on top of your pipeline. And best of all, these tools are all free

for our customers.

Q. How much do leads cost?

A. The price of our service requests varies by the type of request and the location of the request. To learn more based on your specific situation, start your sign up today by clicking the link below.

Q. How do I join?

A. To begin your sign up, just click on the sign up button below.

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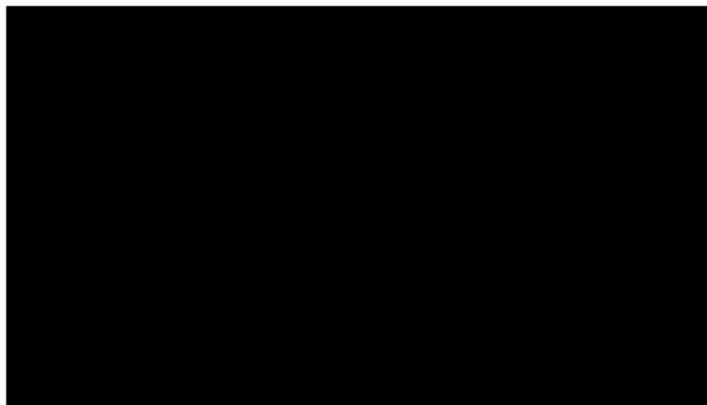
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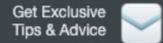
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From lead management to online marketing and more — get the tools you need to win potential lifelong customers and grow your business.

Frequently Asked Questions

Q. How much control do I have over the leads I receive?

Our online account settings give you control, 24/7. You can define your service and ZIP Code preferences to make sure you receive the types of requests you want. Additionally, you can modify your spend target at any time. You can also specify when you're busy to further narrow your preferences when you have a full schedule, but still want to keep an active project pipeline. [Sign up today to learn more.](#)

Q. Do you offer any tools to manage my leads?

Yes. We offer a robust, user-friendly system that lets you categorize and organize your leads, keep track of communications, and connect with prospects via phone or email with the touch of a button. Our mobile app also lets you take these tools on the road to help you stay on top of your pipeline.

Q. How much does HomeAdvisor charge per lead?

What you'll pay for a lead varies by the type of work you do. Regional costs can also impact price. When you call to join, we'll review the current price of leads for tasks in your area. To learn more about available leads near you, [start your sign up today](#).

Q. What is a spend target?

Your spend target is an estimated 28-day period dollar amount that you would like HomeAdvisor to try to meet when sending you leads. The spend target is not a hard cap, but rather an estimated goal of monthly spend. Instant Booking leads and all Job Opportunity leads are charged outside of your spend target. It is possible to exceed your spend target. Please review your invoices regularly to make sure that you're satisfied with your current spend target.

Q. Do I only pay for the jobs I win?

No, HomeAdvisor does not provide or guarantee jobs. You will be charged for each lead you receive, whether or not you ultimately win the job, and regardless of whether the customer hires any pro to complete the job.

Q. How do HomeAdvisor Badges work?

HomeAdvisor Badges are a great way to set yourself apart from the competition, boost staff morale and effectively market your business. They recognize everything from licensing and certification to high-quality work, and each badge has a different set of qualifications to win. When you win a badge, you can display it on your website and HomeAdvisor profile so homeowners can see your achievement.

Q. What is a HomeAdvisor Elite Service Pro?

This is a type of badge. HomeAdvisor pros earn the Elite Service Pro badge with an overall customer service rating of 4.5 or better. These pros have at least five reviews with a five-star rating, among other qualifications.

Q. How do I join?

Simply tap [sign up](#).

Already a member? Visit our [Pro Help Center](#) to learn more about [your leads](#) and [your spend target](#).

Ready to Let Us Help You Grow Your Business?

[Sign Up Today](#)

[HomeAdvisor App](#)

[Get Exclusive
Tips & Advice](#)

By using HomeAdvisor, you agree to our [Terms & Conditions](#)

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- [Pro Reviews](#)
- [Emergency Repairs](#)
- [Write a Review](#)

Homeowner Resources

- [My Account](#)

- [True Cost Guide](#)
- [Resource Center](#)
- [Refer a Pro](#)
- [Pros Near Me](#)
- [HomeSource Blog](#)

For Service Professionals

- [Log In](#)
- [Join Our Network](#)
- [Grow Your Business](#)
- [Pro Resource Center](#)
- [Contractor Leads](#)
- [National Accounts](#)

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<https://web.archive.org/web/20180926175715/https://pro.homeadvisor.com/r/membership/>

Before capturing this playback, I clicked the following questions displayed in orange under the “Frequently Asked Questions” header to display the black text visible beneath each:

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> How much do leads cost?

> How do I manage my leads?

> Will my directory listing show up on other sites too?

> How do I join?

MEMBERSHIP - HOME

FEATURES

TESTIMONIALS

ADAM CAROLLA'S TIPS

FAQ

More Homeowners Choose HomeAdvisor

Over 45 million homeowners have trusted HomeAdvisor to find a local pro.



500K+ service requests every month



180K+ home service pros in our network



5MM+ reviews submitted by homeowners



Grow Your Business

Want to reach new homeowners in your area? HomeAdvisor helps you connect with exactly the customers you want to serve.

[CALL US: \(855\) 801-6255](tel:8558016255)

The All-In-One Solution for Every Business

Get all the lead management, customer service and marketing tools you need to connect with customers and win more jobs!



Get all this for just **\$28.99 per month!** Plus the cost of leads*.

*Membership billed annually. Individual lead prices vary based on service type and location.



Win Jobs

with Pro Leads

Receive exactly the type and amount of new business leads you want.

[> Learn More](#)



Be Found

with LiveDirectory

Get in front of ready-to-hire homeowners seeking your skills and expertise.

[> Learn More](#)



Stand Out

with an Online Public Profile

Create an online profile that makes it clear you're the best pro for the job.

[> Learn More](#)



Build Trust

with Verified Ratings and Reviews

Inspire trust in new customers with honest reviews from past customers.

[> Learn More](#)



Boost Credibility

with HomeAdvisor's Seal of Approval

Display proof that you've passed HomeAdvisor's pre-screening processes.

[> Learn More](#)



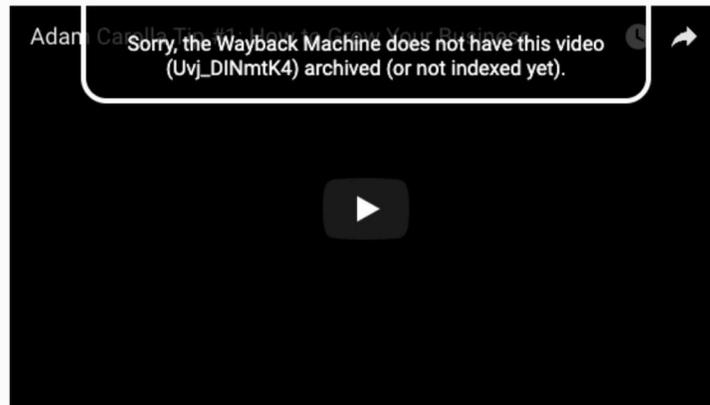
Work Smarter

with our Mobile App

Easily manage your account and track your performance using your mobile phone.

[> Learn More](#)

Hear it From Adam Carolla



How to Grow Your Business



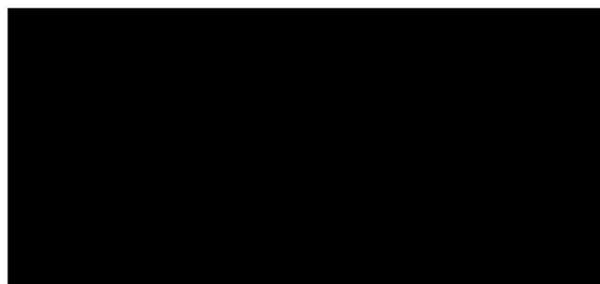
Why Pros Love HomeAdvisor

"HomeAdvisor has absolutely been a game changer for me. The day that I signed up changed everything for my business."



Jake M. – Skyline Carpet Cleaning
Member since December 2009

HEAR FROM MORE PROS



Frequently Asked Questions

> How does HomeAdvisor work?

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When you're a HomeAdvisor Pro member, HomeAdvisor matches you with homeowners actively seeking the services you provide in your area — making it easier than ever to connect with new customers and win more jobs. You'll also get a listing in our online directory, a business profile page on our website, access to helpful business management and marketing tools, and qualified new business opportunities (Pro Leads) to keep your pipeline full.

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With Pro Leads, you have full control over the type and volume of business opportunities you receive from HomeAdvisor. That means that you turn your leads off when you're too busy to take new jobs and ask for more leads when your schedule's light.

> How much do leads cost?

Individual lead prices vary based on service type and location. You'll be charged only for qualified leads matching your exact specifications, so you set the budget and the pace.

To learn how much leads will cost your business please email or call us at 855-801-6255.

> How do I manage my leads?

With HomeAdvisor Pro membership, you'll get access to a mobile app and online leads management tool that makes it easy to organize leads, track calls and reporting, and connect with customers on the go. We also offer mobile office management software that helps you create invoices and get paid faster.

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> How do I join?

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CALL US: (855) 801-6255



Questions?

Email Us: directorymembership@homeadvisor.com

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WHY CHOOSE HomeAdvisor?



Over 45 million homeowners have trusted HomeAdvisor to find local pros



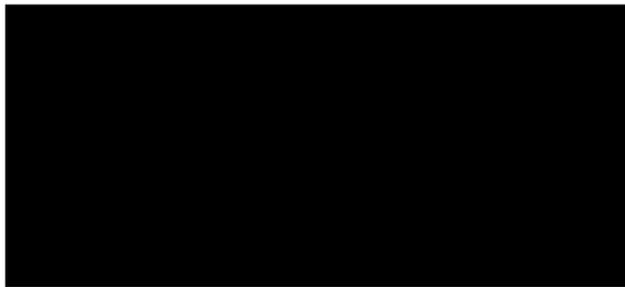
Over 200,000 home service pros in our network



A new project request is submitted **every 2 seconds**

GROW YOUR BUSINESS

Want to reach new homeowners in your area? HomeAdvisor helps you connect with exactly the customers you want to serve.



GET STARTED: (877) 313-4090



HomeAdvisor is the

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HOMEADVISOR IS THE
ALL-IN-ONE SOLUTION
 for every business

CALL US: (877) 313-4090

HOW HOMEADVISOR WORKS

As a screened and approved pro you get to take advantage of these benefits



WIN JOBS

Receive exactly the type and volume of new business leads you want with **Pro Leads**.

[> Learn More](#)



BE FOUND

Get in front of ready-to-hire homeowners with HomeAdvisor's **Live Directory**.

[> Learn More](#)



STAND OUT

Create a custom **Online Public Profile** to showcase your company and reviews.

[> Learn More](#)



BUILD TRUST

Display **Verified Ratings and Reviews** on your public profile to attract more customers.

[> Learn More](#)



BOOST CREDIBILITY

Display proof that you've passed the screening process by showcasing your **Seal of Approval**.

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WORK SMARTER

Easily manage your leads, account, and track your performance using the free **Pro Mobile App**.

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GETTING STARTED



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Speak with a representative about your business needs



Build your online profile and complete our screening process



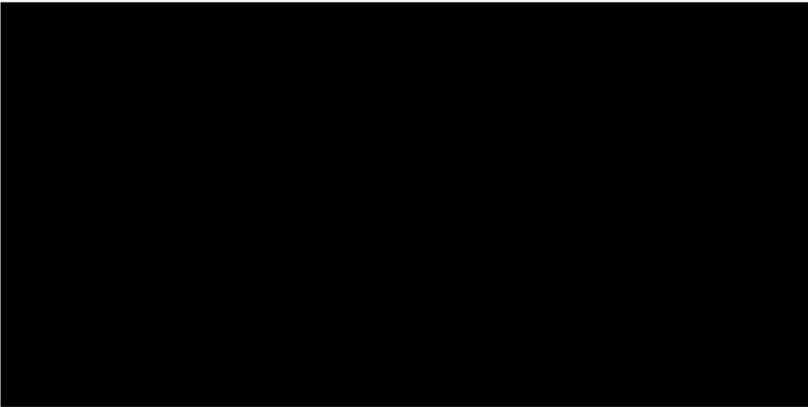
Start receiving targeted leads in your area!

CONNECT TODAY: (877) 313-4090

WHY PROS LOVE HOMEADVISOR

Hear it from Jason Y.
Member since September 2012

"My experience has been exceptional and my return on investment is great."



FREQUENTLY ASKED QUESTIONS

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Call Today! **1-877-564-8154**

Targeted Leads in Your Service Area

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Targeted Leads

Have you ever wished you could orchestrate where your marketing dollars go - down to the penny? And, that it would be easy to set-up and manage? Well, now you can. With HomeAdvisor, you choose specific types of work and zip codes you *want to serve*. It's that simple.

The stats tell the story:

- We've connected more than 15 million consumers to businesses like yours.
- 17.8 Billion online searches for local service businesses each month.
- 54% of Americans use the internet as a replacement for the yellow pages.

Market Match



Consumers come to HomeAdvisor.com and give us detailed info about their project. We match that info with your work and area preferences, and connect you with homeowners that match your needs.

[Get Started](#)

Market Match Features

- Target leads by specific type of work
- Target leads by areas you want to work in
- Set your own monthly budget
- Change your account preferences 24/7
- Leads are sent to you and up to three other pros
- Free online business profile page
- HomeAdvisor Seal of Approval for use in all your marketing materials
- Consumer ratings & reviews only from consumers matched to you through us
- Appointment scheduling
- Email reminders to prospects

[Get Started](#)
[Get a Consultation](#)

Exact Match



Get your name out there on the most searched internet sites and business directories. We do more to promote your business online than anyone. And, you'll only pay for leads when a consumer views your business profile and then decides they want to connect with you.

[Get Started](#)

Exact Match Features

- Target leads by specific type of work
- Target leads by areas you want to work in
- Set your own monthly budget
- Change your account preferences 24/7
- Consumers view your free online profile first and choose to connect with you (and up to 3 other pros)
- HomeAdvisor Seal of Approval for use in all your marketing materials
- Consumer ratings & reviews only from consumers matched to you through us
- Appointment scheduling
- Email reminders to prospects

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PX0019

DECLARATION OF AMY BRANNON-QUALE
Pursuant to 28 U.S.C. § 1746

I, Amy Brannon-Quale, declare as follows:

1. I am an investigator assigned with the Federal Trade Commission's ("FTC") Northwest Regional Office. The following facts are known to me personally, and if called as a witness, I could and would competently testify thereto.

2. I have been assigned to work on the FTC's investigation of HomeAdvisor, Inc. ("HomeAdvisor"), also doing business as Angi Leads, also doing business as HomeAdvisor Powered by Angi.

WEBSITES

3. During the course of my investigation, I visited <http://pro.homeadvisor.com> and completed several website captures of the graphics and text on the website, as described in Paragraphs 4 through 10 below. To complete the captures, I created a .pdf file of each webpage using Adobe Pro, making a complete copy of each webpage as it appeared at the time of viewing. Where I opened the webpage using Chrome, each page of the .pdf file appears with the URL I captured at the bottom left, the title of the web page at the top center, the date and time of the capture at the top left, and page numbers of the capture at the bottom right. Where I opened the webpage using Internet Explorer, each page of the .pdf file appears with the URL I captured at the bottom left, the title of the web page at the top left, the date and time of the capture at the bottom center, and page numbers of the capture at the bottom right.

4. Attached as Attachment 1 (FTC_HOMEADVISOR0008969) is a true and correct copy of a website capture from <https://pro.homeadvisor.com>, a publicly-available website. On October 7, 2021, I visited the website using Chrome and took this capture using Adobe Pro, as described in Paragraph 3.

5. Attached as Attachment 2 (FTC_HOMEADVISOR0008966-FTC_HOMEADVISOR0008968) is a true and correct copy of a website capture from <https://pro.homeadvisor.com/help/faqs/>, a publicly-available website. On October 7, 2021, I

visited the website using Chrome and took this capture using Adobe Pro, as described in Paragraph 3.

6. Attached as Attachment 3 (FTC_HOMEADVISOR0008934-FTC_HOMEADVISOR000 8935) is a true and correct copy of a website capture from <https://www.homeadvisor.com/rfs/enroll/spPostEnrollLeadsDetails.jsp>, a publicly-available website. On December 17, 2021, I visited the website using Internet Explorer and took this capture using Adobe Pro, as described in Paragraph 3.

7. Attached as Attachment 4 (FTC_HOMEADVISOR0008938-FTC_HOMEADVISOR0008965) is a true and correct copy of a website capture from <https://legal.homeadvisorpros.com/#pro-terms-and-conditions>, a publicly-available website. On December 17, 2021, I visited the website using Chrome and took this capture using Adobe Pro, as described in Paragraph 3.

8. Attached as Attachment 5 (FTC_HOMEADVISOR0008933) is a true and correct copy of a website capture from <https://www.homeadvisor.com/spa/zip>, a publicly-available website. On January 7, 2022, I visited the website using Chrome and took this capture using Adobe Pro, as described in Paragraph 3.

9. On January 7, 2022, I visited <https://pro.homeadvisor.com/how-it-works/>, a publicly-available website, which contained graphics, text, and a video. Attached as Attachment 6 (FTC_HOMEADVISOR0008970-FTC_HOMEADVISOR0008972) is a true and correct copy of a static webpage capture reflecting the graphics and text from the website. On January 7, 2022, I visited this website using Chrome and took this capture using Adobe Pro, as described in Paragraph 3. In addition, on January 7, 2022, I captured the video on this webpage using software called Camtasia. I have reviewed the video, which contains the following narration:

As a home service professional, you know finding new customers isn't easy. Sometimes you spend more time looking for work than doing work. You need something that makes finding your next customer simple. You need HomeAdvisor. HomeAdvisor is the number one marketplace for project-ready homeowners to

connect with pre-screened pros. In fact, a homeowner visits HomeAdvisor every five seconds looking for help, giving you a steady flow of new customers. And with HomeAdvisor's patented ProFinder technology, you're only matching to serious homeowners in your area. HomeAdvisor then instantly connects you over the phone, via email, or simply lets customers book an appointment on your calendar. At the same time, homeowners can read reviews and see your past work, giving them the confidence to hire you. Plus, only HomeAdvisor offers an all in one solution to track jobs, create invoices, and collect payments faster. Over 100,000 pros already rely on HomeAdvisor. Isn't it time you did too? Join HomeAdvisor today and start your next job tomorrow.

The video remains on HomeAdvisor's website as of the date of this declaration. My capture of the video (FTC_HOMEADVISOR0008973) can be provided to the Commission on request.

10. Attached as Attachment 7 (FTC_HOMEADVISOR0008936-FTC_HOMEADVISOR0008937) is a true and correct copy of a capture of <https://ir.angi.com/news-releases/news-release-details/angies-list-now-angi-new-way-help-people-love-where-they-live>, a publicly available website. On December 17, 2022, I visited the website using Chrome and took this capture using Adobe Pro, as described in Paragraph 3.

BETTER BUSINESS BUREAU OF DENVER COMPLAINTS

11. On July 18, 2019, the Better Business Bureau of Denver produced to my office records relating to complaints regarding HomeAdvisor. Attachments 8 through 37, described in Paragraphs 12 through 41 below, were each part of the July 18, 2019 production by the Better Business Bureau of Denver.

12. Attached as Attachment 8 (FTC_HOMEADVISOR0004834-FTC_HOMEADVISOR0004837) is a true and correct copy of a complaint (No. 11578253), dated July 22, 2016, from Scott Schafer to the Better Business Bureau of Denver.

13. Attached as Attachment 9 (FTC_HOMEADVISOR0004976-FTC_HOMEADVISOR0004978) is a true and correct copy of a complaint (No. 11721631), dated September 19, 2016, from Erin Parks to the Better Business Bureau of Denver.

14. Attached as Attachment 10 (FTC_HOMEADVISOR0005192-FTC_HOMEADVISOR0005193) is a true and correct copy of a complaint (No. 11902602), dated December 29, 2016, from Noam Simckes to the Better Business Bureau of Denver.

15. Attached as Attachment 11 (FTC_HOMEADVISOR0005228-FTC_HOMEADVISOR0005229) is a true and correct copy of a complaint (No. 11923547), dated January 7, 2017, from Gregory Getter to the Better Business Bureau of Denver.

16. Attached as Attachment 12 (FTC_HOMEADVISOR0005352) is a true and correct copy of a complaint, (No. 11989475) dated February 13, 2017, from Joel Weeks to the Better Business Bureau of Denver.

17. Attached as Attachment 13 (FTC_HOMEADVISOR0005653-FTC_HOMEADVISOR0005654) is a true and correct copy of a complaint (No. 12163027), dated May 18, 2017, from Chris Leibengood to the Better Business Bureau of Denver.

18. Attached as Attachment 14 (FTC_HOMEADVISOR0005730-FTC_HOMEADVISOR0005733) is a true and correct copy of a complaint (No. 12204896), dated Diane Gold-Rohde, from June 13, 2017 to the Better Business Bureau of Denver.

19. Attached as Attachment 15 (FTC_HOMEADVISOR0005765-FTC_HOMEADVISOR0005766) is a true and correct copy of a complaint (No. Case 12221432), dated June 22, 2017, from Andres Acosta Pilar to the Better Business Bureau of Denver.

20. Attached as Attachment 16 (FTC_HOMEADVISOR0007624-FTC_HOMEADVISOR0007625) is a true and correct copy of a complaint (No. 12321388), dated August 10, 2017, from Edward Ebert to the Better Business Bureau of Denver.

21. Attached as Attachment 17 (FTC_HOMEADVISOR0007880-FTC_HOMEADVISOR0007881) is a true and correct copy of a complaint (No. 12489236), dated November 6, 2017, from Emagene Quinnell to the Better Business Bureau of Denver.

22. Attached as Attachment 18 (FTC_HOMEADVISOR0007930-FTC_HOMEADVISOR0007931) is a true and correct copy of a complaint (No. 12537026), dated December 4, 2017, from Donald Harris to the Better Business Bureau of Denver.

23. Attached as Attachment 19 (FTC_HOMEADVISOR0007944-FTC_HOMEADVISOR0007945) is a true and correct copy of a complaint (No. 12547585), dated December 8, 2017, from Matthew Evans to the Better Business Bureau of Denver.
24. Attached as Attachment 20 (FTC_HOMEADVISOR0008023-FTC_HOMEADVISOR0008024) is a true and correct copy of a complaint (No. 12606806), dated January 10, 2018 from Chris Helbacka to the Better Business Bureau of Denver.
25. Attached as Attachment 21 (FTC_HOMEADVISOR0008192-FTC_HOMEADVISOR0008193) is a true and correct copy of a complaint (No. 12725240), dated March 8, 2018, from Theresa Schulz to the Better Business Bureau of Denver.
26. Attached as Attachment 22 (FTC_HOMEADVISOR0008284-FTC_HOMEADVISOR0008285) is a true and correct copy of a complaint (No. 12768874), dated March 31, 2018 from Wayne Gendron to the Better Business Bureau of Denver.
27. Attached as Attachment 23 (FTC_HOMEADVISOR0008480-FTC_HOMEADVISOR0008483) is a true and correct copy of a complaint (No. 12881873), dated May 30, 2018 from April Miller to the Better Business Bureau of Denver.
28. Attached as Attachment 24 (FTC_HOMEADVISOR0008583-FTC_HOMEADVISOR0008584) is a true and correct copy of a complaint (No. 12938687), dated June 28, 2018, from Boyd Frizzell to the Better Business Bureau of Denver.
29. Attached as Attachment 25 (FTC_HOMEADVISOR0006068-FTC_HOMEADVISOR0006069) is a true and correct copy of a complaint (No. 13073526), dated September 4, 2018 from Paul Klauer to the Better Business Bureau of Denver.
30. Attached as Attachment 26 (FTC_HOMEADVISOR0006234-FTC_HOMEADVISOR0006235) is a true and correct copy of a complaint (No. 13150359), dated October 14, 2018, from Zachary Palmer to the Better Business Bureau of Denver.
31. Attached as Attachment 27 (FTC_HOMEADVISOR0006293) is a true and correct copy of a complaint (No. 13175913), dated October 27, 2018, from Doug Shephard to the Better Business Bureau of Denver.

32. Attached as Attachment 28 (FTC_HOMEADVISOR0006509-FTC_HOMEADVISOR0006511) is a true and correct copy of a complaint (No. 13263270), dated December 13, 2018, from Alan Haney to the Better Business Bureau of Denver.

33. Attached as Attachment 29 (FTC_HOMEADVISOR0006556-FTC_HOMEADVISOR0006557) is a true and correct copy of a complaint (No. 13277093), dated December 20, 2018, from Kelli Hall to the Better Business Bureau of Denver.

34. Attached as Attachment 30 (FTC_HOMEADVISOR0006604-FTC_HOMEADVISOR0006606) is a true and correct copy of a complaint (No. 13300319), dated January 3, 2019, from Alan Stanley to the Better Business Bureau of Denver.

35. Attached as Attachment 31 (FTC_HOMEADVISOR0006711-FTC_HOMEADVISOR0006713) is a true and correct copy of a complaint (No. 13336739), dated January 20, 2019, from Jeanne Smolinski to the Better Business Bureau of Denver.

36. Attached as Attachment 32 (FTC_HOMEADVISOR0006990-FTC_HOMEADVISOR0006991) is a true and correct copy of a complaint (No. 13447710), dated March 16, 2019, from Taylor Hanley to the Better Business Bureau of Denver.

37. Attached as Attachment 33 (FTC_HOMEADVISOR0007056-FTC_HOMEADVISOR0007057) is a true and correct copy of a complaint (No. 13478009), dated March 29, 2019, from Maikel Suarez Pimienta to the Better Business Bureau of Denver.

38. Attached as Attachment 34 (FTC_HOMEADVISOR0007116-FTC_HOMEADVISOR0007717) is a true and correct copy of a complaint (No. 13486824), dated April 4, 2019, from David Johnson to the Better Business Bureau of Denver.

39. Attached as Attachment 35 (FTC_HOMEADVISOR0007316-FTC_HOMEADVISOR0007318) is a true and correct copy of a complaint (No. 13555802), dated May 13, 2019, from David O'Brien to the Better Business Bureau of Denver.

40. Attached as Attachment 36 (FTC_HOMEADVISOR0007378-FTC_HOMEADVISOR0007379) is a true and correct copy of a complaint (No. 13586856), dated May 29, 2019, from Katrina Stilwell to the Better Business Bureau of Denver.

41. Attached as Attachment 37 (FTC_HOMEADVISOR0007489-FTC_HOMEADVISOR0007490) is a true and correct copy of a complaint (No. 13632857), dated June 20, 2019, from Lisa Weiss to the Better Business Bureau of Denver.

WASHINGTON STATE ATTORNEY GENERAL'S OFFICE COMPLAINT

42. On August 3, 2021, the Washington State Attorney General's Office produced to my office records regarding a complaint regarding HomeAdvisor that it had received from Jerald Sargent. Attached as Attachment 38 (FTC_HOMEADVISOR0000001-FTC_HOMEADVISOR0000007) is a true and correct copy of these records.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: March, 10, 2022



Amy Brannon-Quale

Attachment 1

HomeAdvisor Pro is now Angi Leads. [Learn More](#) ✕

Questions? (844) 807-7818

HomeAdvisor POWERED BY Angi

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Helping You Grow Your Business One Homeowner at a Time

Connect with the Targeted Prospects You Need to Succeed

Tell us what you do and where, and we deliver prospects that meet your exact needs.

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You control your budget and lead preferences.

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Requests Received:

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- ProFinder
- Pro Reviews
- Emergency Repairs
- Write a Review

Homeowner Resources

- My Account
- True Cost Guide
- Resource Center
- Refer a Pro
- Pros Near Me
- HomeSource Blog

For Service Professionals

- Log in
- Join Our Network
- Grow Your Business
- Pro Resource Center
- Contractor Leads
- National Accounts

About HomeAdvisor

- Code of Conduct
- Contact Us/Customer Care
- How It Works
- Help and FAQs
- About the Company
- Careers
- Affiliates

HomeAdvisor International:
Canada: HomeStars | France: 123Devis & Travaux | Germany: MyHammer | Italy: Instapro | Netherlands: Werkspot | UK: MyBuilder

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Attachment 2



Service Professional FAQ's

About Angi Leads

Why should service professionals be confident that Angi Leads knows how to help their business?
How long has Angi Leads been doing this?

How Angi Leads Works

How do consumers use the Angi Leads site?
How does Angi Leads benefit consumers?
How much work can service professionals expect Angi Leads to generate?
How many leads can agents expect Angi Leads to generate?
Does Angi Leads follow up with the customer to check on a service professional's work?
Will Angi Leads cancel a service professional's member status upon receiving a customer complaint?
Will Angi Leads give service professionals feedback?
What happens if service professionals go on vacation?

Benefits of Joining

Can Angi Leads increase a service professional's profits?
How will Angi Leads generate the right customers for service professionals?

Cost of Joining

How much will it cost for me to be a member of the Angi Leads network?

What Angi Leads Expects of Service Professionals

Does Angi Leads require service professionals to conduct business in a certain way?
What does Angi Leads consider most important?

EasyPay

How do I create an invoice?
How do I check the status of an invoice?
How do I update invoice after sending?
An EasyPay customer paid me a different way, how do I update the EasyPay lead?
What is the processing rate for using EasyPay?

Other Questions

If you cannot find the answer to your question, please send us an e-mail at customerservice@AngiLeads.com.

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About Angi Leads

Why should service professionals be confident that Angi Leads knows how to help their business?

We've compiled project information from many industry-recognized sources so that we provide you with the right information about the job. We have grown by merging with existing local companies across the country, so Angi Leads is built upon a reliable network of service professionals with a track record. These companies give us a base of experience stretching back as far as 1980.

How long has Angi Leads been doing this?

Angi Leads was founded in December 1998, although our acquired local companies give us experience dating back 20 years.

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How Angi Leads Works

How do consumers use the Angi Leads site?

The entire process is intuitive for customers, takes mere minutes, and virtually hassle-free. In order to quickly find the best local service professionals, customers submit a brief description of their service needs using the Angi Leads interview on the Web site. The completed service profile provides customers with prompt access to a wealth of information about their projects (such as the scope of the project, type of materials required, and helpful hints on how to work with a service professional). Angi Leads then uses the completed service profile to connect customers with multiple Angi Leads service professionals that can best complete their project.

How does Angi Leads benefit consumers?

Angi Leads finds, matches, qualifies and connects customers with current service needs with the right local service professional for the job.

Angi Leads customers will benefit in many ways:

- They can find service professionals for over 450 types of work
- They learn valuable facts about their project as they create the service request
- They have access to expert advice in the Angi Leads Web site communities
- They find reputable, reliable service professionals whom they can trust
- They choose between the service professionals based on a wide variety of background information, including neighbor-provided ratings and reviews and the company's Web site.

How much work can service professionals expect Angi Leads to generate?

We make no guarantee. As soon as a consumer submits a Service Request that matches your work preferences, we'll contact you. You can receive more leads by broadening your work preferences. You can also increase your chances at winning jobs by consistently doing quality work so your customer Ratings and Reviews will be superior.

How many leads can agents expect Angi Leads to generate?

We make no guarantee. As soon as a consumer submits a request that matches your preferences, we'll contact you. You can also increase your chances at winning business by consistently providing quality services so your customer Ratings and Reviews will be superior.

Does Angi Leads follow up with the customer to check on a service professional's work?

Yes. We always follow up after we refer you. We will ask the customer if they received their estimate in a reasonable amount of time, if they are happy with your work, prices, cleanliness, and professionalism. This information will be presented to customers so that you can distinguish your business from others on our Web site. Yes. We always follow up after we refer you. We will ask the customer if they are happy with your service, prices, and professionalism. This information will be presented to customers so that you can distinguish your business from others on our Web site.

Will Angi Leads cancel a service professional's member status upon receiving a customer complaint?

No. We recognize that there are two sides to every story. However, when we receive negative customer feedback, we will contact you. We want to provide you with the opportunity to satisfy your customers, even when you may not realize the customer had a complaint. Angi Leads considers every element of constructive customer feedback valuable as we collectively strive to deliver outstanding customer service.

Will Angi Leads give service professionals feedback?

You can review your customer ratings at any time.

What happens if service professionals go on vacation?

You can turn Angi Leads's service on or off at any time by adjusting your profile. You can set our matching engine to turn back on at a specified date in the future.

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Benefits of Joining**Can Angi Leads increase a service professional's profits?**

Absolutely. You won't have to waste your time with customers who just window-shop. Angi Leads allows you to spend your time with the right "ready-to-buy" customers. We do our best to fully educate customers about the scope, cost, and timing of their projects. Then we'll match them with you, based on your preferences for job type and location. Absolutely. You won't have to waste your time with customers who just window-shop. Angi Leads allows you to spend your time with the right "ready-to-buy" customers. We do our best to fully educate customers. Then we'll match them with you, based on your preferences for job type and location.

How will Angi Leads generate the right customers for service professionals?

While you're on the job, Angi Leads is finding qualified customers for you. We spend millions of dollars driving consumers to our Web site and educating them for you. We use the power of the Internet to expand your word-of-mouth advertising and build a whole new customer base for you.

[to top](#)

Cost of Joining**How much will it cost for me to be a member of the Angi Leads network?**

With Angi Leads, you specify the type of work you do and the geography you serve. Angi Leads provides you with new customer leads that match your requirements and you pay a nominal fee for each lead you match to. Different sized jobs have different Lead Fees. For more details, or to join the Angi Leads network call (877) 800-3177. The Insurance Directory Service is offered at a low monthly subscription fee. No back-end win fees or per lead charges.

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What Angi Leads Expects of Service Professionals**Does Angi Leads require service professionals to conduct business in a certain way?**

We expect you to conduct yourself in the same professional manner in which you treat all of your customers. We expect you to represent your company and ours in the most professional way so that the customer will call both of us back and refer us to others.

What does Angi Leads consider most important?

Communication is extremely important. We expect you to return all calls promptly. We expect you to confirm with the customer that you fully understand what they are asking you to do. Be sure the customer understands delays such as back-ordered materials or weather that can prolong the job. Also, review your guarantees with the customer before starting the job.

[to top](#)

EasyPay**How do I create an invoice?**

EasyPay invoices can be created by navigating to the [Active Lead Pipeline](#). EasyPay Leads are marked with a blue card icon. In the details section, click on create invoice. Invoices can also be created navigating to [EasyPay Invoices](#) under Account. EasyPay Leads will appear at the top of the page after the appointment date.

How do I check the status of an invoice?

Once you create an invoice, it will appear in [EasyPay Invoices](#) with its current status.

How do I update invoice after sending?

If you need to update the invoice amount after sending it to the consumer, navigate the [Active Lead Pipeline](#) and click on the EasyPay Lead for the invoice you need to update. Click on View Invoices and then Edit and Resubmit Invoice. You can change the invoice amount, message, or attachments.

An EasyPay customer paid me a different way, how do I update the EasyPay lead?

If you accept payment from an EasyPay customer directly such as cash or check, you can update lead by clicking Mark Paid in [EasyPay Invoices](#).

What is the processing rate for using EasyPay?

Credit card processing and convenience fees are a low 2.99% per transaction. Funds will be disbursed to the account of your choice within 2 business days of the fund settlement.

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Other Questions

If you cannot find the answer to your question, please send us an e-mail at customerservice@homeadvisor.com.



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- [Contact Us/Customer Care](#)
- [National Accounts](#)
- [Live Help](#)
- [FAQs](#)

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Attachment 3



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Targeted Leads in Your Service Area

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Targeted Leads

Have you ever wished you could orchestrate where your marketing dollars go - down to the penny? And, that it would be easy to set-up and manage? Well, now you can. With HomeAdvisor, you choose specific types of work and zip codes you *want to serve*. It's that simple.

Market Match



Consumers come to HomeAdvisor.com and give us detailed info about their project. We match that info with your work and area preferences, and connect you with homeowners that match your needs.

[Get Started](#)

Market Match Features

- Target leads by specific type of work
- Target leads by areas you want to work in
- Set your own monthly budget
- Change your account preferences 24/7
- Leads are sent to you and up to three other pros
- Free online business profile page
- HomeAdvisor Seal of Approval for use in all your marketing materials
- Consumer ratings & reviews only from consumers matched to you through us
- Appointment scheduling
- Email reminders to prospects

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Exact Match



Get your name out there on the most searched internet sites and business directories. We do more to promote your business online than anyone. And, you'll only pay for leads when a consumer views your business profile and then decides they want to connect with you.

[Get Started](#)

Exact Match Features

- Target leads by specific type of work
- Target leads by areas you want to work in
- Set your own monthly budget
- Change your account preferences 24/7
- Consumers view your free online profile first and choose to connect with you (and up to 3 other pros)
- HomeAdvisor Seal of Approval for use in all your marketing materials
- Consumer ratings & reviews only from consumers matched to you through us
- Appointment scheduling
- Email reminders to prospects

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[Get a Consultation](#)

The stats tell the story:

- We've connected more than 15 million consumers to businesses like yours.
- 17.8 Billion online searches for local service businesses each month.
- 54% of Americans use the internet as a replacement for the yellow pages.

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Attachment 4

Angi Leads Pro Legal Center

[Lead Credit Guidelines](#)

[Pro Terms & Conditions](#)

[Privacy Policy](#)

[Pro Project Advisor Agreement](#)

[SP Key Provisions](#)

[Background Check Disclosure](#)

Pro Terms & Conditions

Version 50.0 (Current) 

Effective September 9, 2021

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Welcome to HomeAdvisor d/b/a Angi Leads! This Agreement ("Agreement") governs your relationship with HomeAdvisor, Inc. In this Agreement, we will refer to you, the member Service Professional, and all of your d/b/a's, affiliates, agents, employees, representatives and subcontractors as "you," "SP," "Service Professional" or "member" and to HomeAdvisor, Inc. and its employees and agents as "we" or "us" or "Angi Leads". Other Service Professionals who have joined Angi Leads' network are referred to in this Agreement as "Service Professionals," "SPs," or "members." Unless otherwise stated, all terms and conditions set forth in this Agreement that apply generally to Service Professionals also apply to and bind you. References herein to the Angi Leads "Website" include any and all websites now, or hereafter, owned or operated by Angi Leads. **Material terms are bolded and underlined. This Agreement was last updated September 9, 2021.**

IMPORTANT NOTICE: THIS AGREEMENT CONTAINS A BINDING ARBITRATION PROVISION AND CLASS ACTION WAIVER. IT AFFECTS YOUR LEGAL RIGHTS AS DETAILED IN THE ARBITRATION AND CLASS ACTION WAIVER SECTION BELOW. PLEASE READ CAREFULLY.

1. What We Agree.

a. With Respect to Lead Purchasing Members.

- i. Angi Leads receives requests from homeowners, consumers, property managers, individuals and other persons ("customers") expressing interest in certain services relating to home improvement, repair, maintenance and other types of tasks and projects ("service requests"). These service requests from customers may be submitted directly or indirectly to Angi Leads by customers via the Angi Leads Website, the Angi AdsWebsite, telephone calls, third party websites or other means. In turn, Angi Leads may send you a communication about a customer's service request that contains information about what service has been requested and the customer's contact information (a "Lead"). We may also send your contact information to the customer. The information we provide about you will be based on the information you submit during the Company Profile Interview (which you may amend from time to time) and Customer Ratings & Reviews, and may be amended by Angi Leads from time to time. Leads may also be sent to other member service professionals based on the category of the service request.

- ii. We limit the number of Service Professionals that are matched to a customer. We do not guarantee to provide you any specific number of Leads, nor do we make guarantees, representations or warranties regarding a customer's level of interest, their desire to have work completed, their ability to pay you, the accuracy of the information provided by the customers, or that any customers will hire you to perform services, nor do we guarantee that you will successfully contact each customer. You may also be competing against Angi Leads, or its affiliates and its affiliates' service professionals, including Angi Ads and Handy, for the job. We are not involved in, nor do we have any responsibility for your contracts with customers, their creditworthiness, or any payments to you or any disputes they may have with you or you may have with them. Angi Leads is free to contract with other Service Professionals as this is not an exclusive contract.

- iii. We provide customers with the ability to rate their experience working with you via Customer Ratings & Reviews. You will also have the ability to solicit and collect ratings and reviews from any of your customers, which may or may not be displayed in LiveDirectory (defined below), in Angi Leads' sole

discretion.

- iv. For Service Professionals using Angi Leads' Exact Match Services (not available in Canada), Angi Leads shall endeavor to generate click-throughs to the SP's listing and online profile page and calls to the Exact Match Numbers (defined below), based upon the profile information supplied by SP. Angi Leads shall provide for the hosting of the SP online profile page (which may appear in the Angi Leads LiveDirectory (defined below) and elsewhere on the Internet, however, SP is solely responsible for all content provided by SP that appears on SP's online profile page. Angi Leads shall provide the telephone numbers unique to SP's online profile page ("Exact Match Numbers"). In addition, customers will be able to complete a service request on the SP online profile page. A submission of a service request by a customer on SP's online profile page, or via a telephone call to SP's Exact Match Number shall constitute an "Exact Match Lead." In addition, a lead will be deemed to be an Exact Match Lead anytime a customer is presented with your information and indicates that they desire to be connected with you (whether by clicking on "Request a Quote", indicating to a Angi Leads representative that they would like to be connected to you, or otherwise indicating that they desire to contact you).
- v. If your Angi Leads rating drops to three (3) stars or below, you will no longer be permitted to purchase leads from Angi Leads until you raise your rating above three (3) stars (although your directory listing will remain active). You will have the ability to improve your rating by acquiring additional positive reviews to lift the rating. However, you will not be able to use references from non-Angi Leads consumers to increase your rating, you must obtain additional consumer reviews submitted through the Angi Leads platform. Once your rating is greater than three stars, you will regain your eligibility to purchase leads.

b. With Respect to Subscription Members:

You may purchase a subscription to receive services including: Placement in Angi Leads's directory product which is displayed on the Angi Leads Website ("LiveDirectory") and Customer Ratings and Reviews solicitation. You may be displayed among service professionals who are members of Angi Leads affiliate companies, including Angi Ads, some of whom may have been subject to different screening criteria than the screening you are required to undergo.

In the event you purchase a subscription and elect to appear in the LiveDirectory, your business listing may appear on the Pro Reviews section of the Angi Leads Website, in response to requests from customers for contractors in the project categories that you have indicated to us that you perform, in geographic locations where you have told us you perform services. Angi Leads does not make any representations or warranties regarding how often your listing and/or profile (including any ratings or reviews) will appear or be viewed, or where or on what page of the Pro Reviews tab your listing will appear, or your conversion rate for impressions or views of your profile page. You will also have the ability to solicit and collect ratings and reviews from any of your customers, which may or may not be displayed in LiveDirectory, in Angi Leads's sole discretion. In addition, the telephone number displayed with your listing shall be your actual telephone number that you provide to Angi Leads (unless your listing is appearing as an Exact Match listing).

- c. **BILLING FOR SERVICE PROFESSIONALS ON BOTH ANGI ADS AND ANGI LEADS NETWORKS:** If you are both an Angi Ads member and an Angi Leads member, you agree that you are receiving separate and valuable consideration from both Angi Leads and Angi Ads by way of Contacts, including Leads, and exposure to consumers of both platforms. While there are some overlapping benefits for advertisers on both networks, Angi Ads and Angi Leads are separate products and there is separate value in the products and services they offer to you.
- d. **Professional Website.** You may purchase a Professional Website and hosting (see Angi Leads [Website License & Services Agreement](#)).

2. What You Agree.

You agree to all terms and conditions of this Agreement and represent, on behalf of you, your company (including any predecessor entities of your company), employees, subcontractors, and any individuals performing work on your behalf, at the time you become a Angi Leads SP, and thereafter while this Agreement remains in effect, as follows:

- a. **Background Check Authorization and Disclosure:**
- i. **AUTHORIZATION:** You hereby: (a) represent that you are the owner, principal, or manager of the company with authority to bind the company; and (b) authorize Angi Leads to provide your home mailing address, social security number, date of birth ("Personal Information") and any other

information you provide to us to a third-party information collection service entity selected by Angi Leads, at any time while your company is in Angi Leads's network, to verify, obtain copies of records, and gather any information pertaining to your criminal record, as well as financial screening (including but not limited to searches for bankruptcies, liens and civil judgments) for the purpose of Angi Leads's evaluating its desire to enter into or continue a contractual business arrangement with you. Angi Leads will share this Personal Information only with third parties designated to carry out the background checks and with Angi Leads's affiliates.

ii. DISCLOSURE: Angi Leads hereby discloses to you that a consumer report, as defined by the Fair Credit Reporting Act, may be obtained for the purpose of advertising with Angi Leads, its affiliates, representatives, or agents. You hereby authorize the procurement of the consumer report. Information from the consumer report will not be used in violation of any applicable federal, state, or local equal employment opportunity law or regulation. You understand that your date of birth will be used solely for identification purposes and will not be taken into account in any advertising decisions.

- b. Membership in the Angi Leads network is available only to individuals who are at least 18 years old and can form legally binding contracts under applicable law. By applying to join Angi Leads, you represent and warrant that you are eligible.
- c. You are qualified and capable of performing the services, trade, or tasks you selected on the Service Professional Enrollment Form or during your Company Profile Interview, and any subsequent amendments you make to your Customer Profile.
- d. You are, and at all times will be, properly and fully licensed*, bonded and insured** (at levels in accordance with applicable industry standards) under all applicable laws and trade regulations (and upon request will produce documentation to verify this), and further, that you have not been turned down for insurance coverage related to your provision of services. You will notify us promptly of any such changes to your licensing, bonding or insured status.
- *If you or your company is operating under a license with special restrictions you agree and represent that you will at all times operate within the guidelines as specified by such restrictions.
- **This requirement is only applicable to service professionals accepting Leads in the "Movers" category.
- e. You will comply with the Angi Leads membership requirements as specified from time to time. If these requirements are amended, you will be advised and must

comply with any changes immediately upon notification if no action is required on your part or within thirty (30) days if affirmative action is required of you.

- f. You hereby represent that you, any predecessor entities of your company, any other majority shareholders, partners or members, and your company, are free from any felony criminal convictions. If at any time during your membership with Angi Leads you, any predecessor entities of your company, any other majority shareholders, partners or members or your company, should have a felony conviction entered against such party, you will promptly notify Angi Leads. You further represent that you have not been sanctioned or penalized by any governmental authorities in connection with your provision of services to any of your customers, and that you have not been denied membership to (or had your membership revoked from) any professional industry associations. You authorize Angi Leads to verify that all of the above representations are truthful and accurate at any time while this Agreement remains in effect.
- g. You agree to abide by and to follow the terms of the Angi Leads Resolution Process, as amended from time to time and appearing on our Website. You will cooperate with us if we attempt to facilitate the resolution of any customer complaints between you and your customers; however we are not liable to you or any customer if such matters cannot be resolved. We reserve the right to charge you for any amounts paid to a customer by Angi Leads in connection with a dispute between you and a customer, or based upon your performance of or failure to perform services for a customer, and you agree to reimburse us for any such payments and for any costs, expenses or attorneys' fees incurred by Angi Leads in connection with the dispute. You agree that we shall have the right to disclose any information we have regarding you and your company to any authorities requesting information from us regarding any work or services you have performed.
- h. If you provide any quotes to customers via the Angi Leads Website, such quotes are provided for informational purposes only. A customer cannot contract with you via the Angi Leads Website. In the event a customer selects you on our Website in response to a quote you provide (or schedules and appointment), such selection (or appointment) is merely an indication of the customer's interest in contacting or being contacted by you. You agree that you will not charge a Lead fee to a consumer who has not hired you for a job.
- i. If you provide written comments or testimonials about our service or activities, you agree that we shall have sole ownership of any and all intellectual property

rights in such comments or testimonials, and that we may post and publish your comments or portions thereof at our sole discretion on our Website or in marketing materials including your name and company or agency, and that you shall not be entitled to any payments associated with our use of the foregoing. You hereby authorize us to use your name, company name, and franchise name, as applicable, and any of the trademarks, service marks, trade names and logos, content including photographs, in the form or format that you supply to us or that you upload to our Website, for use and posting on our Website and for use in marketing materials to be presented to customers or prospective SPs in online postings, via emails or otherwise to help promote you or your services, and that you shall not be entitled to any payments associated with our use of the foregoing. Angi Leads reserves the right, in its sole discretion, to review, reject and remove any content that you upload to the Angi Leads Website or your company profile. You further represent that you have all necessary rights to display any of the logos, service marks, trademarks, and any other content that you upload to our Website, and you represent that your uploading for display of any such content, and the use by Angi Leads of such content as contemplated by this Agreement, shall not violate any third party's intellectual property rights. If there are any limitations or restrictions pertaining to the use or presentation of such logos, trade or service marks, it shall be your responsibility to provide us in writing with any such restrictions or limitations of use. If expressly authorized by us in writing in advance, you may be authorized during the term of this Agreement to use certain marks of Angi Leads as necessary to promote your business. You are expressly prohibited from registering any trademarks or domain names of Angi Leads.

- j. By posting or providing any content on the Angi Leads Website, including but not limited to photographs ("Content"), you represent and warrant to Angi Leads that you own or have all necessary rights to use the Content, and grant to Angi Leads the rights granted below. The forgoing representation includes, but is not limited to a representation and warranty that you have own or have the necessary rights (including any necessary releases) to grant all rights granted below in relation to any persons, places or intellectual property pictured in any photographic Content that you provide. In addition, if you post or otherwise provide any Content that is protected by copyright, you represent that you have obtained any necessary permissions or releases from the applicable copyright owner. You hereby grant Angi Leads and its users a perpetual, irrevocable, non-exclusive, royalty-free, transferable, assignable, sub-licensable, worldwide license to use, store, display, reproduce, modify, edit, abridge, crop, create derivative works, perform, distribute, and place advertising near and adjacent to your Content on the Angi Leads

Website, and on any other websites owned or operated by Angi Leads. Nothing in this Agreement shall restrict other legal rights Angi Leads may have to the Content, for example under other licenses. Angi Leads reserves the right to remove or modify Content for any reason, including Content that Angi Leads believes violates this Agreement or our policies. You further authorize us and our affiliates, licensees, sublicensees, and users, without compensation to you or others, to reproduce, print, publish and disseminate in any format or media (whether now known or hereafter created) the Content, including, if submitted, your name, voice and likeness throughout the world, and such permission shall be perpetual and cannot be revoked for any reason. In the event your Angi Leads account is terminated, or if you remove any Content from your Angi Leads account, Angi Leads and its users may retain your Content and may continue to use any of your Content (pursuant to the license granted above). You acknowledge and agree that any Content you post or provide may be viewed by the general public and will not be treated as private, proprietary or confidential. Further, to the extent permitted under applicable law, you waive and release and covenant not to assert any moral rights that you may have in any Content posted or provided by you.

- k. You acknowledge and agree that all of the content and information posted on the Angi Leads Website, including but not limited to Service Professional profiles, screening information, and Customer Ratings & Reviews for all Angi Leads Service Professional members (excluding any logos or trademarked materials, or other intellectual property of Service Professionals provided by Service Professionals), is the sole and exclusive property of Angi Leads. You acknowledge and agree that you have no right to reproduce, post, publish, display or otherwise use any Customer Ratings & Reviews (including those relating to you and your business), or any other content posted on the Angi Leads Website, other than content provided directly by you. You represent and warrant that all of the information you provide to Angi Leads, including any and all information you include on your profile page, is true and accurate. You acknowledge that a violation of any of the foregoing could result in significant damages, and you agree that you are liable to Angi Leads for any such damages, and will indemnify Angi Leads in the event of any third party claims against Angi Leads based on or arising from your violation of the foregoing. You acknowledge and agree that Angi Leads has the right, in its sole discretion, to contact customers about services you provide to gain their feedback and rating of you, and to display such Customer Ratings and Reviews on our Website. Angi Leads is not responsible or liable to you for any comments, ratings or communications of any kind from customers that we choose to post on our Website.

- i. You will not engage in any illegal acts or acts of wrongdoing, dishonesty or unethical business practices with Angi Leads, any customer or other third party, including, but not limited to, disclosing any user personal information to any third party. You will at all times be in full compliance with all applicable Federal, State, Provincial, local and other laws and regulations that apply to your activities. YOU ACKNOWLEDGE AND AGREE THAT TO KNOWINGLY SHARE, DISTRIBUTE, TRANSFER, OR SELL A ANGI LEADS SERVICE REQUEST, OR LEAD (OR THE INFORMATION CONTAINED THEREIN) OTHER THAN AS EXPRESSLY SET FORTH IN THIS AGREEMENT, IS A VERY SERIOUS BREACH OF CONTRACT AND FRAUDULENT MATTER THAT COULD RESULT IN INVASION OF PRIVACY RIGHTS OR OTHERS, SIGNIFICANT COSTS AND DAMAGES TO OTHERS AND TO ANGI LEADS AND OTHER SERVICE PROFESSIONAL MEMBERS. RESPONDING TO SUCH A VIOLATION WOULD ALSO RESULT IN THE LOSS OF TIME AND EFFORT ON THE PART OF ANGI LEADS. THERE ALSO MAY BE REGULATORY FINES AND PENALTIES IMPOSED FOR CONTACTING CONSUMERS AND BUSINESSES IN A MANNER NOT IN ACCORDANCE WITH THE APPLICABLE LAWS AND REGULATIONS INCLUDING BUT NOT LIMITED TO FEDERAL STATE AND PROVINCIAL DO-NOT-CALL REGULATIONS AND FEDERAL STATE AND PROVINCIAL ANTI-SPAM REGULATIONS. ACCORDINGLY, IF YOU KNOWINGLY SHARE, DISTRIBUTE, TRANSFER, OR SELL A SERVICE REQUEST, OR LEAD (OR THE INFORMATION CONTAINED THEREIN) OTHER THAN AS EXPRESSLY SET FORTH IN THIS AGREEMENT, YOU AGREE TO FULLY INDEMNIFY AND BE LIABLE TO ANGI LEADS, AS SET FORTH IN SECTION IV BELOW, FOR ALL THE DAMAGES, WHETHER DIRECT OR INDIRECT, PUNITIVE AND CONSEQUENTIAL, AND ANY REGULATORY OR JUDICIAL FINES OR PENALTIES OR ATTORNEYS' FEES THAT MAY ARISE FROM SUCH ACTIVITIES.
- m. You agree to allow only employees of your company or independent contractors performing services directly on behalf of your business to contact or provide any service to customers you learn of via a Lead. To the extent you use any such subcontractors, you shall be responsible and liable for all acts and omissions of such subcontractors and for ensuring that such subcontractors comply with all the provisions of Section II of this Agreement. You agree not to sell, trade, gift, assign, or otherwise transfer any Service Requests, or Leads provided by Angi Leads to any other party, including any other Angi Leads Service Professionals.
- n. In addition to all of the other terms and conditions herein, SPs using Angi Leads's Exact Match services (not available in Canada) also agree to the following: (i) SP hereby represents and warrants that the information provided by SP in the SP profile on the SP's online profile page is, and shall at all times be, maintained in an

accurate, up-to-date and professional manner, and in compliance with all applicable laws and regulations; (ii) SP hereby agrees that it hereby has automatically pre-accepted any Exact Match Leads provided to it by Angi Leads; (iii) SP hereby agrees to pay for any and all Exact Match Leads, in accordance with the then current Angi Leads fee schedule; (iv) Angi Leads may provide SP's phone number to any individual calling the Exact Match Numbers; (v) SP acknowledges and agrees that not all consumers calling the SP's Exact Match Number or visiting the SP's online profile page will be directed to SP for reasons including, but not limited to the Exact Match consumer's request not matching the SP's profile, SP's account being on hold or no longer being a member of the Angi Leads network, or the SP not having any available spend target. In such event, Angi Leads may direct consumers from the SP's online profile page to the Angi Leads Website; (vi) SP hereby authorizes Angi Leads to take any and all actions necessary to generate click-throughs to SP's online profile page and telephone calls to Exact Match Numbers, including contracting with search engines, internet directories, and other online and offline advertising sources and making the representations herein on behalf of SP to such third parties, and (vii) SP authorizes Angi Leads to use, copy, reproduce, and sublicense SP's contact information, SP's profile, and any content on the SP's online profile page in furtherance of the foregoing. You further acknowledge, that in the event you are using Angi Leads's Exact Match services, and you are also a LiveDirectory subscription member, you may appear in the LiveDirectory at different times as an Exact Match listing, or a LiveDirectory subscription member listing, but will only be charged Lead Fees when you receive a service request generated from your listing appearing as an Exact Match listing.

o. In the event you participate in any promotion whereby Angi Leads promotes an offer or discount related to your services, whether on the Angi Leads Website, via direct mail, or otherwise, you agree to abide by the terms of such offer or discount.

p. By enrolling in the Angi Leads network or otherwise becoming a member of Angi Leads, and/or by inquiring about membership in the Angi Leads network or other Angi Leads products or services, you are requesting, and you expressly consent to being contacted by us and by our agents and representatives via phone, fax, email, mail or other reasonable means, at any of your contact numbers or addresses, even if you are listed on any federal, state, provincial or other applicable "Do Not Call" list, and even if you have previously opted-out from receiving marketing emails from Angi Leads, in order that we may provide the services set forth on our site, to service your account, to reasonably address matters pertaining to your account or for other purposes reasonably related to

our business, including marketing related emails. You agree and acknowledge that Angi Leads and its affiliates may use automated phone technology (including autodialed and prerecorded messages) to provide you with operational communications concerning your account or use of the Services, updates concerning new and existing features on the Angi Leads website, communications concerning promotions run by us, and news concerning Angi Leads and industry developments, and that your consent is not required to purchase products or services. If a contact number you have provided to us is no longer your number, you agree to notify us promptly that you can no longer be reached at that number. You represent that you have received, and are authorized to convey to us, the consent of any authorized users on your account to be contacted by us as described in this Section. You agree that all consents provided in this Section will survive cancellation of your account. You consent to be automatically opted in to Angi Leads's SMS program, "Angi Leads Alerts," and agree that Angi Leads may send you text messages with instructions on setting up your account and special offers. For questions, Text HELP for more help or call (877)- 947-3639, and Text STOP to opt out of messages. Message and data rates may apply, and message frequency may vary. Carriers are not liable for delayed or undelivered messages, and supporting carriers include AT&T, Sprint, Verizon, T-Mobile & Metro-PCS. You may opt-out of receiving all text (SMS) messages from Angi Leads (including informational or transactional messages) by replying with the word "STOP" to a text message from us; however you acknowledge that opting out of receiving all texts may impact your use of the Services.

- q. Angi Leads's mobile applications may implement location features that, if you consent, result in automatic collection of your geolocation information, in which case our mobile application may use such information to allow Angi Leads and customers to view and track your location. We may also use this location information for our internal business purposes, and for providing and enhancing our products and services and advertising. IF YOU WANT TO STOP THE AUTOMATIC COLLECTION OF YOUR LOCATION INFORMATION, YOU MAY DO SO BY USING THE PRIVACY SETTINGS ON YOUR DEVICE, OR BY UNINSTALLING OUR MOBILE APPLICATION. CERTAIN FEATURES, SUCH AS SAME DAY SERVICE, WILL NOT BE AVAILABLE IF YOU OPT OUT OF LOCATION COLLECTION.
- r. You represent and warrant that to the extent that a consumer is interested in any financing options, you will direct them to Angi Leads, and you will not attempt to apply for any financing on the consumer's behalf, or make any representations to the consumer regarding financing options or the likelihood of a consumer being approved for financing.

3. Fees.

a. You agree to be bound by the then applicable pricing plan provisions (all fees are stated and payable in US dollars) for any and all Leads presented to you (as further described in Attachment A for lead purchasing service professionals), or for any inclusion in our LiveDirectory service or any other subscription offering. You will pay Angi Leads applicable non-refundable fees which may include: (i) an Enrollment/Screening Fee; (ii) Lead Fees, as set forth in the Lead Fee Schedule, for customer Leads accepted by you; (iii) Angi Leads Seal of Approval License Fees at the then current standard Seal of Approval license fee rates, (iv) Membership Fees; (v) Administrative Fees; (vi) Website development and hosting fees, if you have elected to have Angi Leads develop and host your company Website; (vii) Subscription Fees and (viii) any other applicable fees such as Custom URL Fees or e-mail account fees as applicable. Angi Leads reserves the right to charge your credit card for any fees immediately upon receipt of your credit card information by you or your representatives.

i. Lead Fees. You agree that you will pay Angi Leads on a per Lead basis for all Leads. You agree that payment for Lead Fees will be made by Angi Leads initiating an ACH transfer or processing your credit card (for Canadian SP's, credit card only) each week for the previous week's activity. You may view a statement of your monthly lead activity on your Angi Leads account, at pro.AngiLeads.com. We may, in our sole discretion and in accordance with our then-existing Lead credit policies, issue you a credit ("Credit") for any Lead Fees that you dispute (by contacting Angi Leads via our Website, the Angi Leads Pro app, or by telephone), provided, however, that any and all requests for Credits must be received by Angi Leads within 30 days of the date that the Lead Fee charge was incurred. Credits that are issued to a Service Professional's account will be issued as store credits, which will be applied toward future charges to your account. Credits will expire, if not used, eighteen months after the date the Credit was issued. All Lead Fees constitute advertising fees paid by you to Angi Leads and are in no way, referral commissions based upon your successful completion of services.

ii. Subscription Fees; License Fees; Other Recurring Fees.

For purchases of a subscription membership (monthly, quarterly, or annually), you shall pay such fees on a monthly, quarterly or annual basis, as applicable. You agree that payments will be made by Angi Leads initiating an

ACH transfer or processing your credit card, in advance, on a monthly, quarterly or annual basis, as applicable.

- i. AUTOMATIC RENEWAL OF SUBSCRIPTION**; After your initial subscription period, and again after any subsequent subscription period, your subscription will automatically continue for an additional equivalent period (each a "Renewal Term"), at the renewal price communicated to you at the time you purchased your initial subscription ("Renewal Price"), unless Angi Leads provides you with at least thirty (30) advance notice of a change in your Renewal Price. You agree that your account will be subject to this automatic renewal feature. If you want to change or terminate your subscription, you may do so solely by contacting Angi Leads Customer Care at (877) 947-3676. If you cancel your subscription, you may use your subscription until the end of your then-current subscription term; your subscription will not be renewed after your then-current term expires, and you won't be eligible for any refund of any portion of the subscription fee paid for the then-current subscription period. By subscribing, you authorize Angi Leads to charge your provided payment method now and again at the beginning of any Renewal Term. You also authorize Angi Leads to charge you for any sales or similar taxes that may be imposed on your subscription payments. Upon the renewal of your subscription, if Angi Leads does not receive payment from your payment method or payment method provider, (i) you agree to pay all amounts due on your account upon demand, and/or (ii) you agree that Angi Leads may either terminate or suspend your subscription and continue to attempt to charge your payment method until payment is received.
- ii. Free Trials and Other Promotions**. Any free trial or other promotion that provides a subscription to the Angi Leads services automatically renews in the same manner as set forth above under the section titled "Automatic Renewal", provided, however, that the Renewal Price for any Renewal Terms will be higher than during the free trial or promotion initial term. You must cancel your subscription before the end of the trial period in order to avoid being charged the Renewal Price.

- iii. Discounts. When you purchase multiple product, you may be eligible for certain discounts, as set forth on the then-current pricing plan, provided, however, that cancellation of a product/service for which you have received a discount, may result in the discount being rescinded retroactively for the remaining products/services, and an immediate additional payment to be charged to your method of payment. Purchases of prepaid lead bundles are nonrefundable, even after cancellation of membership.
- iii. You acknowledge that it is your responsibility to ensure that the communication methods that you have selected in your Angi Leads profile, and all contact and billing information, are kept up-to-date and accurate. Angi Leads is not responsible, or liable, for undelivered customer notifications. You agree to promptly notify Angi Leads if your payment method is canceled (including if you lose your card or it is stolen), or if you become aware of a potential breach of security (such as an unauthorized disclosure or use of your payment method). In addition, you authorize us to obtain updated or replacement expiration dates and card numbers for you credit or debit card as provided by your credit or debit card issuer.
- iv. You acknowledge that you will not receive a detailed account statement unless you provide Angi Leads with a valid email address or fax number. Your account balance is also available by calling (877) 947-3676 or via the Account tab of the Pro.Angi Leads.com Website. Angi Leads will process your balance due at the end of your billing period via your selected payment method. Past due balances will be subject to a late charge equal to the lesser of 1.5% per month or the maximum amount allowed by applicable law. In addition, any returned payments will incur a \$20 fee per transaction.
- v. Any disputes about charges to your account must be submitted to Angi Leads in writing within 30 days of the date such charges are incurred. You agree to waive all disputes not made within the 30 day period, and all such charges will be final and not subject to challenge.
- vi. Past due accounts may be turned over to a third-party collection agency and reported to a credit rating agency and we may bill you for, and you agree to pay for any and all collection and related litigation fees.

- vii. No fee is due or payable to the extent such fee is in violation of any applicable law.

- viii. Angi Leads is not obligated to refund to you any amounts of prepaid Lead Fees or other prepaid fees such as subscription fees, except solely in the event you rescind or terminate your subscription within the seventy two (72) hour period following your agreement to purchase a subscription.

- ix. You authorize Angi Leads to charge you for any sales or similar taxes that may be imposed on your subscription payments, lead fees, or any other fees charged by Angi Leads.

4. Angi Pay

- a. When a project has been completed, you may be offered the ability to receive your payment from the consumer directly via the Angi Leads mobile application ("Angi Pay") in one of two ways, either by you requesting payment from a consumer, or by a consumer initiating payment to you. To request payment, you log into your Angi Leads App, go to your Lead Details, and click request payment for the appropriate Lead. If a consumer has sent you money for services, you will be able to log into your Angi Leads App, select how you wish to be paid (either to your bank account or to a debit card), and the payment will be processed within twenty four (24) hours. You will have sixty (60) days after the consumer submits a payment to collect the payment. Should you opt out of Angi Pay (by going to Settings in your App, clicking the Angi Pay section and selecting Disable Angi Pay) or fail to collect your payment within this sixty day period, you and the consumer will be notified that the payment has been cancelled, and you will need to seek payment from the consumer directly. Angi Pay may not be used to charge a Lead fee to a consumer, it may only be used for collecting payment for a won job.

- b. By participating in Angi Pay and agreeing to the Angi Leads Terms, you agree that you are accepting payments from Angi Leads consumers via Angi Pay and that Angi Leads is authorized to store your bank account or debit card information for future payments, and that Angi Leads may deposit all future payments into your Angi Pay account. You further agree that you will not seek payment from the consumer directly where you have received payment from the consumer through Angi Pay, and that you will only seek payment for services you have performed or will perform.

- c. Angi Leads, in its sole and absolute discretion, may refuse to approve or may terminate existing enrollments for Angi Pay with or without cause or notice, other

than any notice required by any applicable law, and not waived herein. Angi Leads may ban you from using Angi Pay (and the Angi Leads services) if we believe you are abusing Angi Pay. Angi Leads may also cancel a payment request made through Angi Pay if such request is improper in Angi Leads's reasonable commercial discretion.

- d. You acknowledge and agree that your payments made through Angi Pay are transactions between you and the consumer and not with Angi Leads or any of its affiliates. Angi Leads is not a party to your payments unless expressly designated as such on the Angi Leads website.
- e. Angi Pay may not be used to process a payment, or otherwise transfer money between you and a consumer, that is unrelated to the consumer's purchase of services from you. You may not use Angi Pay to purchase any illegal goods or services or for any other underlying illegal transaction. You agree that you will not use Angi Pay to purchase any services or products that violate these Terms, other policies or rules applicable to Angi Pay, or applicable law. Failure to comply with these limitations may result in suspension or termination of your use of Angi Pay and/or your Angi Leads account.
- f. You agree to release Angi Leads, its affiliates, and their agents, contractors, officers and employees, from all claims, demands and damages (actual and consequential) arising out of or in any way connected with a dispute related to Angi Pay. You agree that you will not involve Angi Leads in any litigation or other dispute arising out of or related to any transaction, agreement, or arrangement in connection with Angi Pay. If you attempt to do so, (i) you shall pay all costs and attorneys' fees of Angi Leads and its affiliates and shall provide indemnification as set forth below, and (ii) the jurisdiction for any such litigation or dispute shall be limited as set forth in Section X. However, nothing in these Terms waives any rights, claims or defenses that you may have with respect to a payment under an agreement with your method of payment issuer, the card association rules or applicable state and federal laws.
- g. Payment processing services for Service Professionals are provided by Stripe and are subject to the Stripe Connected Account Agreement, located at <https://stripe.com/us/connect-account/legal>, which includes the Stripe Terms of Service, located at <https://stripe.com/us/legal> (collectively, the Stripe Services Agreement). By agreeing to these Terms herein, you agree to be bound by the Stripe Services Agreement, as the same may be modified by Stripe from time to time. As a condition of participating in Angi Pay through Stripe, you agree to provide Angi Leads accurate and complete information about you and your business, and you authorize Angi Leads to share it and transaction information related to your use of the payment processing services provided by Stripe. You

also authorize Angi Leads to pass on information provided by you (e.g. your birthday or the last four digits of your social security number) to Stripe so that Stripe may use it to protect the integrity of your account.

- h. While we will use commercially reasonable efforts to ensure the security of all credit card and all other personal information, we expressly disclaim any liability for any damage that may result should any information be released to any third parties, and you agree to hold us harmless for any damages that may result therefrom.
- i. If we determine that your actions or performance may result in returns, chargebacks, claims, disputes, violations of our terms or policies, or other risks to Angi Leads or third parties, or any payments to consumers that Angi Leads makes, then Angi Leads may either charge your method of payment on file with us for such payments, or withhold any payments to you for as long as we determine any related risks to Angi Leads or third parties persist. For any amounts that we determine you owe us, we may (i) immediately charge your method of payment; (ii) offset any amounts that are payable by you to us (in reimbursement or otherwise) against any payments we may make to you or amounts we may owe you; (iii) invoice you for amounts due to us, in which case you will pay the invoiced amounts upon receipt; (iv) reverse any credits to your bank account; or (v) collect payment or reimbursement from you by any other lawful means.

5. Win Jobs Program Terms

You may be offered the opportunity to participate in the Win Jobs Program. Through the Win Jobs Program, you will have the ability to quote jobs through the Angi Leads Pro App, and Angi Leads will keep a percentage of the revenue you receive if you win the job. You agree and acknowledge that Angi Leads will keep a percentage of the revenue you earn per job ("Win Fee") of any and all revenue generated through leads delivered through the Win Jobs program. This Win Fee may change in Angi Leads's sole discretion, but will always be communicated to you in advance of you deciding to quote a job. You represent and warrant that you will use the Angi Leads Pro App to collect payment for all revenue earned from Win Jobs leads, and that you will not encourage a consumer to pay you outside of the Angi Leads Pro App. You acknowledge that you must register for Angi Leads Pay within sixty (60) days of charging your first consumer for a job won through Win Jobs. You authorize Angi Leads to deduct the Win Fee from the total amount the customer has paid you for the job prior to Angi Leads transferring the money to you. You understand, acknowledge and agree that Angi Leads may, in its sole and absolute discretion and in addition to any other rights and remedies afforded to it under this Agreement, terminate your participation in this program, or end the program completely.

6. Angi Leads Seal of Approval.

License. While this Agreement remains in effect, and while you remain in full compliance with all terms set forth herein, Angi Leads hereby grants you a non-exclusive, non-transferrable, non-sublicenseable, license to use and display the Angi Leads Seal of Approval in connection with marketing your business. You agree that any use or display of the Angi Leads Seal of Approval must comply with all standards and guidelines of Angi Leads adopted from time to time with respect to the proper use and display of the Angi Leads Seal of Approval.

a. Restrictions. You may only use the Angi Leads Seal of Approval in the event you pass Angi Leads's pre-screening criteria initially and annually thereafter, which shall be determined in Angi Leads's sole discretion. Angi Leads may also re-screen your business at any time in its sole discretion, and may terminate this Agreement in Angi Leads's sole discretion. Further, you agree that you will use and display the Angi Leads Seal of Approval solely in connection with the tasks for which Angi Leads pre-screens you. For example, if you are pre-screened as a plumber, you may not use the Angi Leads Seal of Approval to advertise your business for any services other than plumbing services. Further, you may only use the Angi Leads Seal of Approval in the state or states for which you have been pre-screened by Angi Leads. You may only use the Angi Leads Seal of Approval for its intended use, and you may not misrepresent Angi Leads, Angi Leads's products or Services, your affiliation with Angi Leads, or the Angi Leads Seal of Approval. If at any time any of your screening status should change (i.e. state-level license terminated; fall out of good standing in your state of incorporation), you must immediately report such change to Angi Leads, and if such change causes your business to fail Angi Leads's screening criteria, in Angi Leads's sole discretion, then your license to use the Angi Leads Seal of Approval is immediately suspended, and if not remedied to Angi Leads's satisfaction within thirty days of notification, this Agreement shall automatically terminate. You also hereby agree to be re-screened by Angi Leads annually, and at any other time as desired by Angi Leads, and failure to allow such rescreening, or failing the re-screening, in Angi Leads's sole discretion, shall result in the immediate and automatic termination of this Agreement. The license granted hereunder is solely for the use of the Angi Leads Seal of Approval, and you do not have any right to use the Angi Leads name or logo separately or apart from the Angi Leads Seal of Approval.

b. Accessing the Angi Leads Seal of Approval. You agree that you shall access the Angi Leads Seal of Approval solely via the following methods: (a) via a code snippet provided to you by Angi Leads for use online on your website, or (b) any

other method generally offered by Angi Leads. You may not make any changes or modifications to the Angi Leads Seal of Approval (including the code snippet), and shall only use the Angi Leads Seal of Approval in the exact form and format in which it is provided to you by Angi Leads.

- c. **Review Magic.** If you purchase a Professional Website, you will have the ability, via our "Review Magic" functionality, to select certain of your Angi Leads consumer Ratings & Reviews from your Angi Leads profile page, to be displayed on your Professional Website. Angi Leads authorizes you to use the Review Magic functionality, and display such Ratings & Reviews on your Professional Website solely while you remain an active member, in good standing, of the Angi Leads network. If at any time your membership in the Angi Leads network is terminated, by either you or Angi Leads, you shall no longer be authorized to display such Ratings & Reviews on your Professional Website, and you agree to remove all such Ratings & Reviews immediately.

7. Programs Where You May Receive Leads Over and Above Your Spend Target

- a. **Instant Booking.** Unless you expressly opt-out, Angi Leads may send you booked leads under Angi Leads's Instant Booking program ("Instant Booking"), which allows consumers to book appointments with you, on a calendar set up for you on the Angi Leads Website ("Booked Appointments"). You may choose to sync your own online calendar with the Angi Leads Instant Booking calendar so that these bookings will show up in real-time on your own calendar. We will notify you and attempt to confirm these bookings with you, so if you choose not to sync with the Angi Leads calendar, we recommend that you log in to your Angi Leads account and update the Angi Leads calendar to block out dates and times when you are not available or do not wish to book appointments. As part of Instant Booking, you agree to the following: (i) you shall update, maintain, and keep current your schedule in the Angi Leads Online Calendar (or any other calendar with which Angi Leads has integrated), (ii) you will confirm every Booked Appointment, provided, however, that you shall be charged for all Booked Appointments, regardless of whether you confirm them or not, (iii) you shall honor every Booked Appointment, show up on time for all such appointments, and honor any quotes or estimates you provide to consumers, (iv) you shall pay a premium lead fee for Booked Appointments (v) you understand and agree that Booked Appointments are not guaranteed jobs, but merely consumer leads, and that you are obligated to pay the applicable lead fees regardless of whether the consumer hires you, or even shows up for, or cancels, the booked appointment, (vi) lead fees for Booked

Appointments are in addition to, and do not count toward, your spend targets for Leads, and therefore, if you have reached your spend target, you would still be charged for any Booked Appointments received thereafter. Angi Leads reserves the right to terminate your participation in Instant Booking at any time, for any reason or no reason.

b. **Instant Connect.** Angi Leads may offer you the opportunity to participate in Angi Leads's Instant Connect program ("Instant Connect"), which allows consumers to request to be connected to you directly via telephone. If you participate in Instant Connect, you agree to the following: (i) you shall pay a premium lead fee for Instant Connect leads, (ii) you understand and agree that Instant Connect leads are not guaranteed jobs, but merely consumer leads, and that you are obligated to pay the applicable lead fees regardless of whether the consumer hires you, (iii) lead fees for Instant Connect are in addition to, and do not count toward, your spend targets for Leads, and therefore, if you have reached your spend target, you would still be charged for any Instant Connect leads received thereafter. Angi Leads reserves the right to terminate your participation in Instant Connect at any time, for any reason or no reason.

c. **Job Opportunities Program.** Angi Leads may offer you the opportunity to participate in Angi Leads's Job Opportunities Program, which allows you to view and select additional job opportunities (consumer leads) submitted by consumers that may be outside of your selected zip codes. If you accept a Job Opportunities lead, you agree to the following: (i) you shall pay a premium lead fee for Job Opportunities leads, (ii) you understand and agree that Job Opportunities leads are not guaranteed jobs, but merely consumer leads, and that you are obligated to pay the applicable lead fees regardless of whether the consumer hires you, (iii) lead fees for Job Opportunities are in addition to, and do not count toward, your spend targets for Leads, and therefore, if you have reached your spend target, you would still be charged for any Job Opportunities leads you have accepted thereafter, (iv) you must have the latest version of the Angi Leads mobile application to receive Job Opportunities leads, (v) even if you have turned your leads off, if you select a Job Opportunities lead, you will be charged for that lead, and (vi) you understand that Job Opportunities leads are not exclusive to you and may also be sent to other service professionals. Elite 360 members and/or members enrolled in Angi Leads under a corporate membership account are not eligible to participate in the Job Opportunities program.

d. **Miscellaneous.** In rare instances, your spend target may be exceeded if you are experiencing high demand and you lower your spend target, because only the remainder of the 28-day period from when the spend target was changed will be managed by the new prorated spend target. Additionally, your exact spend target may be exceeded in the normal course of events by one Lead because our matching algorithm will send a Lead up until the precise point your spend target is exceeded (i.e. if your spend target is \$500, and you are currently at \$480, you may still receive at Lead valued at \$40, at which point you would not receive any more Leads as you would have exceeded \$500).

8. mHelpDesk

Unless you opt out during enrollment in the Angi Leads network, your annual Membership Fee paid to Angi Leads will include a one-month subscription with mHelpDesk, a field solutions software. After the first month of your subscription with mHelpDesk, unless you cancel, you will automatically be subscribed on a month-to-month basis thereafter, and charged a monthly subscription fee for your continuing mHelpDesk subscription. For more information on mHelpDesk, please see the User Agreement located at www.mhelpdesk.com/user-agreement. You may opt out of an initial or continuing subscription with mHelpDesk by making a request to a Angi Leads Sales or Customer Care representative at the time of your enrollment with Angi Leads, or by contacting mHelpDesk in accordance with the mHelpDesk User Agreement..

9. Indemnification; Limitation of Liability; Disclaimer of Warranties.

a. **Indemnification.** You shall fully protect, indemnify and defend Angi Leads and all of its agents, officers, directors, shareholders, suppliers, partners, employees and each of their successors and assigns ("Indemnified Parties") and hold each of them harmless from and against any and all claims, demands, liens, damages, causes of action, liabilities of any and every nature whatsoever, including but not limited to personal injury, intellectual property infringement, fraud, deceptive advertising, violation of any state, provincial or federal laws or regulations, property damage, attorneys' fees and court costs, arising in any manner, directly or indirectly, out of or in connection with or in the course of or incidental to (i) any of your work for or dealings with any customers, (ii) your advertising, or (iii) your services, representations, or obligations (including but not limited to your obligation to maintain the confidentiality of user personal information) set forth in this Agreement, including any extra work you perform for a customer for which Angi Leads has not matched you, and in connection with your use of the Angi

Leads Seal of Approval, REGARDLESS OF CAUSE OR OF ANY FAULT OR NEGLIGENCE OF ANGI LEADS OR THE INDEMNIFIED PARTIES AND WITHOUT REGARD TO CAUSE OR TO ANY CONCURRENT OR CONTRIBUTING FAULT, STRING LIABILITY OR NEGLIGENCE, WHETHER SOLE, JOINT OR CONCURRENT, ACTIVE OR PASSIVE BY ANGI LEADS OR THE INDEMNIFIED PARTIES.

- i. Limitation of Liability. IN NO EVENT ARE WE LIABLE TO YOU FOR ANY CONSEQUENTIAL, INDIRECT, INCIDENTAL, PUNITIVE OR SPECIAL DAMAGES, LOST REVENUE, LOST PROFITS OR LOSS OF GOODWILL. IN NO EVENT WILL THE TOTAL AGGREGATE LIABILITY OF ANGI LEADS TO YOU EXCEED THE AMOUNT OF FEES ACTUALLY PAID BY YOU TO ANGI LEADS DURING THE PRECEDING 12 MONTHS, REGARDLESS OF THE BASIS OR FORM OF CLAIM

- ii. Disclaimer of Warranties. YOU ACKNOWLEDGE AND AGREE THAT THE ANGI LEADS SERVICES AND ANGI LEADS SEAL OF APPROVAL ARE PROVIDED TO YOU ON AN "AS IS" BASIS, AND ANGI LEADS DISCLAIMS ANY AND ALL EXPRESS OR IMPLIED WARRANTIES, INCLUDING BUT NOT LIMITED TO ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT, TO THE MAXIMUM EXTENT PERMITTED BY LAW

10. AGREEMENT TO ARBITRATE ALL DISPUTES AND GOVERNING LAW.

- a. The exclusive means of resolving any dispute between you and Angi Leads or any claim or controversy arising out of or relating to or that have arisen based on use of this Website and/or Angi Leads's services (including any alleged breach of these Terms and Conditions) shall be BINDING ARBITRATION administered by the American Arbitration Association, EXCEPT AS EXPRESSLY PROVIDED BY APPLICABLE FEDERAL OR STATE LAW. You may not under any circumstances commence, participate in or maintain against Angi Leads any class action, class arbitration, or other representative action or proceeding.

NOTICE OF RIGHTS

- b. By using the Website and/or Angi Leads's services in any manner, you agree to the above arbitration agreement. In doing so, YOU GIVE UP YOUR RIGHT TO GO TO COURT to assert or defend any claims between you and Angi Leads. YOU ALSO GIVE UP YOUR RIGHT TO PARTICIPATE IN A CLASS ACTION OR OTHER

CLASS PROCEEDING. Your rights will be determined by a NEUTRAL ARBITRATOR, NOT A JUDGE OR JURY. You are entitled to a fair hearing before the arbitrator. The arbitrator can grant any relief that a court can, but you should note that arbitration proceedings are usually simpler and more streamlined than trials and other judicial proceedings. Decisions by the arbitrator are enforceable in court and may be overturned by a court only for very limited reasons.

- i. Any proceeding to enforce this arbitration agreement, including any proceeding to confirm, modify, or vacate an arbitration award, may be commenced in any court of competent jurisdiction. In the event that this arbitration agreement is for any reason held to be unenforceable, any litigation against Angi Leads may be commenced only in the federal or state courts located in Denver County, Colorado. You hereby irrevocably consent to the jurisdiction of those courts for such purposes.**
- ii. These Terms and Conditions, and any dispute between you and Angi Leads, shall be governed by the laws of the state of Colorado without regard to principles of conflicts of law, provided that this arbitration agreement shall be governed by the Federal Arbitration Act.**

11. Other Terms.

- a. This Agreement, and the Angi Leads Fee Schedule, including Lead prices, may be changed from time to time. By continuing to use any Angi Leads services you are agreeing to be bound by any such non-material changes. Material changes to this Agreement or to the Angi Leads Fee Schedule will be posted on the Angi Leads Website at pro.AngiLeads.com/terms/terms-conditions/ and periodically communicated to you by email, text, the Angi Leads Pro app or other reasonable means. By continuing to use any Angi Leads services after receiving any such notice of changes from Angi Leads, you are agreeing to all such changes.
 - i. You may terminate this Agreement upon our receipt of your notice during normal business hours (such termination to be effective upon the close of business on the day properly delivered and received), but you shall be obligated to pay for any Leads or services delivered to you prior to us receiving your termination during normal business hours.
 - ii. Angi Leads, in its sole discretion, reserves the right to suspend your rights under this Agreement or terminate this Agreement and your membership in

the Angi Leads network immediately at any time for any reason or no reason at all.

- iii. If this Agreement is terminated or expires, your agreements and obligations under this Agreement shall continue; and any Leads provided to you during the term of this Agreement and relationships you enter into or create from those Leads will continue to be governed by this Agreement including but not limited to with respect to any disputes that may arise or claims that may be made against us and any indemnification of us by you for such claims. Further, in the event this Agreement is terminated or expires, (i) all licenses granted to you under this Agreement shall immediately terminate, and you shall have no further right to access, use or display the any Angi Leads content, including but not limited to the Angi Leads Seal of Approval in any manner, and (ii) you agree to destroy any materials containing the Angi Leads Seal of Approval. Upon any termination of this Agreement, you will no longer have access to your Angi Leads account.

- iv. If it is determined or suspected by Angi Leads in its sole discretion that you are misusing or attempting to misuse or circumvent the Angi Leads services or system or any customer data, or are using or attempting to use it for any inappropriate, illegal, harmful, or anti-competitive, purposes, including but not limited to activities such as hacking, infiltrating, fraud, advertising, jamming or spamming, or any activities inconsistent with the services proposed to be offered by Angi Leads, in addition to our right to immediately terminate this Agreement, Angi Leads reserves the right, in its sole discretion, to instigate, without notice, appropriate legal actions or proceedings to seek appropriate remedies and/or damages, including but not limited to lost revenue, repairs, legal fees, costs and expenses, and to seek injunctions or other equitable remedies.

- v. In the event of termination of this Agreement, you shall not be entitled to any refund of any fees paid to us, including any prepayments.

- vi. You will be liable for any attorneys' fees and costs if we have to take any legal action (including the retention of a lawyer) to enforce this Agreement. The laws of the State of Colorado (excluding the laws and principles with respect to conflicts of law) govern this Agreement. You hereby consent and agree that the state or federal courts in Denver Colorado are the exclusive forum for litigation of any claim by you arising under this Agreement or your

use of the Angi Leads Website and/or Services, and you submit to sole and exclusive jurisdiction in the state of Colorado, and hereby irrevocably waive and relinquish any right to bring, or cause to be brought, any such action, or to have any such action brought, in any judicial or administrative forum outside of such forum.

- vii. You understand and agree that you are an independent contractor of Angi Leads, and are not a Angi Leads employee, joint venturer, partner, or agent. You acknowledge that you set or confirm your own prices, provide your own equipment, and determine your own work schedule. Angi Leads does not control, and has no right to control, the services you provide (including how you provide such services) if you are engaged by a consumer, except as specifically noted herein.
- viii. If any provision of this Agreement is held by any court or other authority of competent jurisdiction to be invalid, illegal or in conflict with any applicable state or federal law or regulation, such law or regulation shall control, to the extent of such conflict, without affecting the remainder of this Agreement.
- ix. Wireless data usage is subject to the fees and terms of your wireless subscriber agreement or data service plan with your provider, and you may incur charges from your telephone service provider for text messages, phone calls, email communications and data transferred.
- x. Angi Leads and its affiliates may view, store, access and disclose messages exchanged between you and consumers transmitted via Angi Leads's messaging platform.
- xi. You agree not to copy/collect Angi Leads content via robots, spiders, scripts, scrapers, crawlers, or any automated or manual equivalent (e.g., by hand).

Handyman and Maid Service Programs.

1. Handyman/Maid Service Fees. Upon your approval into the Handyman Program or the Maid Service Program, your method of payment will be charged a subscription fee ("Subscription Fee") per month in advance. This Subscription Fee is subject to change in

Angi Leads's sole discretion with advance notice to you. You will also receive unlimited Handyman Leads or Maid Service Leads at no cost to you.

2. Per Lead Fees for Non-Handyman/Maid Service Leads. If you choose to expand your tasks beyond those included in the Handyman category or the Maid Service category, as applicable, you will be responsible for paying the then-current Lead Fee for each Lead you receive in those additional categories, in addition to your monthly Handyman or Maid Service Subscription Fee.
3. Term. Angi Leads may terminate the Handyman Program and/or the Maid Service Program at any time in its sole discretion. If Angi Leads terminates the Handyman Program or the Maid Service Program in the middle of a month, you will receive a pro-rated refund of your Subscription Fee. You may cancel your subscription at any time, but Angi Leads may terminate the Handyman Program and/or the Maid Service Program at any time in its sole discretion. If Angi Leads terminates the Handyman Program or the Maid Service Program in the middle of a month, you will receive a pro-rated refund of your Subscription Fee. You may cancel your subscription at any time, but Angi Leads is not obligated to refund to you any Subscription Fees, except solely in the event you rescind or terminate your subscription within the seventy-two (72) hour period following your agreement to purchase a subscription Angi Leads is not obligated to refund to you any Subscription Fees, except solely in the event you rescind or terminate your subscription within the seventy-two (72) hour period following your agreement to purchase a subscription.
4. Job Opportunities Leads (as set forth in section VI.c.) are not included in the unlimited leads provided under the Handyman Program or the Maid Service Program. Job Opportunities Leads will be charged at the rates presented at the time you elect to purchase such leads.

Appliances Program.

1. Appliances Program Fees. Upon your approval into the Appliances Program, your method of payment will be charged a subscription fee ("Appliances Subscription Fee") per month in advance. This Appliances Subscription Fee is subject to change in Angi Leads's sole discretion with advance notice to you. This Appliances Subscription Fee covers your placement in Angi Leads's directory product which is displayed on the Angi Leads website ("LiveDirectory"). Additionally, you will receive unlimited Appliances Leads at no cost to you for the first three (3) months from the date of your enrollment in the Appliances Program. After this three (3) month period, you may (i) continue to pay only the Appliances Subscription Fee and remain listed in the LiveDirectory, but you will

not receive any additional Appliances Leads, or you may (ii) choose to additionally opt-in to receiving Appliances Leads at the then-current Lead Fees. Receipt of Appliances Leads will be subject to all applicable provisions of this Agreement with respect to Lead-purchasing members.

2. Lead Fees for Non-Appliance Category Leads. If you choose to expand your tasks beyond those included in the Appliances Category, you will be responsible for paying the then-current Lead Fee for each Lead you receive in those additional categories, in addition to your monthly Appliances Subscription Fee.
3. Term. Angi Leads may terminate the Appliances Program at any time in its sole discretion. If Angi Leads terminates the Appliances Program in the middle of a month, you will receive a pro-rated refund of your Appliances Subscription Fee. You may cancel your subscription at any time, but Angi Leads is not obligated to refund to you any Appliances Subscription Fees, except in the event you rescind or terminate your subscription within the seventy-two (72) hour period following your agreement to purchase a subscription.

Gig Economy Program.

1. Gig Economy Fees and Payments. Angi Leads will set prices for jobs in its sole discretion, and if you accept and complete a job, you will receive a pre-assigned take-home amount per job. This take-home amount will be displayed prior to your accepting a job. In order to participate in the Gig Economy Program, you are required to sign up for Easy Pay, and agree to the Easy Pay terms and conditions, as all payments from consumers will be processed and distributed to you via Easy Pay.
2. Your Obligations.
 - a. You authorize Angi Leads to send you SMS messages, which may include marketing messages. You also authorize Angi Leads to send you marketing emails from time to time.
 - b. You are required to download and use the Angi Leads Pro mobile application in order to participate in the Gig Economy Program.

c. You agree to honor the price that you accepted for the job during all business hours and as required by applicable law.

d. You are responsible for scheduling the work according to your availability;

e. You agree to use your best efforts to provide the best quality services or goods subject to the job;

f. You agree to pay any and all state sales, use, or other tax due or imposed by any governmental authority with respect to the job.

3. Representations and Warranties. You represent and warrant that you have all requisite power and authority to enter into this Agreement and to sell the goods or provide the services which are the subject of the job; where applicable, you are legally and properly licensed to and possesses all requisite licenses and permits to complete the job in the geographic areas in which the job is located, and you are registered for sales, use, and other tax collection purposes in all states which you provide goods and services. You represent and warrant that you will not charge or attempt to charge a consumer a price other than the price Angi Leads has set for the job you have accepted, or refuse to complete a job in an effort to obtain a higher price.

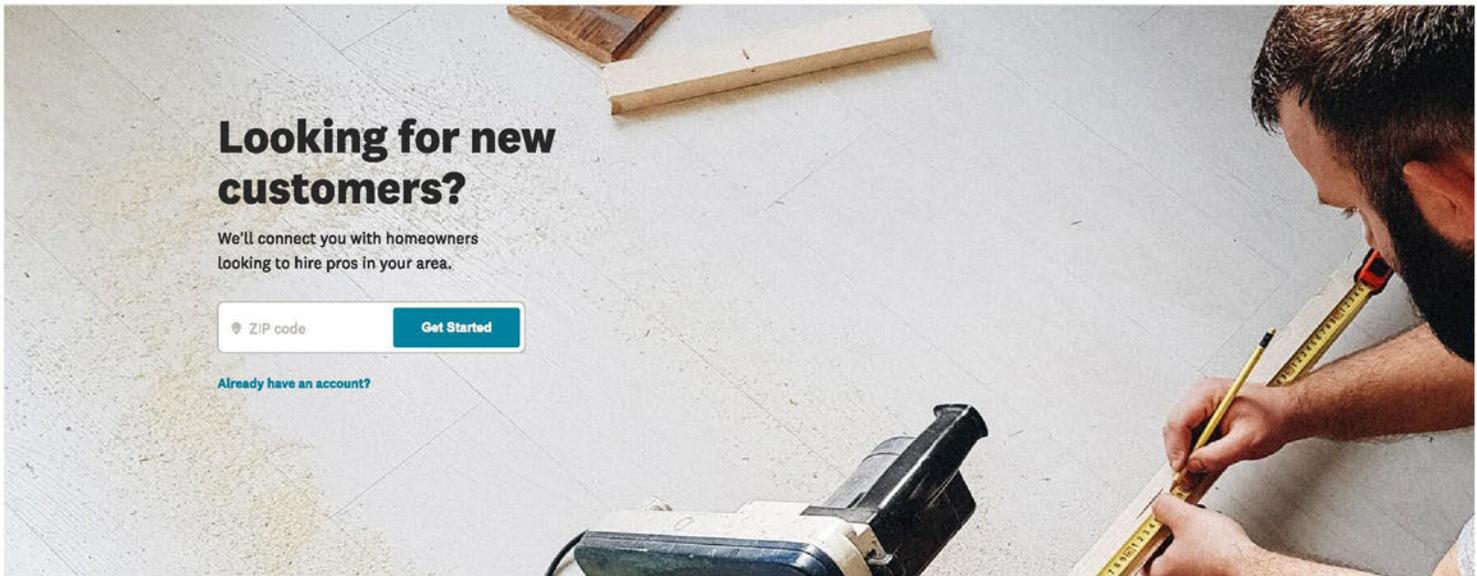
4. Term. Angi Leads may terminate the Gig Economy Program at any time in its sole discretion.

5. Miscellaneous. Angi Leads is in no case liable to you for payment for a job you have accepted, all liability with respect to payment lies with the consumer.

Legal Center powered by Ironclad Clickwrap

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Attachment 5



Looking for new customers?

We'll connect you with homeowners looking to hire pros in your area.

Get Started

[Already have an account?](#)

Grow your business



Reach more quality customers

We'll get you in front of homeowners not just on HomeAdvisor Angi Leads, but also Google, Yahoo, and more.



Power your business on the go

The Angi Leads app lets you manage and pause your leads, control your schedule, message homeowners, and request reviews from anywhere.



Maximize your earnings

Get paid quickly and easily with zero transactional fees. Plus, get credits for leads that aren't a good fit.

Frequently Asked Questions

- What comes with my membership? ▼
- What are leads and when I am charged? ▼
- How does Angi know which leads are right for me? ▼
- How are lead prices calculated? ▼
- What can I do if my leads aren't a good fit? ▼
- Why do customers trust Angi? ▼
- How is Angi Leads related to HomeAdvisor? ▼

Want to sign up over the phone?
We're here to help.

[Call \(866\) 925-0067](tel:8669250067)

Attachment 6

How does HomeAdvisor work for contractors?

HomeAdvisor connects contractors with homeowners who are ready to hire pros for their home projects — giving you access to targeted leads for your business. Simply choose the services you offer and the locations you serve, and we'll match you with homeowners looking to start projects in those areas. We give you the tools you need to connect with homeowners and win the job.

[Get Started](#)

HomeAdvisor- How It Works



You're in control

Get leads that fit your business

Choose your service types and location preferences, and we'll connect you with homeowners seeking those services in those locations.

Set your spend target on your terms

Change your spend target any time to help meet your needs. Our flexible online account settings give you control 24/7.

Win jobs and grow your business

From lead management to online marketing and more — get the tools you need to win potential lifelong customers and grow your business.

Frequently Asked Questions

Q. How much control do I have over the leads I receive?

Our online account settings give you control, 24/7. You can define your service and ZIP Code preferences to make sure you receive the types of requests you want. Additionally, you can modify your spend target at any time. You can also specify when you're busy to further narrow your preferences when you have a full schedule, but still want to keep an active project pipeline. [Sign up today to learn more.](#)

Q. Do you offer any tools to manage my leads?

Yes. We offer a robust, user-friendly system that lets you categorize and organize your leads, keep track of communications, and connect with prospects via phone or email with the touch of a button. Our mobile app also lets you take these tools on the road to help you stay on top of your pipeline.

Q. How much does HomeAdvisor charge per lead?

What you'll pay for a lead varies by the type of work you do. Regional costs can also impact price. When you call to join, we'll review the current price of leads for tasks in your area. To learn more about available leads near you, [start your sign up today](#).

Q. What is a spend target?

Your spend target is an estimated 28-day period dollar amount that you would like HomeAdvisor to try to meet when sending you leads. The spend target is not a hard cap, but rather an estimated goal of monthly spend. Instant Booking leads and all Job Opportunity leads are charged outside of your spend target. It is possible to exceed your spend target. Please review your invoices regularly to make sure that you're satisfied with your current spend target.

Q. Do I only pay for the jobs I win?

No, HomeAdvisor does not provide or guarantee jobs. You will be charged for each lead you receive, whether or not you ultimately win the job, and regardless of whether the customer hires any pro to complete the job.

Q. How do HomeAdvisor Badges work?

HomeAdvisor Badges are a great way to set yourself apart from the competition, boost staff morale and effectively market your business. They recognize everything from licensing and certification to high-quality work, and each badge has a different set of qualifications to win. When you win a badge, you can display it on your website and HomeAdvisor profile so homeowners can see your achievement.

Q. What is a HomeAdvisor Elite Service Pro?

This is a type of badge. HomeAdvisor pros earn the Elite Service Pro badge with an overall customer service rating of 4.5 or better. These pros have at least five reviews with a five-star rating, among other qualifications.

Q. How do I join?

Simply tap sign up.

Already a member? Visit our [Pro Help Center](#) to learn more about your leads and your spend target.

Ready to Let Us Help You Grow Your Business?

[Sign Up Today](#)

  **Free Mobile Apps**
HomeAdvisor App



Get Exclusive
Tips & Advice



By using HomeAdvisor, you agree to our [Terms & Conditions](#)

Homeowner Services

ProFinder
Pro Reviews
Emergency Repairs
Write a Review

Homeowner Resources

My Account
True Cost Guide
Resource Center
Refer a Pro
Pros Near Me
HomeSource Blog

For Service Professionals

Log In
Join Our Network
Grow Your Business
Pro Resource Center
Contractor Leads
National Accounts

About HomeAdvisor

Code of Conduct
Contact Us/Customer Care
How It Works
Help and FAQs
About the Company
Careers
Affiliates

HomeAdvisor International:

Canada: HomeStars | France: 123Devis & Travaux | Germany: MyHammer | Italy: Instapro | Netherlands: Werkspot | UK: MyBuilder

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Attachment 7

News Release

[◀ Back](#)

Angie's List is Now Angi, A New Way to Help People Love Where They Live

March 17, 2021



PDF Version

- Angie's List is now Angi, a new name for a new era in everything home
- Parent company ANGI Homeservices to become Angi Inc. (NASDAQ: ANGI)
- Angi mobile app includes new look and feel with easy access to service professionals, including pre-priced services, in-app messaging, payment tools, and financing

DENVER, March 17, 2021 /PRNewswire/ -- Today the iconic Angie's List brand became Angi, a new name and promise for a new era in everything home.

"At Angi, we believe that home is the most important place on Earth. People love their homes, but they don't always love taking care of their homes. At Angi, we are on a mission to change that," said Oisin Hanrahan, CEO of Angi. "We want people to feel confident taking care of small tasks, and brave enough to take on big home projects. Our new site and consumer app will help them do that by making it easier than ever to take care of your home."

As the \$500 billion of home spend moves online, Angi is the only end-to-end digital solution able to take care of everything from discovery and scheduling to booking and payment, making caring for the home easier than ever before. The new Angi app now includes features that support people through their home care journey, including the ability to instantly buy pre-priced jobs, the option to pay your pro through the app, financing options, and of course standard features like the ability to see pros, message and call — all of which help take the complexity out of home improvement.

The new Angi experience comes with a fresh logo, site and app experience, while also harnessing the innovative technology built across its sister brands, such as HomeAdvisor. As a part of today's news, HomeAdvisor will become *HomeAdvisor, powered by Angi*. This brand

transition marks the continued evolution of the company by combining the strength of the best brand with the best customer experience.

Consumer expectations have changed dramatically over the last decade: from ordering food to speaking with a doctor, consumers expect comprehensive solutions at the click of a button. Home is one of the last major categories to move online, behind categories like travel, real estate, dating, and transportation. By helping more and more pros take advantage of the digital world, Angi is poised to transform an untapped \$500 billion market in which the majority of business still gets done through word of mouth. The new, modern Angi experience is uniquely positioned to meet this behavior shift and transform how people hire, book and pay for everything in their home.

To fully align on the Angi mission to help people everywhere truly love where they live, parent company ANGI Homeservices is now Angi Inc.

About Angi

Angi is your home for everything home—a comprehensive solution for all your home needs. From repairs and renovations to products and financing, Angi is transforming every touch point in the customer journey. With over 25 years of experience and a network of nearly 250,000 pros, we have helped more than 150 million people with their home needs. Angi is your partner for every part of your home care journey. Angi is an operating business of Angi Inc., formerly ANGI Homeservices Inc. (NASDAQ: ANGI).

Angi Corporate Communications

Mallory Micetich
(303) 963-8352

 View original content:<http://www.prnewswire.com/news-releases/angies-list-is-now-angi-a-new-way-to-help-people-love-where-they-live-301248949.html>

SOURCE Angi

Attachment 8

HomeAdvisor

Case #: 11578253

**Consumer
Info:**

Schafer, Scott
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401

Date Filed: 7/22/2016 4:50:27 PM

Nature of the Complaint: Contract Issues

Consumer's Original Complaint:

July 21, 2016 TO: First National Bank Billing Resolution Department P.O. Box 3696 Omaha, NE 68172-9936 Phone: 888-238-5070 Fax: (402) 938-7550 RE: Account Number 4169 Case: 20160624000101 To Whom It May Concern, On 05/21/16 I enrolled with "HomeAdvisor, Inc." to receive sales leads for HVAC service or installations. I authorized a one-time charge to my Visa for the amount of \$287.99. I had verbally negotiated an agreement with Tiffany Jacobs (Sales Representative) as follows: - "Home Advisor, Inc." would provide sales leads from people properly screened (Serious buyers ready to purchase equipment or services). - Pay commission fees for work performed from sales leads provided by "HomeAdvisor, Inc." - Commission fees would range from \$40.00 - \$80.00 (\$80.00 being the maximum) depending on the gross income of the project (No specific parameters given for fee schedule). - Commission fees would be sent to "HomeAdvisor, Inc." by check when projects were complete. Clearly did not authorize use of credit card to pay commission fees. I received a total of 9 sales leads in an approximate 30 day period. I made one sale for an air conditioner installation & one service call. The other sales leads were as follows: - 2 of the potential sales leads were mildly curious and looking for furnace/air conditioner installation costs. I verbally gave them estimates over the phone based on the information given. They seemed confused as to why I contacted them and wanted to know how I got their phone number and information. - 2 of the sales leads provided were gathering numerous quotes - No purchases were made. - 2 of the sales leads provided did not respond to emails or phone calls. - 1 sales lead had an apartment address. When I phoned she became angry and hung up the phone. Also did not respond to email. I was contacted by "First National Bank" when my Visa was over the credit limit. This is when I found the unauthorized charges had been made by "HomeAdvisor, Inc.": 05/27/16 - \$48.81 06/03/16 - \$50.00 06/17/16 -\$125.52 On 06/24/16 I phoned "HomeAdvisor, Inc." and cancelled my membership. I also disputed the commission fees gaining no results. I phoned "First National Bank" and filled a complaint with the "Billing Resolution Department." I cancelled the credit card to prevent any further charges against the account. On 07/13/16 I received a phone call from "Home Advisor, Inc." attempting to collect their commission fees. Ultimately, I was threatened with having my account being sent to collections. On 07/20/16 I filed another dispute claim with "First National Bank" for the initial enrolment fee of \$287.99. This was due to the time consumption of untangling this situation. In conclusion, "Home Advisor, Inc." has misrepresented, and was incapable/unwilling to provide services as described. I have also received an enormous amount of unsolicited emails & phone calls from telemarketers (Believe it to be more than a coincidence).

Sincerely, Scott Schafer – Owner/Manager Customer’s Choice Heating & Cooling, LLC Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Redacted Pursuant to 16 C.F.R. § 4.2(c)(3) Cc: BBB of Northwest 1000 Station Drive, Ste. 222 DuPont, WA 98327 (206)431-2222 info@thebbb.org

Consumer’s Desired Resolution:

No longer be contacted by company, refund money, & stop future collection procedures.

Complaint Timeline

07/22/2016	Original Open Date: Complaint Transfer Threshold
07/22/2016	Complaint Transfer: Complaint Transfer Threshold
07/22/2016	Pending initial BBB review: Process complaint cbarnes@denver.bbb.org
07/22/2016	Pending initial Business response: Action taken cbarnes@denver.bbb.org
08/22/2016	BBB needs to Call Business: Action Taken (No Letters) Threshold Application
08/22/2016	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
08/23/2016	Pending consumer Response: Action taken cbarnes@denver.bbb.org
08/25/2016	Pending BBB review of rejection: Action Taken: Extranet Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
08/25/2016	Pending Business Response of Rejection: Action taken cbarnes@denver.bbb.org
09/01/2016	Business responded to rejection: Action Taken: Extranet jwilliard@homeadvisor.com
09/01/2016	Pending consumer response to rejection: Action taken cbarnes@denver.bbb.org
09/07/2016	Answered: Action Taken Threshold Application

Complaint Messages

08/22/2016 - John Williard, NAMDL
Respond to Complaint

Per this customer's request not to be contacted, we have not reached out to them but do have information to provide.

As a form of advertising, we cannot and do not guarantee any specific amount of jobs as a result of our lead generation, but rather that members of our network will obtain the contact information for

potential customers that have expressed an interest in their field of expertise. We have never offered any program wherein a member of our network would pay for their leads based on a percentage of contracts and/or jobs won, nor do we have any evidence to suggest that this customer's sales representative ever explained our service in such a manner. Furthermore, upon signing up with our service, each member of our network completes a "VoiceLog" that details the billing structure of leads that will be sent to each customer's account. We have reviewed this customer's recording and found no issues.

At this time we have no reason to believe that this customer's charges and outstanding balance are anything other than valid, but we are still willing to discuss their concerns with them should they authorize contact from our company.

08/25/2016 - Mr. Scott D Schafer

I do not accept the response made by the business to resolve this complaint

Complaint: 11578253

I am rejecting this response because:

I have spoken to "Home Advisor" at least 3 times before I submitted a formal complaint. That last conversation I had with them was an endless circle of discussion ending with the threat of being sent to collections. This is my first objection.

My primary complaint has been that they were given a one time authorization for use of my credit card. This is my next objection.

Regardless of what "Home Advisor's" response read, leads were sent to me where 3 of them would not respond by phone or email. Others could not understand why I was contacting them. This is another objection.

To this day they continue to send emails attempting to collect. I recommend they take me to small claim court because I am sure a judge will see things my way.

Sincerely,

Scott Schafer

09/01/2016 - John Williard, NAMDL

Respond to Complaint

To reiterate our previous response, both the voicelog that this customer completed and the Terms and Conditions for which it confirms outline this customer's agreement to pay, and our credit policy for the leads generated as a part of their membership have been clarified in subsequent conversations with our representatives. This customer was actively contacting and engaging with their leads, and at this time we maintain their outstanding balance to be valid.

Attachment 9

HomeAdvisor

Case #: 11721631

**Consumer
Info:**Parks, Erin
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)**Business
Info:**HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200**Date Filed:** 9/19/2016 9:37:59 PM**Nature of the Complaint:** Billing or Collection Issues**Consumer's Original Complaint:**

On August 4th 2016 I signed up for marketing services for my business paying a fee of \$347.98 with 1 month free of help desk. According to the receipt I received from Home Advisor via email. Looking back at over emails I noticed the original price I was quoted was \$288. When I asked about where the difference came between the \$288 and \$347.98 I was informed it was the fee for the 1 month use of the help desk.... I thought it was free though? So why am I paying an extra \$59.98 for something that is suppose to be free? From the moment we signed on with Home Advisor it was one issue a'ter another. I couldn't even sign onto my account and edit my profile for 2 weeks. Every time I tried to log in it pulled up a lawn care company. We are a house cleaning company. I would call to try to have it resolved and no one would answer me - or I would get told someone would call back but wouldn't hear from anyone for DAYS. Then I would be working and couldn't get to my phone so I would call back and then the cycle would happen all over again. Finally after 2 weeks of trying to get on my profile someone helped me - the gentleman who originally signed me up. I called and emailed him so many times I think he finally gave in and called me back. On August 18th - 3 days after I got my profile fixed and could sign onto my own profile instead of the lawn care company I started getting "leads" but I had asked to be set up to not receive leads until September. When I tried to get the matter fixed it became another "issue" and I was told the case had to be submitted for approval of the refund for the leads I was not suppose to be getting in the first place. At this point I had enough of the back and forth and never getting anything taken care of by Home Advisor. I asked to cancel my membership with a full refund as I did not feel Home Advisor had provided the appropriate customer service they so promised. We canceled the credit card because they kept charging us "lead fees" for jobs we were not suppose to be getting and for jobs we do not even do. Aloha Cleanings of the Triangle only does residential house cleanings but they were sending us leads for hood/exhaust cleanings. That's not even something my company does... at all. After trying to get the refund it was brought to my attention that we only had 72 hours after signing up to request a refund. Considering this was something that NEVER was brought to my attention until AFTER I asked for a refund is poor communication on Home Advisor. During a conversation while discussing the refund Home Advisor mentioned their "terms and conditions" I was never given a terms and conditions nor was I advised where to find it. It never occurred to me that I would have so many issues from a company that is so highly recommended. Due to canceling the credit card (after being charged for things we weren't suppose to be charged for) we disputed with the bank to get our full refund due to their lack of communication, unprofessionalism and stealing from our company. From day 1 we had issues - even

almost 2 months later we are still getting harassed and bullied by this company. After waiting over 2 weeks to hear from someone from Home Advisor regarding my full refund I finally spoke to a supervisor on Sept 8th 2016. She informed me I would not receive a refund. Nothing further was discussed. I was on my way into a drs appointment when she called so I wasn't thinking correctly but called Home advisor after my appointment to ask her about the "lead" charges being refunded. Still have not heard from her or any supervisor regarding that. On Sept. 14th I received a "final notice" email from Home Advisor stating the following: "FINAL NOTICE! Because we have not received a response to numerous inquiries regarding your outstanding balance, your account is now being staged to go to an external collections agency within the next few days. To pay your balance and avoid having your account sent to our outside Collection Agency, having additional collection fees and/or litigation fees assessed and possibly a negative reporting against your credit, please provide a valid method of payment below or call the HomeAdvisor Business Customer Care team toll-free at (877) 947-3639." No one had EVER called me or mentioned ANYTHING about this so called debt at any point talking to any of the supervisors or customer service reps. Nor did I receive any emails until I received this email. As soon as I received this email I started contacting home advisor yet again - of course no one has called me back regarding THIS issue. However today I received a call from Home advisor asking if I wanted to start and finish customizing my profile page.... DO WHAT??!?! I asked to speak to someone immediately as I was waiting (like always) to hear from someone regarding the current and many issues. I spoke with a woman who also informed me the balance we owe is now higher due to 2 "kick back" charges of \$20 each for disputing these charges and the refund. Again, I explained the whole situation to yet another employee who while reading the notes said she could not issues the refund as she was not authorized to do so. Aloha Cleanings disputed the charges made on the credit card used with the credit card company. As a result Home Advisor is claiming we owe them money and are sending us to collections. We have not received any refund of the charges made to the credit card that we are disputing. No one ever informed me of us "owing" Home Advisors anything - no email - no phone call. Until Sept 14th when they sent a "final notice" email to me.

Consumer's Desired Resolution:

I would like Home advisor to refund the full \$347.98 back to my card in addition to nothing being sent to collections and all pending charges be refunded or resolved. After resolving all charges and issuing us a refund I would also like Home Advisor to never contact me or my business ever again.

Complaint Timeline

09/21/2016	Pending initial BBB review: Process complaint cbarnes@denver.bbb.org
09/21/2016	Pending initial Business response: Action taken cbarnes@denver.bbb.org
10/21/2016	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
10/24/2016	Pending consumer Response: Action taken cbarnes@denver.bbb.org

11/01/2016

Answered: Action Taken
Threshold Application

Complaint Messages

10/21/2016 - John Williard, NAMDL

Respond to Complaint

We have been in touch with this customer and were able to address and resolve their concerns.

We found that there had been some confusion regarding both the leads generated through our service and the billing there of, but were able to reach an amicable resolution. At this time we have reached a settlement with customer, closed their account per their request, and have parted ways on friendly terms.

Attachment 10

HomeAdvisor

Case #: 11902602

**Consumer
Info:**

Simckes, Noam
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 12/29/2016 3:00:39 PM

Nature of the Complaint: Sales Issues

Consumer's Original Complaint:

I have reached out to Home Advisor many times with no attempt of resolution from there and, in fact i emailed the email address you gave me before filling out the complaint and 7 days with no response. I received a call from Amanda, very nice and very good sales person who i believe really meant no harm and was trained to tell me the overrated and exaggerated results i would see with Home Advisor. Firstly i was promised around 12 leads a week, i understand you can not create the need in a market however you do have statistics to get an idea of the amount of leads you would give us, i have received 11 "leads" if you can call them that in a 3 month period. Which brings me to my next issue, only one out of the 11 so called leads actually answered the phone! and made an apt, then our tech drove out there let me add that it was way out of area over 40 miles away and the "customer" never answered the phone once the tech was on site and never again were we able to contact the customer, there is no way in this world that out of 11 leads 10 dont answer the phone on first second/third and sometimes 4th contact attempt, i do not believe these leads are legitimate leads. And final issue is that when i announced to the sale person that we are closing over 80% of our calls/leads and asked what she think the closing rate would be as per the statistics you have she claimed it would be easy to close 50%, i wish this were true 0% was closed. I did not close a single job from you, i was deceived into thinking i would be getting around 12 a week when in fact i did not get that in 3 months and the biggest issue is the legitimacy of the leads seems to be fake and misleading. Now, you guys are calling us daily to our business line with an auto bot dialer, i demand you stop calling my business line and any conversation you might want to have call my number on file, i have disputed the charge and i will not pay for a service whom lied to me during the sales process. i have requested many times on a recorded line that you stop contacting me. I am open to offers of resolving this peacefully but i can not and will not pay for such deceiv ng sales practices and leads that do not answer that do not live up to 1% of what was advertised to me on the sales calls.

Consumer's Desired Resolution:

please refund me and stop calling me or i am going to press charges of harassment. let me add i am on the do not call list

Complaint Timeline

12/29/2016

Automation: Auto Process
Complaint Form

12/30/2016

Pending initial Business response: Action Taken
Threshold Application

01/11/2017

Resolved: Action taken
cbarnes@denver.bbb.org

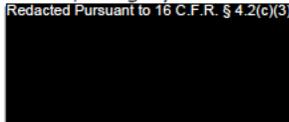
Attachment 11

HomeAdvisor

Case #: 11923547

**Consumer
Info:**

Getter, Gregory
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)



**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 1/7/2017 1:15:25 PM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

I was contacted by a representative of Home Advisor in October of 2016. The initial contact was them leaving me a message asking for a kitchen remodel. I called the number to find out it was Home Advisor. I had been approached by the company before and knew of their business model. At the time of the most recent contact I was in a slow period at work and decided to give it a try. The way the service was explained to me was that there is a membership fee of approx \$350, but that being a member meant that customers could contact me directly. They said this would keep me from having to pay the fees they charge when they send leads from Home Advisor. The leads are supposed to be pre-screened and would be for customers who are ready to have work done at that time. I was initially excited to get my business going again. Shortly after signing up, I began receiving leads immediately. The only problem is that only 1 "lead" answered the phone and that was to say she would call back but she never did. The other "leads" they sent never answered the phone, but just because I called them they charged me \$80 to \$100 for making the call. In addition to this, every company that sells similar services and the BBB began calling my phone to offer their services. I made the connection that Home Advisor sold my phone number to these companies without any consent to do so from me! I spoke with people from Home Advisor on several occasions who said the only thing they could do is offer a free lead or enroll me in other services. At this point I wanted nothing to do with their services. I only wanted my money back. They refused to refund me. I later logged into my credit card account online to find out that they had charged a total of \$852.79 to my credit card. I was charged for each bogus lead they sent and then another \$300 the next month which I never figured out what that was for. I honestly believe that Home Advisor sets up fake leads so that they can charge the businesses \$80 each for these fake phone numbers. Luckily I was able to dispute the charges on my credit card because they DID NOT provide the services they said they would. Next step I will be filing a complaint with the Texas Attorney General and if Home Advisor makes any attempts to post any negative information on my credit report, I will take them to court to sue for the funds that they say I owe.

Consumer's Desired Resolution:

Home Advisor need to make sure that my account has a \$0 balance because they did absolutely nothing for me but get me bothered by a lot of unauthorized sales calls. I never received a notice of privacy practices on how they would use the information that I provided them with. This is required of all business that collect personal information. They had no right to sell my number, they had no right to excessively charge my credit card and they had no right to send me fake leads so they could charge my account. I see they have over

1000 other complaints on the BBB so I am not the only one duped by this scam. I guess paying to be BBB to be accredited allows you to maintain an A+ rating when you have 4 times as many complaints as you do compliments

Complaint Timeline

01/07/2017	Automation: Auto Process Complaint Form
01/08/2017	Pending initial Business response: Action Taken Threshold Application
02/02/2017	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
02/02/2017	Pending consumer Response: Action Taken: Direct Connect jwilliard@homeadvisor.com
02/10/2017	Answered: Action Taken Threshold Application

Complaint Messages

02/02/2017 - John Williard, NAMDL
Respond to Complaint

We have been in touch with this customer regarding the concerns listed in this complaint, and while we were not able to reach an amicable resolution, we do have information to provide.

First and foremost, our company has never sold contact information of our network members to any third party solicitors as alleged by this customer. We explained to the customer that the increased visibility that comes with being listed in our directory will at times garner the attention of online advertising other companies, but that this is a risk inherent to being more visible to his potential customers. We also covered the details of our lead generation, the billing thereof, and clarified the original expectations set by our sales representative.

Despite finding no evidence that improper expectations of our service were set by our employees and believing that the charges billed to the customer's account are valid, we did make a settlement offer to this customer in order to resolve their concerns. The customer rejected that offer, so while we are at this time considering the matter closed, our offer will remain on the table should the customer elect to reconsider.

Attachment 12

HomeAdvisor

Case #: 11989475

**Consumer
Info:**

Weeks, Joel
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 2/13/2017 6:11:48 PM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

As a new owner of a small business franchise, I believed that obtaining assistance with lead generation would be a good way to garner business. WRONG. Home Advisor's "leads" are nothing more than "tire kickers" who are not, despite the assurances of HomeAdvisor "ready to execute the project". Over the course of about six months, I spent over \$600 paying for "leads" which turned out to be bogus. On some of the earlier leads, when I complained about the lead being non-responsive, I would receive a credit. These credits, however soon became very difficult to get from Home Advisor. I cancelled my account in August of 2016 after a very frustrating telephone call with a customer service representative who would not authorize a credit for a lead who had never once returned my call to set up a quotation visit. I was genuinely shocked when I discovered that, without my authorization, Home Advisor had fraudulently debited my business checking account for a renewal fee. (ON AN ACCOUNT I HAD CLOSED). When I called to complain, I was told that their records indicate I had agreed to keep my account open. I did, until the end of the current contract period. I was NEVER told they were going to proceed with the "renewal" that I didn't authorize until I received a statement from my bank. The customer service representative I spoke with today had an extremely condescending tone and told me that she would be "happy to close my account" (which was already closed) and begin the process of refunding the renewal fee (that they were not authorized to charge in the first place); then she proceeded to tell me it would take 7-10 business days to process? In this day and age of electronic banking it takes 7-10 days? Totally unbelievable. This company is completely and utterly devoid of professional business ethics. DO NOT do business with them, if you believe in value for your hard-earned marketing dollars.

Consumer's Desired Resolution:

Complaint Timeline

02/13/2017	Automation: Auto Process Complaint Form
02/14/2017	Pending initial Business response: Action Taken Threshold Application
02/14/2017	Information Only: Manual state change cbarnes@denver.bbb.org

Attachment 13

HomeAdvisor

Case #: 12163027

**Consumer
Info:**

Leibengood, Chris
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 5/18/2017 4:30:45 PM

Nature of the Complaint: Refund / Exchange Issues

Consumer's Original Complaint:

We signed up with Home Advisor as a contractor earlier this year. The salesman totally sold us. HA would send us pre-qualified leads for real jobs. 100% satisfaction guaranteed. I signed up right then and there. HA did a background check on us and got us all set up to get leads. If we had any problems with the leads, we would get credit for them. We started getting leads. We would try to call the customer, they had no idea they had signed up for the call. They were not looking for any of the services. HA did credit us at first. The leads kept coming in and not one of them was a valid lead. Some were for services that we didn't even offer, some were over an hour away from our location (and out of our area that we designated). We put our account on hold, the bogus leads kept coming in. HA didn't want to credit us. We cancelled our account within 30 days. We disputed all charges thru our credit card and the credit card company sided with us. HA didn't even respond to the credit card company. HA emailed us saying they don't want to lose our business and why did we leave? Hello HA terrible customer service. The associate misled us when we signed up, then they didn't want to credit us or refund our \$287.99 yearly fee (for 2 weeks of service we had) which cost us way more than that. I spent more time on the phone with HA than with any customers. Now HA is emailing us saying they tried to contact us numerous times (which was the first time we were contacted, not numerous) on our account balance which is the \$287.99 plus a few leads that we couldn't get a refund on. We didn't get a reason that we couldn't get a refund either. They are saying we owe them the money or they will send us to a collections. How do companies get away with ripping off hard working people? I would have gladly paid them if they would have provided the services they promised. Never use Home Advisors ever!

Consumer's Desired Resolution:

I would like Home Advisor to credit me the money they claim I owe. Send me a statement showing that I owe them nothing and apologize for threatening us with collections. And change the way you treat your customers so the next person won't get scammed like we did.

Complaint Timeline

05/18/2017	Automation: Auto Process Complaint Form
05/19/2017	Pending initial Business response: Action Taken Threshold Application

- 06/16/2017 Business Responded to Complaint: Action Taken: Extranet
jwilliard@homeadvisor.com
- 06/16/2017 Pending consumer Response: Action Taken: Direct Connect
jwilliard@homeadvisor.com
- 06/24/2017 Answered: Action Taken
Threshold Application

Complaint Messages

06/16/2017 - John Williard, NAMDL

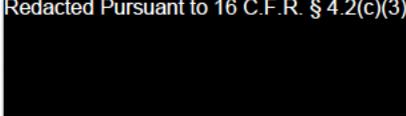
Respond to Complaint

Although we have not yet been able to reach this customer regarding their concerns, we have provided them with the direct contact information of the party handling this complaint. At this time we remain optimistic that we will be able to hold a productive conversation, reach an amicable resolution, and will provide any updates as the situation allows.

Attachment 14

HomeAdvisor

Case #: 12204896

Consumer Info:	Gold-Rohde, Diane Redacted Pursuant to 16 C.F.R. § 4.2(c)(3) 	Business Info:	HomeAdvisor 14023 Denver West Pkwy Bldg 64 Golden, CO 80401 (303) 963-7200
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Date Filed: 6/13/2017 11:23:22 AM

Nature of the Complaint: Product Issues

Consumer's Original Complaint:

The company through their app states the following: Homeadvisor will automatically credit leads when: Leads are less than 45 days old if you have tried to contact the lead within 24hrs, you tried to contact the lead on two different days, and your account is in good standing. I have requested credit... for 16 leads because I was unable to reach the customers with the information provided, or the person is not looking at this time, or there is a huge language barrier where they do not understand why or what we are calling about. Homeadvisor charged my account approx \$296.58 for this. Upon speaking to the reps, I'm told Home advisor doesn't credit back leads for no contact, people who are not looking for service or just hang up on us cause they cannot understand English. Their app says to do these things, and they will automatically credit. Now they are telling me there is a threshold or other matrix they use and they don't usually credit back for non-contact. Their app says they will, their sales people told me they would, but now all of a sudden they say they can't credit and don't credit. I have a screenshot of their app where it says to do the things listed above, and they will automatically credit. I have tried several occasions to work with Home Advisor since December 2016 (6 months) and at this point feel I am being ripped off and the service is clearly not as it was advertised. In addition, one of the customer service reps informed me that I should never say that we received their information from Home Advisor when we call because we are in so many ways calling cold leads and these prospectives rarely go through Home Advisor.

Consumer's Desired Resolution:

Refund the amount of money I paid. I have no issue paying for the leads that are legit, where I can contact them, where there is no language barrier, and they know what we are calling about. Because Homeadvisor bait and switched me, told me verbally and through their app leads would be credited back, I will only accept a refund of \$296.58 for the 16 leads I requested refunded and \$395... membership fee. The reason for the membership fee request is because this company sold me a service that turned out to be something not represented. Therefore because of their breach of contract, I will not benefit from a year membership costing \$395.

Complaint Timeline

06/13/2017	Automation: Auto Process Complaint Form
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06/14/2017 Pending initial Business response: Action Taken
Threshold Application

07/13/2017 Business Responded to Complaint: Action Taken: Extranet
jwilliard@homeadvisor.com

07/13/2017 Pending consumer Response: Action Taken: Direct Connect
jwilliard@homeadvisor.com

07/13/2017 Close the complaint as Resolved: Action Taken: Extranet
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

07/14/2017 Resolved: Action Taken
Threshold Application

09/08/2017 Pending consumer Response: Complaint Reopen
cbarnes@denver.bbb.org

09/08/2017 Pending BBB review of rejection: Action taken
cbarnes@denver.bbb.org

09/08/2017 Pending Business Response of Rejection: Action taken
cbarnes@denver.bbb.org

09/08/2017 Business responded to rejection: Action Taken: Extranet
jwilliard@homeadvisor.com

09/08/2017 Pending consumer response to rejection: Action taken
cbarnes@denver.bbb.org

09/08/2017 Pending BBB Review of Consumer 2nd Rejection: Action Taken: Extranet
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

09/14/2017 Answered: Action taken
cbarnes@denver.bbb.org

Complaint Messages

07/13/2017 - John Williard, NAMDL

Respond to Complaint

We have been in touch with this customer and were able to discuss and address their concerns. We were able to adjust their account settings, credit was applied, and we are pleased to still count them among our active service network members.

07/13/2017 - Mrs. Diane M Gold-Rohde

I accept the business's response to resolve this complaint

Better Business Bureau:

I have reviewed the response made by the business in reference to complaint ID 12204896, and find that this resolution is satisfactory to me.

Sincerely,

Diane Gold-rohde

09/08/2017 - Mrs. Diane M Gold-Rohde

I do not accept the response made by the business to resolve this complaint

Like many others, I signed up with Home Advisor at the tune of \$347.98 for the yearly membership PLUS the cost of leads. I was promised that Home Advisor would help my business grow and that they would send leads from people who were genuinely looking to hire. I have contacted Home Advisor multiple times throughout the seven months of my membership, I have done everything they advised for me to do, I have listened to them blame our office staff and me even though all their leads are terrible. In fact, I have people that are "supposedly" looking for service, yell at my office staff and I and tell me they never asked to be contacted, "Homeadvisor who?" The bogus prospect tells us we already found someone A FEW DAYS AGO and this is within 1 minute from us receiving the lead, and furthermore they say that they would appreciate being taken off our calling list and we receive leads that from bogus people looking for a service we do not even provide. I had a service rep "J.D. Williams" reach out to me and even the things he did, did NOT help in the least bit of way. He even said "wow, we sure dropped the ball on you and we are so sorry" Now, I try to reach out to J.D who I am supposed to contact directly at Homeadvisor, and my emails go ignored. Also, I called Homeadvisor at the ph# I was given in hopes to talk to J.D. after not being able to contact him via email, and I am being told no one by that name has ever worked there. J.D. Gave me a small credit, but the credit he gave me was used towards more bogus leads. Again, HomeAdvisor refuses to credit back to my account on bogus leads. ENOUGH is ENOUGH!

I have been beyond patient, and I am now fed up! I am requesting a FULL refund on all the leads and my membership. Membership fee of \$347.98 plus all the charges on 12/27/16 for \$26.64, 6/19/17 for \$315.71, and again on 6/26/17 in the amount of \$85.55 = Total \$775.88

09/08/2017 - John Williard, NAMDL

Respond to Complaint

As described in our response to this customer's previous complaint, our customer service department has made a variety of adjustments to this customer's account in order to better suit their business needs and applied a substantial amount of credit as well. As a result of the latter, this customer has not been charged for any of the additional leads they have received since 7/23/17, and we can also confirm that there have been multiple jobs won as a result of the leads provided to them during the life of their

account.

Although we have not been in further contact with this customer, we would like to take this opportunity to state that we have provided a refund for the remainder of their negative balance and have cancelled their account in full in order to ensure that no future charges will occur.

09/08/2017 - Mrs. Diane M Gold-Rohde

I do not accept the response made by the business to resolve this complaint

Complaint: 12204896

I am rejecting this response because: I am requesting a refund in FULL since the service was not as advertised. I have NOT won "many" jobs, I have gained a couple jobs out of the 9 months and out of several bogus leads.

Sincerely,

Diane Gold-rohde

Attachment 15

HomeAdvisor

Case #: 12221432

**Consumer
Info:**

Acosta Pilar, Andres
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Golden, CO 80401
(303) 963-7200

Date Filed: 6/22/2017 10:45:47 AM

Nature of the Complaint: Product Issues

Consumer's Original Complaint:

Home Advisor charges us (contractors) for leads from clients that submit requests through their websites. However, I recently purchased a lead through their platform and the client specifically told me that they had not submitted any requests through home advisor. Instead, the potential client had submitted a posts through craigslist and had not gone into home advisor at all. This is a clear example of home advisor data mining free posts websites in an effort to charge (contractors) for bogus leads. After reaching out to home advisor to give them an opportunity to make this right, they were saying that I was lying and that the client did go in their platform. They refused to contact the lead themselves and said they could not give my account any credits, because to them the client had gone in their platform. Even though, the client had not gone into their platform at all I was still charged for a lead.

Consumer's Desired Resolution:

The amount refunded is not what I'm after (\$20.00), I'm concern about the business practice changing and them not charging us (contractors) for bogus data mined leads.

Complaint Timeline

06/22/2017	Automation: Auto Process Complaint Form
06/23/2017	Pending initial Business response: Action Taken Threshold Application
06/23/2017	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
06/23/2017	Pending consumer Response: Action Taken: Direct Connect jwilliard@homeadvisor.com
07/01/2017	Answered: Action Taken Threshold Application

Complaint Messages

06/23/2017 - John Williard, NAMDL
Respond to Complaint

Although we have not been in contact with this customer, we do have information to provide.

While we do have affiliate sites that may redirect service requests they receive provided that they meet our standards of required information from the homeowner, we do not now nor have we ever "data mined" via unaffiliated third party sites. We have applied the requested credit to this customer's account, apologize for any frustration, and sincerely hope that this information is useful for both the customer and the BBB.

Attachment 16

HomeAdvisor

Case #: 12321388

Consumer Info: Ebert, Edward
 Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Business Info: HomeAdvisor
 14023 Denver West Pkwy Bldg 64
 Golden, CO 80401
 (303) 963-7200

Date Filed: 8/10/2017 4:07:10 PM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

When I signed up with home advisor they gave 30day free trial called myhelpdesk. My daughter and I reviewed this and decided it was of No benefit to me being a1man business. Two weeks in:o the free trial I contacted Janay Besser who signed me up and told her to cancel myhelpdesk. She said she'd take care of it. Next thing I know they're taking payments out of my account for this. I contacted them they said there's nothing they could do because Janay didn't cancel or make any notes of cancelling in the system. I then contacted my bank to get my money back. Shortly after that i recievevce a bill from home advisor fort that and additional added billing for myhelpdesk. Everytime I call them they say they cannot help me I tell them to give my number to someone who can but I never hear back. I tried the 2 emails your site offered but I couldn't get through on them. I tried to explain that because their employee dropped the ball and didn't do her job on their end that I'm not responsible for their mistakes. I haven't used this myhelpdesk and have no reason to. I'm not responsible for this bill and i would just like this matter resolved. I'm getting nowhere calling them. Please assist. Thank you. Sincerely: Edward Ebert
 Ebert Family Sewer & Drain, Inc.

Consumer's Desired Resolution:

Billing adjustment incorrect billing.

Complaint Timeline

08/10/2017	Automation: Auto Process Complaint Form
08/11/2017	Pending initial Business response: Action Taken Threshold Application
09/06/2017	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
09/06/2017	Pending consumer Response: Action Taken: Direct Connect jwilliard@homeadvisor.com
09/09/2017	Close the complaint as Resolved: Action Taken: Extranet Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
09/10/2017	Resolved: Action Taken Threshold Application

Complaint Messages

09/06/2017 - John Williard, NAMDL

Respond to Complaint

Upon receiving this complaint we were quickly able to determine and address the cause of this customer's concerns. We have since contacted the customer, cleared the balance for the charges in question, and at this time the customer remains an active and valued member of our service network.

09/09/2017 - Mr. Edward T Ebert

I accept the business's response to resolve this complaint

Better Business Bureau:

I have reviewed the response made by the business in reference to complaint ID 12321388, and find that this resolution is satisfactory to me.

Sincerely,

Edward Ebert

Attachment 17

HomeAdvisor

Case #: 12489236

**Consumer
Info:**

Quinnell, Emagene
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Golden, CO 80401

www.homeadvisor.com

Date Filed: 11/6/2017 12:34:47 PM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

Bobby Walker, HomeAdvisor Online Marketing Consultant contacted us by cell phone in late June or early July 2017. After numerous calls, we finally decided to sign on Sept 10, 2017 and our bank account was debited \$347.98 for 1 year of service. With this \$347.98 came a 1 month free Mhelp desk that costs \$59.99 per month. I told them that I would more than likely cancel this service because we weren't going to spend another \$59.99 a month. We had a month to let them know whether we wanted to cancel and we would not be charged for it, per phone call with Frank on 9/12/17. I called Mhelp desk on 10/9/17 to cancel the Mhelp desk services for \$59.99. On 10/16/17 our bank account was debited for \$59.99 for the Mhelp desk that I had canceled. I called Mhelp desk and talked to Libi. She told me that Home Advisor was the company that needed to refund the money and that they were closed, but she would email them about my request to get a refund. She was to CC me a copy of that email, but I never received anything from them. On 10/25/17 I called Mhelp desk again as we hadn't heard or received a refund. I got ahold of Libi once again, she said an email was sent. I explained that I wanted to talk to management and wanted my money back. I also told her that I would report Home Advisor to the Better Business Bureau if I hadn't heard from management by 11/1/17. As of today, we haven't received a refund or a call or email from management. We were told that they would send us leads and we could either take the job or not. If we took the job, our bank account would be debited for the amount of the lead they had provided to us the next week. If we didn't take the job we wouldn't be charged for the lead. Each lead has a different price depending on what the job is per customer request. On 10/27/17 we received a lead but couldn't get ahold of them by phone...I canceled the lead online with Lisa. On 10/30/17 I was contacted by email that they would not credit our account on this lead.

Consumer's Desired Resolution:

A refund by check for the \$59.99 that was taken out of our bank account on 10/16/17. We have canceled our bank account as they have not credited us back after numerous phone calls and emails. I know that they have recorded all phone calls. We do not want to be associated with them after what we believe "shady practices". If at all possible, a refund of our initial \$347.98 also or 10 months of that \$289.98 that we won't use. We want our name off their site.

Complaint Timeline

11/07/2017

Automated: Process complaint

cbarnes@denver.bbb.org

- 11/07/2017** Pending initial Business response: Action taken
cbarnes@denver.bbb.org
- 11/28/2017** Business Responded to Complaint: Action Taken: Extranet
jwilliard@homeadvisor.com
- 11/28/2017** Pending consumer Response: Action Taken: Direct Connect
jwilliard@homeadvisor.com
- 12/06/2017** Answered: Action Taken
Threshold Application

Complaint Messages

11/28/2017 - John Williard, NAMDL
Respond to Complaint

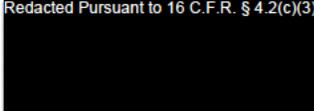
Although our attempts to reach this customer have not been successful, we have informed them via voicemail that a refund for the unwanted charge in question has been provided.

We would like to apologize for the confusion surrounding the billing of this aspect of our service, we have also cancelled their account as requested in this complaint, and are at this time considering the matter closed.

Attachment 18

HomeAdvisor

Case #: 12537026

Consumer Harris, Donald
Info: Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)


Business HomeAdvisor
Info: 14023 Denver West Pkwy Bldg 64
 Golden, CO 80401
 (303) 963-7200

Date Filed: 12/4/2017 8:26:23 AM

Nature of the Complaint: Advertising Issues

Consumer's Original Complaint:

I signed up with Home Advisor and paid an annual membership fee along with agreeing to pay a 'pay per lead' fee for each potential customer sent to me as a match based on a select criteria I have provided. I found out later that none of this is refundable to me after three business days. I did not receive my first "lead" until many days after signing up (coincidence?). Once I received the lead, it was a woman (single mom with no transportation) who is opening her own company and only wanted me to come out and price certain work so she could check her own prices to see if she was pricing her services properly. I called Vanessa (sp?) the person who helped me to open my account for a credit to this useless lead and had to leave a voicemail which I never heard back from or received a credit. The "leads" only got worse from there. I received a "lead" from a customer who wanted "cleaning services" (a \$26 lead I think). The man wanted his air ducts steam cleaned, a service I do NOT offer. I called the man to determine how it was that I somehow received this lead. He stated that he repeatedly told the lady on the phone he did NOT want anything done except his air ducts steam cleaned. He also stated that she continued to ask him if he wanted his driveway power washed, or his fence, or exterior home, all of which he responded to as a steadfast NO! I still received the lead (and cost) of this. Fast forward three more insanely matched "leads" and I was done. It is clear to me that Home Advisor is a mass production lead generation hub bent on charging contractors as much as possible as frequently as possible and NOT a business diligently trying to match consumers to contractors based on what THEY (customer / contractor) are wanting. I called last Wednesday (11-29-17) to cancel my account and get what monies back that I could and only received an offer of credit IF I continued to do business. My annual membership (non-refundable) which was gained through false premise (perhaps a method of theft) could not be refunded. I was handed over to TAMMY R. in customer service who tried to convince me to work with her and to stay a customer. I denied the offer completely and asked two specific questions. (1) Will I receive a cancellation email? To which she said yes and will I incur further charges beyond that date because I now know they are unwilling to refund anything, they only offer "credit". Tammy stated there would be no further charges for leads or anything else. Later in the morning, I received an email cancelling an "appointment" I had with a customer but no email of cancellation. I called to speak with Tammy R. again but she was unavailable and so I spoke to Brianna who said she could check the notes on the account. Brianna said she could see the notes from the earlier conversation (some of which she recited) and that she had spoken with Tammy R and then told me that I would receive a cancellation email the next business day. That email never came. Today, December 4th, I see that my account has

been debited another \$79 dollars for something I have no idea what it is for. I want nothing to do with this company, ever. I want my money back as they misrepresented what they would do for that money, start to finish. I believe there is some level of fraud inherent to their business model.

Consumer's Desired Resolution:

Because my annual membership and agreement to pay for leads was premised on what is false/misleading methodology and I had no way of knowing how ridiculous their business model is (for the contractor) within that three business days (my first lead came many days after membership) I feel a full refund is justified.

Complaint Timeline

12/04/2017	Automation: Auto Process Complaint Form
12/05/2017	Pending initial Business response: Action Taken Threshold Application
12/14/2017	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
12/14/2017	Pending consumer Response: Action Taken: Direct Connect jwilliard@homeadvisor.com
12/22/2017	Answered: Action Taken Threshold Application

Complaint Messages

12/14/2017 - John Williard, NAMDL

Respond to Complaint

We have been in touch with this customer and were able to hold a productive conversation regarding their concerns and the details of our service overall. As a result a settlement was reached, the account has been cancelled as requested, and we have since parted ways with the customer on friendly terms.

Attachment 19

HomeAdvisor

Case #: 12547585

Consumer Info: evans, matthew
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Business Info: HomeAdvisor
14023 Denver West Pkwy Bldg 64
Golden, CO 80401
(303) 963-7200

Date Filed: 12/8/2017 7:41:54 PM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

this company solicited me with the promise of legitimate leads for my company from parties that had been screened and were ready to move forward with projects, they charge an undetermined amount for such leads and charge a membership fee, less than 1 week into this venture I have received 5 leads of which 3 of them resulted in nobody ever answering the phone or returning a call or text or email, 1 answering and after a short conversation telling me they were just checking around and 1 telling me that home advisor was a rip off and they would never use them, I requested refunds to which I believe the first 2 were granted but the following 3 were not, I emailed my contact at home advisor and expressed my displeasure with the company and told him that I no longer want to be a part of the company to which I never received a reply, someone else called me to do a welcome call the next day and I told them that I was done with their service and to stop sending and charging me for bogus leads, they still charged me for the leads plus the membership fee so it cost me almost 500\$ in a weeks time for nothing ,

Consumer's Desired Resolution:

I would like a refund of the membership fee and the leads they charged me for

Complaint Timeline

- 12/08/2017 Automation: Auto Process
Complaint Form
- 12/09/2017 Pending initial Business response: Action Taken
Threshold Application
- 12/19/2017 Business Responded to Complaint: Action Taken: Extranet
jwilliard@homeadvisor.com
- 12/19/2017 Pending consumer Response: Action Taken: Direct Connect
jwilliard@homeadvisor.com
- 12/27/2017 Answered: Action Taken
Threshold Application

Complaint Messages

12/19/2017 - John Williard, NAMDL
Respond to Complaint

Although we were not able to make contact with this customer, we would like to use this opportunity to inform that their desired resolution has been provided.

Upon reviewing their account we found that the customer had made a good faith effort to cancel their membership within the allowable time frame to receive a refund. We have since processed that refund, there will not be any future charges, and their account has been cancelled per their request.

Attachment 20

HomeAdvisor

Case #: 12606806

**Consumer
Info:**helbacka, chris
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)**Business
Info:**HomeAdvisor
14023 Denver West Pkwy Bldg 64
Golden, CO 80401
(303) 963-7200**Date Filed:** 1/10/2018 4:10:55 PM**Nature of the Complaint:** Billing or Collection Issues**Consumer's Original Complaint:**

I signed up with Home Advisor and was offered mHelpdesk as a free trial by Joe Roe. I told him in an email I didn't want that product and he said I wouldn't be enrolled. I was enrolled anyway and found out through make credit card billing. It took several emails and phone calls to cancel mHelpdesk but I was offered only a credit and not a refund. I asked several times for a refund of money that should have never been taken from me.

Consumer's Desired Resolution:

Complaint Timeline

01/10/2018	Automation: Auto Process Complaint Form
01/11/2018	Pending initial Business response: Action Taken Threshold Application
01/11/2018	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
01/11/2018	Pending consumer Response: Action Taken: Direct Connect jwilliard@homeadvisor.com
01/11/2018	Close the complaint as Resolved: Action Taken: Extranet Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
01/12/2018	Resolved: Action Taken Threshold Application

Complaint Messages

01/11/2018 - John Williard, NAMDL
Respond to Complaint

As stated by this customer in their complaint, although credit had been applied to their account for the amount of the charge in question a refund had not been started. That process has since been initiated and the customer can expect their funds to be reflected on their credit card balance within 10-15 business days from the time of this response.

01/11/2018 - Mr. chris j helbacka

I accept the business's response to resolve this complaint

Better Business Bureau:

I have reviewed the response made by the business in reference to complaint ID 12606806, and find that this resolution is satisfactory to me.

Sincerely,

Chris Helbacka

Attachment 21

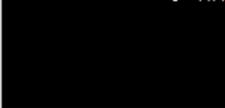
HomeAdvisor

Case #: 12725240

Consumer Info:

Schulz, Theresa

Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)



Business Info:

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 3/8/2018 1:24:49 PM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

I was told I would be charged \$384.00 for one year of service. I was told leads could be turned off so I would not be charged for them. I paid for the first few when I realized that people were merely curious so I turned them off. They would stay off for 12 days then be turned on in the middle of the night so I would wake up with 2 to three leads they would charge me for. I was told I could turn off M help desk after the 30 day free trial. I called them multiple times and emailed them multiple times about canceling this \$55 a month charge. Out of frustration I then canceled my credit card payment stating that I was being frauded as that is what this is. Now they are telling me that I owe them \$855 for past charges or they will report me to the credit people. I have spoken to them on the phone and am getting no where.

Consumer's Desired Resolution:

The only amount I feel I am responsible for is the \$384 that I was told would be what I was charged for 12mnths of advertising. I would even pay for the first week of leads as I did contact those people to find out they were mostly just price checking or curious. But after that I do not feel I have any responsibility as I turned my leads off. And frankly to have home advisor turning them on in the middle of the night so you have 2 or 3 leads before you wake up is despicable and fraudulent. And not canceling mhelp desk when I asked for that several times is also fraudulent since I was told I could turn it off after the free 30 day trial.

Complaint Timeline

- 03/08/2018 Automation: Auto Process Complaint Form
- 03/09/2018 Pending initial Business response: Action Taken Threshold Application
- 04/05/2018 Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
- 04/05/2018 Pending consumer Response: Action Taken: Direct Connect jwilliard@homeadvisor.com
- 04/05/2018 Close the complaint as Resolved: Action Taken: Extranet Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
- 04/05/2018 Resolved: Action taken

cbarnes@denver.bbb.org

Complaint Messages

04/05/2018 - John Williard, NAMDL

Respond to Complaint

We have made multiple attempts to reach this customer but have not yet been successful in contacting. Despite this, we do have information to provide.

Upon review of the customer's account we found their requested resolution to be a reasonable one, and as such we have amended their outstanding balance to reflect the amount the customer has indicated they would like to pay. Once that payment has been made there will be no further balance owed and the account will be cancelled in full, and once we receive return communication from the customer to complete this resolution then we will be considering the matter closed.

04/05/2018 - Mrs. Theresa Schulz

I accept the business's response to resolve this complaint

Better Business Bureau:

I have reviewed the response made by the business in reference to complaint ID 12725240, and find that this resolution is satisfactory to me.

Sincerely,

Theresa Schulz

Attachment 22

HomeAdvisor

Case #: 12768874

**Consumer
Info:**

Gendron, Wayne
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 3/31/2018 5:56:13 PM

Nature of the Complaint: Contract Issues

Consumer's Original Complaint:

They mislead contractors into believing that all leads are verified and customers are ready to move forward when you receive that lead. I was also told that customers are informed and know what type of budget they should have when selecting quotes about various types projects. I have called and spoke with them directly and they have admitted on a recorded line that I was mislead when they're agent got me to sign up for \$387.00. they admitted this and would not refund my costs. Then insulted me because I didn't want to pay for leads that go no where. They will send you 5 leads a day at \$100 + dollars each. When you shut them off for the weekend of get them on Sunday and then they give a harc time when you want a credit. This service is a complete scam! This is why they requested that you cortact them first so they can blow more smoke up your *%#! Very irritated about getting mislead and lied too and then told that " I sound like a contractor that doesn't want to invest in my business". Are you kidding me?

Consumer's Desired Resolution:

They need to make this right. They need to tell you the statistics of securing a job for my line of work is 1 out of 10. This was stated to me before they insulted me. Would have never signed up for that scam. I want a refund!

Complaint Timeline

03/31/2018	Automation: Auto Process Complaint Form
04/01/2018	Pending initial Business response: Action Taken Threshold Application
04/19/2018	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
04/19/2018	Pending consumer Response: Action Taken: Direct Connect jwilliard@homeadvisor.com
04/27/2018	Answered: Action Taken Threshold Application

Complaint Messages

04/19/2018 - John Williard, NAMDL

Respond to Complaint

While we're sorry to hear of any confusion that may have transpired in regards to the lead generation aspect of our service, this customer has been actively advertised on our website and within our directories for over five months, and during that time multiple credits have been applied to their account to avoid charges related to this concern being applied to their form of payment.

Given these circumstances we do not feel as though the refund this customer has requested is warranted, their lead generation will remain off as instructed until the date requested, and we are at this time considering the matter closed.

Attachment 23

HomeAdvisor

Case #: 12881873

**Consumer
Info:**

Miller, April
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 5/30/2018 9:58:00 AM

Nature of the Complaint: Advertising Issues

Consumer's Original Complaint:

My husband and I have proprietors of our own roofing business for 23 years although my husband has 37 years of experience in the field . Over the years we have advertised with many reputable advertising companies and have NEVER experienced what we have experienced with Home Advisor . We have been contacted by Home Advisor many times over the years to advertise but we never did , until this year. I contacted Home Advisor regarding advertising and was told by a rep that there are hundreds of home owners in our area looking for roofers and that these homeowners are ready to get the wcrk done or why would they take the time out to fill out a 4 page application , I was then told they would need to run a back round check on my husband and they would get back to us in a day . Two days later I receive a phone call from Home Advisor and the rep said congratulations your approved to advertise with us and I hope your ready to be real busy then I was told it would cost \$250.00 to advertise with them I was shocked as I was not told you have to pay a yearly membership fee but I figured lets give it a try. Within a few days I was having problems all these leads were coming in and each of them costing between \$99.42-\$101.42 each and no one was answering the phone or responding to my emails/texts . I contacted Home Advisor and a rep told me I have to respond to home owners faster and that we were being charged for every lead if we contacted the home owner or not ,I was never told that when we signed up. I assumed it was my fault that we were loosing jobs and money because when the leads would come in I would write down the home owners info and then call them , needless to say I stopped writing down the home owners info and as soon as a lead would come in I would immediately call the home owner and it was the same old thing , there were no personal answering machines and no one ever responded to my calls , texts or emails . I called Home Advisor several times a week regarding this problem and was told every time that I have to "TRY HARDER" . I discussed what was going on with Home Advisor with my husband two weeks after joining and he said give it a little more time , I was an emotional wreck no matter what I did no home owner ever answered the phone or resporded to my emails or texts and it was all the leads that cost between \$99.00 and \$101.00 , we did get two leads that I believe were \$15.00 each for roof repairs and those home owners did answer the phone was shocked . As the leads for new roofs at \$99.00 - \$101.00 continued to come in I continued to call Home Advisor with the same problem no one is answering the phone , there are no personal answering machines and I got the same response as I did several times a week "TRY HARDER" I broke down and went off on them and told them the only thing I have not done is send my husband to some of these addresses to look at the roofs and risk having him arrested for trespassing or getting shot , I asked the rep would Home

Advisor bail him out or pay his medical bills. Over the few weeks we were with Home Advisor I googled an address of a lead and it turned out to be an empty field and one lead i called the phone just rang and rang , I requested a credit and was denied I had to call in to Home Advisor and give a rep the address so she could look it up I was shocked that they did not believe me , I also went as far as to get a home phone numbers for a lead i was sent and i left a voicemail on the home phone and still did not get a response from the home owner . I was calling Home Advisor at least 3 times a week and was getting sick of repeating myself and getting the same response from the reps. When we joined Home Advisor we were told these are serious home owners but yet Im being told by reps at Home Advisor the home owners are probably busy , give them until the week end , but why was I told they would not fill out a four page application if they were not serious about getting the work done or being contacted by a professional for an estimate . I was told to continue to call the home owners , I was shocked I have never had to do that in all the years we have been in business , so I gave it a try . Several weeks after receiving a lead I reached out to a home owner again and she answered the phone , I told her who I was and how I received her request for a roof estimate through Home Advisor she responded to me " How did you get my information " she was very upset that I had called her and needless to say I was just as upset . I contacted Home Advisor and there explanation was "she probably forgot she filled out the request for an estimate" .Prior to filling this complaint we reached out to Home Advisor via the contacts on this site , we were contacted by a rep by the name of Levi within a few days we repeated our story as we have done too many times to count and he said he would get back to us within a day , we were contacted the next day and he did nothing but upset us even more . He said he contacted two home owners that we were sent leads to and asked why they did not contact us their reply was "They never called us" I asked him which leads were these and he said two leads I did not call , why did he not try to contact all the leads I did call and text and email but he supposedly reaches out to home owners I did not contact. I also asked him if they kept records in the customer service dept. so he could see how many times I have called and why I had called , he never answered my question. We also received two appointments that home owners booked through home advisor I had no idea what that was , we went out and one property was a flop house , there were no doors , cases of beer were stacked up on the porch the house was condemned . We also had a \$1,300.00 a month lead limit and we supposedly owe \$2,323.63 we tried to negotiate with them , we offered to pay \$800.00 although I feel they do not deserve one red cent and they refused they want \$1,200.00 I suppose some suckers have to pay for their commercials. I can continue to go on and on about this company they are leaches ,this has been the worst experience of our lives which has left me physically sick due to the stress. Had I looked up reviews on Home Advisor before we advertised with them I would not be writing this now , we are not the only contractors they have done this too.

Consumer's Desired Resolution:

They can accept our offer of \$800.00 and part ways. .

Complaint Timeline

05/30/2018	Automation: Auto Process Complaint Form
05/31/2018	Pending initial Business response: Action Taken

Threshold Application

- 05/31/2018 Business Responded to Complaint: Action Taken: Extranet
jwilliard@homeadvisor.com
- 05/31/2018 Pending consumer Response: Action Taken: Direct Connect
jwilliard@homeadvisor.com
- 05/31/2018 Pending BBB review of rejection: Action Taken: Extranet
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
- 06/04/2018 Answered: Action taken
nliebsock@denver.bbb.org

Complaint Messages

05/31/2018 - John Williard, NAMDL
Respond to Complaint

Prior to receiving this complaint our company had been in touch with this customer multiple times, addressed their concerns at length, and a fair and reasonable settlement offer was made but rejected by the customer.

Although our offer will stand should the customer choose to reconsider, we are otherwise considering this matter closed.

05/31/2018 - Mrs. April D Miller

I do not accept the response made by the business to resolve this complaint

Complaint: 12881873

I am rejecting this response because: Home Advisor has never contacted me regarding this issue until I sent an email via the BBB web site to jwilliard@homeadvisor.com and to sgraham@homeadvisor.com. I was then contacted the following day by a person named Levi who said "I contacted two of the leads you were sent and asked why they did not call you and the home owners response was they never called us " Why would he supposedly call leads that we supposedly did not call and why would he not call the leads that we called . texted and emailed and got no response from. I an tired of there games and we will NOT accept there offer . As I stated in my complaint I called Home Advisor several times a week since we signed up with them regarding the problems we were having and every time I would have to repeat the same thing it became frustrating , no one takes notes in customer service , what type of customer service is it ?They did not and do not care about anyone they just care about the money and sucking you dry for as long as they can , or until you smarten up to the scam.

Sincerely,

April Miller

Attachment 24

HomeAdvisor

Case #: 12938687

**Consumer
Info:**Frizzell, Boyd
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)**Business
Info:**HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200**Date Filed:** 6/28/2018 10:44:48 PM**Nature of the Complaint:** Contract Issues**Consumer's Original Complaint:**

The account went haywire and I was receiving leads that were not even what I do as a small starting out contractor. I spoke to customer care "Owen" and he advised me that all the leads your company auto placed would be reversed and as of today it was still pending. He told me it takes up to 48 hours. That said, I was never advised on a FLOOD of leads, at 0% conversion, and auto leads being flooded in the amount of \$600 in a single day! I was told that billing was completed monthly however I found out today that you bill weekly, this showing a balance due of almost \$800 for bogus garbage leads which were all beyond my scope of work. Not to mention, part of your pitch to me was also that you had such high conversion success at 60-70% and I could monitor the leads auto flowing and also that you would provide a sales credit of \$100-200 (none of which was true). I reached out to your firm about 5 times since I enrolled with you and have not had the credits you promised applied as requested.

Consumer's Desired Resolution:

I just want out and all monies I paid for this service reversed. No further business contacts, and not to lie on future contacts with unsuspecting victims and coaching thru the application and completion of the automated customer computer questionnaire. The reps should not be allowed to ANSWER the customer asked questions as my rep did for me!

Complaint Timeline

06/28/2018	Automation: Auto Process Complaint Form
06/29/2018	Pending initial Business response: Action Taken Threshold Application
07/30/2018	BBB needs to Call Business: Action Taken (No Letters) Threshold Application
07/30/2018	Business Responded to Complaint: Action Taken: Extranet jwilliard@homeadvisor.com
08/03/2018	Pending consumer Response: Action taken cbarnes@denver.bbb.org
08/11/2018	Answered: Action Taken Threshold Application

Complaint Messages

07/30/2018 - John Williard, NAMDL

Respond to Complaint

Although we have been in touch with this customer multiple times since receiving this complaint we have not yet been able to reach a detailed resolution. We remain optimistic that the customer's concerns will be fully addressed and resolved and will provide updates as available.

Attachment 25

HomeAdvisor

Case #: 13073526

Consumer Info: klauer, Paul
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Business Info: HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401

homeadvisor.com

Date Filed: 9/4/2018 3:15:37 PM

Nature of the Complaint: Contract Issues

Consumer's Original Complaint:

This company promised to provide qualified customers who were seeking services from a contractor. The company stated the customers would be pre-screened to be certain they were actually ready to hire a contractor. The agreement was that we would receive a lead via text or call, and we were to respond to the lead right away and provide a bid/quote for the customer's project. We were charged a 'lead fee' that was calculated based on the size of the project, generally running around \$75-\$100. If we did not win the job we still agreed to pay the lead fee. Unfortunately the actual leads only fit these criteria about 30% of the time. The remaining leads were bogus.. sometimes we were unable to reach the customer despite both telephone and email attempts. Sometimes the customers were not ready to hire a contractor and were just seeking general info. These are just examples and we were charged for every lead even the bogus ones. We had the option to contact Homeadvisor to request a credit for the bogus leads and were told they would 'review the request,' We had to keep following up to be sure we were credited. The worst thing is that we were only able to turn off our leads for 2 weeks at a time. If we did not want leads because we were busy and did not want to get charged...if we missed the two week expiration of leads off they would get turned on automatically and leads would start flowing and we would get charged even if we called and said we did not want the lead and would not call the customer. They made it extremely difficult to function within their system and they insisted on automatic payment which they would take regardless of any disputes. Very very shoddy business practices. Sneaky and really screws the poor small contracting business trying to get started. Disgraceful

Consumer's Desired Resolution:

this company needs to refine the contracts they create with pros (contractors) and further needs to be more transparent with their customers about the fact that pros get charged for every lead, even the bogus ones and the only recourse is to chase our money each and every time. Very difficult for small business to have to constantly monitor lead flow and money and in and out. Never dealt with such a shifty company before. Contractors beware.

Complaint Timeline

09/04/2018	Automated: Process complaint cbarnes@denver.bbb.org
09/04/2018	Pending initial Business response: Action taken cbarnes@denver.bbb.org

10/04/2018 Business Responded to Complaint: Action Taken: Extranet
mrusSELL@homeadvisor.com

10/04/2018 Pending consumer Response: Action Taken: Direct Connect
mrusSELL@homeadvisor.com

10/12/2018 Answered: Action Taken
Threshold Application

Complaint Messages

10/04/2018 - Molly Russell

Respond to Complaint

We strive to provide the best service in the industry. We will not dispute the claims in this complaint because the customer is quite right. There are a couple of points that we would like to clarify. Based on the numbers we see, the percentage of spend to revenue a customer can expect is going to be in the neighborhood of 8-12%...meaning that if a customer brings in \$100K in revenue from HA leads, on average they can expect to spend between \$8K-\$12K for that revenue.

When it comes to pausing leads, the customer has 4 different options to do that.

1. They can pause for up to 48 hours on their mobile app
2. They can pause for up to 2 weeks online
3. They can pause for up to 90 days by calling in to our customer care team
4. They can pause for up to 90 days by going to our online chat team

When taking all of this into consideration and the fact that there are over 200K active members on board with us, we see that this is very beneficial to the homeowners and the business owners.

Attachment 26

HomeAdvisor

Case #: 13150359

**Consumer
Info:**

Palmer, Zachary
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 10/14/2018 3:13:38 PM

Nature of the Complaint: Advertising Issues

Consumer's Original Complaint:

I was a client of home advisor. They sold me a one year contract and sold me their lead service. They promised the leads would be verified customer that were ready to move forward with a project including the services I provide. I DO understand that this doesn't mean I will always will earn the business. Almost every single lead that I was charged money for was not verified. I receive leads from a student researching for a class project, homeowners researching, homeowners that flat out were not looking to retain services, etc. Home advisor offered me free leads to make up for the bad experience. I did not believe that this would solve my concern that the leads that were promised to be verified were not actually verified. I would assured that it would be different. It wasn't. I asked for a refund for my entire account and that was denied. I never received any benefit in any way for signing up. Further I reported a fraudulent account. North Texas Custom Homes had friends and family create fake reviews. I am in a lawsuit with the individual who created the account. I backed up my complaints with facts. I called and follow up with Levi. I was told he was in charge of the integrity of the platform. He has not returned phone calls. He don't believe he looked into this matter. A customer of home advisor, Merry who I have been in contact with, was taken advantage by the account holder due to the misleading information provided by home advisor. Thousands of dollars of damages were caused. Verification seems to be a big lie across home advisor as a whole and offers no financial responsibilities to issues they are solely responsible for. In conclusion, was told leads would be verified and they were not. Reviews claim to be verified. They are not. I was refused to refund even though I was lied to in the sales process and false advertising is all over the website. I would simply like the company to do what they say will be done and offer reasonable solutions to their customers.

Consumer's Desired Resolution:

Refund for services paid for.

A proper review of North Texas Custom Homes profile.

Management overlooking sales force and follow through from customer service representatives.

Complaint Timeline

10/14/2018

Automation: Auto Process
Complaint Form

10/15/2018 Pending initial Business response: Action Taken
Threshold Application

10/22/2018 Business Responded to Complaint: Action Taken: Extranet
mrussell@homeadvisor.com

10/22/2018 Pending consumer Response: Action Taken: Direct Connect
mrussell@homeadvisor.com

10/30/2018 Answered: Action Taken
Threshold Application

Complaint Messages

10/22/2018 - Molly Russell
Respond to Complaint

In taking a look the customer's account with us, there are some things that we would like to address.

#1 The customer paid for only 1/3 of the leads that were sent to them. There was credit that was given along with several leads provided free of charge as well to help stimulate the customer's experience. While the program is working for the 200K+ service providers we have in our network, for a small few it does not. We feel as though we did everything we could to help this customer be successful and we are sorry that this account was cancelled more than 6 months ago.

#2 As this customer is not an authorized contact on the other account that they have mentioned in this complaint, no communication about that account is permitted to this customer under our privacy policies.

Attachment 27

HomeAdvisor

Case #: 13175913

Consumer Info: shephard, doug
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Business Info: HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 10/27/2018 2:33:50 PM

Nature of the Complaint: Contract Issues

Consumer’s Original Complaint:

Home Adviser promised to promote my business in a specific geographical location. They instead listed my business at over 350 zip codes that I am not licensed in and charged me over \$1300 for worthless leads. I specifically told them the area that I wanted coverage and told them I cant work in PA, they listed me in PA and not WV where I am licensed. Than they charged me approximately 1300 for leads I couldn't even respond to. I contacted home advisor, and they told me they would send me to collections if I didn't pay. They wouldn't credit me for any false leads, or give me any leads in the zip codes we were contracted in. There tactics are bullies and they lied all the way through the process. I would like my money back for the fraudulent leads.

Consumer’s Desired Resolution:

I would like my money back for all of the PA leads that they charged me for.

Complaint Timeline

- 10/27/2018 Automation: Auto Process Complaint Form
- 10/28/2018 Pending initial Business response: Action Taken Threshold Application
- 11/19/2018 Business Responded to Complaint: Action Taken: Extranet mrusSELL@homeadvisor.com
- 11/19/2018 Pending consumer Response: Action Taken: Direct Connect mrusSELL@homeadvisor.com.
- 11/27/2018 Answered: Action Taken Threshold Application

Complaint Messages

11/19/2018 - Molly Russell
Respond to Complaint

By adjusting the customers account to fit their needs. We are happy that this issue is resolved to the satisfaction of all parties involved.

Attachment 28

HomeAdvisor

Case #: 13263270

Consumer Info: Haney, Alan
 Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Business Info: HomeAdvisor
 14023 Denver West Pkwy Bldg 64
 Lakewood, CO 80401
 (303) 963-7200

Date Filed: 12/13/2018 10:38:43 AM

Nature of the Complaint: Billing or Collection Issues**Consumer's Original Complaint:**

Home Advisor is adopting uniform internal procedures intended to deny and discourage refunds and/or lead credits.

Consumer's Desired Resolution:

Refunded for leads that were billed incorrectly

Complaint Timeline

12/13/2018	Automation: Auto Process Complaint Form
12/14/2018	Pending initial Business response: Action Taken Threshold Application
12/18/2018	Business Responded to Complaint: Action Taken: Extranet mrussell@homeadvisor.com
12/18/2018	Pending consumer Response: Action Taken: Direct Connect mrussell@homeadvisor.com
12/19/2018	Pending BBB review of rejection: Action Taken: Extranet Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
12/21/2018	Pending Business Response of Rejection: Action taken cbarnes@denver.bbb.org
12/21/2018	Business responded to rejection: Action Taken: Extranet mrussell@homeadvisor.com
01/02/2019	Pending consumer response to rejection: Action taken cbarnes@denver.bbb.org
01/02/2019	Close the complaint as Resolved: Action Taken: Extranet Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
01/02/2019	Resolved: Action taken cbarnes@denver.bbb.org
05/10/2019	Beyond purview: Manual state change cbarnes@denver.bbb.org

Complaint Messages

12/18/2018 - Molly Russell

Respond to Complaint

One of our Customer Care members is in the process of trying to connect with the customer. We are willing to discuss and listen to the customer's concerns and try and work towards a reasonable resolution.

12/19/2018 - Mr. Alan Haney

I do not accept the response made by the business to resolve this complaint

Complaint: 13263270

I am rejecting this response because: I'm worried that I'm just going to hear the same excuses that any customer service representative would and have been telling me for over a year. I'm looking to get refunded for leads that were not credited when they should be. These leads are not what home advisor said they would be, customers are not ready to hire, customers say they never wanted a contractor to connect them, they were just looking on home advisor for a quote.

Sincerely,

Alan Haney

12/21/2018 - Molly Russell

Respond to Complaint

One of our Customer Care team members was able to resolve the concerns of the customer by speaking to them, there was a credit applied as agreed and put them on a do not call to avoid any further calls coming to the customer.

01/02/2019 - Mr. Alan Haney

I accept the business's response to resolve this complaint

Better Business Bureau:

I have reviewed the response made by the business in reference to complaint ID 13263270, and find that this resolution is satisfactory to me.

Sincerely,

Alan Haney

Attachment 29

HomeAdvisor

Case #: 13277093

**Consumer
Info:**

Hall, Kelli
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 12/20/2018 1:01:56 AM

Nature of the Complaint: Advertising Issues

Consumer's Original Complaint:

I was lured in by Home Advisor with misleading and FALSE Advertising on their website re; their membership. They advertise on their website and their salespeople tell you: "You'll be charged only for QUALIFIED leads matching your exact specifications, so you set the budget and the pace." This is 100% false. Home Advisor does not QUALIFY, screen or vet any lead that is sent. Anyone, included renters or anyone who types in a name and any contact info (whether it is real, complete or accurate), goes through an automated system based on zip code. Then, Home Advisor sends through an automated system, that person's contact details to a 3-4, possibly more, pro's who are signed up as members in that zip code, charging EACH pro anywhere from \$70-\$120+ just for that person's contact details being provided even though they are not qualified in any way. The general public has no idea that Home Advisor is charging all these pro's just for a person's contact info being provided regardless of qualification or whether that person meets the pro's "exact specifications" of business. Their website also states "Homeowners" are the leads that are sent. Also, False. Anyone, including renters, or anyone who goes onto their site and fills in any details will be pushed through the system. After the first week of numerous NON-qualified leads which Home Advisor was charging me for, I contacted their customer service and they said "the system is not foolproof and they could only credit some leads, not all the leads that were not qualified or legitimate potential clients." For example, If they send 10 names and 8 of them are bogus, they say they will not credit all 8 because that is too many to credit back. A total scam and racket. I spent hours on the phone with their customer service and on hold most of the time trying to find a resolution. I filed complaints with them stating they should be asking the pro first if the pro wants to accept a particular lead depending on the details of what that person has requested to make sure the pro finds that lead to be appropriate to the pro's business and a potential real client. I filed numerous complaints re; the leads not being qualified at all. And also some of the contact info provided is bogus and not real, but Home Advisor still charges \$70+. A total scam and fraud as I see it. I was completely misled by Home Advisor with their false advertising and unfair tactics and practices. I paused the service altogether half the time of the first weeks due to all the time wasted dealing with bogus leads, and canceled the membership completely a few weeks in. I was assured by Home Advisor's salesperson that I would not be charged for bogus leads. I had gone through every single lead with them and it was agreed that I would pay for 4 of the leads who were actual homeowners with legitimate requests (even though 3 of those 4 never responded after initial contact). I did pay for 4 leads. All the rest of the charges were Non-Qualified and not authorized. After canceling, I then received threatening

letters and phone calls saying I would be sent to collections if I did not pay for unauthorized, unwarranted charges for other bogus leads, including their membership fee that I demanded by refunded due to their false advertising. I filed a complaint and then received a call from their customer service, Lorie Kimble, apologizing and emailed me that my account had a zero balance. Then, weeks later, I received another threatening letter with more charges saying I would be sent to collections again. I sent this to Lorie and she then said that I had to pay the membership fee and they would not refund it. I told her I would not be bullied by some big corporation into paying fees that were unauthorized and fall victim to their racket. Lorie emailed me on 12/18 that as of 12/21, if I did not pay the annual membership fee \$287.99 (which I canceled in just the first weeks of this racket), they would send me to collections for \$487.97. If this occurs, I will be suing them for all of this including court costs and damage done to my credit history.

Consumer's Desired Resolution:

Home Advisor needs to zero out my account and refund the membership fee plus any other fees they are trying to collect that are not authorized or warranted. This needs to be done before they attempt to damage my credit at which point my attorney will take over the case.

Complaint Timeline

12/20/2018	Automation: Auto Process Complaint Form
12/20/2018	Pending initial Business response: Action Taken Threshold Application
12/20/2018	Business Responded to Complaint: Action Taken: Extranet mrussell@homeadvisor.com
12/20/2018	Pending consumer Response: Action Taken: Direct Connect mrussell@homeadvisor.com
12/28/2018	Answered: Action Taken Threshold Application

Complaint Messages

12/20/2018 - Molly Russell

Respond to Complaint

We have been in communication with this customer and we have offered many options to this customer to resolve their concerns. Our goal is to come to a reasonable resolution with all parties involved. We apologize for the way that this customer feels with our product. In review their account we feel that resolutions that have been offered to them are more than reasonable and feel that this matter is closed.

Attachment 30

HomeAdvisor

Case #: 13300319

**Consumer
Info:**

Stanley, Alan
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 1/3/2019 11:09:21 AM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

Home Advisor was sold to me as a service that I had complete control over by turning my Lead Control on and off as I needed, editing my services offered and also controlling the area I serviced by zip code. I was to only be billed for good leads whether I got the job or not. I understand that it's up to me to land the job but how can I land a job on leads that are fake leads. When my account was turned on they had me going 20 miles further than I discussed with the so-called account manager. They also had me offering services that I didn't sign up for. Fortunately I was able to correct that before it really got out of control. When I first signed up the sales person/account manager told me that for the first month he would send me no more than 2 leads so I can see how the service worked because I was very suspect of this fee for lead idea. The first 10 days I received 6 leads and they were all fake leads. 3 out of the 6 fake leads I received were for window installations which Home Advisor charged me \$63.00 each for, the highest price paid for a lead in the services I offered. (This is not a coincidence!) After complaining to the company I was told that they would give me in house credit but for only 2 of the fake leads. I told them that I didn't want in house credit because after only having this service for 2 weeks I am canceling my account. They refused to refund me any of my money. If I had not canceled my account they would have continued sending me fake leads and billing my credit card with no end in sight. This company is nothing more than a scam, taking advantage of hard working people that are looking for real help in moving their businesses forward. After reading through the complaints about this company I would hope that the BBB would do something more definitive to this company. A real intervention needs to take place to stop this company from making any more money from these scams.

Consumer's Desired Resolution:

Refund all of my \$448.14 for selling their services under false pretenses.

Complaint Timeline

01/03/2019	Automation: Auto Process Complaint Form
01/04/2019	Pending initial Business response: Action Taken Threshold Application
01/08/2019	Business Responded to Complaint: Action Taken: Extranet mrussell@homeadvisor.com

- 01/08/2019 Pending consumer Response: Action Taken: Direct Connect
mrusSELL@homeadvisor.com
- 01/08/2019 Pending BBB review of rejection: Action Taken: Extranet
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
- 01/18/2019 Pending Business Response of Rejection: Action taken
cbarnes@denver.bbb.org
- 01/21/2019 Business responded to rejection: Action Taken: Extranet
mrusSELL@homeadvisor.com
- 01/23/2019 Pending consumer response to rejection: Action taken
cbarnes@denver.bbb.org
- 01/29/2019 Answered: Action Taken
Threshold Application

Complaint Messages

01/08/2019 - Molly Russell

Respond to Complaint

One of our Customer Care members is in the process of trying to connect with the customer. We are willing to discuss and listen to the customer's concerns and try and work towards a reasonable resolution.

01/08/2019 - Mr. Alan Stanley

I do not accept the response made by the business to resolve this complaint

Complaint: 13300319

I am rejecting this response because:

I talked to the Home Advisor rep and they offered no reasonable solution. They want me to stay signed up with their service by only offering me \$80 in in-house credit. I told them that I am canceling my service with them and that I want them to completely refund my \$448.00 for selling their services under false pretenses.

Sincerely,

Alan Stanley

01/21/2019 - Molly Russell

Respond to Complaint

One of our team members has attempted to contact this customer with very little success. We ask that this customer please follow up directly to the agent that has been trying to reach them. We are eager to resolve this matter with the customer.

Attachment 31

HomeAdvisor

Case #: 13336739

**Consumer
Info:**Smolinski, Jeanne
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)**Business
Info:**HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401

HomeAdvisorPro.com

Date Filed: 1/20/2019 9:26:15 PM**Nature of the Complaint:** Product Issues**Consumer's Original Complaint:**

This is a Leads issue~ I am a small Landscape Design business who only does softscaping or 'Plant Design'. John Pittard, the sales person knew this & when I asked how I get the leads, was told they would be geared towards my business. This is NOT the case, apparently, when I called to complain, I asked & leads in Landscape are ALL grouped together, this includes Contractors who do Hardscape- Driveways, Walls, Concrete, etc., NO division of labor. This is NOT work my company GREEN DESIGN does which we had discussed thoroughly before I signed up. I paid \$287.99 via credit card on December 13, 2018 to sign up. When the 1st lead came thru, it was not in my selected areas, nor did anyone answer the phone after 3 attempts/ different days. The phone would ring 3 times & then the line go dead. Never spoke w/ anyone. When I called to deny the \$43.49 charge as NOT a valid lead, since I never spoke w/ anyone nor did I get to pitch my services, was told it was a valid lead. Dead lead as far as I am concerned. A week or 2 later another 'lead'. This time a man answered & when I identified who I was & what I do, he said he did NOT need my services & that he had been trying to explain to Home Advisor, that he needed services for a Contractor with cement, driveway, hardscaping. Not my gig. Home Advisor saw fit to charge me \$65.24 for another Invalid lead. When I called to dispute, I said this was not a good fit for me or my business & I wanted to cancel since it had only been 3 weeks & I had not gotten an VALID leads nor could I see that this would work out for the future. I was told that I only had 3 days to cancel & was impossible for a refund. I was never told this nor is it on any emails or info I received from Home Advisor. I asked to speak w/ a Supervisor & got Eric Perez in Customer Relations who said the same thing & said he could offer me 5 free leads to make up for this. I said NO, I was not happy w/ the arrangement & I wanted a refund. I had called on January 8, 2019

Consumer's Desired Resolution:

sorry I couldn't finish above, ran out of available characters : (

Basically, No VALID leads, No business, NOT geared to what I do.

Had only been 3 weeks.

I said I would contact my credit card co., BBB & social media if necessary.

Visa, withdrew my payment & now Home Advisors is saying I owe them \$307.99(Not correct amount)

or will go to Outside Collection agency.

Home Advisor has NOT delivered on serviced as promised & should just Refund the money to small business owner & move on. SHOCKING

Complaint Timeline

- 01/22/2019 Automated: Process complaint
cbarnes@denver.bbb.org
- 01/22/2019 Pending initial Business response: Action taken
cbarnes@denver.bbb.org
- 01/29/2019 Business Responded to Complaint: Action Taken: Extranet
mrussell@homeadvisor.com
- 01/29/2019 Pending consumer Response: Action Taken: Direct Connect
mrussell@homeadvisor.com
- 02/01/2019 Close the complaint as Resolved: Action Taken: Extranet
Redacted Pursuant to 16 C.F.R. § 4.2(o)(3)
- 02/01/2019 Resolved: Action taken
cbarnes@denver.bbb.org

Complaint Messages

01/29/2019 - Molly Russell

Respond to Complaint

One of our Customer Care members is in the process of trying to connect with the customer. We are willing to discuss and listen to the customer's concerns and try and work towards a reasonable resolution.

02/01/2019 - Jeanne Smolinski

I accept the business's response to resolve this complaint

Better Business Bureau:

I have reviewed the response made by the business in reference to complaint ID 13336735, and find that this resolution is satisfactory to me.

I ended up having to pay \$158.00 under protest to get them OFF my Back !!!

STILL think they are a SKETCHY business for the way they handle Leads & Referrals.

Will NOT Recommend them to Anyone !

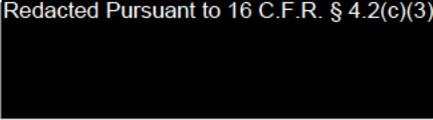
Sincerely,

Jeanne Smolinski

Attachment 32

HomeAdvisor

Case #: 13447710

Consumer Info:	Hanley, Taylor Redacted Pursuant to 16 C.F.R. § 4.2(c)(3) 	Business Info:	HomeAdvisor 14023 Denver West Pkwy Bldg 64 Lakewood, CO 80401 (303) 963-7200
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Date Filed: 3/16/2019 9:29:01 PM

Nature of the Complaint: Service Issues

Consumer's Original Complaint:

I have been a contractor on HomeAdvisor for about a year and have not been pleased with your service. Things started out okay at first when receiving leads that were illegitimate or the owner never answered calls I would be given a credit. However, as time when on more and more credits would be denied when I should have been given them for leads that did not turn up, home owners that were no longer doing the job, or numbers that were disconnected or not even the right number. Also I would have to constantly keep turning off my leads and your company would continually go over the limits I had set for monthly budgets on leads. I was also charged for months for a service in which I never requested or used mHelpdesk. In fact a representative for that service called me and asked if I wanted to keep it after the free trial and I told her no I will not use it and I even sent an email saying I did not want to use that service. I did not realize I was being charged until I looked at my statements. Now I am being turned over to collections because my account is overdue for charges incurred for leads that I did not want after I had tried to turn my account off and even with it turned off the leads exceeded the set spending limit. Also you randomly charge amounts for leads that are unproportional to the job. For the past two months I have been charged for leads that I did not want and over the course of my membership with homeadvisor I was not given credit when due for a bad lead and I was charged for 9 months for mHelpDesk a service I never request never used and asked to be given to me. I am also aware that there is a class action lawsuit against HomeAdvisor for these same matters.

Consumer's Desired Resolution:

I have been wrongly charged in the amount of \$1613.48 I am requesting that you credit my account \$831.35 and send me a check for the remaining amount of \$782.13.

Complaint Timeline

03/16/2019	Automation: Auto Process Complaint Form
03/17/2019	Pending initial Business response: Action Taken Threshold Application
04/11/2019	Business Responded to Complaint: Action Taken: Extranet mrussell@homeadvisor.com
04/11/2019	Pending consumer Response: Action Taken: Direct Connect mrussell@homeadvisor.com

04/13/2019 Pending BBB review of rejection: Action Taken: Extranet
 Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

04/17/2019 Pending Business Response of Rejection: Action taken
 cbarnes@denver.bbb.org

04/17/2019 Business responded to rejection: Action Taken: Extranet
 mrussell@homeadvisor.com

04/17/2019 Pending consumer response to rejection: Action taken
 cbarnes@denver.bbb.org

04/23/2019 Answered: Action Taken
 Threshold Application

Complaint Messages

04/11/2019 - Molly Russell

Respond to Complaint

This customer was actively engaged with our service and requesting more leads to be sent to them. Once the request was entered and the changes made the customer has not paid their balance which is a valid balance. There will not be a refund given due to the services were rendered as requested.

04/13/2019 - Mr. Taylor A Hanley

I do not accept the response made by the business to resolve this complaint

Complaint: 13447710

I am rejecting this response because: The claim that I wanted more leads is misleading the company was not providing active leads that could lead to a potential job. I was receiving leads that the person either did not want to do the job anymore or had already found someone to do them long before I ever got the lead or they never answered. I was also charged for another service called mhelp desk which I asked to be cancelled and never used but was still charged for it. I tried to give them a reasonable counter offer to my original demand for refund but they refused. They will either accept that counter offer or I will take legal action and get the amount I was over charged for.

Sincerely,

Taylor Hanley

04/17/2019 - Molly Russell

Respond to Complaint

The customer has been presented with a fair and reasonable resolution and their counter off was not reasonable offer. We are standing by the offer that was purposed to the customer and we are sorry if they do not wish to accept this offer. At this time we consider this matter closed.

Attachment 33

HomeAdvisor

Case #: 13478009

Consumer Info: Suarez Pimienta, Maikel
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Business Info: HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401

0

Date Filed: 3/29/2019 12:00:00 AM

Nature of the Complaint: Advertising Issues

Consumer's Original Complaint:

Company is a rip-off. False advertisement. We are new business owner and somehow we received a call from an agent from home advisor. I was explained that they had an annual fee of \$288 and per every lead they send was going to be \$16-\$21 whether we do the work or not. After signing up with them March 15th 2019. the first 3 leads that they sent us were completely wrong. The task was cabinets repair which we didn't do and I had to call all the customers to tell them that we apologized but we didn't do that type of work. I contacted the agent named Joe and he supposedly request them to be credited back which it never happened , so I downloaded their app and through the app I requested the credits. They only approved 2 out of the 3 even though they were the wrong task. Later on I received another lead for the work the we do provide (cabinets resurfacing) and when we call the customer she pretty much said , "I'm not ready I have to talk to my husband first". Also the lead want \$16-\$21 anymore now it said \$39.74. Also they were supposed to be solid leads and they weren't because the customer wasn't even ready to do anything at all. Then 3 days later another lead comes through with the same fee \$39.74 call the customer and nobody answer, left a message and no one called back. On March 26th I called to have the one lead refunded because it was the wrong task and to cancel the membership and to get my money back or at least part of it and their answer to my request was pretty much NO. So now I paid \$288 for a service that was not provided. On top of that I owe \$121 for the leads that they charge including the one with the wrong task. Their solution was to stay with them and they will give me the credit for the wrong lead plus give me 5 free lead which I did not accept. I told them that I rather pay and be done with them than stay and allow them to keep stealing from me. They definitely do false advertisement because they definitely don't tell you everything. They said that they were not going to refund any money since I wanted to cancel so pretty much in 10 days I lost a total of \$409 and didn't make any money. They are a big scam for sure.

Consumer's Desired Resolution:

Refund of my \$288 since they did not completed their part of the agreement as well as the \$21.01 fee for the lead that has the wrong task.

Complaint Timeline

04/01/2019 Complaint Transfer: Complaint Transfer (0473)
BBB

- 04/01/2019 Assignment Changed: From: nrodriguez@denver.bbb.org
ODR User
- 04/02/2019 Automated: Process complaint
cbarnes@denver.bbb.org
- 04/02/2019 Pending initial Business response: Action taken
cbarnes@denver.bbb.org
- 04/18/2019 Business Responded to Complaint: Action Taken: Extranet
mrussell@homeadvisor.com
- 04/18/2019 Pending consumer Response: Action Taken: Direct Connect
mrussell@homeadvisor.com
- 04/26/2019 Answered: Action Taken
Threshold Application

Complaint Messages

04/18/2019 - Molly Russell

Respond to Complaint

One of our Customer Care members is in the process of trying to connect with the customer via email and phone. We are willing to discuss and listen to the customer's concerns and try to help both parties to work together to work towards a reasonable resolution.

Attachment 34

HomeAdvisor

Case #: 13486824

**Consumer
Info:**Johnson, David
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)**Business
Info:**HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200**Date Filed:** 4/4/2019 9:50:58 PM**Nature of the Complaint:** Billing or Collection Issues**Consumer's Original Complaint:**

Home Advisor called us to sign up for services for our business on 4/1/19. What we were told on the phone was not the same as what actually happened. They took out \$287.99 three times for the services. We thought it was \$287.99 one time. They said since we had 3 businesses they took the money out 3 times, once for each business. We were promised "leads" for our business but the leads they sent were not true leads as the contact information was incorrect and people told us not to call back. We were originally told the close rate on the leads were 90-95%. We have only been with them 4 days and the leads are 0% real. We called to cancel because of being mislead and was given the run around. This company tells contractors to sign up for their program and tells them all kinds of lies to get the money. They now say we owe an additional \$250 for fake leads.

Consumer's Desired Resolution:

Since I haven't gotten any real leads and I have only been with you for 4 days I want a refund of \$863.97 that I paid for a years worth of service (year membership). I should get my membership fee back. I also want to make sure the roughly \$250 they say we owe for fake leads gets removed from our account.

Complaint Timeline

04/04/2019	Automation: Auto Process Complaint Form
04/05/2019	Pending initial Business response: Action Taken Threshold Application
05/03/2019	Business Responded to Complaint: Action Taken: Extranet mrussell@homeadvisor.com
05/03/2019	Pending consumer Response: Action Taken: Direct Connect mrussell@homeadvisor.com
05/03/2019	Pending BBB review of rejection: Action Taken: Extranet Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
05/10/2019	Pending Business Response of Rejection: Action taken cbarnes@denver.bbb.org
05/16/2019	Business responded to rejection: Action Taken: Extranet

mrussell@homeadvisor.com

05/16/2019

Pending consumer response to rejection: Action taken
cbarnes@denver.bbb.org

05/22/2019

Answered: Action Taken
Threshold Application

Complaint Messages

05/03/2019 - Molly Russell

Respond to Complaint

One of our Customer Care team members was able to resolve the concerns of the customer there was a credit applied as agreed and put them on a do not call to avoid any further calls coming to the customer.

05/03/2019 - Mr. David A Johnson

I do not accept the response made by the business to resolve this complaint

Complaint: 13486824

I am rejecting this response because:I need a confirmation showing there is a zero balance for all three accounts because I'm still getting emails saying we are going to collection. Once I receive the zero balance statement from all three accounts everything will be resolved.

Sincerely,

David Johnson

05/16/2019 - Molly Russell

Respond to Complaint

One of our Customer Care members is in the process of trying to connect with the customer via email and phone. We are willing to discuss and listen to the customer's concerns and try to help both parties to work together to work towards a reasonable resolution.

Attachment 35

HomeAdvisor

Case #: 13555802

Consumer Info: OBrien, David
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

Business Info: HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 5/13/2019 1:29:43 PM

Nature of the Complaint: Contract Issues

Consumer’s Original Complaint:

Home Advisor contacted over the telephone. Home Advisor did not inform me of their method of using a central phone number for all contacts. When a potential customer called, the only number that appeared on my phone is a Home Advisor number with a consecutive extension, starting with ext. 1001. When I tried to make contact with potential clients, I received a message indicating that the number had been disconnected and was no longer in service. Home Advisor charged my credit card for an amount of money between \$25 and \$37 for this phone call. This company is a scam and potentially is performing bait and switch tactics to acquire new clients like myself. I never was able to make contact with numerous "leads" that Home Advisor said they provided me. I was charged for attempts by the public to receive a quote for services, but the representative of Home Advisor stated to me that these were leads "ready to hire" me for my services. I want a refund of the money that has been debited to my account in excess of \$550.00. I want Home Advisor to remove any and all locks, holds or connections to my name and my professional name as David J. O'Brien, PLS. It is a violation of the North Carolina Board for Engineers and Land Surveyors for ANY entity to represent me in providing professional land surveying services and I expect and demand that Home Advisor cease and desist in any attempt to link its services to my name.

Consumer’s Desired Resolution:

I want a full refund of my money. I want Home Advisor to cease and desist any contact with my name now and in the future in perpetuity.

Complaint Timeline

- 05/13/2019 Automation: Auto Process Complaint Form
- 05/14/2019 Pending initial Business response: Action Taken Threshold Application
- 05/15/2019 Business Responded to Complaint: Action Taken: Extranet mrusell@homeadvisor.com
- 05/15/2019 Pending consumer Response: Action Taken: Direct Connect mrusell@homeadvisor.com
- 05/16/2019 Pending BBB review of rejection: Action Taken: Extranet

Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
05/16/2019 Pending Business Response of Rejection: Action taken
 cbarnes@denver.bbb.org
05/23/2019 Business responded to rejection: Action Taken: Extranet
 mrussell@homeadvisor.com
05/23/2019 Pending consumer response to rejection: Action taken
 cbarnes@denver.bbb.org
05/24/2019 Pending BBB Review of Consumer 2nd Rejection: Action Taken: Extranet
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
05/30/2019 Answered: Action taken
 cbarnes@denver.bbb.org

Complaint Messages

05/15/2019 - Molly Russell

Respond to Complaint

One of our Customer Care members is in the process of trying to connect with the customer via email and phone. We are willing to discuss and listen to the customer's concerns and try to help both parties to work together to work towards a reasonable resolution.

05/16/2019 - Mr. David J OBrien

I do not accept the response made by the business to resolve this complaint

Complaint: 13555802

I am rejecting this response because: This company has not contacted me. I have no knowledge of Home Advisor attempting to resolve this matter. This company makes fraudulent claims and has caused harm to my professional name.

Sincerely,

David Obrien

05/23/2019 - Molly Russell

Respond to Complaint

We have tried to reach out to this customer on several occasions without follow up from this customer. We are still willing to discuss any concerns that the customer may have, we ask that they follow up with the team member directly.

05/24/2019 - Mr. David J OBrien

I do not accept the response made by the business to resolve this complaint

Complaint: 13555802

I am rejecting this response because: Please see attached statement

Sincerely,

David Obrien

Attachment 36

HomeAdvisor

Case #: 13586856

**Consumer
Info:**

Stilwell, Katrina
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 5/29/2019 3:40:39 PM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

I am a designer who undertook, in several conversations and emails with sales representatives at HomeAdvisor, to ensure that the service they pledged would work as structured. I was assured that there would be NO leads outside of the zip codes I wanted, that they would help load profile information (I needed to solicit, and did, the reviews, of course), and that Exact Match Leads would be just that: exact matches of clients to who I am. I needed only call those potential clients and take it from there. Only problem is that those "clients" did not appear to be real. The first one was so slurred and difficult to hear, and then on prompting said that, "yeah, I'll maybe can talk ... um, be ready to go... um yeah in two or three months. Can you call me back then?" The second was a woman who answered and then when I identified myself made it sound like she couldn't talk and practically whispered, "Can I call you back?" I'm not sure what others are used to when calling clients who have theoretically reached out for services, but this is not at all on par with any experience I've ever had. I was ready to cancel and did attempt to then. By the time the third "Exact Match Lead" came in, this time for a nearby address, it was easier than ever just to pop over and ascertain that that person was not at all the owner or someone interested in a renovation. Done. I'd like my money back, of course. But that is far easier conceptually than HomeAdvisor will allow in actuality. I've spoken with no fewer than 5 representatives who all assure me of some level of 1) cancelation; 2) refund and 3) "inability" to reverse the charges for the "membership" for which you will receive advertising for the full year, cancelation or not (this is all news to me as of the latest conversation). And now there are additional charges being tacked on for my failure to pay--despite my having notified them not only of cancelation but that I dispute the charges--and a nasty notice of referral to a collections agent! I have wasted so much time trying to work with HomeAdvisor that I now am tracking time to see how much they owe me. Time better spent on actual clients.

Consumer's Desired Resolution:

Full refund of charges; no further contact from HomeAdvisor except to confirm.

Complaint Timeline

05/29/2019	Automation: Auto Process Complaint Form
05/30/2019	Pending initial Business response: Action Taken Threshold Application

05/30/2019 Business Responded to Complaint: Action Taken: Extranet
mrussell@homeadvisor.com

05/30/2019 Pending consumer Response: Action Taken: Direct Connect
mrussell@homeadvisor.com

06/01/2019 Close the complaint as Resolved: Action Taken: Extranet
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

06/02/2019 Resolved: Action Taken
Threshold Application

Complaint Messages

05/30/2019 - Molly Russell
Respond to Complaint

One of our Customer Care members is in the process of trying to connect with the customer via email and phone. We are willing to discuss and listen to the customer's concerns and try to help both parties to work together to work towards a reasonable resolution.

06/01/2019 - Ms. Katrina P Stilwell
I accept the business's response to resolve this complaint

Better Business Bureau:

I have reviewed the response made by the business in reference to complaint ID 13586856, and find that this resolution is satisfactory to me.

Sincerely,

Katrina Stilwell

Attachment 37

HomeAdvisor

Case #: 13632857

**Consumer
Info:**

Weiss, Lisa
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)

**Business
Info:**

HomeAdvisor
14023 Denver West Pkwy Bldg 64
Lakewood, CO 80401
(303) 963-7200

Date Filed: 6/20/2019 6:18:07 PM

Nature of the Complaint: Billing or Collection Issues

Consumer's Original Complaint:

I joined Home Advisor approximately 6 weeks ago. When I first contacted the company, I was told the membership cost would be \$288.00 for the year. With that price would come referrals to people in my area looking for home cleans. To be specific, my exact zip code. I was further told the leads would cost between \$0.63-\$19.00. I agreed to the terms and installed the app, as required. Within moments, my phone was blowing up with leads in many different zip codes, at an average cost of \$40.00 per. Leads were even coming through in the middle of the night, charging my credit card! After a day, I realized I had been charged over \$200.00! I called and expressed my concerns, as none of the home owners I contacted, except one, actually contacted me back and I did not want to pay for this service and requested my money back for the membership fee. I was told they would change my account and pause my leads, as well as refund what had come through, due to the misunderstanding of how I was not made fully aware of how things worked. Long story short...I have called three more times to express my distain and requested my membership fee back ever time, only to be told it couldn't be refunded after 72 hours (which I did call within that time frame). On my last call, I spoke with a person who said they would no longer charge me for leads, as my service was in high demand in that are, so it would be a no lose situation. That was exactly two weeks ago and not one lead has come through! We went from 6 per day, at a cost, to ZERO! I want to be done with this company and get my membership fee refunded to the credit card on file.

Consumer's Desired Resolution:

REFUND MY MEMBERSHIP FEE AND CANCEL ALL INFORMATION OFF YOUR SITE!

Complaint Timeline

06/20/2019	Automation: Auto Process Complaint Form
06/21/2019	Pending initial Business response: Action Taken Threshold Application
06/21/2019	Business Responded to Complaint: Action Taken: Extranet mrussell@homeadvisor.com
06/21/2019	Pending consumer Response: Action Taken: Direct Connect mrussell@homeadvisor.com

06/29/2019

Answered: Action Taken
Threshold Application

Complaint Messages

06/21/2019 - Molly Russell

Respond to Complaint

One of our Customer Care members is in the process of trying to connect with the customer via email and phone. We are willing to discuss and listen to the customer's concerns and try to help both parties to work together to work towards a reasonable resolution.

Attachment 38

March 9, 2021

VIA E-MAIL

Ruth E. Holbrook
Consumer Services Unit Supervisor
Consumer Protection Division
Office of Attorney General of Washington
800 Fifth Avenue, Suite 2000
Seattle, WA 98104

CRC@ATG.WA.GOV

Re.: File # 588620
Jerald Sargent dba Slabjack Geotechnical

Dear Ms. Holbrook:

I am writing in response to your February 24, 2021 e-mail attaching the Consumer Complaint (“Complaint”) filed by Jerald Sargent (“Sargent”) dba Slabjack Geotechnical (“Slabjack”). Please direct all communications regarding this matter to my attention. HomeAdvisor strives to achieve customer satisfaction in all of its transactions and is disappointed to learn that Sargent was dissatisfied with our services.

In his Complaint, Sargent mentions three websites: Jenson Brothers (<https://jensonbrothers.com/>), Powell and Sons (<https://powellandsons.com/>), and CARS Home Improvement Cents/Kenneth Wilson (“CARS/Kenneth Wilson”) ([https://www.facebook.com/Kenneth-Wilson-11682429716823/and https://homeimprovementcents.com/bathroom-remodel-leads-01/](https://www.facebook.com/Kenneth-Wilson-11682429716823/and_https://homeimprovementcents.com/bathroom-remodel-leads-01/)). Jenson Brothers, Powell and Sons, and CARS/Kenneth Wilson are affiliate partners of HomeAdvisor and other companies, and their websites are owned and managed by those affiliate partners (and not HomeAdvisor).

HomeAdvisor partners with certain companies, such as Jenson Brothers, Powell and Sons, and CARS/Kenneth Wilson to increase its online exposure and find consumers who may need its service professionals’ assistance but who do not initially visit HomeAdvisor’s website. HomeAdvisor monitors the quality of leads coming from its partners and believe that the quality is great and that many leads turn into won jobs for HomeAdvisor’s service professionals. Additionally, HomeAdvisor’s partners are contractually obligated to mention HomeAdvisor on their websites, and HomeAdvisor requires all of its partners to be clear and transparent about the process that matches consumers to HomeAdvisor service professionals and their agreement to HomeAdvisor’s Terms of Service and Privacy Policy.

As can be seen below, Jenson Brothers and Powell and Sons’ websites explain their relationships with HomeAdvisor and their other partners and prominently display the fact that HomeAdvisor or other trusted partners might contact the consumer regarding the consumers’ service request.

[HOME](#)[REQUEST SERVICE](#)[REQUEST A QUOTE](#)[CONTACT US](#)

Contact Us

SUBMIT 

By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to content doesn't require you to purchase service. Please note you may be matched to one of our trusted partners such as CraftJack, HomeAdvisor or Networx.

By using this service, you agree to our Terms Of Service as well as to HomeAdvisor Terms of Service and Privacy Policy and CraftJack Terms of Service

Jenson Brothers:

*By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to content doesn't require you to purchase service. **Please note you may be matched to one of our trusted partners such as CraftJack, HomeAdvisor or Networx. By using this service, you agree to our Terms Of Service as well as to HomeAdvisor Terms of Service and Privacy Policy and CraftJack Terms of Service.** (emphasis added)*



Home	Request Service	Request A Quote	Contact Us
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Free Quote

* First Name

* Last Name

* Email

* Phone Number

* Street Address (123 Main St.)

* Zipcode

* Tell Us What You Need Here.

SEND IT 

By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to contact doesn't require you to purchase service. Please note you may be matched to one of our trusted partners such as Craft Jack or HomeAdvisor. By using this service, you agree to our Terms Of Service as well as to Home Advisor Terms of Service and Privacy Policy.

Powell and Sons:

By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to content

doesn't require you to purchase service. **Please note you may be matched to one of our trusted partners such as CraftJack or HomeAdvisor. By using this service, you agree to our Terms Of Service as well as to HomeAdvisor Terms of Service and Privacy Policy.** (emphasis added)

However, when reviewing Sargent's Complaint, HomeAdvisor became aware of an issue with CARS/Kenneth Wilson's website. Subsequent to partnering with HomeAdvisor, CARS/Kenneth Wilson modified its website by removing all mention of HomeAdvisor. Additionally, the disclaimer was relocated and was no longer easily accessible to consumers.



Bathroom Remodeling Estimate Request

The best part... you don't have to chase contractors! Submit your quote request here, and my local partner contractors will contact you. Having contractors chase you, puts you in the driver's seat! Let's rock-n-roll!

START

Your Info

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input type="text" value="(201) 555-0123"/>	
<input type="text" value="Email Address"/>	

By clicking "Submit" you agree to our TCPA Consent

By submitting this form, you are giving your consent to be contacted at the phone number you inputted (including wireless number if provided). Contacting you is for the purpose of confirming and scheduling your home improvement project request and multiple contractor bids. You understand that automated phone technology, by voice or text messages, may be used to reach you. Please note that providing consent does not obligate you to purchase or use any product or service.

PREVIOUS

SUBMIT

On February 25, 2021, HomeAdvisor contacted CARS/Kenneth Wilson and demanded that it change the webpages to include full disclaimer language on the landing page and to include HomeAdvisor in that language. On or about March 1, 2021, CARS/Kenneth Wilson updated its TCPA flow so that the language below is expanded and always shown to the consumer:

By submitting this form, you are giving your consent to be contacted at the phone number you inputted (including wireless number if provided). Contacting you is for the purpose of confirming and scheduling your home improvement project request and multiple contractor bids from our partners which may include Homeadvisor / Craftjack. You understand that automated phone technology, by voice or text messages, may be used to reach you. Please note that providing consent does not obligate you to purchase or use any product or service.

HomeAdvisor denies any wrongdoing and trusts that the above explanation resolves the issues raised in Sargent's Complaint. Please do not hesitate to contact me should you have any questions or concerns.

Sincerely,

A handwritten signature in black ink that reads "Carl W. Butler".

CARL W. BUTLER
Vice President, Associate General Counsel
Legal Department | HomeAdvisor
email: carl.butler@homeadvisor.com

CWB/dja

Catalyst Complaint Summary

588620

Consumer Information

Name: Slabjack Geotechnical,
Address: Jerald Sargent
Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
City: [Redacted]
State: [Redacted]

Day Phone: Redacted Pursuant to 16 C.F.R. § 4.2(c)(3)
Evening Phone: [Redacted]
Email: [Redacted]
Age Group: [Redacted]

Respondent Information

Name: Home Advisor
Address: 14023 Denver W Pkwy
City: Golden
State: CO **Zip:** 80401
Web Site: homeadvisor.com
Email: Carl.butler@HomeAdvisor.com
Contact: Carl Butler

Phone: (877) 800-3177
Toll-Free: (866) 238-1240
Fax: (303) 980-3003

Briefly explain your complaint:

Complaint about deceptive advertising practices by Home Advisor.

I have been receiving many estimate requests through fronts of Home Advisor namely:
Powell and Sons
Jensen Brothers
Ken Wilson

Their ads placed on Facebook and google web search cause people think they are calling one contractor not being funneled into a lead generation stream which results in confusion for the customer and anger directed at us the business who is getting these "leads" from Home Advisor.

These false sites with a very small disclaimer at the bottom of the page should not be allowed.

588620

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Declaration

I acknowledge that my complaint and attachments, once submitted, become public records and may be disclosed to others in response to a Public Records Request. Complaint information received by this office will be exported into the FTC's database, Consumer Sentinel, a secure online database. This data is then made available to thousands of civil and criminal law enforcement authorities worldwide.

I declare, under penalty of perjury under the laws of the State of Washington, that the information contained in this complaint is true and accurate, and that any documents attached are true and accurate copies of the originals.

I authorize the Washington State Attorney General's Office to contact the party(ies) against which I have filed this complaint in an effort to reach an amicable resolution. I authorize the party(ies) against which I have filed this complaint to communicate with and provide information related to my complaint to the Washington State Attorney General's Office.

Signature Jerald Sargent

Date 02/05/2021

City Redacted Pursuant to 16 C.F.R. § 4.2(c)

State 

PX0020

DECLARATION OF CONNOR GEIRAN**PURSUANT TO 28 U.S.C. § 1746**

I, Connor Geiran, declare as follows:

1. I am above the age of 21. Unless otherwise stated, I have personal knowledge of the facts in this declaration, and if called as a witness, I could and would testify to the facts stated herein.

2. I am a United States citizen. I am a senior data analyst employed by the Federal Trade Commission ("FTC") in the Bureau of Consumer Protection's Division of Consumer Response and Operations. I do not anticipate receiving any additional compensation for my work on this matter. My office address is 400 7th Street SW, CC-9255, Washington, D.C. 20024.

3. Among other things, my job involves the analysis of electronic information stored on computer systems and related data storage devices/media.

4. My formal education includes a bachelor's degree in business from Virginia Polytechnic Institute and State University and a master's degree in analytics from Georgia Tech. I was employed by the Peace Corps as a Community Economic Development Volunteer from March 2015 to May 2017, where I analyzed financial data for a microfinance bank in Costa Rica. I was employed by the Department of State from April 2018 to September 2019 as a management analyst, where I analyzed various Department of State data for the purposes of audit. Since September 2019, I have been working as a data analyst at the FTC, where my primary duty is to design, implement and evaluate various analysis testing on provided data sets.

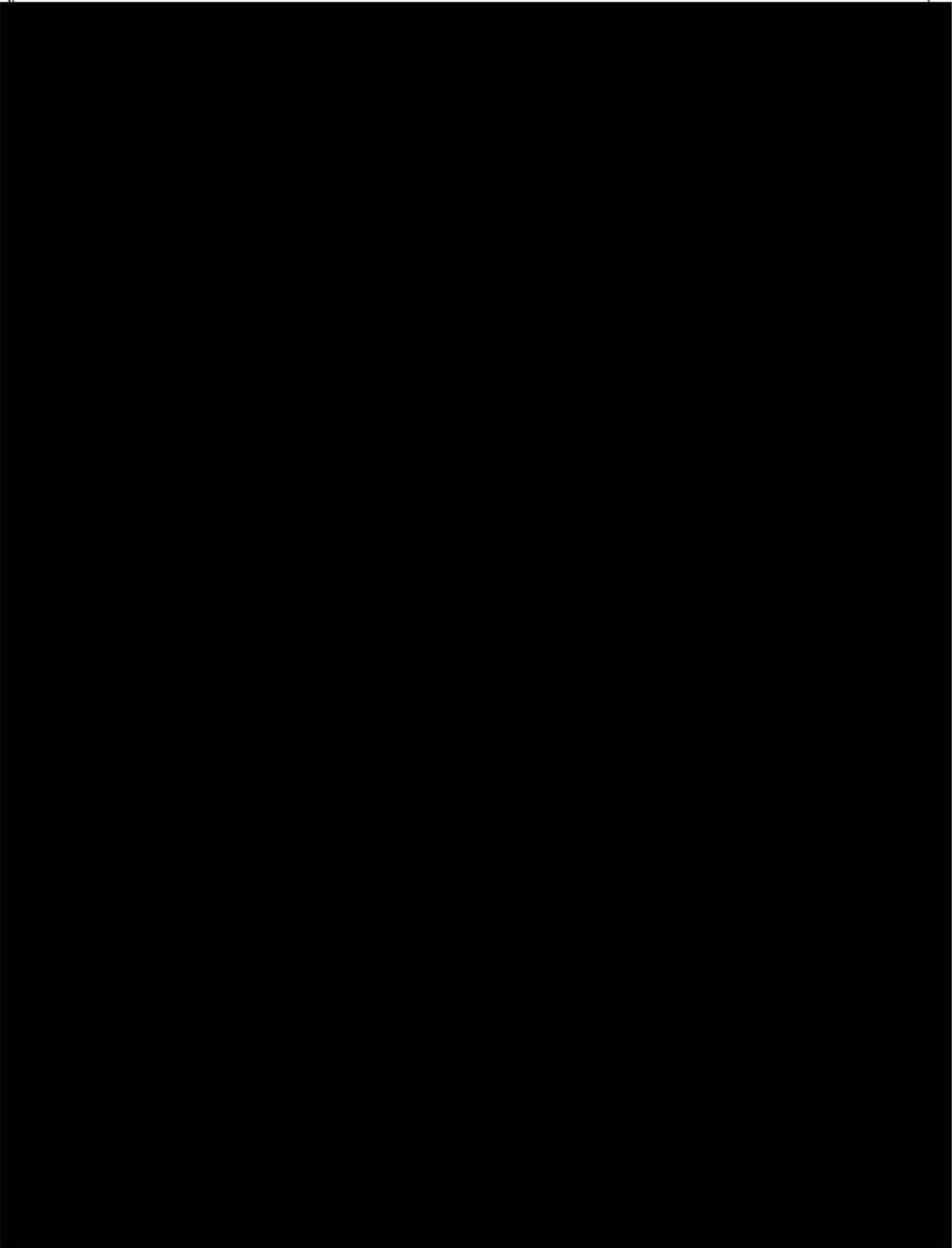
5. In the course of my employment, FTC legal staff ("Staff") asked me to analyze data that the FTC had obtained in the course of its investigation of HomeAdvisor. Electronic files containing these data were provided to me by Staff. The files I reviewed, and my analysis, are described below.

1 6. I reviewed files that I understand were produced to the FTC by
2 attorneys for HomeAdvisor. The files I reviewed for the analysis in this declaration
3 were named "HOMEADVISOR_FTC0126205.txt,"
4 "HOMEADVISOR_FTC0126207.txt," "HOMEADVISOR_FTC0126206.txt,"
5 "HOMEADVISOR_FTC0126204.txt" and "HOMEADVISOR_FTC0126195.txt."

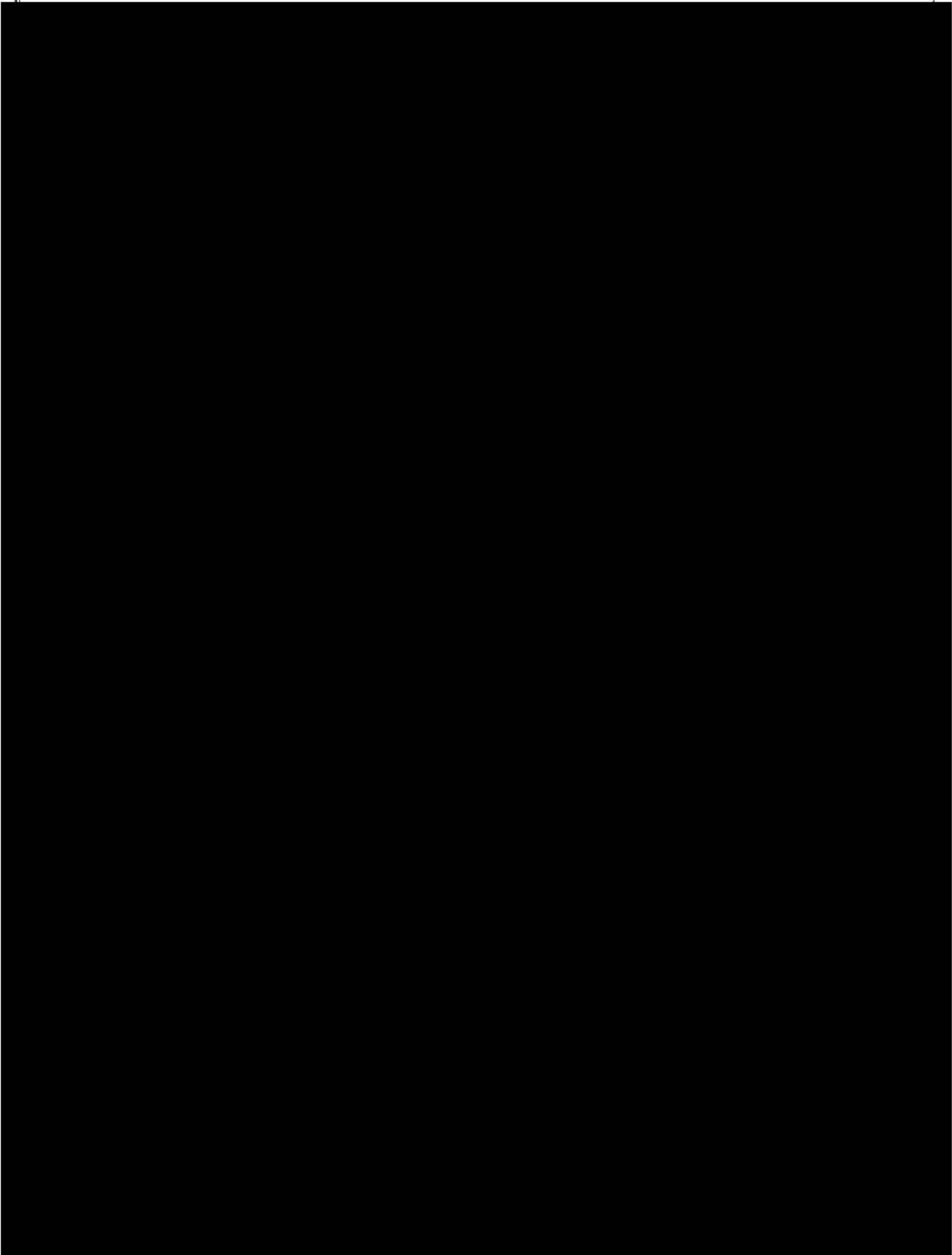


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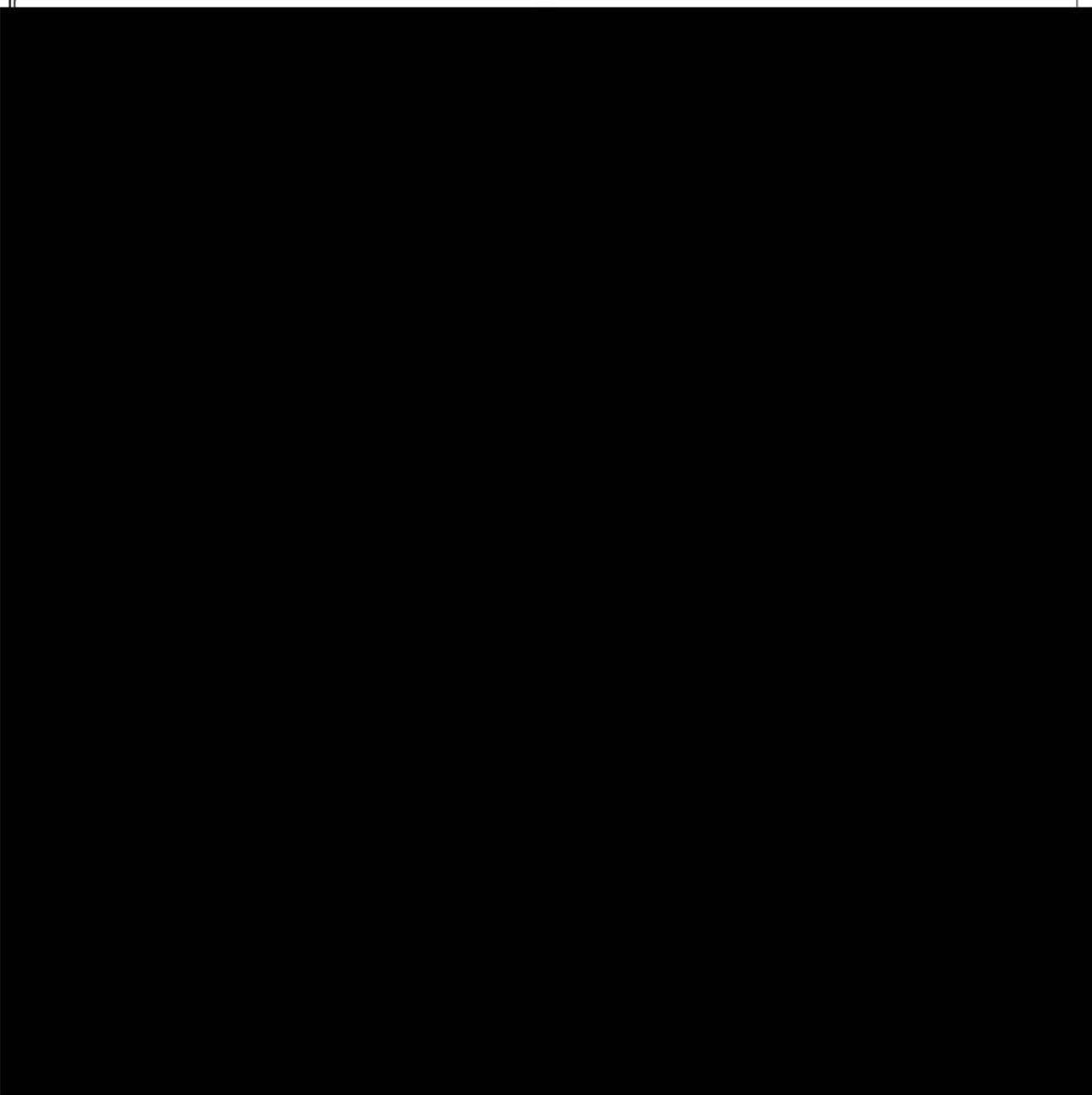
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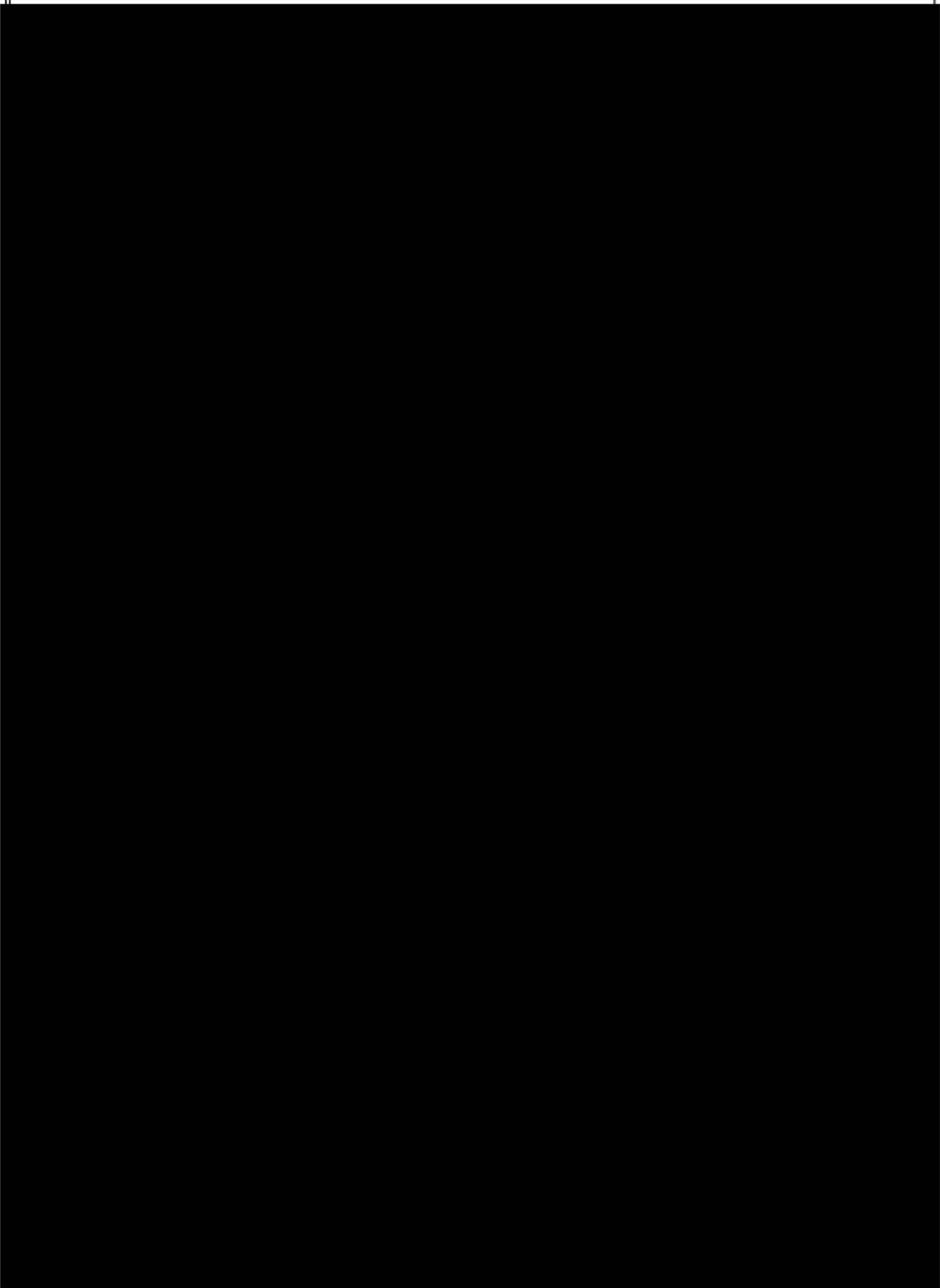
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16. The first step I took was to reformat the files to analyze them in python, a computer programming language that facilitates data analysis.



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I declare under penalty of perjury that to the best of my knowledge and belief the foregoing is true and correct.

Executed on February 2, 2022, in Washington, D.C.

A handwritten signature in cursive script, appearing to read "Connor Geiran", is written above a horizontal line.

Connor Geiran

PX0021

**DECLARATION OF
DR. KENNETH H. KELLY, CFA**

Pursuant to 28 U.S.C. § 1746

1. I, Kenneth H. Kelly, hereby state that I am above the age of 21, that I have personal knowledge of the facts set forth below, and that I am competent to testify about them. I hold a doctorate from Stony Brook University in Economics and a Master of Science degree in Applied Mathematics and Statistics from the same institution. I have been a Chartered Financial Analyst since 1992. For more than 40 years I have been employed by the Federal Trade Commission as an economist and, during that time, I have advised the Commission in numerous antitrust and consumer protection matters. In addition, I have advised other federal and state regulatory agencies on the effects of government regulation on competition and on consumers. I have published articles in economic, business, and legal journals. A true and correct copy of my curriculum vitae is at Exhibit A. I have previously submitted sworn testimony in several cases, as described in my curriculum vitae.

2. I am a full time, salaried employee of the Federal Trade Commission. I do not anticipate receiving any additional compensation for my work on this matter.

3. Federal Trade Commission attorneys asked me to assist in the Commission's investigation of HomeAdvisor, Inc. ("HomeAdvisor"), which is assigned FTC Matter Number 1923106. They provided me with an Excel file that had information on 1,710 recordings of telephone conversations, from which I drew a random sample of 100 recordings, using the statistical software program STATA. The list of Bates numbers assigned to those 1,710 calls is attached hereto as Exhibit B and the list of Bates numbers assigned to those 100 randomly selected calls is attached hereto as Exhibit C.

//

I declare under penalty of perjury that to the best of my knowledge and belief the foregoing is true and accurate.

Executed at Alexandria, Virginia this 10th day of February, 2022.


Dr. Kenneth H. Kelly, CFA

EXHIBIT A

Dr. Kenneth H. Kelly, CFA**EXPERIENCE**

Financial Analyst, Division of Antitrust I, Bureau of Economics, Federal Trade Commission (January, 2021 to present): As described below, much of my work for the Federal Trade Commission has been financial analysis. By moving from the Division of Consumer Protection to Antitrust I will be able to work on both competition and consumer protection matters.

Economist, Division of Consumer Protection, Bureau of Economics, Federal Trade Commission (October, 2004-January, 2021): I testified on behalf of the FTC, and the Department of Justice, in a number of consumer protection matters. I have testified, or prepared to do so, in litigation involving pyramid schemes, advertising substantiation, investment fraud, business opportunity fraud, deceptive advertising, deceptive marketing, and mortgage lending. Since receiving the CFA charter in 1992 I have advised FTC staff and management concerning the ability of defendants to pay restitution and civil penalties. From December 2013 through June 2017 I did so in all FTC consumer protection litigations where defendants' ability to pay was an issue, unless I needed to be recused. In addition to my testimony, I produced economic, statistical, and financial analysis in consumer protection investigations, and made recommendations about enforcement to the Commission. I trained antitrust enforcers from Central and South America through seminars in Venezuela (1995, 2003), Peru (2004), Columbia (2005), El Salvador (2008), Panama (2008), and the Dominican Republic (2013), and consumer protection enforcers in Egypt (2006), South Africa (2009), and Ecuador (2010). I conduct independent research on antitrust and industrial organization, commercial policy, and forensic economics.

Adjunct Professor, Department of Applied Economics, Johns Hopkins University (January, 2006-May 2007): I taught graduate Financial Economics in the Spring 2006 and Spring 2007 semesters.

Economist, Division of Economic Policy Analysis, Bureau of Economics, Federal Trade Commission (July, 1986-June, 1988; November 1988-October, 2004): My primary official responsibility was to conduct economic and financial research. This research has included a review of the effectiveness of the Commission's merger enforcement program, the impact of unfair trade practices on domestic industries, and the effect of state restrictions on airline advertising. I presented this research in the form of legal briefs and live testimony to federal, state, and local agencies through the Commission's regulatory intervention program, as well as through presentations at professional meetings and scholarly journals. However, most of my time was spent working in antitrust and consumer protection enforcement, both as lead economist and as an expert witness. I provided statistical expertise to the FTC's General Counsel and to the Assistant U.S. Attorney defending the FTC in a discrimination suit, as well as

to Commission staff in enforcement investigations. After earning the Chartered Financial Analyst designation in 1992, I worked in enforcement and litigation as a financial analyst, both in the role of advising the Commission and as an expert witness. I drafted congressional testimony, speeches, and articles for the Chairman, Commissioners, and the Director of the Bureau of Economics.

Economic Advisor to Commissioner, U.S. International Trade Commission (March, 1986-June, 1986; June, 1988-October, 1988): In the Spring of 1986 the Federal Trade Commission faced a severe funding crisis, and I was detailed to the office of Susan W. Liebler, then Vice Chairman of the U.S. International Trade Commission, to fill a temporary opening on her staff. I advised Vice Chairman (and then Chairman) Liebler on policy matters and appropriate actions in antidumping, countervailing duty, safeguards (escape clause) and unfair competition investigations, and I reviewed economic studies of the ITC's Office of Economics and Office of Industries. I developed an economic methodology for measuring injury to domestic industries as the result of imports and other causes, and later published this work. I drafted opinions, speeches and other written materials for the Commissioner. In June of 1988 I returned to the ITC when Commissioner Liebler asked that I again be detailed to her staff for the remainder of her term.

Economist, Division of Consumer Protection, Bureau of Economics, Federal Trade Commission (September, 1984-February, 1986): In this position I conducted investigations of a wide variety of possible violations of federal law and FTC regulations. In cooperation with Commission attorneys, I identified relevant data, and developed investigational plans. I calculated optimal penalties in civil enforcement actions, and made recommendations to the Bureau of Consumer Protection and the Commission. I participated in several rule making proceedings. These cases, investigations and rule making proceedings covered a broad range of American industries.

Economist, Division of Antitrust, Bureau of Economics, Federal Trade Commission (January, 1981-August, 1984): I took a leave from my academic position at Rensselaer for the Spring, 1981 through Spring, 1982 semesters for what I expected to be a temporary position at the Federal Trade Commission. My principal task was to provide economic analysis in antitrust investigations in a broad range of industries. In cooperation with FTC attorneys, I wrote subpoenas, interviewed investigation subjects, competitors, suppliers, and customers, negotiated information requests, conducted economic, econometric, and financial analysis on the data gathered, and made enforcement recommendations to the Commission. Possible violations included mergers, joint ventures, resale price maintenance, non-price vertical restraints, collusion, group boycotts, predation and price discrimination (the Robinson-Patman Act). I developed a methodology for assessing the effect of antitrust enforcement on consumer welfare.

Assistant Professor of Economics, Rensselaer Polytechnic Institute (September, 1978-December, 1980): In the fall of 1978, I started in a tenure track position in the Department of Economics, during which time I completed my doctoral dissertation. I taught undergraduate and graduate courses in the economics of technological change, microeconomics and macroeconomics, and developed a graduate level course in managerial economics.

Adjunct Instructor of Economics, Hofstra University (July, 1976-August, 1977): While in graduate school I taught introductory economics, intermediate macroeconomics and consumer economics at nearby Hofstra University.

Economist, U.S. Bureau of Labor Statistics (December, 1973-August, 1974): After completing a four year undergraduate program in two years, I went to work as an economist for the Department of Labor. In this position, I designed surveys of employment by occupation in industry and government, analyzed and verified estimates obtained in these surveys, and wrote reports on the results.

EDUCATION

Degree	Subject	Attended	University
Ph.D.	Economics	9/74-5/79	Stony Brook University
M.S.	Applied Math & Statistics	"	"
B.S.	Economics-Business	9/71-8/73	Hofstra University

Ph.D. Preliminary Examinations: Microeconomics, Macroeconomics, Econometrics, International Economics, Advanced Microeconomics
 Doctoral Dissertation: The Economics of Risky Innovation
 Dissertation Committee: Edward Ames (supervisor), John Hause, Thomas Muench, Sheldon S.L. Chang

PROFESSIONAL CERTIFICATION

In September, 1992, I was awarded the Chartered Financial Analyst (CFA) designation. The CFA Institute awards the charter to those individuals who have (i) a minimum of four years of investment work experience, defined as evaluating or applying financial, economic, and/or statistical data as part of the investment decision-making process, (ii) sequentially passed a series of three examinations covering securities law, ethical and professional standards, equity and fixed income securities analysis, derivatives, alternative investments, corporate finance, portfolio management, economics, financial accounting, and quantitative techniques, and (iii) agreed to comply with the CFA Institute's Code of Ethics and Standards of Professional Conduct. I passed all three examinations on the first effort.

TESTIMONY

I have frequently volunteered my services to the government as a witness, both in antitrust and consumer protection matters. I have testified, in writing, through deposition, or in live courtroom testimony, in the following cases:

FTC v. Dayton Family Productions, Inc., et. al., Case No. CV-5-97-00750-PMP (D. Nev.) (Hon. Philip M. Pro) (1997-98) - I calculated earnings and consumer injury in an investment fraud, and wrote affidavits of my findings.

In Re R.J. Reynolds Tobacco, Docket No. 9285 (Federal Trade Commission) (Commissioners Robert Pitofsky, Sheila F. Anthony, Mozelle W. Thomson, and Orson Swindle) (1998) - I was asked to calculate the gains to the defendant from sales of tobacco products to underage purchasers, and wrote an affidavit on the firm's marketing. I was deposed.

FTC v. Lightfoot, also d/b/a Universal Direct et. al., Case No. C-3-02-145 (S.D. Ohio) (Hon. Walter Herbert Rice) (2002) - I wrote an affidavit that this firm was operating a pyramid scheme.

FTC v. The Tungsten Group et. al., Case No. 2:01 CV 773 (E.D. Va.) (Hon. Raymond A. Jackson) (2002) - I wrote an affidavit that this firm was operating a pyramid scheme.

FTC v. Travel Express International, Inc., Case No. 1:01-cv-0906-GET (N.D. Ga.) (Hon. G. Ernest Tidwell) (2002) - I calculated losses to consumers from alleged deceptive practices, and wrote a declaration. I was deposed.

FTC v. K4 Global Publishing, Inc., also d/b/a Instant Internet Empires et. al., Case No. 5:03-CV-0140-3-CAR (M.D. Ga.) (Hon. C. Ashley Royal) (2003) - I wrote an affidavit that this firm was operating a pyramid scheme.

FTC v. NEXGEN3000.com, et. al., Case No. 4:03-cv-00120-WDB (D. Ariz.) (Hon. William D. Browning) (2004) - I wrote an expert report and affidavits stating that this firm had operated a pyramid scheme.

FTC v. Network Services Depot, Inc., et. al., Case No. 2:05-cv-0440-LDG-LRL (D. Nev.) (Hon. Lloyd D. George) (2005-07) - I traced funds transferred from defendant companies to individual defendants and their relatives, explained the financial interrelationships between these companies, calculated consumer injury, and presented this analysis in a series of declarations and an expert report.

FTC v. Seismic Entertainment Productions, Inc., et. al., Case No. 04-377-JD (D. N.H.) (Hon. Joseph A. DiClerico, Jr.) (2005-06) - I wrote a declaration that showed the earnings of Sanford Wallace from a "spyware" scheme.

FTC v. Lane Labs-USA, Inc., et. al., Case No. 00CV3174 (D. N.J.) (Hon. Dennis M. Cavanaugh) (2008-09) - I wrote a report critiquing the work of an expert for the other side who calculated what he claimed were appropriate damages, and a sur-rebuttal report that critiqued that expert's response. I was deposed.

FTC v. Alternatel, Inc., et. al., Case No. 08-21433-CIV-Jordan (S.D. Fla.) (2008) I wrote a declaration that examined the financial statements and tax returns of defendant companies, computed prejudgment interest, and performed a statistical analysis of tests of the defendants' products. I was deposed.

US v. Regenesys 2x2, Case No. 409-813-0023275-S (2009) I wrote a declaration that was used to obtain a search warrant for a firm operating what appears to be a pyramid scheme.

FTC v. Home Assure, LLC, et. al., Case No. 8:09-cv-547-T-23 TBM (M.D. Fla.) (2009) I wrote an expert report that described how I selected a random sample of the defendant firm's clients, analyzed documents for these clients, determined which clients were or may have been assisted by the defendant firm, and performed sensitivity analysis. I also wrote a supplemental report that updated my earlier report to include new information. I was deposed.

FTC v. Federal Loan Modification Law Center, LLP et. al., Case No. SACV09-401 CJC (MLGx) (Hon. Cormac Carney) (2009) I wrote a declaration that described how I selected a random sample of customer files, and performed a statistical analysis of the sample.

FTC v. EDEBITPAY, LLC, et. al., Case No. CV-07-4880 ODW (AJWx) (C.D. Cal.) (Hon. Otis D. Wright II) I wrote a declaration that described how I selected a random sample of products, determined the prices of these products from alternative sellers, and performed calculations on the data. I was deposed.

FTC v. Grant Connect, LLC et. al., Case No. 09-CV-01349-RLH-RJJ (D. Nevada) I wrote a declaration and expert report that computed sales by defendants from the alleged deceptive marketing of various products, and computed prejudgment interest, and second and third declarations that updated the prejudgment interest calculations.

FTC v. Global U.S. Resources et. al., Case No. 310-CV-1457 (VLB) (D. Connecticut) (Hon. Vanessa L. Bryant) I wrote a declaration that computed sales of the defendant from a work at home scheme, and computed prejudgment interest.

FTC v. First Universal Lending, LLC, et. al., Case No. CV-09-82322-CIV-ZLOCH (S.D. Florida.) (Hon. William J. Zloch) I wrote a declaration describing how I computed revenue the defendant firm earned from various categories of customers.

FTC v. Swish Marketing, Inc., et. al., Case No. C09-03814 RS (N.D. California) (Hon. Richard Seeborg) I wrote a declaration describing my analysis of revenue and profit of the defendant firm

and the importance of one of its customers to that revenue and profit.

FTC v. Millennium Telecard, Inc., et. al., Case No. 2:11-cv-02479-JLL-CCC (D. New Jersey) (Hon. Jose L. Linares) I wrote a declaration describing the statistical analysis I did of tests performed on the defendants' products.

FTC v. Direct Benefits, et. al., Case No. 6:11-CV-1186-JAGJK (C.D. Fla) (Hon. John Antoon) (2011) Defendants had claimed that a working paper by Federal Reserve system economists supported their claim that their return rates were not out of the ordinary. I wrote a declaration that explained that the defendants mis-characterized the paper, and a second declaration that updated the first.

FTC v. American Precious Metals, LLC, et. al., Case No. 11-61072-CIV-ZLOCH (S.D. Fla) (Hon. William J. Zloch) (2011) Defendants sold precious metals to investors. I analyzed the investment performance of customers of the defendants, and decomposed investor returns into returns due to changes in metal prices and the costs of transactions fees. I found that although investors in aggregate made money from increases in metals prices they lost money after deducting some of the transactions costs they had to pay. I reported my analysis in a declaration and in an expert report.

FTC, et. al. v. LeanSpa, LLC, et al., No. 3:11-CV-1715 (VLB) (D. Conn. Filed Nov. 7, 2011) I analyzed bank statements for accounts belonging to various defendants. I wrote a declaration that computed transfers of funds between these accounts and discussed transfers from these accounts. After the FTC won summary judgment, I wrote another declaration that computed prejudgment interest for relief defendant Core Logic.

FTC v. Lights of America, Inc., et. al., Case No. SACV10-01333JVS(MLGx) (C.D. Cal.) (Hon. James V. Selna) I computed consumer injury to consumers who purchased deceptively labeled light bulbs. I testified in court about this, and also about the errors made by an opposing expert.

FTC v. Ivy Capital, Inc., et. al., Case No. 2:11-cv-00283-JCM-GWF (D. NV Filed February 22, 2011) I wrote an expert report that described how I drew a random sample of recorded phone conversations between defendants' employees and consumers and analyzed the same. I was deposed. I wrote declarations that computed damages including prejudgment interest.

FTC v. DR Phone Communications, Inc., Case No. C-12-2631-SC (N.D. Calif. Filed May 22, 2012) I wrote a declaration describing the statistical analysis I did of tests performed on the defendants' products.

FTC v. Broadway Global Master Inc., et. al., Case No. 2:12-cv-0855 JAM GGH (E.D. Cal.) (Hon. John A. Mendez) (2012) I wrote a declaration in which I calculated consumer injury in a debt collection fraud.

FTC v. Debt Relief USA, Inc., et. al., Case No. 3:11-CV-2059-N (N.D. TX) (Hon. David Godby) (filed August 18, 2011) I wrote an expert report in which I analyzed the performance of firm that analyzed and sold debt relief services. I showed that the amount of money that the firm claimed it could save consumers were not supported by the firm's own data.

FTC et. al. v. The Tax Club, Inc. et. al., Case No. 13-CV-210 JMF (S.D. N. Y.) (2013) I wrote a declaration that estimated consumer injury, and described the process by which I selected a random sample of consumers who requested refunds from the defendants.

U.S. v. Donna Bello and Jill Platt Case No. 12-CR-84 AWT (CT) (2012) In this criminal case, brought by the U.S. Attorney for Connecticut on behalf of the Internal Revenue Service, I wrote an expert report, with supplementary reports, and testified live in court that the "Women's Gifting Table" was a pyramid scheme.

FTC v. Consumer Health Benefits Association et. al., Case No. 10-CV-03551 (ILG) (RLM) (E.D.N.Y.) I wrote an expert report that estimated the amount of money that defendants collected from consumers from the sale of medical and pharmacy discount plans (net of chargebacks and refunds); the amount of purported savings, if any, that consumers utilizing the plans realized according to documents from corporate defendants and third party benefit providers; and evaluated the magnitude and distribution of these purported savings. I wrote a second expert report that updated these numbers based on new data. I was deposed.

FTC v. Jeremy Johnson et. al., Case No. 10-CV-02203 (MMD) (GWF) (D. Nev.) I estimated damages, including prejudgment interest, for corporate defendant iWorks and related defendants.

U. S. v. Corporations for Character, L. L.C., et. al., Case No. 2:11-cv-00419-RJS-DBP (D. Utah) (Hon. Robert J. Shelby) I wrote a declaration that explained how I analyze the finances of defendants who claim that they lack the financial ability to pay the full amount of judgments, and opined that the documentation submitted to date by the defendant was not sufficient to support a claim that he would be unable to pay more than a given figure.

FTC v. Apply Knowledge, LLC et. al., Case No. 2:14-cv-00088 (D. Utah) (Hon. Dee Benson) I wrote an expert report that describes how I selected a sample of and listened to recordings of sales calls defendants had with purchasers of coaching services for online businesses, and conducted statistical analysis of the same. I was deposed.

FTC v. Apartment Hunters, Inc. et. al., Case No. 8:18-cv-01636-AG-DFM (C.D. Cal.) (Hon. Andrew J. Guildford) (filed September 11, 2018). I drew a series of random samples and wrote a declaration describing my work.

FTC v. Nudge, et al., Case No. 2:19-cv-867-DBB (D. Utah) I wrote a declaration and an expert report that analyzed the defendants' finances based upon a forensic analysis of their banking records. I was deposed.

FTC v. Simple Health Plans LLC, et. al., Case No. 18-cv-62593-DPG (S.D. Fla) (2018) (Hon. Darrin P. Gayles) I drew a random sample of telephone recordings, performed statistical analysis of the content of these recordings, and wrote a declaration describing my work.

FTC v. Day Pacer LLC, et. al., Case No. 1:19-cv-01984 (N.D. Ill.) (Filed March 22, 2019) (Hon. Edmond E. Chang). I drew a random sample of telephone records, performed statistical analysis based upon the work of others using those records, and wrote a declaration describing my work. I was deposed.

PUBLICATIONS

Articles

"One Lump or Two: Unitary versus Bifurcated Measures of Injury at the USITC," *Economic Inquiry*, Vol. 44, No. 4, October, 2006 (with Morris E. Morkre).

"Competition and Quality in Deregulated Industries: Lessons for the Education Debate," *Texas Review of Law & Politics*, Spring, 2002 (with Jerry Ellig).

"Do Unfairly Traded Imports Injure Domestic Industries?," *Review of International Economics* Vol. 6, No. 2, May, 1998 (with Morris E. Morkre); reprinted in Douglas R. Nelson and Hylke Vandenbussche, eds., *The WTO and Antidumping*, Edward Elgar Publishing, 2005.

"Empirical Analysis for Antitrust and International Trade Law," *University of Cincinnati Law Review*, Vol. 61, No. 3, 1993.

"Some Perspectives Concerning the Effects of Unfair Imports on Domestic Industries," *University of Cincinnati Law Review*, Vol. 61, No. 3, 1993 (with Morris E. Morkre).

"Merger Efficiencies: The Prodigal Son of Antitrust?," *The Journal of Reprints for Antitrust Law and Economics*, Vol. 21, No. 1, 1991.

"The Antitrust Analysis of Grocery Slotting Allowances: The Procompetitive Case," *Journal of Public Policy & Marketing*, Vol. 10, No. 1, Spring, 1991.

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"The Economics of Ponzi Schemes," Department of the Treasury Ponzi Scheme Conference, New York, NY, July, 2011

"The Event Study as a Investigative Tool in Merger Enforcement: The Case of Palladium," International Industrial Organization Conference, Atlanta, Georgia, April, 2005 (discussant and conference chair at same conference).

"One Lump or Two: Unitary vs. Bifurcated Measures of Injury from Unfairly Traded Imports," (with Morris E. Morkre), Western Economics Association, Vancouver, British Columbia, July, 2004.

Invited Participant, Workshop on Competition and Investment, Yale Center for the Study of Globalization," April 1, 2003.

"Are Slotting Allowances Anticompetitive?," The American Consumer and the Changing Structure of the Food System, Economic Research Service, U.S. Department of Agriculture, May, 2000.

Panelist, Discussion of Slotting Allowances, Marketing and Public Policy Conference, American Marketing Association, Washington, DC, May, 1996.

Discussant, Marketing and Public Policy Conference, American Marketing Association, Atlanta, GA, May, 1995.

"Empirical Analysis for Antitrust and International Trade Law," and "Perspectives on the Effects of Unfair Imports on Domestic Industries," (with Morris E. Morkre), Western Economics Association, Seattle, WA, July, 1991.

"The Antitrust Analysis of Grocery Slotting Allowances: The Procompetitive Case," Marketing and Public Policy Conference, American Marketing Association, Washington, DC, June, 1990.

"Escape Clause Relief: A Decision Theoretic Approach," presented at the Operations Research Society of America/The Institute of Management Science Joint National Meeting, New York, October, 1989.

"Firm Size and Research Productivity," presented at the North American meeting of the Econometric Society, Denver, CO, September, 1980.

HONORS AND AWARDS

Janet Steiger Award, Federal Trade Commission, 2020

Janet Steiger Award, Federal Trade Commission, 2004

Outstanding Scholarship Award, Federal Trade Commission, 1993

Phi Beta Kappa, 1974

Letter of Commendation, National Science Foundation Graduate Fellowship Program, 1974-75.

Bachelor of Science *summa cum laude* with Highest Honors in Economics, Hofstra University, 1974.

Omicron Delta Epsilon, International Honor Society in Economics, 1973.

New York State Regents College Scholarship, 1971-1973.

Hofstra University Distinguished Academic Scholarship, 1971-1973.

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wav	HOMEADVISOR_FTC0018086	HOMEADVISOR_FTC0018087
wav	HOMEADVISOR_FTC0018086	HOMEADVISOR_FTC0018089

EXHIBIT C

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wav	HOMEADVISOR_FTC0016974	HOMEADVISOR_FTC0016977

PX0022

DECLARATION OF ERIK C. WINKER

Pursuant to 28 U.S.C. § 1746

1. My name is Erik C. Winker. I am over 18 years of age, a resident of the State of Washington, and a citizen of the United States. The following facts are known to me personally and if called to testify, I could and would do so truthfully.

2. I am a paralegal specialist for the Federal Trade Commission (“FTC”) in its Northwest Regional Office in Seattle, Washington. I have worked here since September 2017.

3. I am assigned to assist in the FTC’s investigation of HomeAdvisor, Inc. (“HomeAdvisor”), which is assigned FTC Matter Number 1923106. I have worked on this matter since 2019. The FTC’s lead attorney on the case is Sophie Calderón. I have also worked with FTC attorneys Colin D. A. MacDonald and Breena M. Roos, and former FTC attorney Stephen T. Fairchild, on this matter.

4. On November 3, 2021, Ms. Calderón directed me to download 100 specified audio files from documents produced by HomeAdvisor in this matter and prepare them to be sent to For the Record, Inc. to be transcribed. It is my understanding that these were the calls randomly selected by Economist Kenneth Kelly. A list of the audio files, identified by HomeAdvisor Bates numbers, is attached hereto as Exhibit A.

5. On November 4, 2021, Ms. Calderón directed me to download twenty-two additional specified audio files documents produced by HomeAdvisor in this matter and prepare them to be sent to For the Record, Inc. to be transcribed. One of those audio files (HOMEADVISOR_FTC0012349) was duplicative of the list she provided on November 3. A list of the other twenty-one audio files, identified by HomeAdvisor Bates numbers, is attached hereto as Exhibit B.

6. On November 10, 2021, I sent the 121 audio files to For the Record, Inc. for transcription via secure file transfer protocol (“SFTP”).

7. Between December 3 and 8, 2021, I received the 121 transcripts back from For the Record, Inc. via SFTP. Exhibits A and B list identify the transcripts, by FTC Bates numbers, that correspond to each HomeAdvisor-produced audio file.

8. Attached hereto as Exhibit C are the transcripts of the 100 audio files identified in Exhibit A. Each transcript includes a corresponding production sheet that identifies the FTC Bates number.

9. Attached as Exhibit D are the transcripts of the twenty-one audio files identified in Exhibit B. Each transcript includes a corresponding production sheet that identifies the FTC Bates number.

I declare under penalty of perjury that to the best of my knowledge and belief the foregoing is true and accurate.

Executed at Seattle, Washington, this 17th day of March, 2022.



Erik C. Winker

Exhibit A

**Audio Files Transcribed by For the Record, Inc.
Randomly-Selected Audio Files**

Audio Files Produced by HomeAdvisor	Transcript Produced by FTC
HOMEADVISOR FTC0004317	FTC HOMEADVISOR0008644
HOMEADVISOR FTC0004322	FTC HOMEADVISOR0008645
HOMEADVISOR FTC0004361	FTC HOMEADVISOR0008649
HOMEADVISOR FTC0004385	FTC HOMEADVISOR0008650
HOMEADVISOR FTC0004416	FTC HOMEADVISOR0008651
HOMEADVISOR FTC0004428	FTC HOMEADVISOR0008652
HOMEADVISOR FTC0004569	FTC HOMEADVISOR0008661
HOMEADVISOR FTC0004646	FTC HOMEADVISOR0008663
HOMEADVISOR FTC0004676	FTC HOMEADVISOR0008664
HOMEADVISOR FTC0004765	FTC HOMEADVISOR0008665
HOMEADVISOR FTC0004889	FTC HOMEADVISOR0008666
HOMEADVISOR FTC0004894	FTC HOMEADVISOR0008667
HOMEADVISOR FTC0004946	FTC HOMEADVISOR0008668
HOMEADVISOR FTC0005009	FTC HOMEADVISOR0008669
HOMEADVISOR FTC0005170	FTC HOMEADVISOR0008671
HOMEADVISOR FTC0005227	FTC HOMEADVISOR0008674
HOMEADVISOR FTC0005241	FTC HOMEADVISOR0008675
HOMEADVISOR FTC0005248	FTC HOMEADVISOR0008676
HOMEADVISOR FTC0010967	FTC HOMEADVISOR0008678
HOMEADVISOR FTC0011131	FTC HOMEADVISOR0008679
HOMEADVISOR FTC0011144	FTC HOMEADVISOR0008680
HOMEADVISOR FTC0011155	FTC HOMEADVISOR0008681
HOMEADVISOR FTC0011164	FTC HOMEADVISOR0008682
HOMEADVISOR FTC0011170	FTC HOMEADVISOR0008683
HOMEADVISOR FTC0011208	FTC HOMEADVISOR0008684
HOMEADVISOR FTC0011311	FTC HOMEADVISOR0008685
HOMEADVISOR FTC0011348	FTC HOMEADVISOR0008686
HOMEADVISOR FTC0011370	FTC HOMEADVISOR0008687
HOMEADVISOR FTC0011444	FTC HOMEADVISOR0008688
HOMEADVISOR FTC0011462	FTC HOMEADVISOR0008689
HOMEADVISOR FTC0011477	FTC HOMEADVISOR0008690
HOMEADVISOR FTC0011517	FTC HOMEADVISOR0008691
HOMEADVISOR FTC0011687	FTC HOMEADVISOR0008692
HOMEADVISOR FTC0011708	FTC HOMEADVISOR0008693
HOMEADVISOR FTC0011725	FTC HOMEADVISOR0008694
HOMEADVISOR FTC0011756	FTC HOMEADVISOR0008695
HOMEADVISOR FTC0011759	FTC HOMEADVISOR0008696
HOMEADVISOR FTC0011764	FTC HOMEADVISOR0008697
HOMEADVISOR FTC0011910	FTC HOMEADVISOR0008698

Audio Files Produced by HomeAdvisor	Transcript Produced by FTC
HOMEADVISOR_FTC0011925	FTC_HOMEADVISOR0008699
HOMEADVISOR_FTC0011945	FTC_HOMEADVISOR0008700
HOMEADVISOR_FTC0011977	FTC_HOMEADVISOR0008701
HOMEADVISOR_FTC0012034	FTC_HOMEADVISOR0008702
HOMEADVISOR_FTC0012109	FTC_HOMEADVISOR0008703
HOMEADVISOR_FTC0012146	FTC_HOMEADVISOR0008704
HOMEADVISOR_FTC0012240	FTC_HOMEADVISOR0008706
HOMEADVISOR_FTC0012248	FTC_HOMEADVISOR0008707
HOMEADVISOR_FTC0012261	FTC_HOMEADVISOR0008708
HOMEADVISOR_FTC0012298	FTC_HOMEADVISOR0008710
HOMEADVISOR_FTC0012336	FTC_HOMEADVISOR0008711
HOMEADVISOR_FTC0012349	FTC_HOMEADVISOR0008712
HOMEADVISOR_FTC0012384	FTC_HOMEADVISOR0008713
HOMEADVISOR_FTC0012447	FTC_HOMEADVISOR0008714
HOMEADVISOR_FTC0012454	FTC_HOMEADVISOR0008715
HOMEADVISOR_FTC0012459	FTC_HOMEADVISOR0008716
HOMEADVISOR_FTC0012533	FTC_HOMEADVISOR0008717
HOMEADVISOR_FTC0016398	FTC_HOMEADVISOR0008719
HOMEADVISOR_FTC0016422	FTC_HOMEADVISOR0008720
HOMEADVISOR_FTC0016430	FTC_HOMEADVISOR0008721
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HOMEADVISOR_FTC0016471	FTC_HOMEADVISOR0008723
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HOMEADVISOR_FTC0016753	FTC_HOMEADVISOR0008736
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HOMEADVISOR_FTC0017076	FTC_HOMEADVISOR0008742
HOMEADVISOR_FTC0017090	FTC_HOMEADVISOR0008743
HOMEADVISOR_FTC0017098	FTC_HOMEADVISOR0008744

Audio Files Produced by HomeAdvisor	Transcript Produced by FTC
HOMEADVISOR_FTC0017198	FTC_HOMEADVISOR0008745
HOMEADVISOR_FTC0017353	FTC_HOMEADVISOR0008746
HOMEADVISOR_FTC0017394	FTC_HOMEADVISOR0008747
HOMEADVISOR_FTC0017401	FTC_HOMEADVISOR0008748
HOMEADVISOR_FTC0017448	FTC_HOMEADVISOR0008749
HOMEADVISOR_FTC0017454	FTC_HOMEADVISOR0008750
HOMEADVISOR_FTC0017492	FTC_HOMEADVISOR0008751
HOMEADVISOR_FTC0017527	FTC_HOMEADVISOR0008752
HOMEADVISOR_FTC0017529	FTC_HOMEADVISOR0008753
HOMEADVISOR_FTC0017578	FTC_HOMEADVISOR0008754
HOMEADVISOR_FTC0017610	FTC_HOMEADVISOR0008755
HOMEADVISOR_FTC0017661	FTC_HOMEADVISOR0008756
HOMEADVISOR_FTC0017668	FTC_HOMEADVISOR0008757
HOMEADVISOR_FTC0017735	FTC_HOMEADVISOR0008758
HOMEADVISOR_FTC0017815	FTC_HOMEADVISOR0008759
HOMEADVISOR_FTC0017865	FTC_HOMEADVISOR0008760
HOMEADVISOR_FTC0017957	FTC_HOMEADVISOR0008761
HOMEADVISOR_FTC0018010	FTC_HOMEADVISOR0008762
HOMEADVISOR_FTC0018066	FTC_HOMEADVISOR0008763

Exhibit B

**Audio Files Transcribed by For the Record, Inc.
21 Additional Audio Files**

Audio Files Produced by HomeAdvisor	Transcript Produced by FTC
HOMEADVISOR FTC0004329	FTC HOMEADVISOR0008646
HOMEADVISOR FTC0004333	FTC HOMEADVISOR0008647
HOMEADVISOR FTC0004349	FTC HOMEADVISOR0008648
HOMEADVISOR FTC0004492	FTC HOMEADVISOR0008653
HOMEADVISOR FTC0004495	FTC HOMEADVISOR0008654
HOMEADVISOR FTC0004507	FTC HOMEADVISOR0008655
HOMEADVISOR FTC0004526	FTC HOMEADVISOR0008656
HOMEADVISOR FTC0004529	FTC HOMEADVISOR0008657
HOMEADVISOR FTC0004530	FTC HOMEADVISOR0008658
HOMEADVISOR FTC0004552	FTC HOMEADVISOR0008659
HOMEADVISOR FTC0004561	FTC HOMEADVISOR0008660
HOMEADVISOR FTC0004580	FTC HOMEADVISOR0008662
HOMEADVISOR FTC0005130	FTC HOMEADVISOR0008670
HOMEADVISOR FTC0005210	FTC HOMEADVISOR0008672
HOMEADVISOR FTC0005222	FTC HOMEADVISOR0008673
HOMEADVISOR FTC0005266	FTC HOMEADVISOR0008677
HOMEADVISOR FTC0012202	FTC HOMEADVISOR0008705
HOMEADVISOR FTC0012282	FTC HOMEADVISOR0008709
HOMEADVISOR FTC0016373	FTC HOMEADVISOR0008718
HOMEADVISOR FTC0016765	FTC HOMEADVISOR0008737
HOMEADVISOR FTC0042658	FTC HOMEADVISOR0008764

Exhibit C

PX0022, PAGES 10 – 3568
MARKED CONFIDENTIAL
REDACTED IN ENTIRETY

Exhibit D

PX0022, PAGES 3570 – 4510
MARKED CONFIDENTIAL
REDACTED IN ENTIRETY

PX0023 – PX0136

MARKED CONFIDENTIAL

REDACTED IN ENTIRETY

PX0137

DECLARATION OF BILL NASH
Pursuant to 28 U.S.C. § 1746

I, Bill Nash, hereby state that I have personal knowledge of the facts set forth below and am competent to testify about them. If called as a witness, I could and would testify as follows:

1. I am over 18 years of age and reside in Derby, Kansas. I am a certified home inspector. I have owned my business, Fidelity Property Inspections LLC, for about five years. I signed up as a member of HomeAdvisor soon after starting my business.

2. For the first several years, I was generally happy with the company and the quality of the leads they sent me. Around a year ago, I began receiving leads from HomeAdvisor for structural engineering work, which I do not perform. When I received these inappropriate leads, I would request lead credits from HomeAdvisor. In some cases, I did this by phone. The rest of the time I would fill out a form on the HomeAdvisor members' website. I received credits a few times, but my lead credit requests were usually denied.

3. Over the next several months I noticed an increasing number of these bogus structural engineering leads. Each of these leads cost me around \$18 and it was cutting into my profit margin. In addition to this, I had to waste time calling these leads and then calling or getting online with HomeAdvisor to try to get credits.

4. I began asking the homeowners some questions when I called them, to try to figure out why they were being sent to me as leads when they obviously didn't need home inspection services. I soon learned that they had all visited a website for a company called Powell & Sons. I looked at the website powellandsons.com, which appears to be a site for a small, locally-owned contractor. I did some internet research and learned that the website for Powell & Sons is actually run by HomeAdvisor. My understanding from this research is that there is no actual company called Powell & Sons – instead, the website collects leads for HomeAdvisor. I also read about another website, jensenbrothers.com, that appears to be for a local small contractor but was actually run by HomeAdvisor. On approximately March 15, 2022, I saved a PDF of the website powellandsons.com, which is attached to this declaration as Attachment A.

5. Most of the homeowners I spoke with who said they had visited the Powell & Sons website told me they believed that Powell & Sons was a legitimate local contractor who did structural engineering work. They said that they had submitted a request for a quote to Powell & Sons and were surprised when I told them that I had received their information from HomeAdvisor. I was not happy to hear this – I did not expect that I would be receiving leads that were obtained through what I feel is a fraudulent method.

6. I explained this to HomeAdvisor's representatives on several phone calls. Every time I would get one of the structural engineering leads and the homeowner mentioned Powell & Sons, I would list that information in my online lead credit request form, or I would specifically tell the HomeAdvisor phone representative. They would still refuse to credit me for the leads most of the time. When I would explain that the leads were for homeowners looking for structural engineering services, the representatives would state that HomeAdvisor policy required them to speak with the homeowner to verify that they truly hadn't been looking for home inspection services, and that HomeAdvisor had been unable to reach the homeowner by phone to verify the information. I don't believe that this was always true, since I had no trouble reaching the homeowners myself when initially following up on the lead.

7. This went on for several months. I wasted a great deal of time making calls on useless leads, and then going to the HomeAdvisor website to request credits. Sometimes I would be able to convince a phone representative to connect me with a supervisor, and more than once a supervisor assured me that the problem would be taken care of and I would stop receiving and being charged for the Powell & Sons structural engineering leads. But it just felt like I was getting the runaround. No matter how many times I called, or how many times I was told that the problem would be resolved, I continued to receive the leads. It reached a point where I was receiving two or three of these bad leads every week. The lead costs were adding up to hundreds of dollars.

8. Near the end of December of 2021, I decided that I had had enough and called HomeAdvisor to cancel the membership. I spoke with a supervisor and explained why I wanted to cancel. She was very apologetic and tried to convince me to stay. She promised me that she

would make sure that the problem was resolved and would even give me credit for the Powell & Sons leads. She looked in their system and told me that she could only go back for a few months, but that she would give me credit for all of the leads during that time where I had mentioned Powell & Sons. This turned out to be around \$300 worth of credit. It was nowhere near the total amount I had been charged for the bad leads, since they went back for several months and also because I had not known about Powell & Sons when I first started receiving the structural engineering leads. But it was enough for me to give them another chance, so I decided not to cancel.

9. It wasn't long after this call that I started once again to receive the Powell & Sons structural engineering leads. HomeAdvisor is still refusing to credit me for most of these leads. An email from HomeAdvisor declining to credit me for one of these leads is attached to this declaration as Attachment B. I find this extremely frustrating. I had been happy with HomeAdvisor's services for a long time and have gotten work through their legitimate leads, so I have been reluctant to give up on the company entirely. However, the return on investment has declined a great deal. On March 9, 2022, I called to complain to the Federal Trade Commission.

10. I am very disappointed with how HomeAdvisor has handled this situation. I did not expect that I would be sent leads from people who had not intentionally contacted HomeAdvisor, nor did I expect to be charged for leads that involved work that I do not even perform. I would estimate that I am out a few hundred dollars in uncredited lead costs, and I have spent many wasted hours following up on these useless leads and pursuing credits for them.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Dated: 22 MAR, 2022



Bill Nash



Home

Request Service

Request a Quote

Contact Us

Find Services Offered By Professionals

Find the help you need to get your project done right with Powell and Sons. If you are searching for home services, we can quickly get you connected. Tell us about your project and we will get you in touch with our professionals.

Why Us?

- We get you connected fast
- Find specialists in your area
- Get a quote
- Residential and Commercial Service

Tell us about your project in the form and we will get you connected with specialists in your area.



Free Quote

* Full Name

* Email

* Phone Number

* Street Address (123 Main St.)

* Zipcode

* Tell Us What You Need Here.

GET A QUOTE

By submitting your info on this form, you are agreeing to be contacted regarding your service request by means of telephone, email, or text including using pre-recorded or auto dialed phone calls or text messages to the phone number you have provided, including your wireless number, if provided. Consent to contact doesn't require you to purchase service. Please note you may be matched to one of our trusted partners such as Craft Jack, Modernize, or Angi. By using this service, you agree to our Terms Of Service as well as to Angi Terms of Service and Privacy Policy.

About Us



At Powell and Sons, we are proud to provide our customers with the best possible home services experience. We believe in showing up on time and getting the job done right the first time, at a good value for your hard-earned money. Our contractors cover a wide range of services and look forward to helping you improve or repair your home. Contact us today for a no obligation, free quote!

Please contact us if you have any questions at 980-880-0615.

How It Works



1 Tell us about your project, service address, and how to get in touch.



2 We connect you with our trained service professionals to help with your job. If we can't serve you due to market availability or capacity, we will connect you with a vetted partner.



3 A trusted professional will contact you about your project.

From: HomeAdvisor <billing@homeadvisor.com>
Sent: Monday, February 28, 2022 1:46 PM
To: kshomeinspector@gmail.com
Subject: Angi Lead Replacement Request Update



Dear Billy,

We have reviewed your lead replacement credit request regarding the consumers understanding of the work they want done. Based on our research, we are unable to issue a credit at this time.

A word on measuring your marketing success:

- While it's a common tendency to want to evaluate our services based on the outcome of your most recent homeowner contact experience, we encourage you to evaluate Angi Leads on the basis of your total marketing investment and your total revenue generated from the service.
- If you find that your return on investment is not positive with our service, please contact us. We will help you make the necessary modifications to ensure you are getting value out of your investment, because it's only when you succeed that we succeed!

Angi Leads is committed to helping you grow your business, one homeowner at a time.

Thank you for being a member of the Angi Network. We appreciate your business.

All the best,

Pro Customer Care
Angi Leads
(877) 947-3639

LEAD DESCRIPTION

#233253203
Inspect a Home
[View Details](#)

CUSTOMER INFO

[Email Customer](#)

DATE

02/23/2022

STATUS

INITIAL

[Click to Change](#)

Reach More Customers. Win More Jobs.™

[Leads](#) | [Ratings](#) | [Account](#) | [Privacy Statement](#) | [Terms & Conditions](#)

Go Mobile



You are receiving this email because you have an Angi Leads account.
You may [UNSUBSCRIBE](#) from newsletters, surveys and special offers.

14023 Denver West Parkway, Building 64
Golden, CO 80401

CERTIFICATE OF SERVICE

I hereby certify that on April 7, 2022, I caused the foregoing document to be filed electronically using a secure file sharing software, which sent a link by which the document may be downloaded to:

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Office of the Secretary
Federal Trade Commission
Constitution Center
400 Seventh Street, SW, Suite 5610
Washington, D.C. 20024
ElectronicFilings@ftc.gov

Sherri Harris
Office of the Secretary
Federal Trade Commission
Constitution Center
400 Seventh Street, SW, Suite 5610
Washington, D.C. 20024
sharris@ftc.gov

I further certify that on April 7, 2022, I caused a copy of the foregoing document to be sent via a secure file sharing software, which sent a link by which the document may be downloaded to:

The Honorable D. Michael Chappell
Administrative Law Judge
Federal Trade Commission
600 Pennsylvania Ave., NW, Rm. H-110
Washington, DC 20580

I further certify that on April 7, 2022, I caused the foregoing document to be served via a secure file sharing software, which sent a link by which the document may be downloaded to:

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Counsel for Respondent HomeAdvisor, Inc.

Dated: April 7, 2022

By: s/ Sophia H. Calderón
Sophia H. Calderón

Counsel Supporting the Complaint