



HOME REMODELING & REPAIR INDEX



THIRD QUARTER 2009



TABLE OF CONTENTS

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CEO Letter.....	5
Purpose	6
National Summary	7
National Service Requests and Remodeling Spotlight	8
National Demographic Summary.....	9
Regional Data.....	10-44
Northeast	10-15
Baltimore, MD	11
Boston, MS-NH.....	11
Buffalo-Niagara Falls, NY	12
New York, NY.....	12
Rochester, NY.....	13
Hartford, CT	13
Pittsburgh, PA.....	14
Philadelphia, PA-NJ	14
Providence-Fall River-Warwick, RI-MA.....	15
Upper South.....	16-20
Charlotte-Gastonia-Rock Hill, NC-SC.....	17
Louisville, KY-IN.....	17
Memphis, TN-AR-MS.....	18
Nashville, TN	18
Norfolk-Virginia Beach-Newport News, VA-NC	19
Richmond-Petersburg, VA	19
Washington, DC-MD-VA-WV	20
Deep South.....	21-25
Atlanta, GA	22
Birmingham, AL	22
Jacksonville, FL	23
Miami, FL.....	23
Orlando, FL.....	24
Tampa-St. Petersburg-Clearwater, FL	24
New Orleans, LA.....	25
Midwest.....	26-30
Chicago, IL.....	27
Cincinnati, OH-KY-IN	27
Cleveland-Lorain-Elyria, OH.....	28
Columbus, OH	28
Detroit, MI	29
Indianapolis, IN.....	29
Milwaukee-Waukesha, WI	30
Minneapolis-St. Paul, MN-WI	30

Great Plains	31-32
Kansas City, MO-KS	32
St. Louis, MO-IL	32
Mountain	33-35
Denver, CO	34
Las Vegas, NV-AZ	34
Salt Lake City-Ogden, UT	35
Southwest	36-39
Austin-San Marco, TX	37
Dallas, TX	37
Houston, TX	38
San Antonio, TX	38
Oklahoma City, OK	39
Phoenix-Mesa, AZ	39
Pacific	40-44
Los Angeles-Long Beach, CA	41
Riverside-San Bernardino, CA	41
Sacramento, CA	42
San Diego, CA	42
San Francisco, CA	43
San Jose, CA	43
Portland-Vancouver, OR-WA	44
Seattle-Bellevue-Everett, WA	44
ServiceMagic Consumer Sentiment Survey	45-49
ServiceMagic Service Professional Sentiment Survey	50-54
Appendix: Service Request Group Detail	55



Since hitting the bottom in the fourth quarter of 2008, homeowners' optimism about their home and the overall economy continues to improve with each passing quarter. The extent of this enthusiasm is highly influenced by where they live as the recovery in home improvement is impacting certain regions of the US sooner and more significantly than others. The good news from our third quarter index is that homeowner optimism has continued to improve and more people are willing to confidently invest in home improvements beyond required repairs and maintenance.

Generally speaking, homeowners seem to once again be willing to spend on discretionary items for their homes – that is, projects that don't necessarily have to be done but improve the value of their home. For the first time this year, we saw an increase in Cleaning & Maid Services. This category was a good indicator that home spending was tightening at the beginning of the recession because homeowners were choosing to just do this work themselves over hiring a professional. Larger remodeling projects, which showed modest gains in Q2, continued to build steam along with smaller projects such as countertop and cabinet replacement.

Additionally, our consumer sentiment survey results show that more homeowners are feeling good about their homes as investments again. The survey results also show that discretionary projects were largely paid for in cash versus financing or credit. The combination of consumer sentiment and available cash has contributed to an uptick in remodeling categories, and foreshadows continued growth for the foreseeable future.

Another interesting trend is the location of where things are picking up. Though still spotty, to be sure, home improvement is gaining more ground in the East. Moving west, the numbers begin to decline while the Midwest took a big dip and the Pacific region remained flat.

Overall, ServiceMagic is seeing trends that reflect a continued recovery in the home improvement market. The service professionals who belong to our network say their businesses have taken a hit, but continue to feel positive about the next 12 months, while homeowners continue to give them reason for their optimism.

Craig Smith

PURPOSE

ServiceMagic.com is the nation's leading website connecting homeowners to prescreened, customer-rated contractors. With more than four million requests from homeowners in 2008, ServiceMagic.com is providing valuable data to the public in terms of how home project spending trends have changed in both overall size and scope, as well as specific categories of projects that have seen increases and decreases due to the decline in economic conditions.

NOTES ON DATA

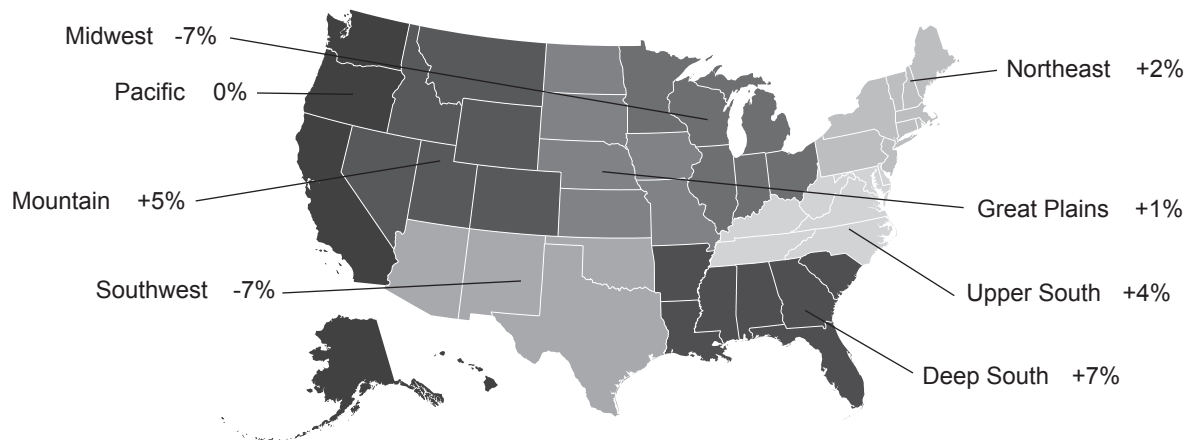
- 1 ServiceMagic.com experienced 22% overall growth in service requests from homeowners in Q3 '09 over Q3 '08. All regional- and category-specific data contained in this report were normalized to account for this growth, unless otherwise stated.
- 2 Due to point-in-time variations such as seasonality, all data presented here presents a Q3 '08 to Q3 '09 comparison unless otherwise indicated.
- 3 ServiceMagic.com data reflect homeowners requesting a professional to hire for home improvement projects. In other words, this data reflects "do-it-for-me" projects and not "do-it-yourself" projects.
- 4 This report is separated into two parts:
 - A The index (data) from ServiceMagic.com, which reflect the 1.5 million service requests received in Q3 '09.
 - B Results from a survey of 2,685 homeowners and 614 service professionals conducted in October 2009.
- 5 We have included in the report:
 - A Index data from the Top 50 markets as ranked by the U.S. Census
 - B Demographic data for households and housing stock
 - 1 Household demographics: household income, age of head of household, marital status.
 - 2 Housing stock demographics: age of home, value of home, length of residence, square footage of home.
- 6 New this quarter, service requests have been grouped together for regional demographic analysis.
 - A An aggregated view of each region is presented to help provide more relevant or better insights and comparisons for top 50 cities.
 - B Service request group detail is located in the appendix on page 55.

NATIONAL SUMMARY

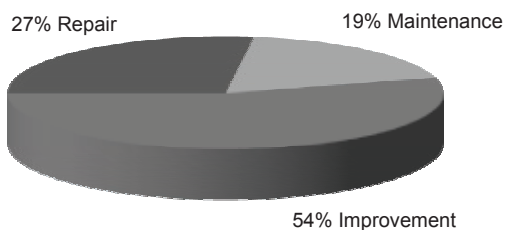
With 1.5 million requests for household services in Q3, ServiceMagic remains uniquely qualified to offer the industry extremely relevant data pertaining to home improvement activity. Each quarter of 2009 has presented a unique story of how consumers are making decisions about home improvements relative to the macro economic situation. The third quarter is no different; we have observed an increase in discretionary spending by consumers with specific trends based on geography and type of service requests.

This is supported by:

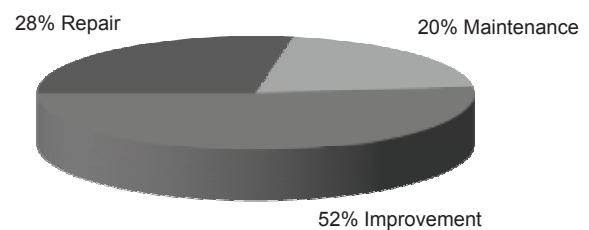
- 1 The rise in several key home improvement categories indicates homeowners are moving back to a “do-it-for-me” versus “do-it-yourself” mindset. Those categories include Cleaning & Maid Service, Painting, and Window and Wall Coverings. In addition, other projects like Additions & Remodeling, Windows, Cabinets, and Countertops have also increased as compared to last year, and are largely being paid for in cash. See below for a graph on the increases in these service requests and page 46 for survey results from consumers who submitted these specific requests.
- 2 While pockets of lesser activity remain sprinkled throughout the country, ServiceMagic is seeing a general East to West trend when it comes to the acceleration of home improvement activity. Homeowners in the East are showing their renewed optimism for viewing their homes as investments by once again taking on remodeling and other discretionary projects. Moving West, enthusiasm begins to wane, as tracked by the map below.



- 3 ServiceMagic is also seeing a normalization across the three motivational categories: Improvement, Repair, and Maintenance. With the onset of the recession, the breakout began to subtly shift away from improvements to repairs. In Q3, the pendulum swung back to remodeling as the growing piece of the pie.



Q3 2008 Percentages



Q3 2009 Percentages

NATIONAL SERVICE REQUESTS

ServiceMagic.com received 4.2 million service requests from homeowners in 2008. The following lists show changes in requests, from Q3 '08 to Q3 '09. Additional detail beyond the top 20 requests is available for national, regional, and metro area comparisons.

Top 20 Increases in Service Requests

Paving	+46%
Countertops	+37%
Plumbing	+22%
Air Conditioning	+22%
Pest Control	+18%
Furniture Repair & Refinish	+17%
Cabinets	+16%
Tree Services	+15%
Disability Services	+14%
Additions & Remodeling	+14%
Carpet & Upholstery Cleaning	+13%
Flooring & Carpet	+13%
Window Coverings	+11%
Painting	+10%
Windows	+9%
Tile	+9%
Concrete	+8%
Wall Coverings	+8%
Cleaning & Maid Services	+8%
Gutters	+8%

Top 20 Decreases in Service Requests

Waste Material Removal	-37%
Rental Services	-35%
Demolition Services	-26%
Disaster Recovery Services	-20%
Designers & Decorators	-19%
Handyman Services	-15%
Garages & Garage Doors	-14%
Audio/Visual & Computers	-11%
Fences	-10%
Water Treatment Systems	-9%
Lawn & Garden Care	-9%
Ceilings	-9%
Fans	-8%
Foundations	-8%
Roofing	-5%
Swimming Pools	-5%
Landscaping	-5%
Locksmith	-4%
Skylights	-4%
Carpenters	-4%

Spotlight on Discretionary Spending

Reversing the trend in the past two quarters, categories that fall under the discretionary spending umbrella began to once again see growth. Cleaning & Maid Services, while still challenged in certain parts of the country, showed significant growth in many markets. Painting is a prime (pun intended) example of a project that many homeowners chose to do themselves during lean times but have begun to hire professionals to complete as their confidence in our economic outlook grows.

	National	Northeast	Upper South	Deep South	Midwest	Great Plains	Mountain	Southwest	Pacific
Additions & Remodeling	+13%	+19%	+15%	+18%	+2%	+27%	+14%	+1%	+2%
Cleaning & Maid Services	+8%	+9%	+15%	+30%	+2%	+15%	+5%	+13%	-5%
Cabinets	+16%	+23%	+14%	+22%	+11%	+29%	-4%	+11%	+25%
Countertops	+37%	+40%	+30%	+39%	+22%	+53%	+50%	+24%	+12%
Windows	+9%	+14%	+15%	+9%	-1%	+23%	+27%	+2%	+1%
Painting	+10%	+15%	+13%	+20%	+6%	+17%	+18%	+2%	+1%
Window Coverings	+11%	-3%	+9%	+11%	+2%	-	-	+6%	+22%
Wall Coverings	+8%	+9%	+8%	+28%	+19%	-	-	-	-5%

REMODELING: PROMISING BUT A MIXED BAG

Remodeling, up 14%, is showing a strong comeback nationally. The real story, however, requires a more granular perspective. Generally speaking, eastern regions showed gains greater than the national average and western regions are near or significantly less than the national figure. But even a regional analysis doesn't tell the entire story – a more mixed result is apparent when comparing the top 10 metropolitan areas.

Metropolitan areas with growth that index at or more than the national rate:

New York, NY	+27%
Los Angeles, CA	+21%
Philadelphia, PA	+16%
Washington, DC	+14%

Metropolitan areas with growth that index less than the national rate:

San Francisco, CA	+2%
Boston, MA	+1%
Dallas, TX	+1%

Metropolitan areas with declines:

Houston, TX	-19%
Detroit, MI	-6%
Chicago, IL	-2%

NATIONAL DEMOGRAPHIC PROFILE OF CONSUMERS SUBMITTING HOME IMPROVEMENT REQUESTS

Age of Head of Household Percentage of Total

18-29 years	5%
30-44 years	32%
45-64 years	50%
65+ years	13%

Household Income Percentage of Total

\$0-\$49,999	17%
\$50,000-\$99,999	32%
\$100,000-\$249,999	46%
\$250,000+	6%

Home Value Percentage of Total

\$0-\$99,999	8%
\$100,000-\$199,999	34%
\$200,000-\$299,999	26%
\$300,000-\$449,999	19%
\$450,000+	14%

Home Age Percentage of Total

1-5 years	5%
6-10 years	7%
11-20 years	18%
21-30 years	17%
31-50 years	25%
51-100 years	25%
100+ years	2%

Length of Residence Percentage of Total

1-5 years	37%
6-10 years	20%
11-20 years	27%
21-30 years	10%
30+ years	6%

Home Size Percentage of Total

1,000-1,499 sq. ft.	22%
1,500-1,999 sq. ft.	23%
2,000-2,499 sq. ft.	19%
2,500-3,499 sq. ft.	22%
3,500-4,999 sq. ft.	11%
5,000+ sq. ft.	3%

Marital Status Percentage of Total

Married	62%
Single	38%

REGIONAL DATA

New York, NY +3%

Rochester, NY 0%

Buffalo-Niagara Falls, NY +10%

Philadelphia, PA-NJ +14%

Pittsburgh, PA +14%

Baltimore, MD +2%

Boston, MA-NH -11%

Providence-Fall River-Warwick, RI-MA -2%

Hartford, CT -5%

NORTHEAST

Northeast Region Overall Service Request Activity

Q3 2009 over Q3 2008: +2%

(Q2 comparison: -2%)

Additions & Remodeling indexed higher in the Northeast, up 19% compared to up 14% nationally. Discretionary spending was also concentrated on exterior projects with roofing up 25% followed by concrete and painting up 20% and 15%, respectively. Windows, doors, gutters, and decks also showed growth in the third quarter.

Project requests came from an average, home size of 1,000-1,499 square feet, somewhat smaller than the national average, and an even split between a length of residence of one to five years and 11 to 20 years.

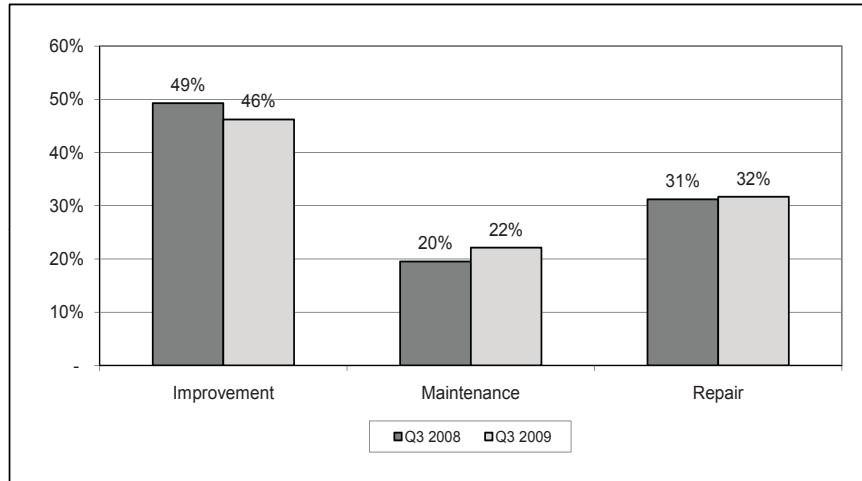
Demographic Profile: Exterior Projects

- Ages 45-64: 52%
- HHI \$100,000-\$249,999: 49%
- Home Value \$300,000-\$449,999: 24%
- Homes 51-100 years old: 47%
- Length of residence of 1-5 and 11-20 years: 31%
- Homes 1,000-1,499 square feet: 32%

MORE DETAILS AVAILABLE ON NATIONAL, REGIONAL, AND MARKET DEMOGRAPHIC AND SERVICE REQUEST DATA BY REQUEST

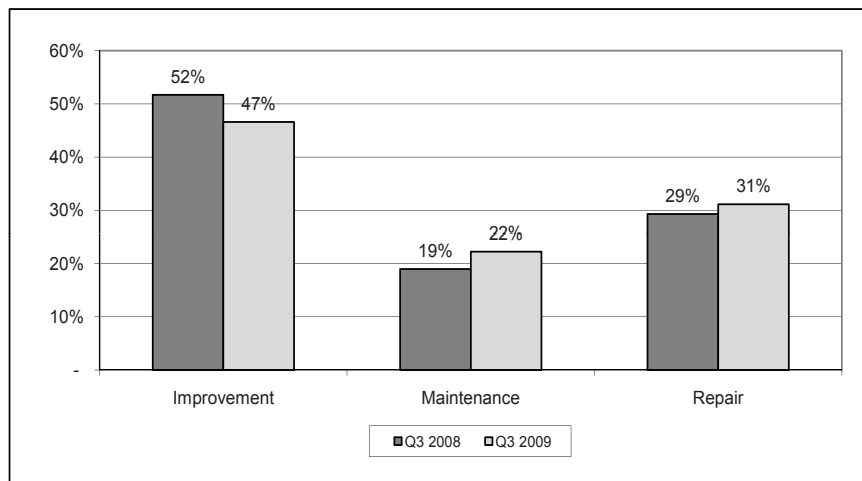
Baltimore, MD

- 33% of Additions & Remodeling requests came from homes 1,500-1,999 square feet
- 32% of Exterior Projects requests came from homes valued \$200,000-\$299,999
- 35% of Systems & Equipment requests came from homes valued \$200,000-\$299,999



Boston, MA-NH

- 32% of Exterior Projects requests came from homes 1,500-1,999 square feet
- 44% of Interior Projects requests came from homes valued \$450,000+
- 41% of Moving & Real Estate requests came from homeowners ages 30-44



Top 10 Increases

Carpet & Upholstery Cleaning	+40%
Mold & Asbestos Services	+37%
Architects & Engineers	+24%
Cabinets	+21%
Air Conditioning	+20%
Plumbing	+18%
Pest Control	+17%
Audio/Visual & Computers	+16%
Furniture Repair & Refinish	+15%
Additions & Remodeling	+14%

Top 10 Decreases

Designers & Decorators	-30%
Powdercoating	-24%
Drywall & Plaster	-15%
Fireplaces & Wood Stoves	-15%
Doors	-12%
Locksmiths	-12%
Carpenters	-11%
Foundations	-10%
Appliances	-10%
Roofing	-8%

Top 10 Increases

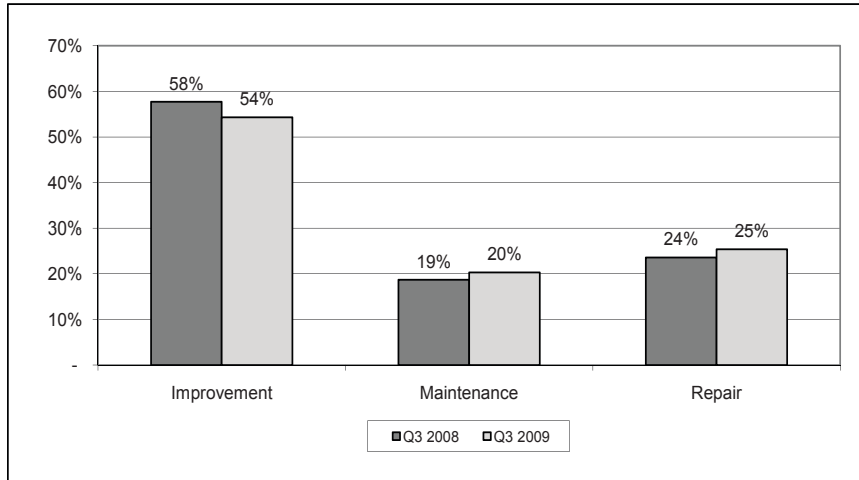
Tree Services	+42%
Paving	+37%
Countertops	+30%
Air Conditioning	+27%
Pest Control	+25%
Cabinets	+20%
Carpet & Upholstery Cleaning	+14%
Furniture Repair & Refinish	+11%
Brick & Stone	+4%
Concrete	+4%

Top 10 Decreases

Landscaping	-23%
Gutters	-21%
Fences	-21%
Swimming Pools	-20%
Audio/Visual & Computers	-20%
Lawn & Garden Care	-17%
Garages & Garage Doors	-17%
Mold & Asbestos Services	-16%
Siding	-15%
Architects & Engineers	-14%

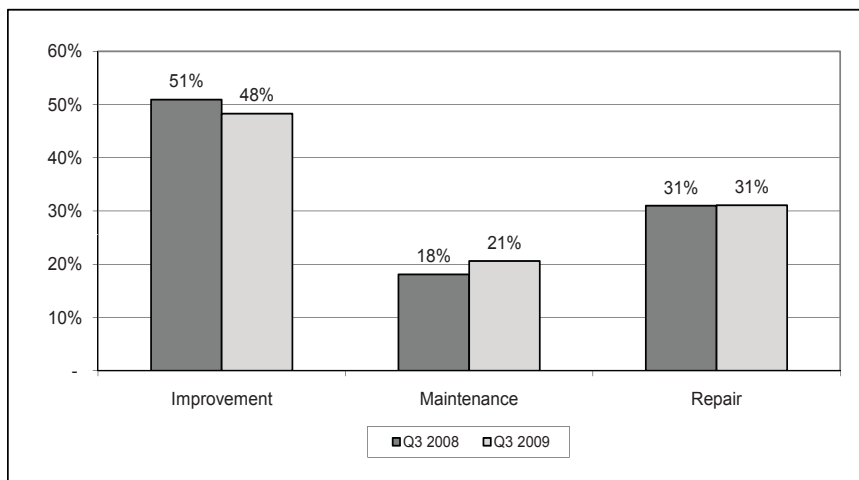
Buffalo-Niagara Falls, NY

- 62% of Additions & Remodeling requests from homes valued \$100,000-\$199,999
- 34% of Exterior Projects requests came from homes 1,500-1,999 square feet
- 41% of Interior Projects requests came from household incomes of \$50,000-\$99,999



New York, NY

- 30% of Additions & Remodeling requests came from homes 2,500-3,499 square feet
- 59% of Interior Projects requests came from homeowners who are single
- 50% of Maintenance & Repair requests came from homes valued \$450,000+



Top 10 Increases

Painting	+65%
Pest Control	+63%
Concrete	+61%
Carpet & Upholstery Cleaning	+57%
Siding	+57%
Plumbing	+45%
Windows	+38%
Carpenters	+28%
Decks	+23%
Air Conditioning	+22%

Top 10 Decreases

Landscaping	-47%
Tile	-46%
Hot Tubs, Spas & Saunas	-20%
Lawn & Garden Care	-18%
Tree Services	-11%
Garages & Garage Doors	-8%
Gutters	-8%
Additions & Remodeling	-6%
Mold & Asbestos Services	-6%
Fences	-4%

Top 10 Increases

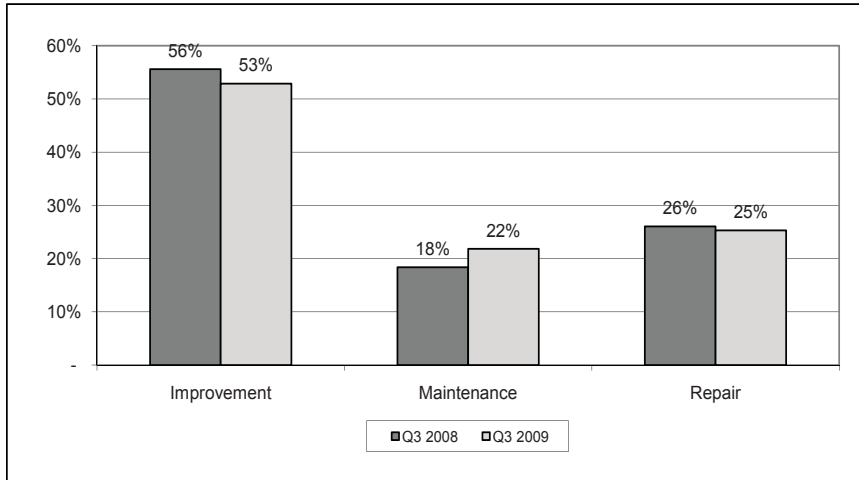
Paving	+54%
Organizers	+49%
Tree Services	+39%
Mold & Asbestos Services	+33%
Roofing	+31%
Moving	+29%
Concrete	+28%
Additions & Remodeling	+27%
Cleaning & Maid Services	+24%
Cabinets	+24%

Top 10 Decreases

Handyman Services	-25%
Garages & Garage Doors	-25%
Lawn & Garden Care	-23%
Sheds & Enclosures	-18%
Furniture Repair & Refinish	-17%
Gutters	-17%
Waste Material Removal	-12%
Doors	-11%
Designers & Decorators	-10%
Fans	-10%

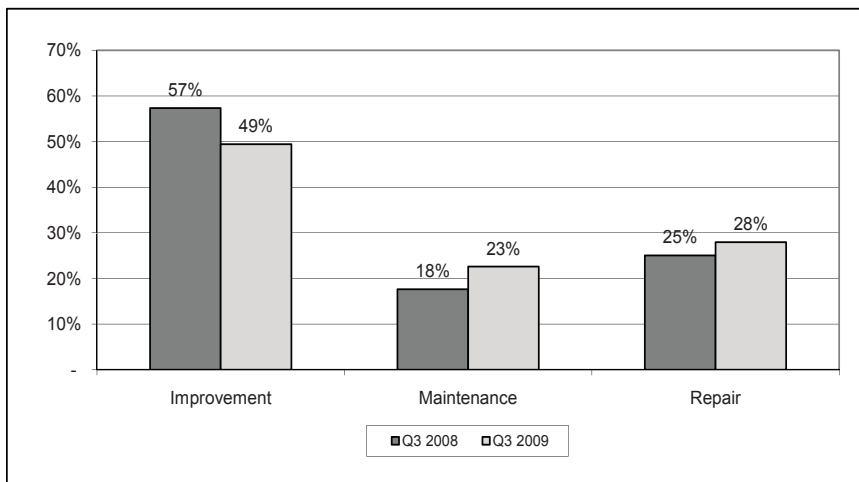
Rochester, NY

- 43% of Additions & Remodeling requests came from homes 1,500-1,999 square feet
- 65% of Exterior Projects requests came from homes valued \$100,000-\$199,999
- 30% of Maintenance & Repair requests came from homes 31-50 years old



Hartford, CT

- 30% of Exterior Projects requests came from homes 1,500-1,999 square feet
- 34% of Systems & Equipment requests came from homes 31-50 years old



Top 10 Increases

Architects & Engineers	+62%
Paving	+53%
Roofing	+28%
Siding	+28%
Appliances	+26%
Gutters	+26%
Additions & Remodeling	+25%
Concrete	+25%
Windows	+22%
Electrical	+21%

Top 10 Decreases

Designers & Decorators	-48%
Mold & Asbestos Services	-37%
Lawn & Garden Care	-30%
Air Conditioning	-29%
Audio/Visual & Computers	-29%
Swimming Pools	-28%
Landscaping	-24%
Furniture Repair & Refinish	-20%
Garages & Garage Doors	-20%
Painting	-16%

Top 10 Increases

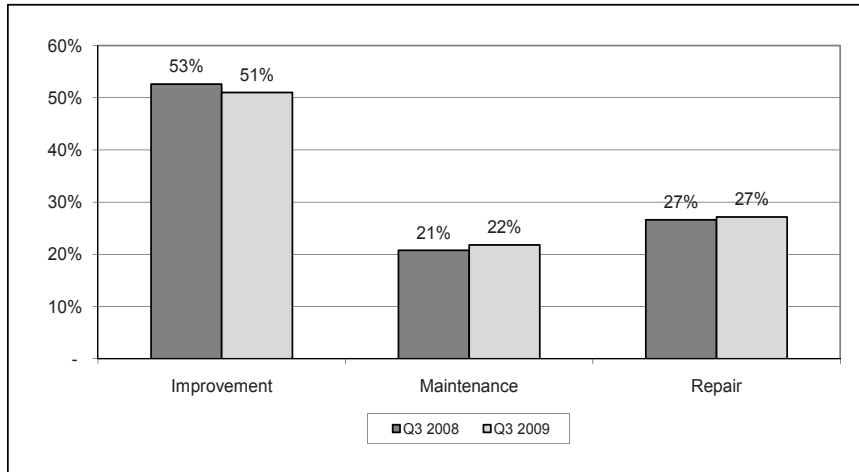
Paving	+82%
Appliances	+47%
Doors	+47%
Brick & Stone	+44%
Painting	+42%
Locksmiths	+37%
Drywall & Plaster	+34%
Swimming Pools	+34%
Countertops	+32%
Electrical	+30%

Top 10 Decreases

Waste Material Removal	-41%
Audio/Visual & Computers	-37%
Designers & Decorators	-33%
Architects & Engineers	-26%
Glass & Mirrors	-15%
Cleaning & Maid Services	-8%
Windows	-6%
Garages & Garage Doors	-5%
Fans	-4%
Decks	-1%

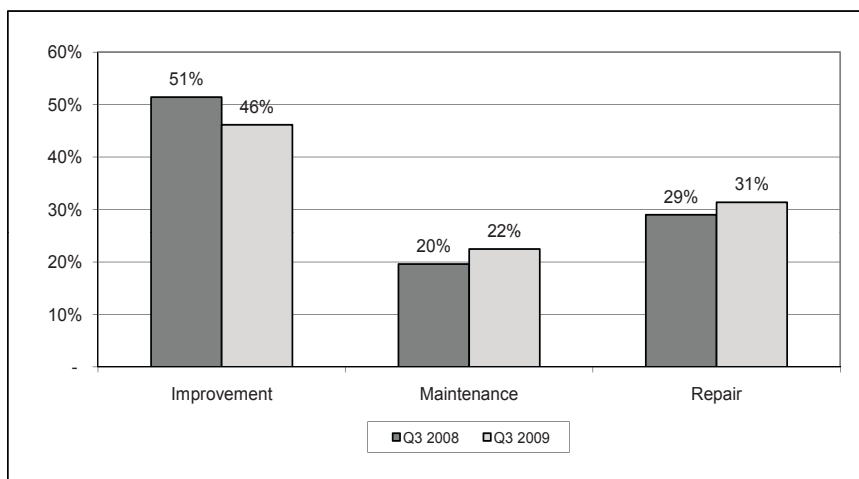
Pittsburgh, PA

- 42% of Additions & Remodeling requests came from household incomes of \$50,000-\$99,999
- 28% of Exterior Projects requests had a length of residence of 11-20 years
- 18% of Maintenance & Repair requests came from homeowners ages 65+



Philadelphia, PA-NJ

- 28% of Exterior Projects requests came from homes valued \$200,000-\$299,999
- 48% of Moving & Real Estate requests came from homeowners who are single



Top 10 Increases

Pest Control	+59%
Doors	+57%
Air Conditioning	+56%
Landscaping	+55%
Windows	+44%
Decks	+39%
Furniture Repair & Refinish	+35%
Roofing	+34%
Carpet & Upholstery Cleaning	+32%
Flooring & Carpet	+31%

Top 10 Decreases

Waste Material Removal	-50%
Heating & Furnace Systems	-41%
Fireplaces & Wood Stoves	-37%
Locksmiths	-29%
Lawn & Garden Care	-25%
Demolition Services	-17%
Swimming Pools	-14%
Appliances	-12%
Handyman Services	-8%
Fans	-4%

Top 10 Increases

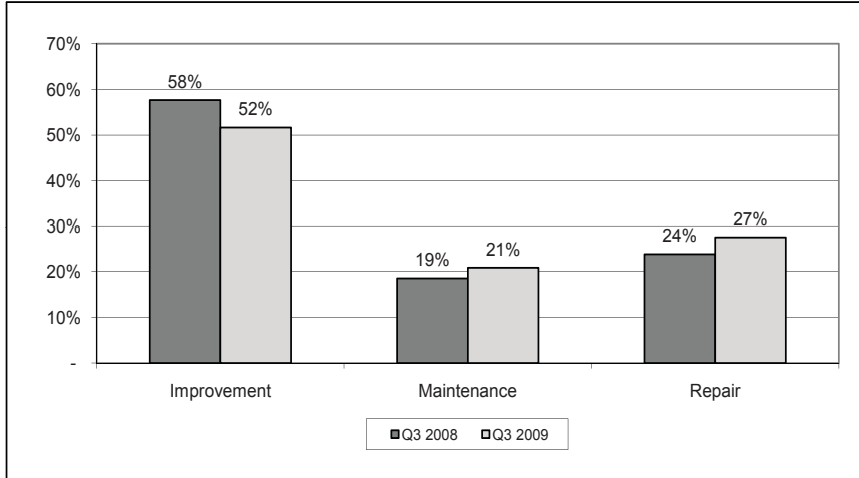
Home Inspections	+86%
Mold & Asbestos Services	+85%
Gutters	+74%
Roofing	+72%
Skylights	+62%
Organizers	+52%
Tree Services	+50%
Air Conditioning	+43%
Moving	+43%
Siding	+38%

Top 10 Decreases

Window Coverings	-26%
Demolition Services	-18%
Home Security Services	-17%
Audio/Visual & Computers	-16%
Designers & Decorators	-13%
Fans	-13%
Disability Services	-9%
Handyman Services	-7%
Garages & Garage Doors	-6%
Architects & Engineers	-6%

Providence-Fall River-Warwick, RI-MA

- 39% of Additions & Remodeling requests came from homes valued \$200,000-\$299,999
- 31% of Maintenance & Repair requests came from homes 1,500-1,999 square feet



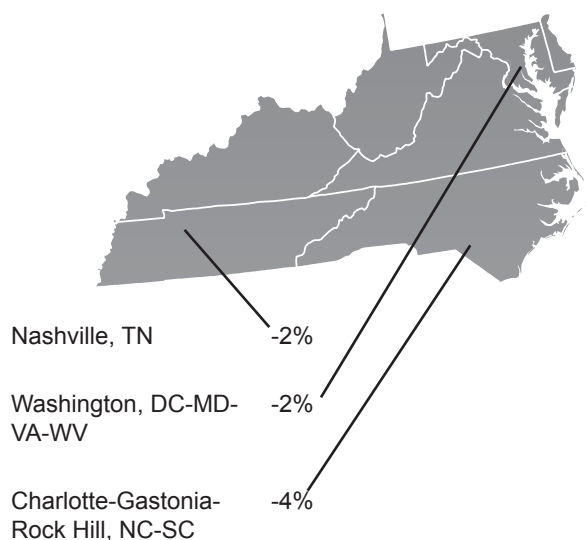
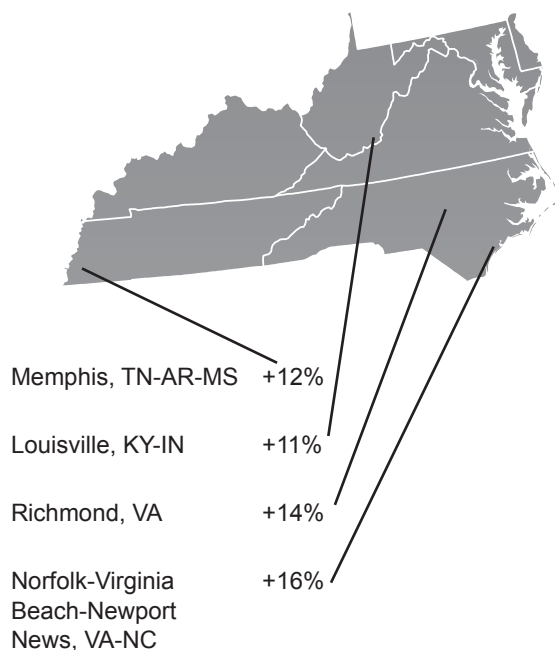
Top 10 Increases

Countertops	+82%
Doors	+64%
Appliances	+58%
Paving	+51%
Carpet & Upholstery Cleaning	+48%
Electrical	+46%
Audio/Visual & Computers	+37%
Furniture Repair & Refinish	+36%
Tree Services	+33%
Concrete	+29%

Top 10 Decreases

Tile	-26%
Garages & Garage Doors	-23%
Glass & Mirrors	-20%
Cleaning & Maid Services	-15%
Siding	-13%
Handyman Services	-8%
Mold & Asbestos Services	-7%
Windows	-6%
Swimming Pools	-5%
Architects & Engineers	-1%

REGIONAL DATA



UPPER SOUTH

Upper South Region Overall Service Request Activity

Q3 2009 over Q3 2008: +4%
(Q2 comparison: +2%)

Discretionary spending for Additions & Remodeling and Interior Projects tracked close to the national average. Countertops topped the list at an increase of 30%, with Cabinets and Tile both up 14%, and Painting up 13%. Additionally, Cleaning & Maid Services was up 15%, nearly double that of what we saw nationally.

Demographic Profile: Interior Projects

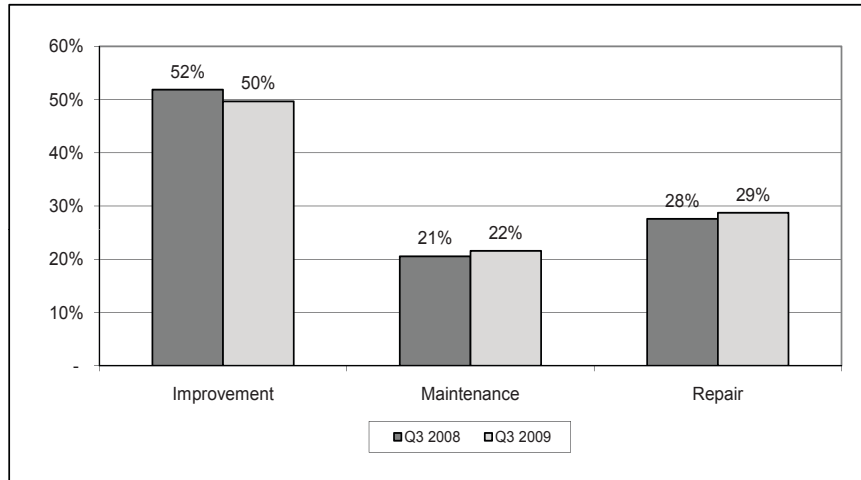
- Ages 45-64: 48%
- Household incomes of \$100,000-\$249,999: 50%
- Homes valued \$200,000-\$299,000: 30%
- Homes 11-20 years old: 23%
- Length of residence of 1-5 years: 41%
- Homes 1,000-14,999 square feet: 24%

MORE DETAILS AVAILABLE ON NATIONAL, REGIONAL, AND MARKET DEMOGRAPHIC AND SERVICE REQUEST DATA BY REQUEST



Charlotte-Gastonia-Rock Hill, NC-SC

- 35% of Additions & Remodeling requests came from homes 11-20 years old
- 42% of Maintenance & Repair requests came from homeowners ages 30-44
- 46% of Systems & Equipment requests came from homes valued \$100,000-\$199,999



Top 10 Increases

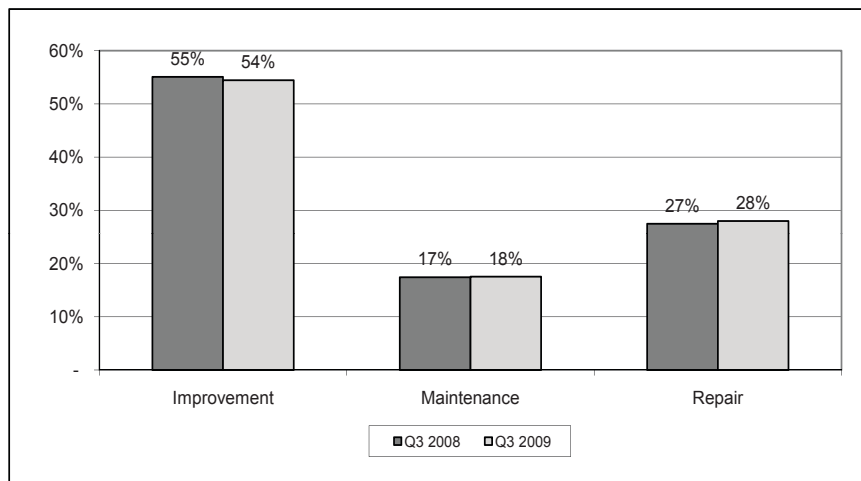
Paving	+48%
Doors	+32%
Pest Control	+27%
Windows	+24%
Air Conditioning	+19%
Countertops	+18%
Electrical	+17%
Tile	+16%
Painting	+16%
Cabinets	+13%

Top 10 Decreases

Designers & Decorators	-41%
Audio/Visual & Computers	-26%
Roofing	-26%
Garages & Garage Doors	-23%
Siding	-18%
Decks	-16%
Landscaping	-15%
Swimming Pools	-14%
Architects & Engineers	-12%
Additions & Remodeling	-8%

Louisville, KY-IN

- 34% of Additions & Remodeling requests came from a length of residence of 11-20 years
- 50% of Maintenance & Repair requests came from homeowners who are single
- 42% of Systems & Equipment requests came from household incomes of less than \$49,999



Top 10 Increases

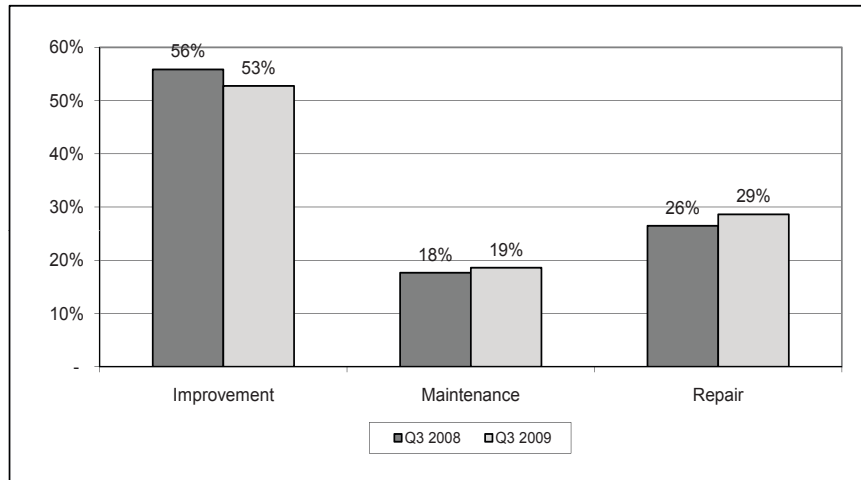
Carpenters	+58%
Gutters	+45%
Additions & Remodeling	+44%
Mold & Asbestos Services	+41%
Concrete	+40%
Painting	+34%
Windows	+32%
Cleaning & Maid Services	+26%
Flooring & Carpet	+25%
Architects & Engineers	+22%

Top 10 Decreases

Lawn & Garden Care	-39%
Tree Services	-39%
Air Conditioning	-23%
Audio/Visual & Computers	-22%
Handyman Services	-20%
Roofing	-16%
Swimming Pools	-16%
Designers & Decorators	-8%
Fences	-1%
Garages & Garage Doors	-1%

Memphis, TN-AR-MS

- 48% of Additions & Remodeling requests came from homeowners who are single
- 31% of Interior Projects requests came from homes 2,500-3,499 square feet



Top 10 Increases

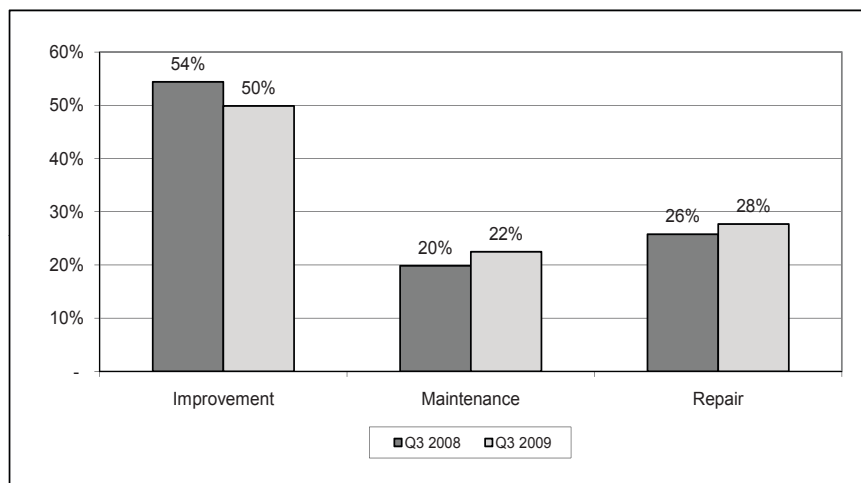
Plumbing	+89%
Windows	+77%
Siding	+71%
Doors	+65%
Concrete	+55%
Additions & Remodeling	+46%
Carpenters	+43%
Countertops	+35%
Handyman Services	+32%
Cleaning & Maid Services	+29%

Top 10 Decreases

Audio/Visual & Computers	-35%
Cabinets	-31%
Home Security Services	-27%
Appliances	-25%
Brick & Stone	-16%
Air Conditioning	-13%
Lawn & Garden Care	-13%
Designers & Decorators	-7%
Garages & Garage Doors	-5%
Flooring & Carpet	-3%

Nashville, TN

- 29% of Additions & Remodeling requests came from homes 21-30 years old
- 25% of Exterior Projects requests came from homes 2,500-3,499 square feet



Top 10 Increases

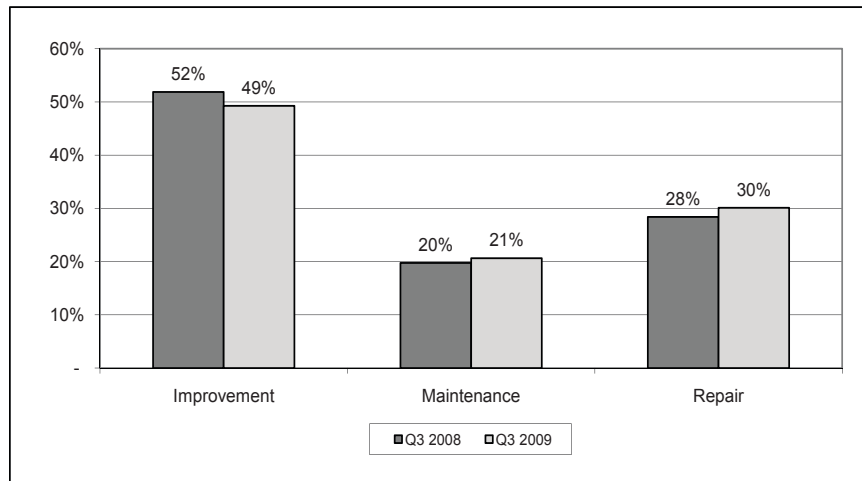
Countertops	+48%
Paving	+48%
Plumbing	+45%
Architects & Engineers	+33%
Electrical	+32%
Carpet & Upholstery Cleaning	+26%
Roofing	+24%
Windows	+24%
Hot Tubs, Spas & Saunas	+23%
Additions & Remodeling	+22%

Top 10 Decreases

Swimming Pools	-40%
Audio/Visual & Computers	-39%
Designers & Decorators	-33%
Carpenters	-27%
Landscaping	-20%
Lawn & Garden Care	-19%
Garages & Garage Doors	-17%
Concrete	-17%
Painting	-15%
Fences	-15%

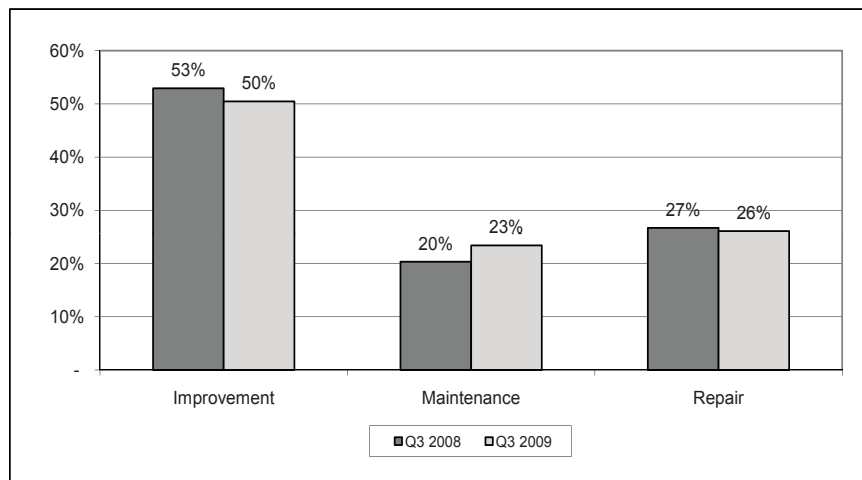
Norfolk-Virginia Beach-Newport News, VA-NC

- 35% of Additions & Remodeling requests came from homes 1,500-1,999 square feet
- 44% of Exterior Projects requests came from household incomes of \$50,000-\$99,999
- 40% of Systems & Equipment requests came from homes valued \$100,000-\$199,999



Richmond-Petersburg, VA

- 37% of Additions & Remodeling requests came from homes 1,500-1,999 square feet
- 32% of Exterior Projects requests came from a length of residence of 11-20 years
- 26% of Interior Projects requests came from homes 2,500-3,499 square feet



Top 10 Increases

Roofing	+71%
Drywall & Plaster	+55%
Paving	+53%
Carpenters	+52%
Hot Tubs, Spas & Saunas	+47%
Plumbing	+46%
Decks	+43%
Mold & Asbestos Services	+41%
Foundations	+39%
Air Conditioning	+37%

Top 10 Decreases

Garages & Garage Doors	-26%
Audio/Visual & Computers	-23%
Fans	-15%
Architects & Engineers	-11%
Siding	-10%
Septic Tanks & Wells	-9%
Swimming Pools	-9%
Handyman Services	-6%
Windows	-5%
Lawn & Garden Care	-4%

Top 10 Increases

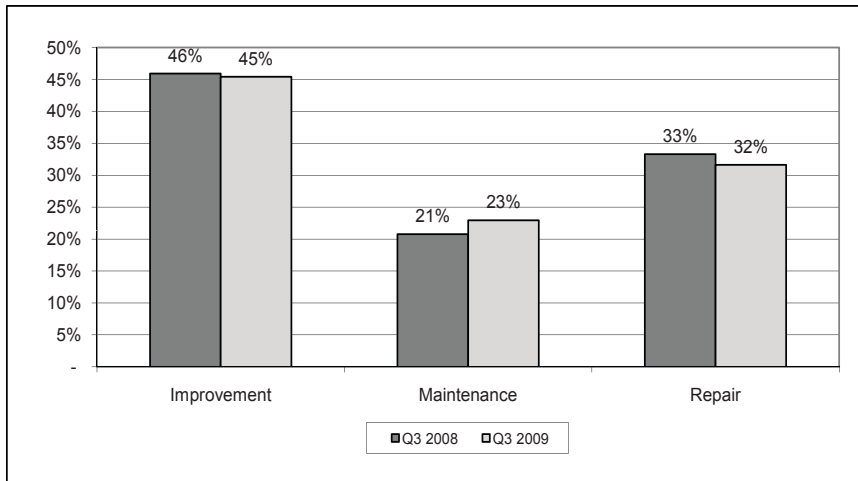
Countertops	+85%
Tree Services	+65%
Architects & Engineers	+60%
Plumbing	+51%
Carpenters	+47%
Tile	+46%
Paving	+40%
Decks	+37%
Air Conditioning	+36%
Fences	+33%

Top 6 Decreases

Electrical	-17%
Doors	-16%
Swimming Pools	-15%
Concrete	-11%
Furniture Repair & Refinish	-9%
Waste Material Removal	-3%

Washington, DC-MD-VA-WV

- 35% of Interior Projects requests came from homes valued \$300,000-\$449,999
- 49% of Maintenance & Repair requests came from homeowners who are single
- 33% of Moving & Real Estate requests came from homes valued \$300,000-\$449,999



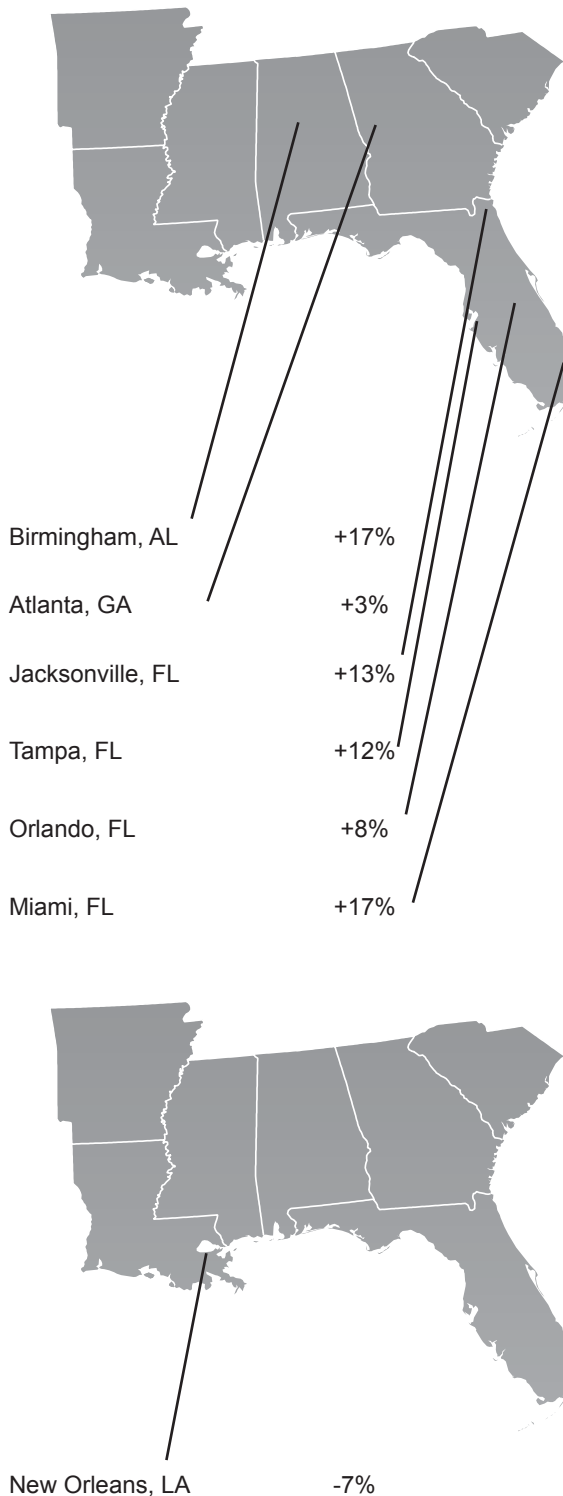
Top 10 Increases

Pest Control	+37%
Appraisers	+33%
Paving	+33%
New Home Builders	+32%
Air Conditioning	+27%
Moving	+21%
Cabinets	+18%
Window Coverings	+17%
Decks	+14%
Additions & Remodeling	+14%

Top 10 Decreases

Roofing	-32%
Siding	-22%
Gutters	-21%
Disability Services	-18%
Handyman Services	-17%
Skylights	-17%
Carpenters	-17%
Architects & Engineers	-16%
Foundations	-16%
Septic Tanks & Wells	-15%

REGIONAL DATA



DEEP SOUTH

Deep South Region Overall Service Request Activity

Q3 2009 over Q3 2008: +7%
(Q2 comparison: +12%)

Discretionary spending was largely focused on Interior Projects, which indexed higher this quarter. Cleaning & Maid Services saw a 30% increase, more than triple that of the national average. Window coverings and painting also had substantial growth, up 28% and 20%, respectively.

Nationally, Additions & Remodels requests came from smaller homes, those 1,000-1,499 square feet, but in the Deep South, 26% of homes 2,500-3,499 square feet submitted Additions & Remodels requests. Most often the homes were 11-20 years old, somewhat younger than what we saw nationally.

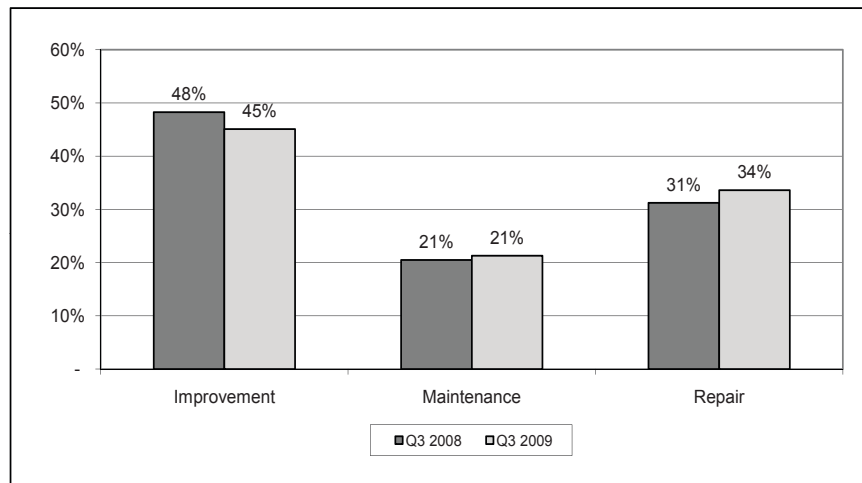
Demographic Profile: Interior Projects

- Ages 45-64: 48%
- HHI \$100,000-\$249,999: 41%
- Homes valued \$100,000-\$199,999: 50%
- Homes 11-20 years old: 28%
- Length of residence of 1-5 years: 37%
- Homes 2,500-3,499 square feet: 27%

MORE DETAILS AVAILABLE ON NATIONAL, REGIONAL, AND MARKET DEMOGRAPHIC AND SERVICE REQUEST DATA BY REQUEST

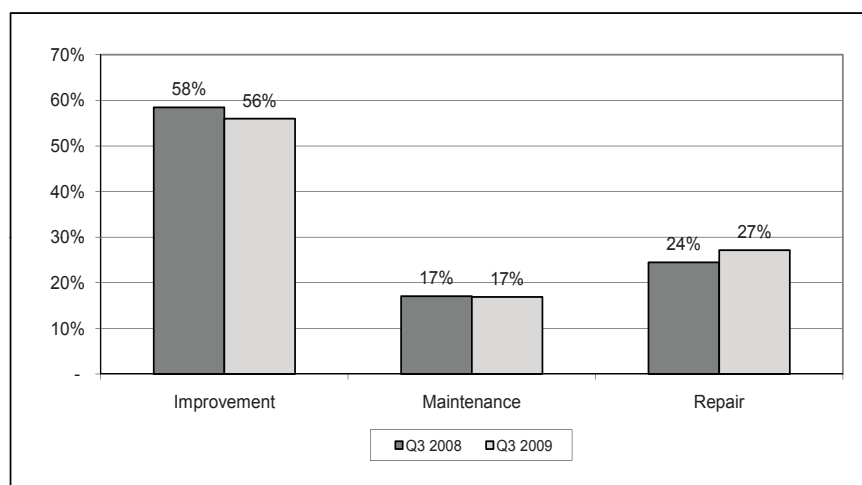
Atlanta, GA

- 31% of Additions & Remodeling requests came from homes 11-20 years old
- 24% of Moving & Real Estate requests came from homes 3,500-4,999 square feet
- 41% of Systems & Equipment requests came from homeowners ages 30-44



Birmingham, AL

- 32% of Additions & Remodeling requests came from household incomes of less than \$49,999
- 28% of Exterior Projects requests came from homes 31-50 years old
- 40% of Systems & Equipment requests came from homeowners ages 30-44



Top 10 Increases

Appraisers	+60%
Sheds & Enclosures	+40%
Roofing	+32%
Wall Coverings	+31%
Plumbing	+24%
Moving	+20%
Furniture Repair & Refinish	+20%
Organizers	+19%
Lawn & Garden Care	+18%
New Home Builders	+16%

Top 10 Decreases

Fans	-25%
Carpenters	-16%
Handyman Services	-14%
Decks	-11%
Swimming Pools	-10%
Audio/Visual & Computers	-9%
Doors	-8%
Appliances	-8%
Paving	-7%
Architects & Engineers	-7%

Top 10 Increases

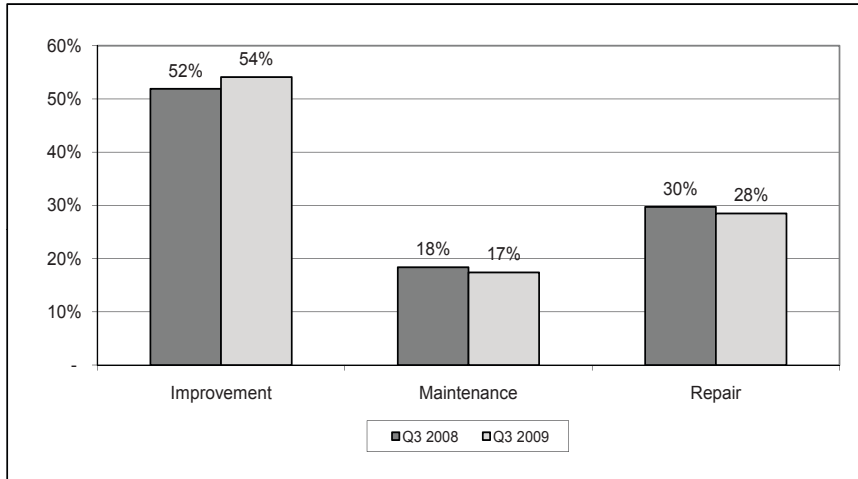
Plumbing	+87%
Electrical	+53%
Flooring & Carpet	+47%
Roofing	+40%
Foundations	+36%
Painting	+33%
Additions & Remodeling	+31%
Carpenters	+28%
Air Conditioning	+25%
Swimming Pools	+23%

Top 10 Decreases

Waste Material Removal	-44%
Designers & Decorators	-36%
Audio/Visual & Computers	-25%
Garages & Garage Doors	-16%
Handyman Services	-14%
Decks	-10%
Fences	-10%
Insulation	-6%
Lawn & Garden Care	-3%
Septic Tanks & Wells	-2%

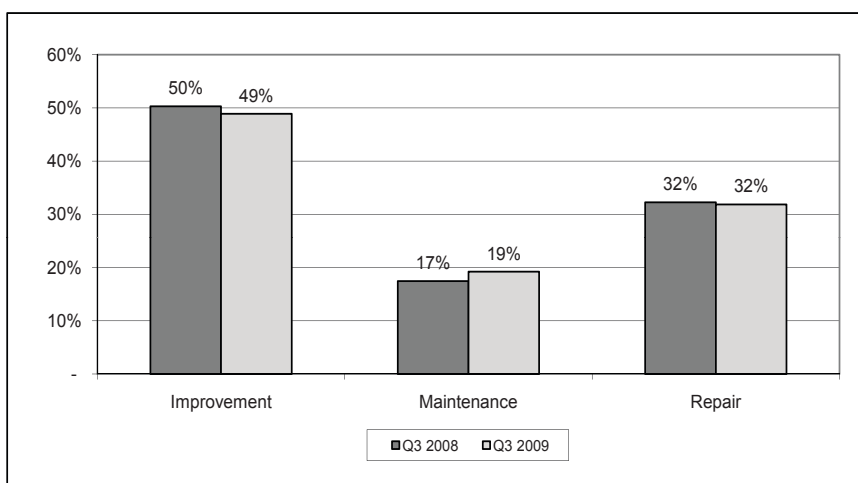
Jacksonville, FL

- 36% of Additions & Remodeling requests came from homes 1,000-1,499 square feet
- 41% of Exterior Projects requests came from household incomes of \$50,000-\$99,999
- 35% of Maintenance & Repair requests came from a length of residence of 6-10 years



Miami, FL

- 41% of Additions & Remodeling requests came from household incomes of \$50,000-\$99,999
- 32% of Exterior Projects requests came from a length of residence of 11-20 years
- 32% of Interior Projects requests came from homes 51-100 years old



Top 10 Increases

Countertops	+71%
Plumbing	+67%
Garages & Garage Doors	+56%
Appliances	+52%
Additions & Remodeling	+49%
Fences	+41%
Siding	+41%
Drywall & Plaster	+39%
Windows	+39%
Tile	+36%

Top 8 Decreases

Waste Material Removal	-64%
Heating & Furnace Systems	-52%
Handyman Services	-31%
Lawn & Garden Care	-27%
Decks	-18%
Roofing	-16%
Gutters	-11%
Swimming Pools	-1%

Top 10 Increases

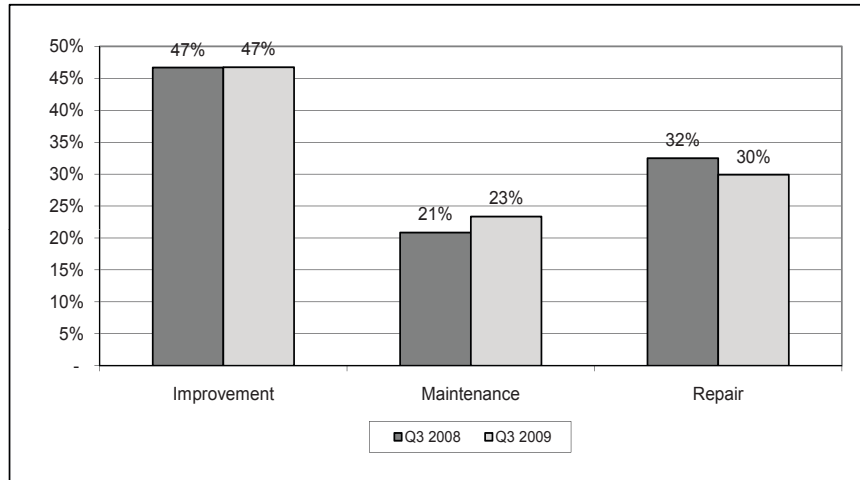
Tree Services	+69%
Home Security Services	+59%
Drywall & Plaster	+57%
Cabinets	+55%
Air Conditioning	+53%
Additions & Remodeling	+52%
Hot Tubs, Spas & Saunas	+49%
Painting	+38%
Roofing	+38%
Cleaning & Maid Services	+34%

Top 10 Decreases

Waste Material Removal	-50%
Garages & Garage Doors	-34%
Glass & Mirrors	-27%
Doors	-25%
Designers & Decorators	-21%
Architects & Engineers	-9%
Pest Control	-5%
Carpenters	-4%
Audio/Visual & Computers	-3%
Locksmith	-2%

Orlando, FL

- 30% of Additions & Remodeling requests came from homes 11-20 years old
- 39% of Exterior Projects requests came from household incomes of \$50,000-\$99,999
- 31% of Systems & Equipment requests came from a length of residence of 6-10 years



Top 10 Increases

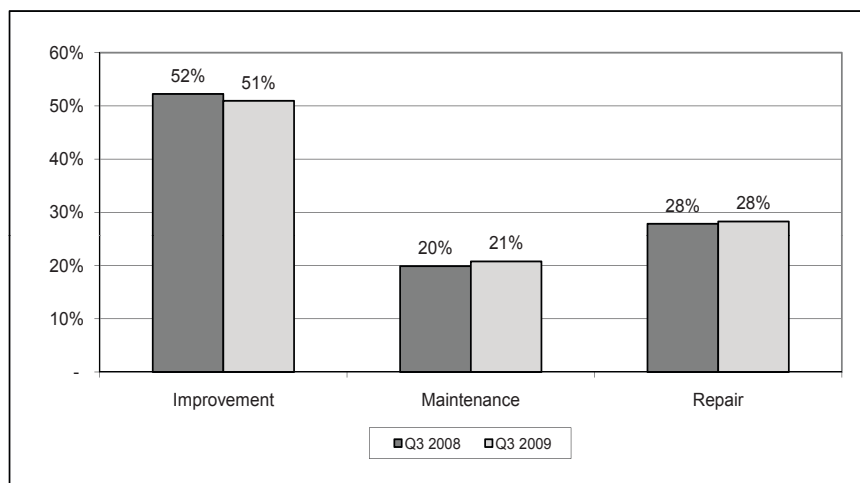
Cabinets	+55%
Window Coverings	+34%
Electrical	+33%
Fences	+32%
Air Conditioning	+31%
Landscaping	+27%
Cleaning & Maid Services	+24%
Swimming Pools	+24%
Architects & Engineers	+23%
Plumbing	+20%

Top 10 Decreases

Drywall & Plaster	-36%
Carpenters	-31%
Audio/Visual & Computers	-26%
Ceilings	-24%
Roofing	-23%
Doors	-23%
Siding	-19%
Designers & Decorators	-19%
Awnings	-18%
Brick & Stone	-13%

Tampa-St. Petersburg-Clearwater, FL

- 34% of Additions & Remodeling requests came from household incomes of less than \$49,999
- 39% of Exterior Projects requests came from household incomes of \$50,000-\$99,999
- 31% of Systems & Equipment requests came from a length of residence of 6-10 years



Top 10 Increases

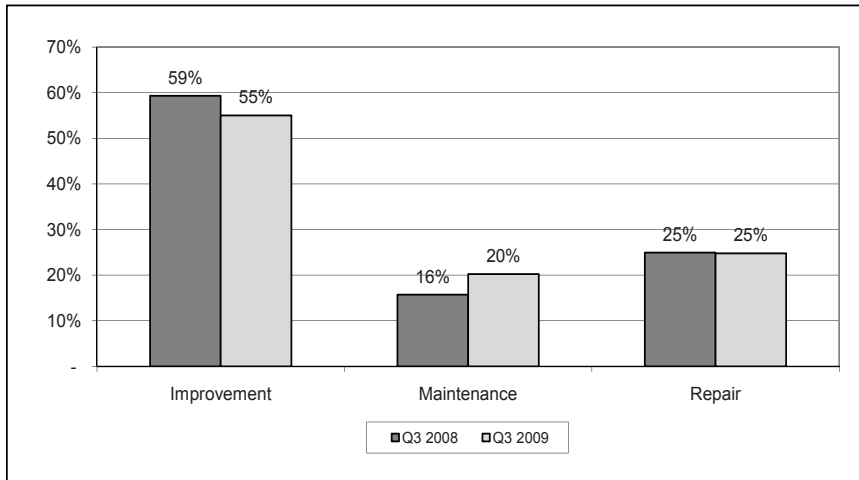
Air Conditioning	+58%
Roofing	+55%
Brick & Stone	+54%
Drywall & Plaster	+43%
Painting	+40%
Awnings	+39%
Appliances	+38%
Moving	+36%
Cleaning & Maid Services	+33%
Swimming Pools	+29%

Top 10 Decreases

Audio/Visual & Computers	-40%
Locksmiths	-40%
Architects & Engineers	-30%
Lawn & Garden Care	-23%
Garages & Garage Doors	-12%
Sheds & Enclosures	-11%
Window Coverings	-8%
Carpenters	-7%
Designers & Decorators	-7%
Doors	-6%

New Orleans, LA

- 37% of Additions & Remodeling requests came from household incomes of less than \$49,999
- 40% of Interior Projects requests came from homes 31-50 years old
- 51% of Maintenance & Repair requests came from homeowners who are single



Top 10 Increases

Countertops	+99%
Pest Control	+55%
Cleaning & Maid Services	+33%
Furniture Repair & Refinish	+29%
Appliances	+26%
Air Conditioning	+24%
Landscaping	+22%
Flooring & Carpet	+20%
Plumbing	+18%
Drywall & Plaster	+15%

Top 10 Decreases

Roofing	-53%
Electrical	-39%
Gutters	-35%
Designers & Decorators	-33%
Cabinets	-33%
Siding	-31%
Foundations	-27%
Fences	-26%
Garages & Garage Doors	-21%
Concrete	-15%

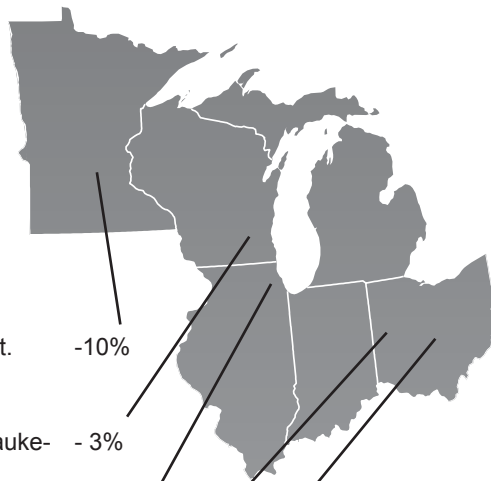
REGIONAL DATA



Detroit, MI +2%

Indianapolis, IN +5%

Cleveland-Lorain-Elyria, OH +8%



Minneapolis-St. Paul, MN-WI -10%

Milwaukee-Waukeasha, WI -3%

Chicago, IL -17%

Cincinnati, OH-KY-IN -2%

Columbus, OH -6%

MIDWEST

Midwest Region Overall Service Request Activity

Q3 2009 over Q3 2008: -7%

(Q2 comparison: -3%)

Compared to the national average of 13% growth, Additions & Remodeling is only up 2% and further evidence supports that homeowners in the Midwest are focused on Maintenance & Repair and Systems & Equipment upgrades. Furniture Repair & Refinish saw an increase of 25% and Carpet & Upholstery Cleaning was up 12%. Plumbing was up 15% and Appliances grew 9%.

Service requests came from an average home size of 1,000-1,499 square feet, smaller than the national average. However, interestingly enough, average household income for Moving & Real Estate requests in the Midwest was lower than the national average (\$50,000-\$99,999), yet home size was significantly larger than other categories in this region (2,500-3,499 square feet).

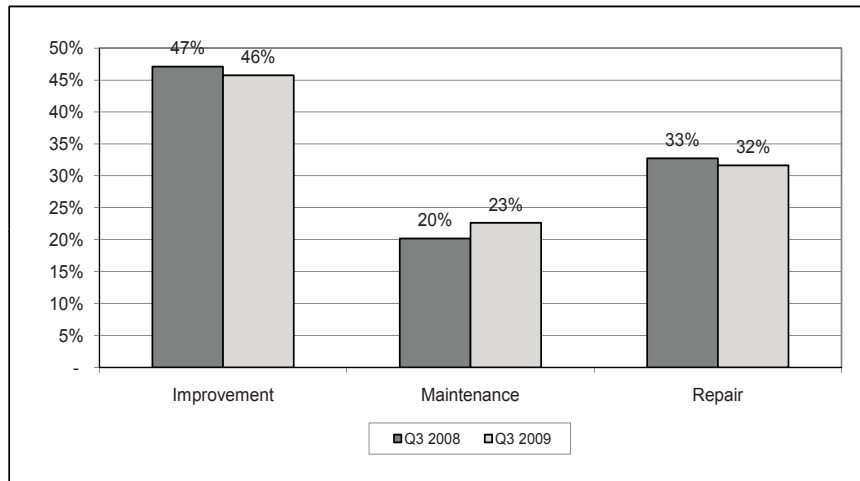
Demographic Profile: A mix of Maintenance & Repair and Systems & Equipment

- Ages 45-64: 48%
- HHI \$100,000-\$249,999: 43%
- Homes valued \$100,000-\$199,999: 40%
- Homes 51-100 years old: 30%
- Length of residence of 1-5 years: 38%
- Homes 1,000-1,499 square feet: 26%

MORE DETAILS AVAILABLE ON NATIONAL, REGIONAL, AND MARKET DEMOGRAPHIC AND SERVICE REQUEST DATA BY REQUEST

Chicago, IL

- 31% of Additions & Remodeling requests came from a length of residence of 11-20 years
- 35% of Exterior Projects requests came from homes valued \$200,000-\$299,999
- 33% of Moving & Real Estate requests came from homes 31-50 years old



Top 10 Increases

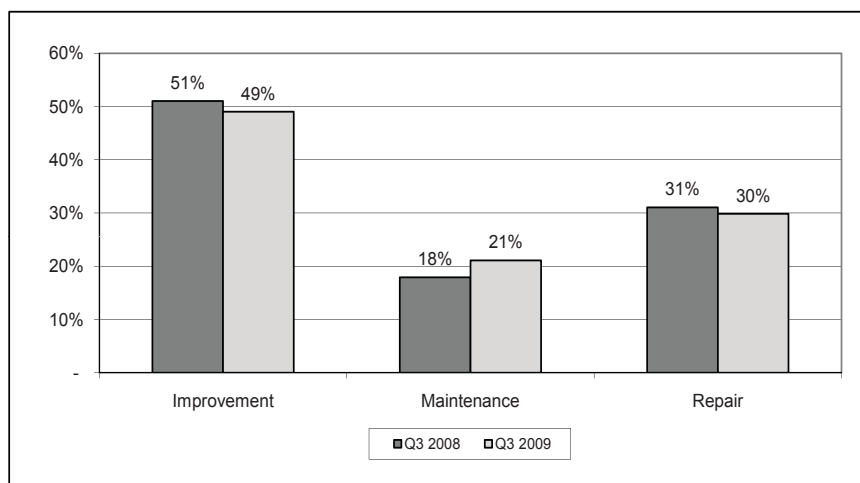
Appraisers	+59%
New Home Builders	+19%
Paving	+18%
Appliances	+17%
Central Vacuums	+14%
Pest Control	+12%
Furniture Repair & Refinish	+12%
Moving	+9%
Carpet & Upholstery Cleaning	+8%
Tree Services	+3%

Top 10 Decreases

Skylights	-42%
Hot Tubs, Spas & Saunas	-40%
Audio/Visual & Computers	-35%
Roofing	-32%
Handyman Services	-31%
Architects & Engineers	-28%
Landscaping	-28%
Lawn & Garden Care	-27%
Air Conditioning	-26%
Carpenters	-26%

Cincinnati, OH-KY-IN

- 35% of Additions & Remodeling requests came from homes 31-50 years old
- 29% of Exterior Projects requests came from homes 2,500-3,499 square feet
- 26% of Maintenance & Repair Requests came from homes 11-20 years old



Top 10 Increases

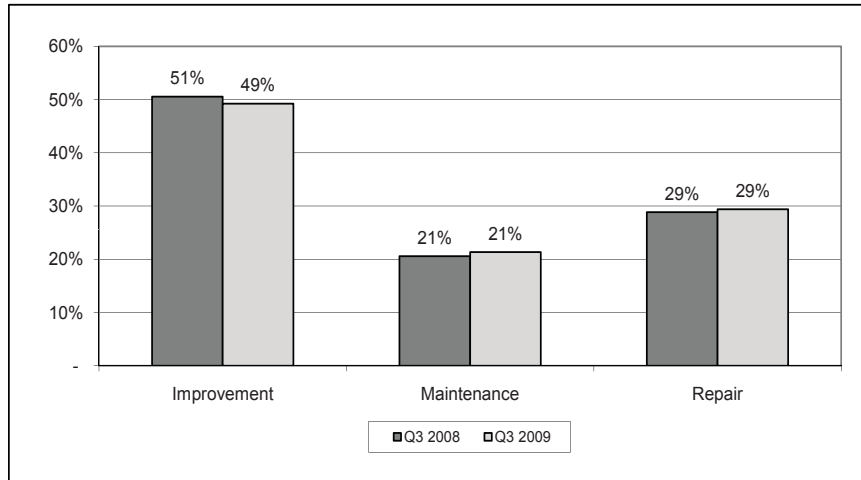
Cleaning & Maid Services	+34%
Plumbing	+32%
Siding	+30%
Flooring & Carpet	+29%
Appliances	+20%
Concrete	+14%
Painting	+9%
Carpet & Upholstery Cleaning	+9%
Additions & Remodeling	+9%
Electrical	+7%

Top 10 Decreases

Roofing	-65%
Tree Services	-40%
Siding	-35%
Waste Material Removal	-34%
Fences	-26%
Decks	-16%
Handyman Services	-15%
Lawn & Garden Care	-14%
Garages & Garage Doors	-10%
Landscaping	-8%

Cleveland-Lorain-Elyria, OH

- 32% of Additions & Remodeling requests came from household incomes of \$50,000-\$99,999
- 27% of Systems & Equipment requests came from homes 2,500-3,499 square feet



Top 10 Increases

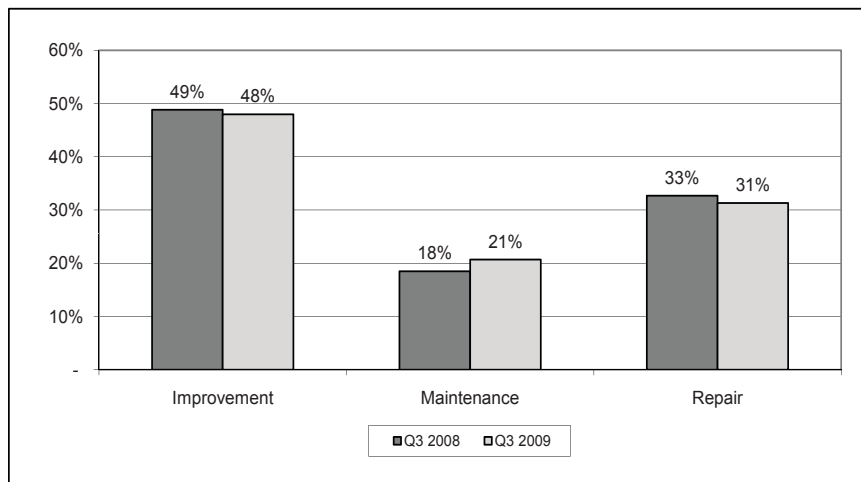
Flooring & Carpet	+41%
Electrical	+41%
Plumbing	+38%
Concrete	+35%
Pest Control	+33%
Paving	+32%
Roofing	+29%
Windows	+25%
Additions & Remodeling	+22%
Tile	+19%

Top 10 Decreases

Waste Material Removal	-52%
Swimming Pools	-36%
Decks	-16%
Handyman Services	-10%
Fireplaces & Wood Stoves	-7%
Mold & Asbestos Services	-7%
Garages & Garage Doors	-6%
Lawn & Garden Care	-6%
Landscaping	-6%
Siding	-1%

Columbus, OH

- 41% of Exterior Projects requests came from homeowners ages 30-44
- 32% of Interior Projects requests came from homes 1,500-1,999 square feet
- 28% of Systems & Equipment requests came from homes 11-20 years old



Top 10 Increases

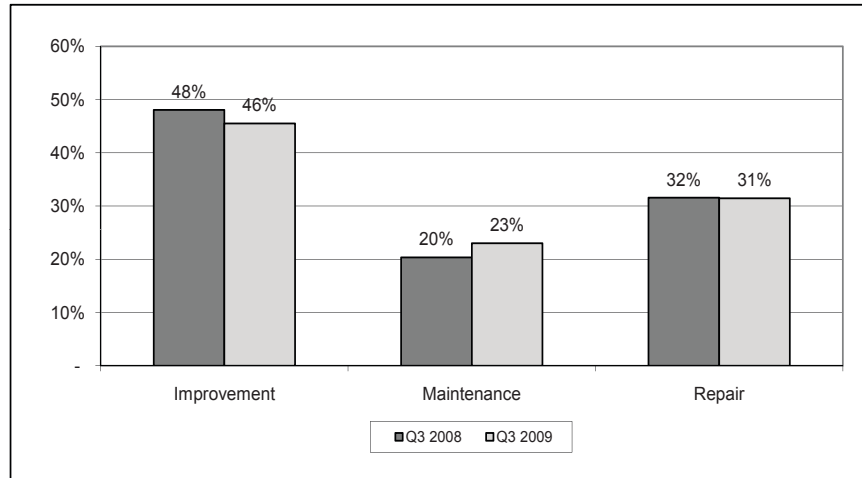
Additions & Remodeling	+30%
Carpet & Upholstery Cleaning	+20%
Paving	+18%
Cleaning & Maid Services	+11%
Concrete	+10%
Electrical	+7%
Plumbing	+6%
Pest Control	+4%
Appliances	+4%
Painting	+1%

Top 10 Decreases

Roofing	-67%
Tree Services	-51%
Fences	-35%
Decks	-18%
Air Conditioning	-13%
Lawn & Garden Care	-12%
Garages & Garage Doors	-12%
Siding	-10%
Mold & Asbestos Services	-8%
Flooring & Carpet	-6%

Detroit, MI

- 45% of Additions & Remodeling requests came from household incomes of \$50,000-\$99,999
- 25% of Interior Projects requests came from homes 2,500-3,499 square feet



Top 10 Increases

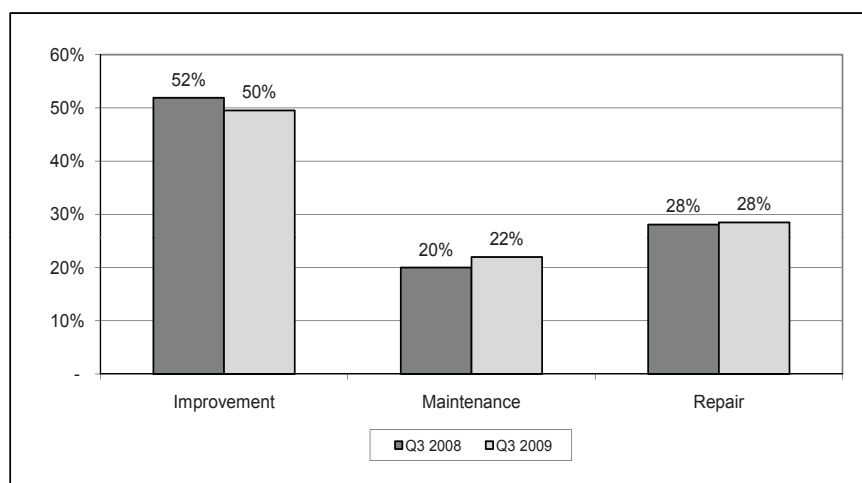
Paving	+47%
Mold & Asbestos Services	+37%
Countertops	+22%
Plumbing	+19%
Concrete	+16%
Brick & Stone	+15%
Appliances	+15%
Tree Service	+11%
Air Conditioning	+11%
Architects & Engineers	+11%

Top 10 Decreases

Hot Tubs, Spas & Saunas	-35%
Handyman Services	-26%
Foundations	-16%
Fans	-16%
Audio/Visual & Computers	-14%
Lawn & Garden Care	-14%
Doors	-11%
Garages & Garage Doors	-11%
Swimming Pools	-9%
Landscaping	-8%

Indianapolis, IN

- 28% of Additions & Remodeling requests came from a length of residence of 6-10 years
- 25% of Additions & Remodeling requests came from homes 2,000-2,499 square feet



Top 10 Increases

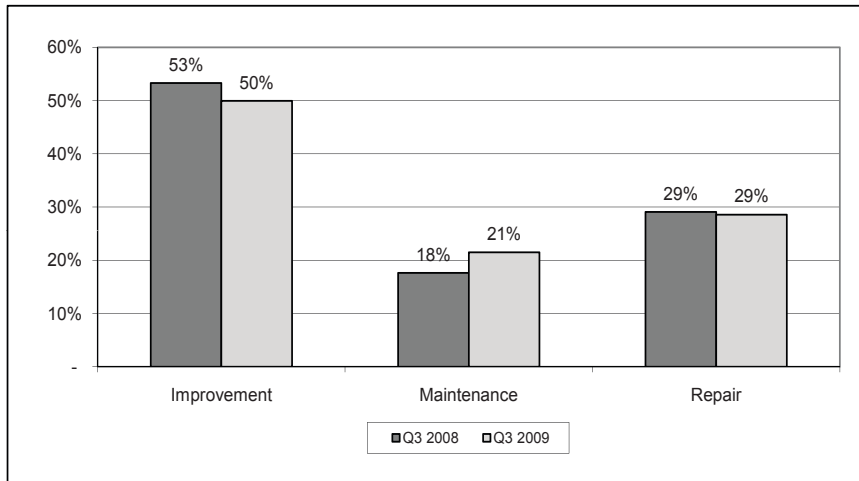
Pest Control	+67%
Painting	+43%
Plumbing	+41%
Appliances	+37%
Roofing	+31%
Carpet & Upholstery Cleaning	+30%
Cleaning & Maid Services	+23%
Concrete	+21%
Mold & Asbestos Services	+18%
Tree Services	+11%

Top 10 Decreases

Heating & Furnace Systems	-40%
Waste Material Removal	-37%
Lawn & Garden Care	-30%
Handyman Services	-27%
Windows	-25%
Audio/Visual & Computers	-17%
Swimming Pools	-17%
Decks	-14%
Air Conditioning	-8%
Garages & Garage Doors	-6%

Milwaukee-Waukesha, WI

- 44% of Exterior Projects requests came from household incomes of \$50,000-\$99,999
- 30% of Interior Projects requests came from a length of residence of 11-20 years
- 25% of Interior Projects requests came from homes 2,500-3,499 square feet



Top 8 Increases

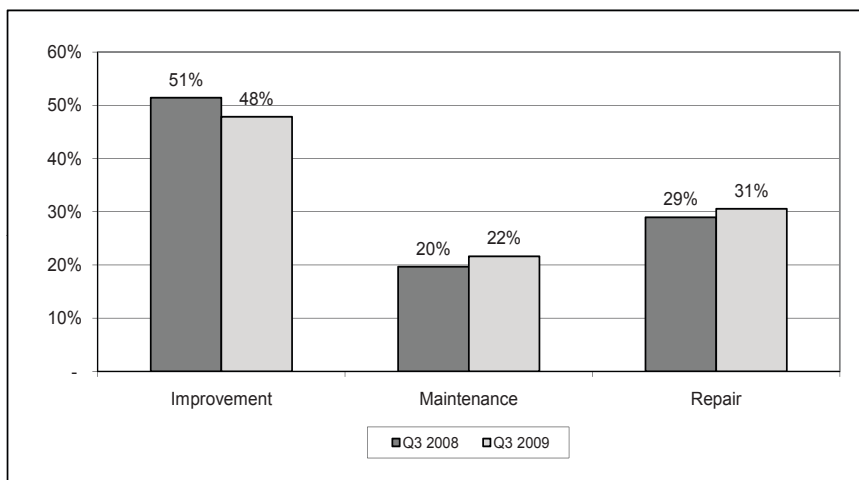
Plumbing	+39%
Paving	+33%
Flooring & Carpet	+25%
Electrical	+20%
Cleaning & Maid Services	+19%
Carpet & Upholstery Cleaning	+13%
Painting	+12%
Concrete	+2%

Top 10 Decreases

Waste Material Removal	-42%
Garages & Garage Doors	-34%
Heating & Furnace Systems	-23%
Appliances	-13%
Mold & Asbestos Services	-13%
Windows	-9%
Lawn & Garden Care	-4%
Landscaping	-3%
Additions & Remodeling	-2%
Roofing	-1%

Minneapolis-St. Paul, MN-WI

- 37% of Exterior Projects requests came from homes valued \$200,000-\$299,999
- 36% of Interior Projects requests came from homes valued \$200,000-\$299,999
- 44% of Moving & Real Estate requests came from homeowners ages 30-44



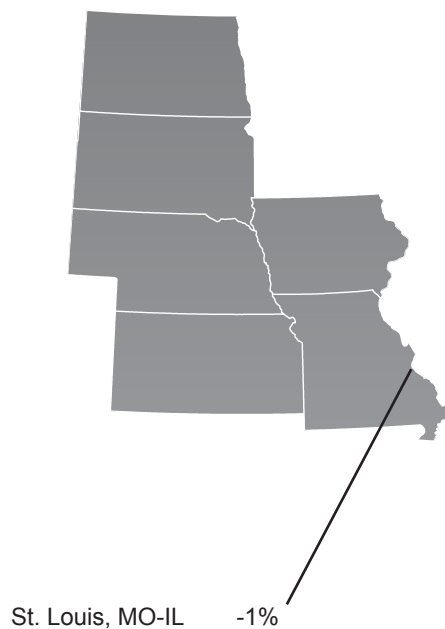
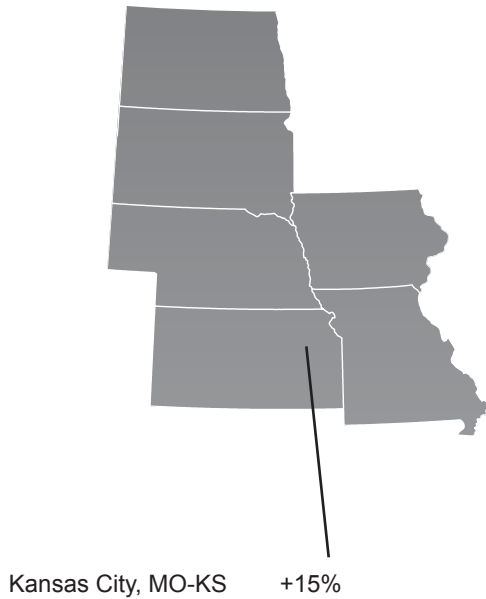
Top 10 Increases

Furniture Repair & Refinish	+33%
Plumbing	+32%
Foundations	+27%
Cabinets	+19%
Appliances	+15%
Carpet & Upholstery Cleaning	+11%
Paving	+11%
Flooring & Carpet	+6%
Tile	+6%
Septic Tanks & Wells	+6%

Top 10 Decreases

Siding	-47%
Roofing	-40%
Decks	-39%
Air Conditioning	-35%
Brick & Stone	-32%
Garages & Garage Doors	-28%
Gutters	-27%
Windows	-24%
Lawn & Garden Care	-23%
Carpenters	-17%

REGIONAL DATA



GREAT PLAINS

Great Plains Region Overall Service Request Activity

Q3 2009 over Q3 2008: +1%
(Q2 comparison: +6%)

The Great Plains is the hot spot for growth in Additions & Remodeling, up 26%, the highest of all the regions. Countertops saw a huge increase of 53% and Cabinets were up 29%, almost double that of the national average. Floorings & Carpet, Windows, and Siding are all on the rise, providing further evidence that homeowners in the Great Plains are making improvements. Cleaning & Maid Services was also impressive with a growth of 15%.

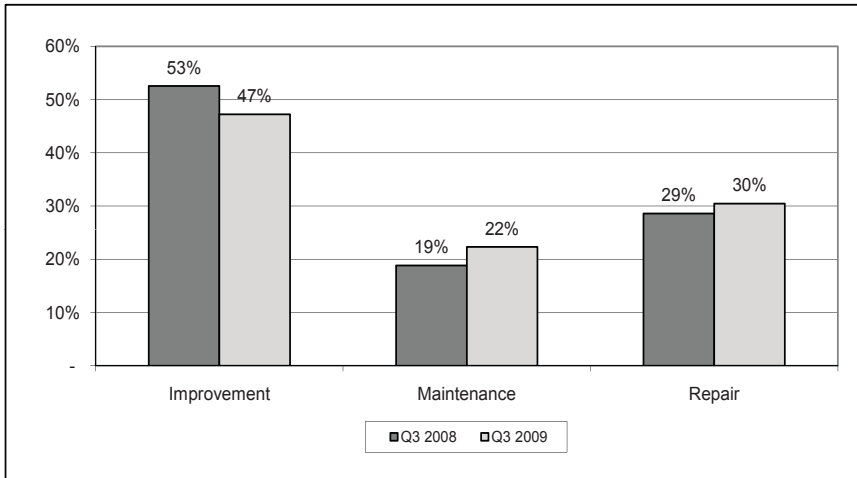
Demographic Profile: Additions & Remodeling

- Ages 45-64: 50%
- HHI \$100,000-\$249,999: 41%
- Homes valued \$100,000-\$199,999: 52%
- Homes 31-50 years old: 30%
- Length of residence of 1-5 years: 42%
- Homes 1,000-1,499 square feet: 34%

MORE DETAILS AVAILABLE ON NATIONAL,
REGIONAL, AND MARKET DEMOGRAPHIC
AND SERVICE REQUEST DATA BY REQUEST

Kansas City, MO-KS

- 29% of Exterior Projects request came from homes 1,500-1,999 square feet
- 31% of Interior Projects requests came from homes 11-20 years old
- 30% of Interior Projects requests came from homes 1,500-1,999 square feet



Top 10 Increases

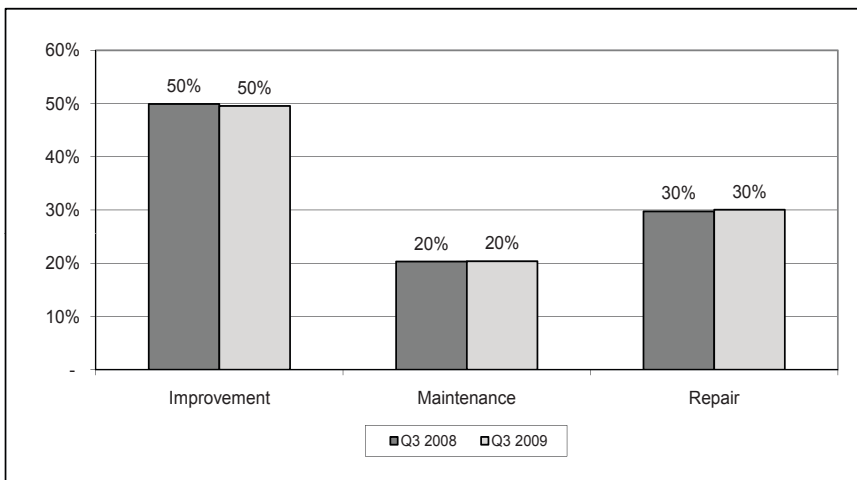
Plumbing	+57%
Tree Services	+52%
Appliances	+44%
Pest Control	+44%
Cleaning & Maid Services	+40%
Electrical	+38%
Flooring & Carpet	+34%
Landscaping	+32%
Additions & Remodeling	+27%
Siding	+26%

Top 8 Decreases

Waste Material Removal	-55%
Heating & Furnace Systems	-46%
Roofing	-24%
Foundations	-10%
Fences	-7%
Handyman Services	-4%
Gutters	-3%
Audio/Visual & Computers	even

St. Louis, MO-IL

- 37% of Additions & Remodeling requests came from household incomes of \$50,000-\$99,999
- 28% of Exterior Projects Requests came from homes 1,500-1,999 square feet



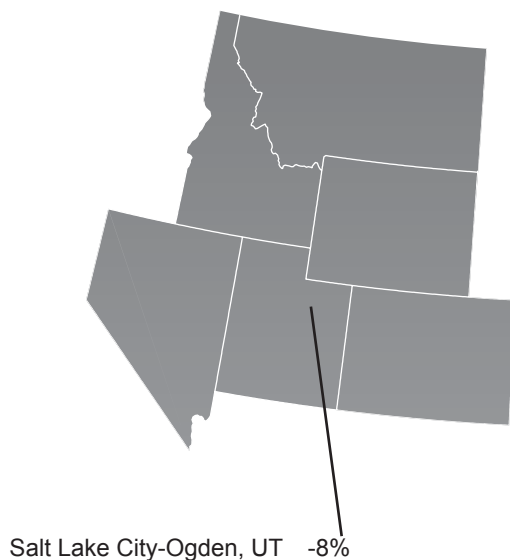
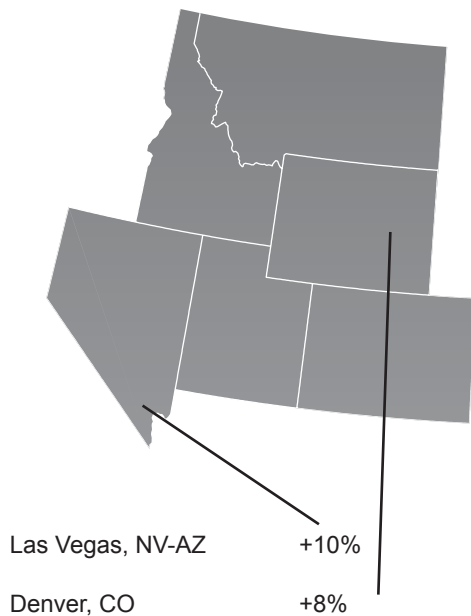
Top 10 Increases

Air Conditioning	+73%
Flooring & Carpet	+52%
Decks	+38%
Roofing	+26%
Painting	+26%
Appliances	+25%
Furniture Repair & Refinish	+24%
Plumbing	+21%
Carpet & Upholstery Cleaning	+13%
Siding	+10%

Top 10 Decreases

Handyman Services	-30%
Garages & Garage Doors	-22%
Gutters	-22%
Audio/Visual & Computers	-21%
Architects & Engineers	-18%
Tile	-15%
Drywall & Plaster	-14%
Swimming Pools	-11%
Landscaping	-11%
Fences	-10%

REGIONAL DATA



MOUNTAIN

Mountain Region Overall Service Request Activity

Q3 2009 over Q3 2008: +5%

(Q2 comparison: -4%)

Additions and Remodeling mirrored that of the national average, while Exterior Projects are definitely the trend in the Mountain region. Roofing was up an incredible 44% compared to being down 5% nationally. Gutters were up 33% and Siding was up 20%. But the biggest increase was in Countertops, up 50%.

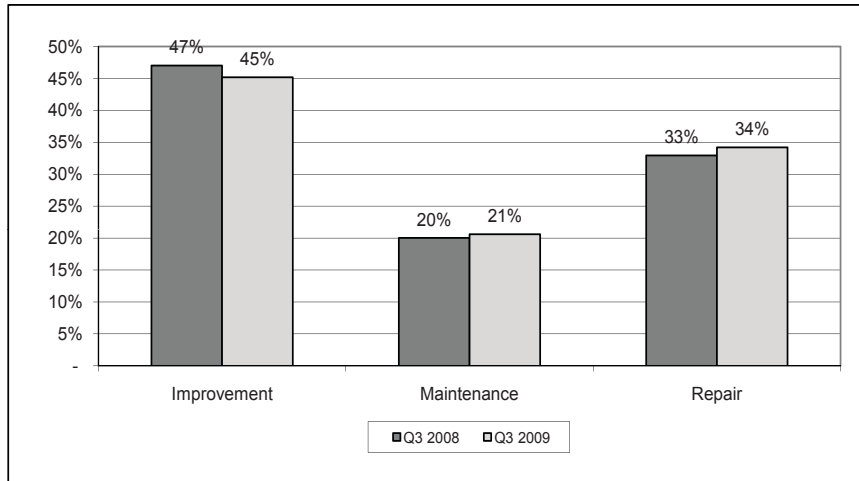
Demographic Profile: Exterior Projects

- Ages 45-64: 48%
- HHI \$100,000-\$249,999: 48%
- Homes valued \$200,000-\$299,999: 39%
- Homes 31-50 years old: 27%
- Length of residence of 1-5 years: 37%
- Homes 2,500-3,499 square feet: 29%

MORE DETAILS AVAILABLE ON NATIONAL, REGIONAL, AND MARKET DEMOGRAPHIC AND SERVICE REQUEST DATA BY REQUEST

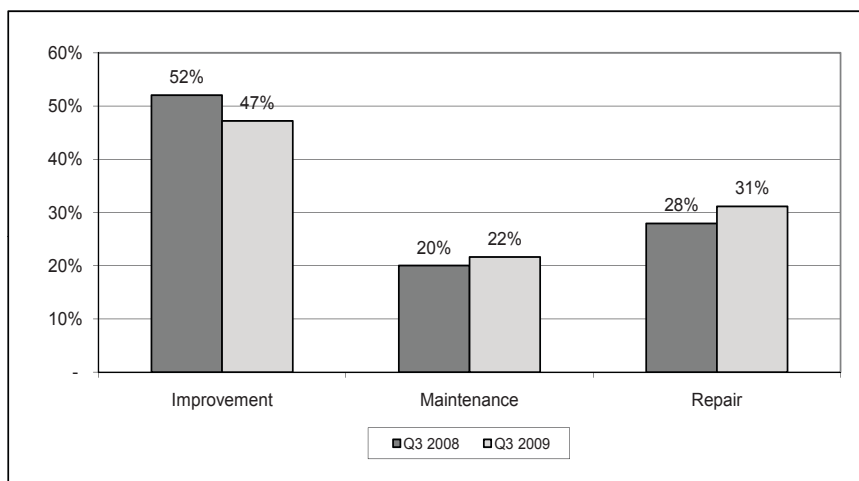
Denver, CO

- 30% of Exterior Projects requests came from a length of residence of 11-20 years
- 45% of Additions & Remodeling requests came from homeowners who are single
- 46% of Systems & Equipment requests came from homeowners ages 30-44



Las Vegas, NV-AZ

- 49% of Additions & Remodeling requests came from homes valued \$100,000-\$199,999
- 39% of Additions & Remodeling requests came from a length of residence of 11-20 years
- 48% of Maintenance & Repair requests came from homeowners who are single



Top 10 Increases

Roofing	+84%
Siding	+74%
Windows	+68%
Skylights	+54%
Window Coverings	+51%
Mold & Asbestos Services	+45%
Ceilings	+39%
Carpenters	+36%
Gutters	+36%
Architects & Engineers	+35%

Top 10 Decreases

Swimming Pools	-33%
Cabinets	-29%
Fans	-27%
Air Conditioning	-17%
Flooring & Carpet	-15%
Handyman Services	-15%
Landscaping	-15%
Designers & Decorators	-13%
Garages & Garage Doors	-10%
Audio/Visual & Computers	-9%

Top 10 Increases

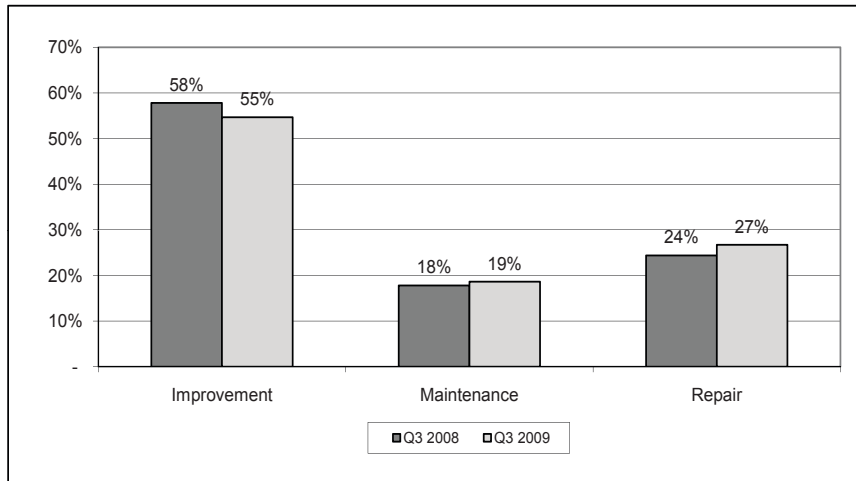
Tile	+59%
Hot Tubs, Spas & Saunas	+51%
Countertops	+47%
Plumbing	+47%
Garages & Garage Doors	+43%
Air Conditioning	+39%
Electrical	+37%
Flooring & Carpet	+36%
Windows	+36%
Cleaning & Maid Services	+33%

Top 10 Decreases

Appliances	-31%
Siding	-23%
Water Treatment Systems	-20%
Drywall & Plaster	-18%
Designers & Decorators	-17%
Roofing	-17%
Landscaping	-13%
Audio/Visual & Computers	-12%
Tree Services	-6%
Carpet & Upholstery Cleaning	-4%

Salt Lake City-Ogden, UT

- 40% of Additions & Remodeling requests came from homeowners ages 30-44
- 47% of Exterior Projects requests came from household incomes of \$50,000-\$99,999
- 25% of Systems & Equipment requests came from homes 1,000-1,449 square feet



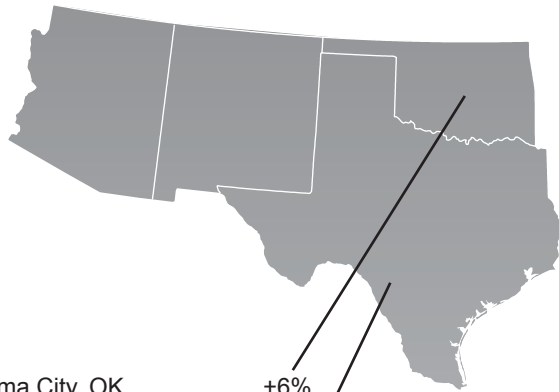
Top 10 Increases

Roofing	+43%
Brick & Stone	+35%
Countertops	+33%
Air Conditioning	+24%
Painting	+23%
Carpenters	+21%
Plumbing	+20%
Gutters	+17%
Windows	+16%
Audio/Visual & Computers	+15%

Top 10 Decreases

Appliances	-38%
Mold & Asbestos Services	-37%
Landscaping	-36%
Handyman Services	-35%
Swimming Pools	-33%
Lawn & Garden Care	-31%
Designers & Decorators	-27%
Siding	-21%
Doors	-20%
Garages & Garage Doors	-16%

REGIONAL DATA

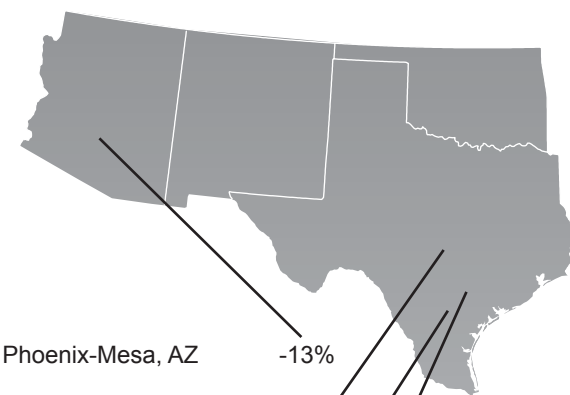


Oklahoma City, OK

+6%

San Antonio, TX

+5%



Phoenix-Mesa, AZ

-13%

Dallas, TX

-4%

Austin-San Marcos, TX

-1%

Houston, TX

-22%

SOUTHWEST

Southwest Region Overall Service Request Activity

Q3 2009 over Q3 2008: -7%

(Q2 comparison: -2%)

Similar to the trend we see in the Midwest, homeowners in the Southwest are focusing on smaller projects, Maintenance & Repair and Systems & Equipment. Additions & Remodeling was fairly close to even with an increase of only 1%. Plumbing tops the list, up 26%, with Countertops and Furniture Repair & Refinish up 24% and 21%, respectively. Also noteworthy, Cleaning & Maid Services indexed higher than the national average and grew 13%.

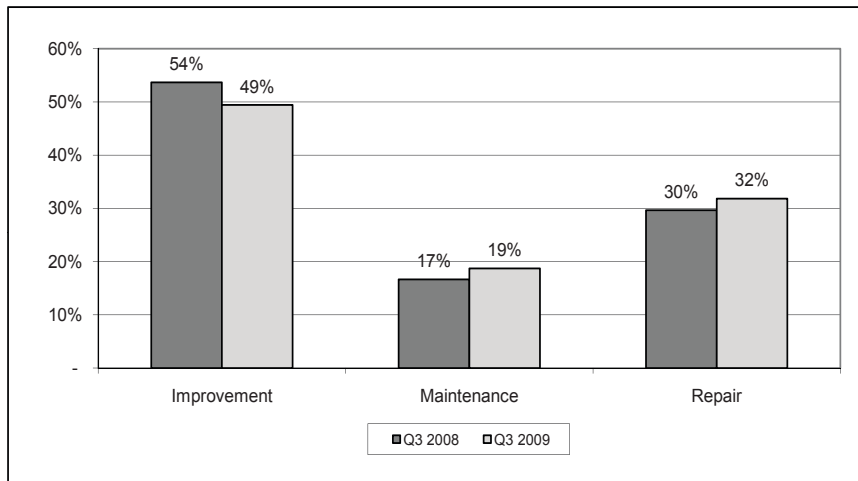
Demographic Profile: A mix of Maintenance & Repair and Systems & Equipment

- Ages 45-64: 49%
- HHI \$100,000-\$249,999: 44%
- Homes valued \$100,000-\$199,999: 49%
- Homes 11-20 years old: 28%
- Length of residence of 1-5 years: 50%
- Homes 2,500-3,499 square feet: 38%

MORE DETAILS AVAILABLE ON NATIONAL, REGIONAL, AND MARKET DEMOGRAPHIC AND SERVICE REQUEST DATA BY REQUEST

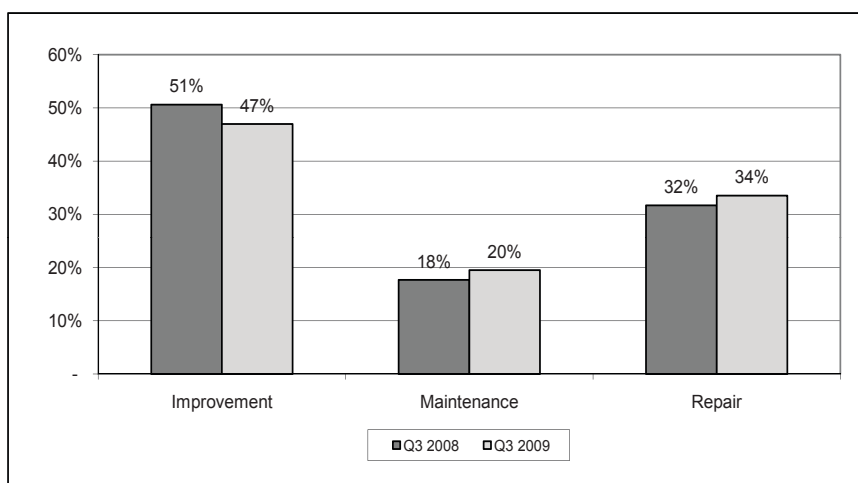
Austin-San Marcos, TX

- 35% of Interior Projects requests came from homes valued \$200,000-\$299,999
- 27% of Maintenance & Repair requests came from homes 1,500-1,999 square feet
- 44% of Moving & Real Estate requests came from homes valued \$200,000-\$299,999



Dallas, TX

- 36% of Moving & Real Estate requests came from homeowners ages 30-44
- 33% of Moving & Real Estate requests came from homes valued \$200,000-\$299,999



Top 10 Increases

Pest Control	+45%
Furniture Repair & Refinish	+35%
Carpenters	+25%
Swimming Pools	+24%
Concrete	+20%
Air Conditioning	+12%
Roofing	+11%
Carpet & Upholstery Cleaning	+9%
Electrical	+7%
Flooring & Carpet	+6%

Top 10 Decreases

Decks	-23%
Appliances	-21%
Doors	-20%
Landscaping	-13%
Lawn & Garden Care	-13%
Tile	-8%
Fences	-8%
Handyman Services	-7%
Cleaning & Maid Services	-3%
Painting	-3%

Top 10 Increases

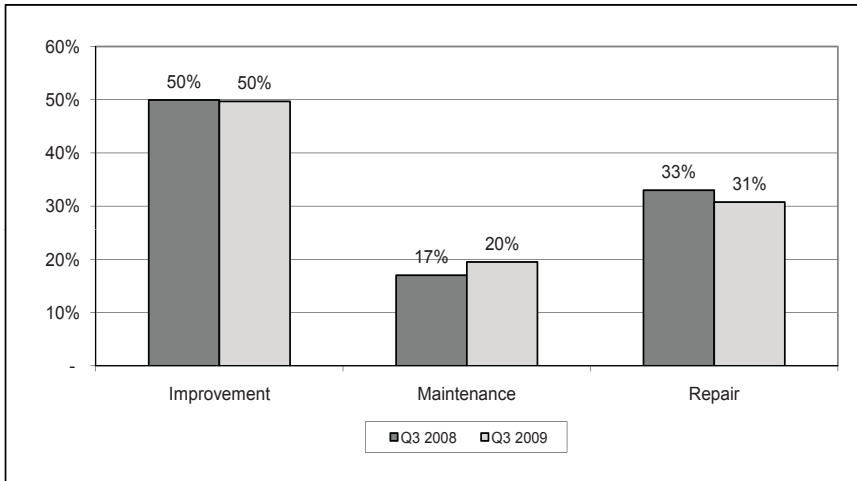
Roofing	+57%
Home Security Services	+51%
Plumbing	+26%
Tree Services	+21%
Carpet & Upholstery Cleaning	+20%
Electrical	+14%
Gutters	+14%
Cleaning & Maid Services	+14%
Drywall & Plaster	+13%
Furniture Repair & Refinish	+11%

Top 10 Decreases

Designers & Decorators	-39%
Lawn & Garden Care	-34%
Garages & Garage Doors	-21%
Landscaping	-21%
Carpenters	-19%
Foundations	-19%
Decks	-17%
Handyman Services	-15%
Concrete	-13%
Siding	-11%

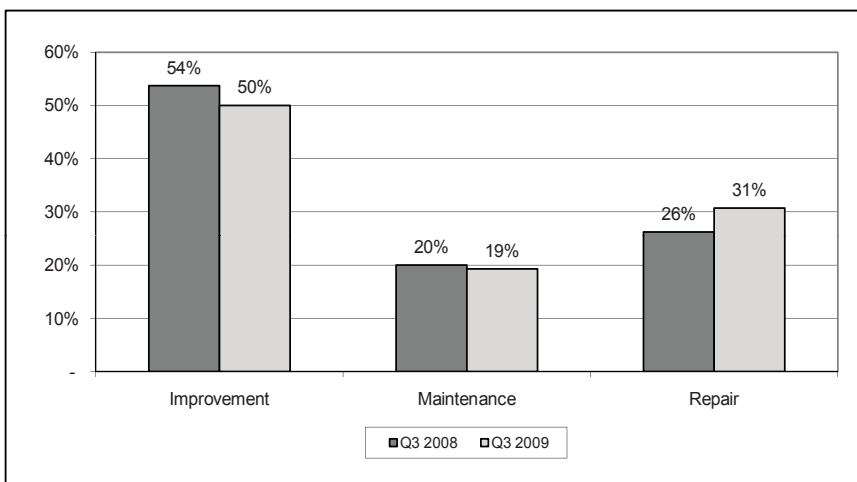
Houston, TX

- 28% of Additions & Remodeling requests came from a length of residence of 11-20 years
- 37% of Moving & Real Estate requests came from household incomes of less than \$49,999



San Antonio, TX

- 30% of Additions & Remodeling requests came from homes 1,000-1,499 square feet
- 41% of Exterior Projects requests came from household incomes of \$50,000-\$99,999
- 28% of Systems & Equipment requests came from homes 2,500 - 3,499 square feet.



Top 10 Increases

Plumbing	+47%
Home Inspections	+34%
Foundations	+30%
Countertops	+30%
Air Conditioning	+25%
Home Security Services	+19%
Pest Control	+13%
Doors	+12%
Window Coverings	+11%
Furniture Repair & Refinish	+10%

Top 10 Decreases

Roofing	-87%
Fences	-74%
Drywall & Plaster	-58%
Tree Services	-56%
Mold & Asbestos Services	-50%
Handyman Services	-30%
Garages & Garage Doors	-29%
Siding	-27%
Gutters	-27%
Flooring & Carpet	-21%

Top 10 Increases

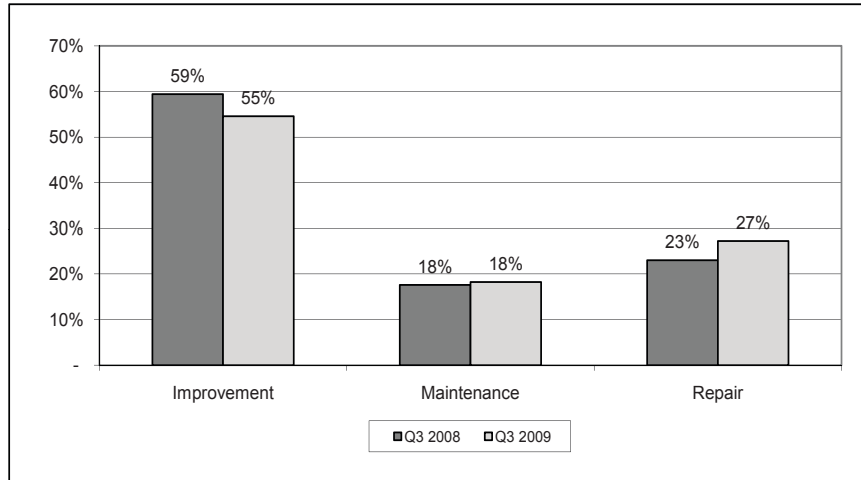
Brick & Stone	+54%
Foundations	+53%
Air Conditioning	+45%
Pest Control	+30%
Architects & Engineers	+29%
Appliances	+26%
Siding	+23%
Electrical	+21%
Windows	+16%
Cleaning & Maid Services	+14%

Top 10 Decreases

Designers & Decorators	-35%
Lawn & Garden Care	-24%
Decks	-17%
Audio/Visual & Computers	-13%
Hot Tubs, Spas & Saunas	-11%
Garages & Garage Doors	-11%
Gutters	-7%
Carpet & Upholstery Cleaning	-3%
Fences	-2%
Concrete	-2%

Oklahoma City, OK

- 34% of Additions & Remodeling requests came from a length of residence of 11-20 years
- 28% of Exterior Projects requests came from homes 1,500-2,499 square feet
- 46% of Systems & Equipment requests came from household incomes of \$50,000-\$99,999



Top 10 Increases

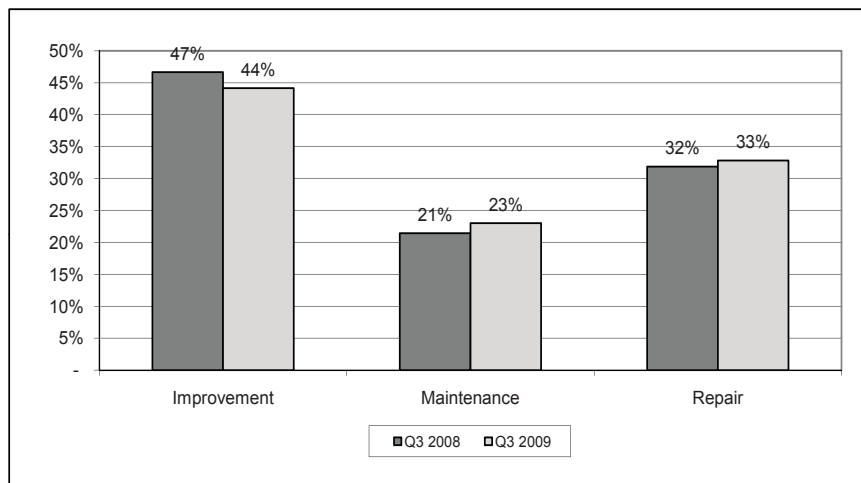
Appliances	+74%
Cabinets	+56%
Carpet & Upholstery Cleaning	+55%
Plumbing	+53%
Electrical	+41%
Air Conditioning	+30%
Architects & Engineers	+26%
Siding	+22%
Concrete	+21%
Additions & Remodeling	+19%

Top 10 Decreases

Foundations	-39%
Designers & Decorators	-24%
Lawn & Garden Care	-22%
Handyman Services	-21%
Swimming Pools	-20%
Tree Services	-18%
Windows	-15%
Countertops	-15%
Roofing	-10%
Flooring & Carpet	-8%

Phoenix-Mesa, AZ

- 37% of Additions & Remodeling requests came from a length of residence of 11-20 years
- 39% of Maintenance & Repair requests came from homeowners ages 30-44
- 41% of Moving & Real Estate requests came from household incomes of \$50,000-\$99,999



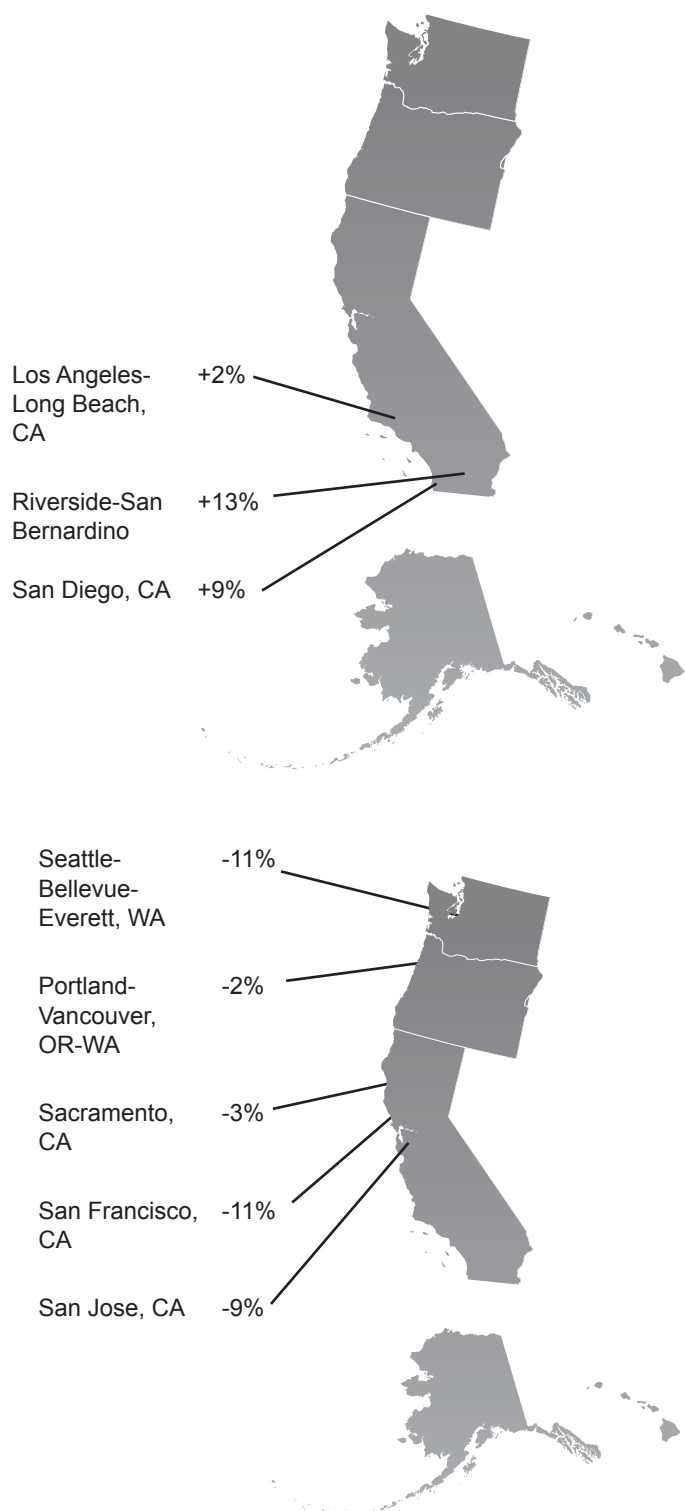
Top 10 Increases

Moving	+51%
Furniture Repair & Refinish	+29%
Air Conditioning	+12%
Carpet & Upholstery Cleaning	+6%
Swimming Pools	+5%
Plumbing	+4%
Countertops	+4%
Brick & Stone	+3%
Architects & Engineers	+2%
Garages & Garage Doors	+1%

Top 10 Decreases

Roofing	-47%
Handyman Services	-42%
Fences	-40%
Drywall & Plaster	-30%
Carpenters	-30%
Tile	-29%
Tree Services	-27%
Doors	-26%
Hot Tubs, Spas & Saunas	-25%
Siding	-21%

REGIONAL DATA



PACIFIC

Pacific Region Overall Service Request Activity

Q3 2009 over Q3 2008: Even
(Q2 comparison: -3%)

The Pacific, a region that has been down all year, has finally evened out. Although the Pacific is slower to recover than other regions, there are a few bright spots, particularly in smaller projects. Air Conditioning was particularly noteworthy, up 58%. Countertops are up 25% followed by Window Coverings, up 22%, and Cabinets, up 12%. Characteristic of this region, discretionary projects such as Cleaning & Maid Services and Wall Coverings are down, both 5%.

Project requests came from an average home value of \$450,000+ compared to \$100,000-\$199,999 nationally. Additionally, half of the homeowners making Maintenance & Repair requests are single.

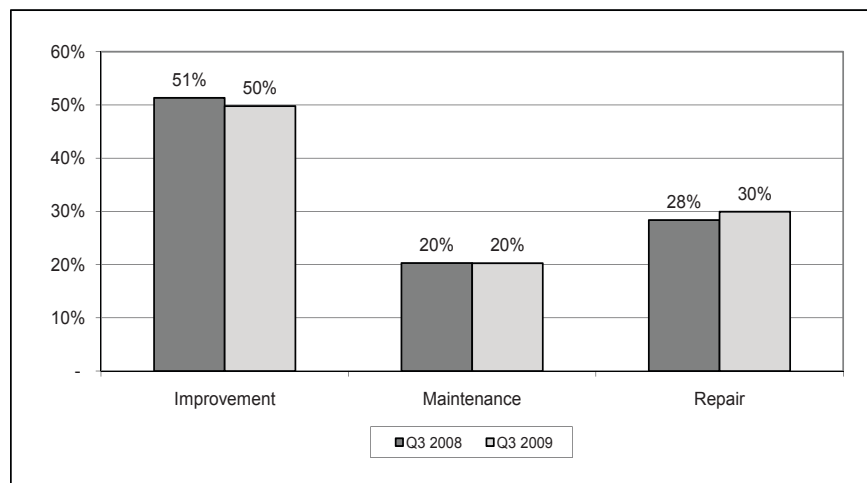
Demographic Profile: Additions & Remodeling

- Ages 45-64: 54%
- HHI \$100,000-\$249,999: 52%
- Homes valued \$450,000+ 37%
- Homes 51-100 years old: 36%
- Length of residence of 1-5 years: 33%
- Homes 1,000-1,499 square feet: 31%

MORE DETAILS AVAILABLE ON NATIONAL, REGIONAL, AND MARKET DEMOGRAPHIC AND SERVICE REQUEST DATA BY REQUEST

Los Angeles-Long Beach, CA

- 28% of Additions & Remodeling requests came from a length of residence of 11-20 years
- 34% of Interior Projects requests came from homes 1,000-1,499 square feet
- 57% of Maintenance & Repair requests came from homeowners who are single



Top 10 Increases

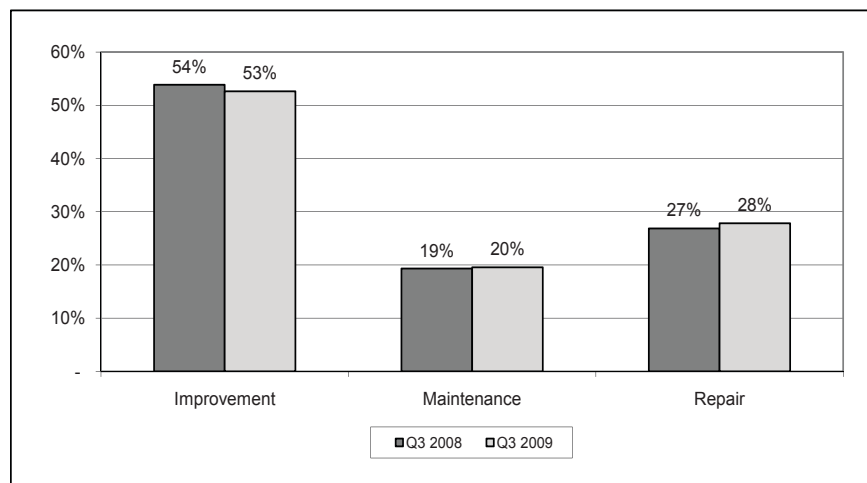
Home Inspections	+76%
Air Conditioning	+72%
New Home Builders	+62%
Tree Services	+32%
Skylights	+29%
Cabinets	+28%
Countertops	+25%
Plumbing	+24%
Additions & Remodeling	+21%
Flooring & Carpet	+19%

Top 10 Decreases

Fountains & Ponds	-50%
Foundations	-31%
Sheds & Enclosures	-30%
Brick & Stone	-22%
Decks	-21%
Ceilings	-20%
Designers & Decorators	-19%
Carpenters	-18%
Home Security Services	-17%
Lawn & Garden Care	-15%

Riverside-San Bernardino, CA

- 47% of Exterior Projects requests came from homes valued \$100,000-\$199,999
- 30% of Interior Projects requests came from homes 2,500-3,499 square feet
- 29% of Systems & Equipment requests came from homes 11-20 years old



Top 10 Increases

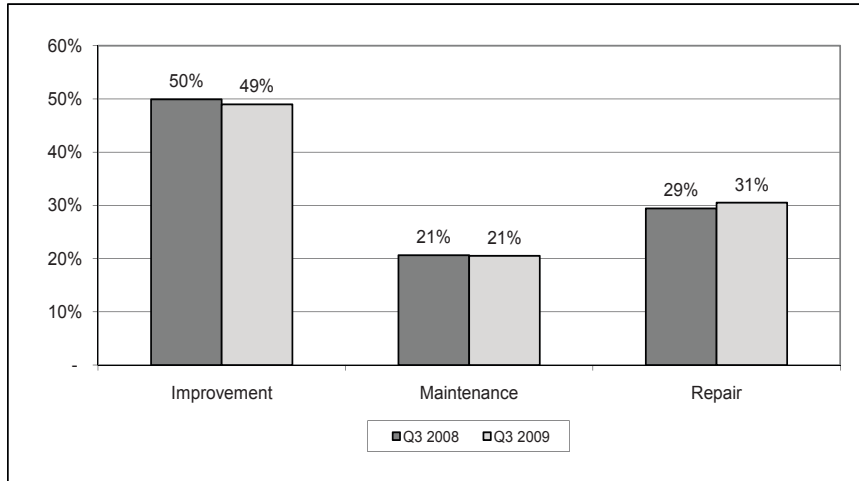
Air Conditioning	+86%
Window Coverings	+74%
Tree Services	+65%
Countertops	+55%
Drywall & Plaster	+43%
Plumbing	+42%
Tile	+39%
Gutters	+38%
Locksmiths	+36%
Doors	+35%

Top 10 Decreases

Waste Material Removal	-39%
Home Security Services	-32%
Septic Tanks & Wells	-22%
Windows	-20%
Architects & Engineers	-18%
Foundations	-17%
Appraisers	-9%
Ceilings	-9%
Audio/Visual & Computers	-8%
Designers & Decorators	-6%

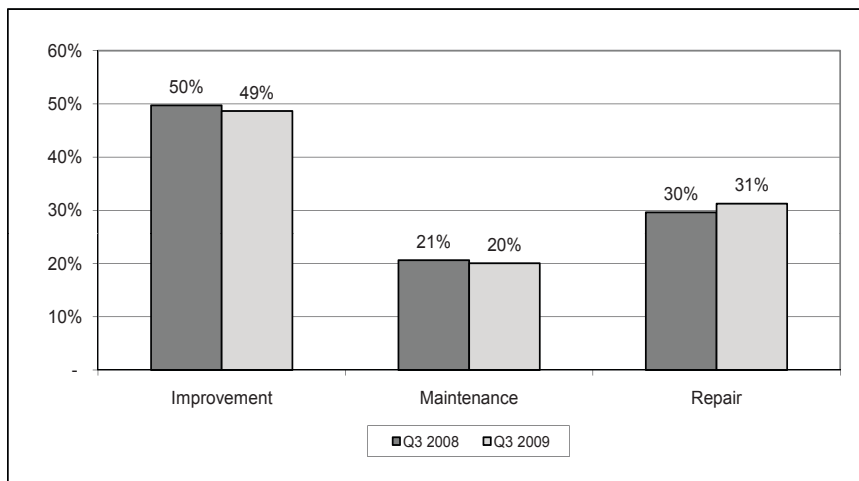
Sacramento, CA

- 39% of Additions & Remodeling requests came from homes valued \$200,000-\$299,999
- 27% of Systems & Equipment requests came from a length of residence of 11-20 years
- 31% of Systems & Equipment requests came from homes 1,000-1,499 square feet



San Diego, CA

- 53% of Additions & Remodeling requests came from homeowners who are single
- 36% of Exterior Projects requests came from homes valued \$300,000-\$449,999
- 30% of Systems & Equipment requests came from homes 1,000-1,499 square feet



Top 10 Increases

Countertops	+52%
Electrical	+25%
Architects & Engineers	+25%
Tree Services	+24%
Gutters	+21%
Window Coverings	+17%
Plumbing	+16%
Lawn & Garden Care	+11%
Garages & Garage Doors	+10%
Windows	+10%

Top 10 Decreases

Audio/Visual & Computers	-25%
Handyman Services	-25%
Moving	-20%
Cleaning & Maid Services	-19%
Drywall & Plaster	-19%
Cabinets	-17%
Roofing	-15%
Designers & Decorators	-14%
Brick & Stone	-13%
Landscaping	-12%

Top 10 Increases

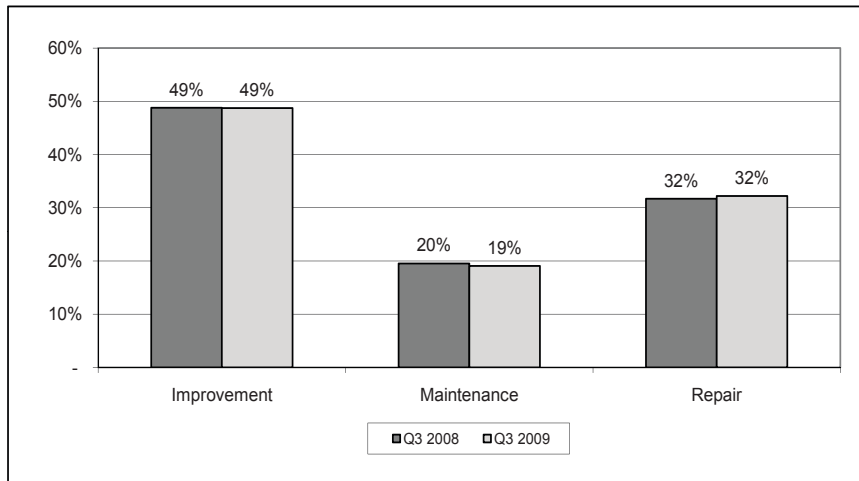
Plumbing	+22%
Electrical	+20%
Carpet & Upholstery Cleaning	+20%
Swimming Pools	+19%
Cabinets	+19%
Fences	+18%
Roofing	+18%
Tile	+17%
Lawn & Garden Care	+16%
Flooring & Carpet	+10%

Top 10 Decreases

Mold & Asbestos Services	-35%
Architects & Engineers	-28%
Ceilings	-16%
Foundations	-15%
Carpenters	-13%
Appliances	-13%
Additions & Remodeling	-12%
Moving	-11%
Handyman Services	-9%
Cleaning & Maid Services	-8%

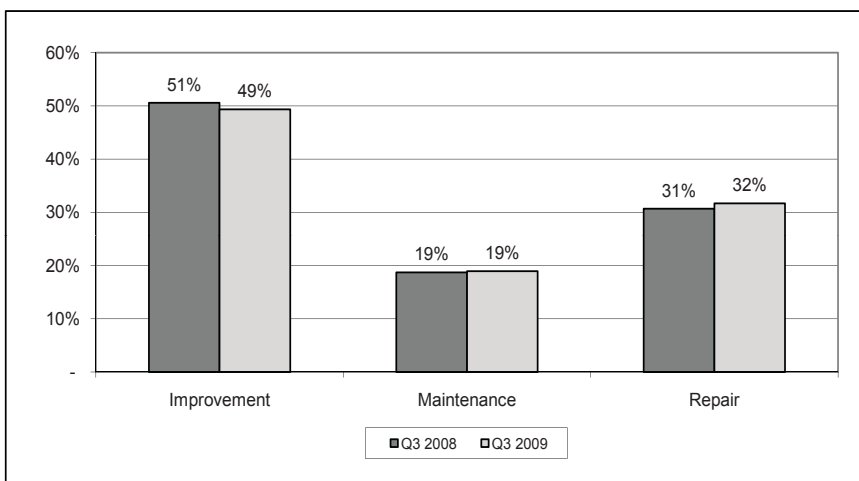
San Francisco, CA

- 96% of Interior Projects requests came from homes valued \$450,000+
- 63% of Maintenance & Repair requests came from homeowners who are single
- 28% of Systems & Equipment requests came from a length of residence of 11-20 years



San Jose, CA

- 30% of Additions & Remodeling requests came from a length of residence of 11-20 years
- 96% of Exterior Projects requests came from homes valued \$450,000+
- 35% of Systems & Equipment requests came from homes 1,000-1,499 square feet



Top 10 Increases

Gutters	+57%
Hot Tubs, Spas & Saunas	+35%
Home Security Services	+28%
Flooring & Carpet	+20%
Carpet & Upholstery Cleaning	+16%
Cabinets	+16%
Swimming Pools	+16%
Window Coverings	+15%
Electrical	+10%
Lawn & Garden Care	+4%

Top 10 Decreases

Air Conditioning	-62%
Designers & Decorators	-49%
Garages & Garage Doors	-44%
Architects & Engineers	-43%
Audio/Visual & Computers	-42%
Pest Control	-29%
Appliances	-28%
Cleaning & Maid Services	-28%
Brick & Stone	-26%
Landscaping	-25%

Top 10 Increases

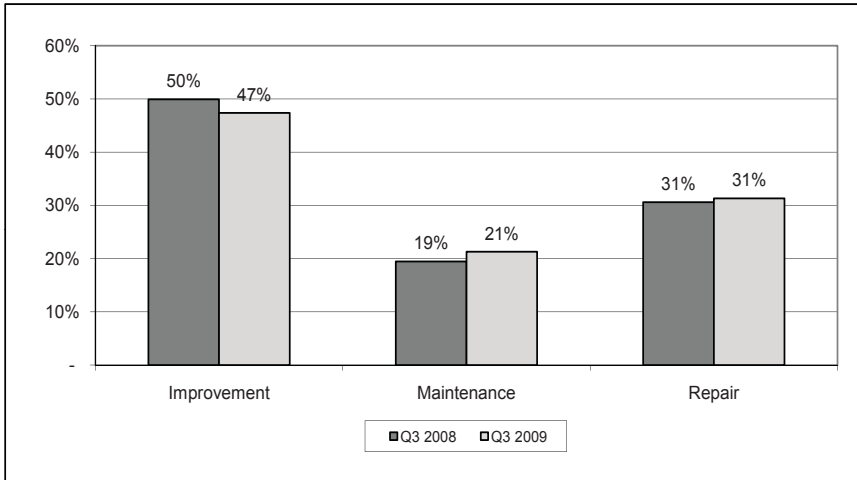
Doors	+42%
Window Coverings	+33%
Hot Tubs, Spas & Saunas	+29%
Cabinets	+23%
Audio/Visual & Computers	+23%
Countertops	+21%
Brick & Stone	+19%
Windows	+18%
Tree Services	+12%
Flooring & Carpet	+6%

Top 10 Decreases

Designers & Decorators	-43%
Lawn & Garden Care	-32%
Garages & Garage Doors	-31%
Mold & Asbestos Services	-30%
Pest Control	-23%
Painting	-21%
Fences	-18%
Handyman Services	-15%
Architects & Engineers	-15%
Carpenters	-13%

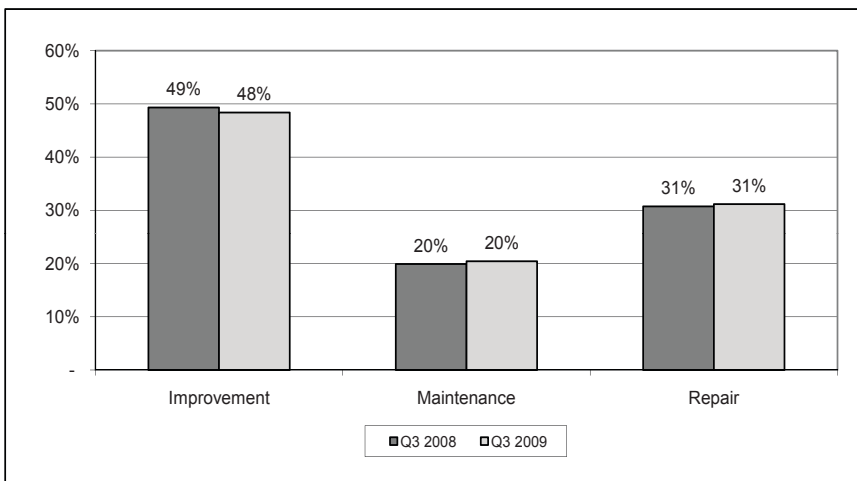
Portland-Vancouver, OR-WA

- 50% of Additions & Remodeling requests came from homes valued \$200,000-\$299,999
- 24% of Exterior Projects requests came from homes 2,500-3,499 square feet
- 24% of Systems & Equipment requests came from homes 11-20 years old



Seattle-Bellevue-Everett, WA

- 32% of Additions & Remodeling requests came from a length of residence of 11-20 years
- 34% of Exterior Projects requests came from homes 2,500-3,499 square feet
- 45% of Interior Projects requests came from homes valued \$300,000-\$449,999



Top 10 Increases

Window Coverings	+55%
Paving	+32%
Mold & Asbestos Services	+32%
Furniture Repair & Refinish	+26%
Tree Services	+25%
Swimming Pools	+22%
Pest Control	+18%
Plumbing	+14%
Gutters	+13%
Countertops	+3%

Top 10 Decreases

Designers & Decorators	-30%
Carpenters	-28%
Hot Tubs, Spas & Saunas	-21%
Handyman Services	-20%
Windows	-19%
Audio/Visual & Computers	-18%
Painting	-18%
Appliances	-16%
Decks	-15%
Moving	-15%

Top 10 Increases

Moving	+62%
Home Security Services	+45%
Tree Services	+28%
Paving	+26%
Window Coverings	+22%
Heating & Furnace Systems	+12%
Skylights	+11%
Cabinets	+6%
Windows	+5%
Foundations	+1%

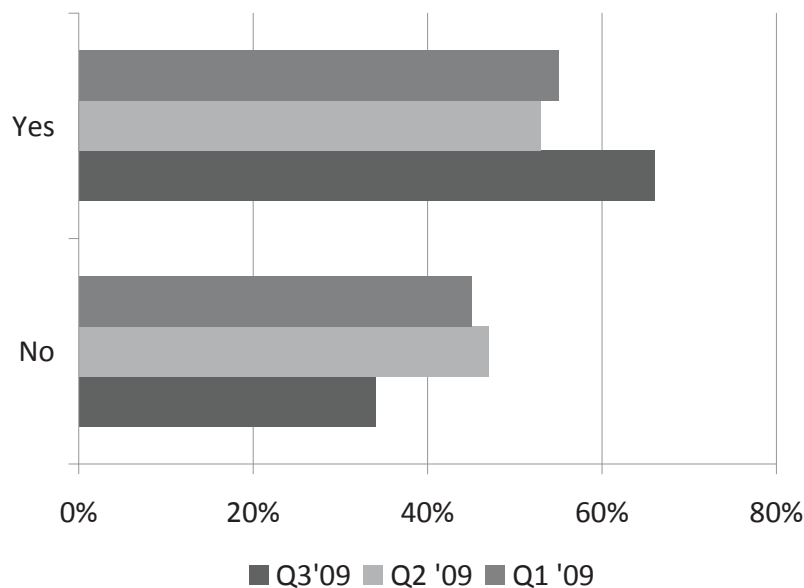
Top 10 Decreases

Carpenters	-29%
Decks	-29%
Designers & Decorators	-28%
Garages & Garage Doors	-27%
Concrete	-27%
Doors	-27%
Additions & Remodeling	-26%
Landscaping	-24%
Handyman Services	-22%
Siding	-20%

SERVICEMAGIC CONSUMER SURVEY – DISCRETIONARY SPENDING INSIGHTS

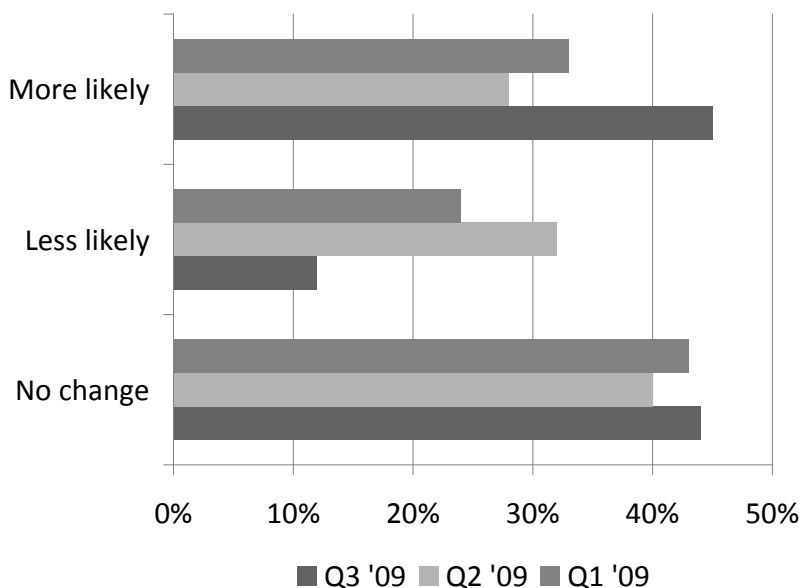
In order to better understand discretionary spending trends, we surveyed consumers who submitted requests in the third quarter for Additions & Remodeling, Cabinets & Countertops, Cleaning & Maid Services, Decks, Fences, HVAC, Landscaping, Painting, Roofing & Gutters, and Windows & Doors.

01 Do you feel better about your home being a secure investment than you did three months ago?

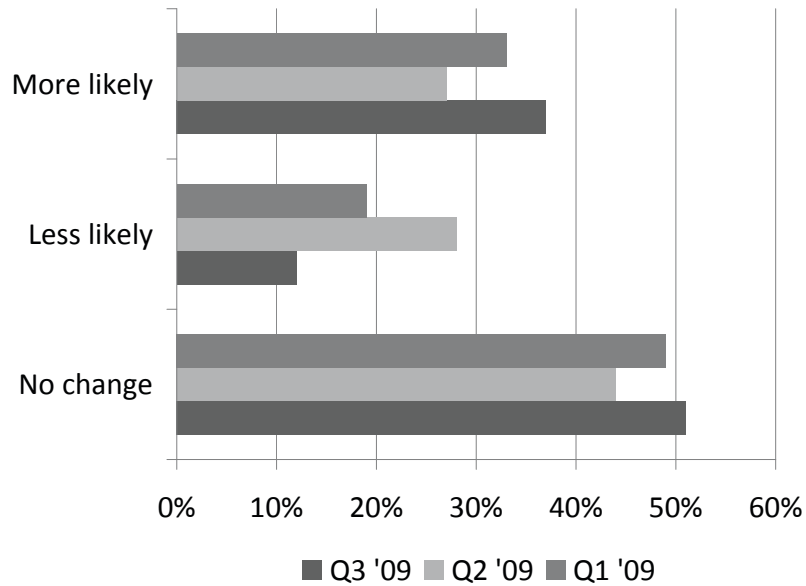


\$16,637 is the amount consumers reported spending on average for Additions & Remodels in the third quarter.

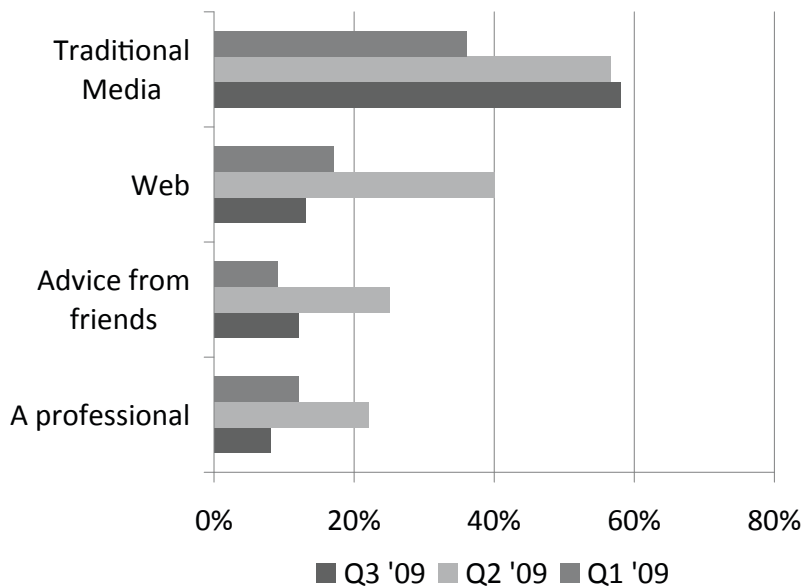
02 Are you more or less likely to put money into property value-increasing home improvement projects now versus 12 months ago?



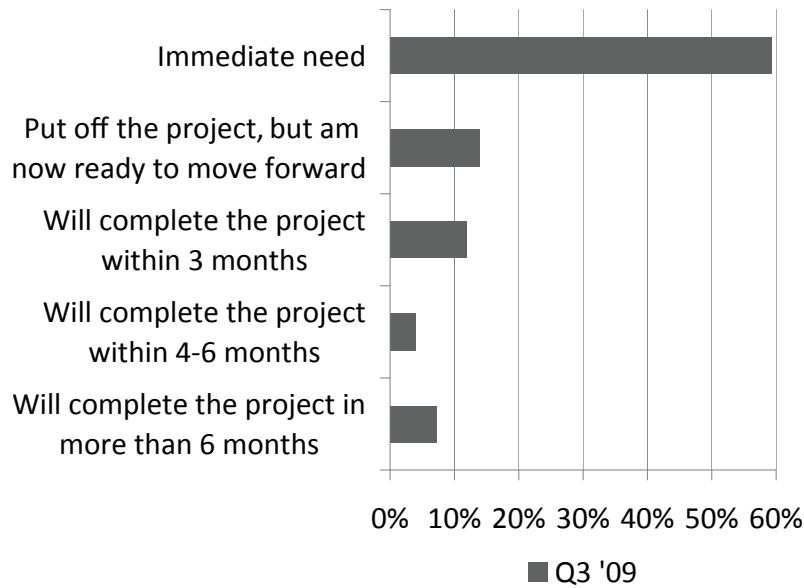
03 Are you more or less likely to put money into property value-increasing home improvement projects now versus three months ago?



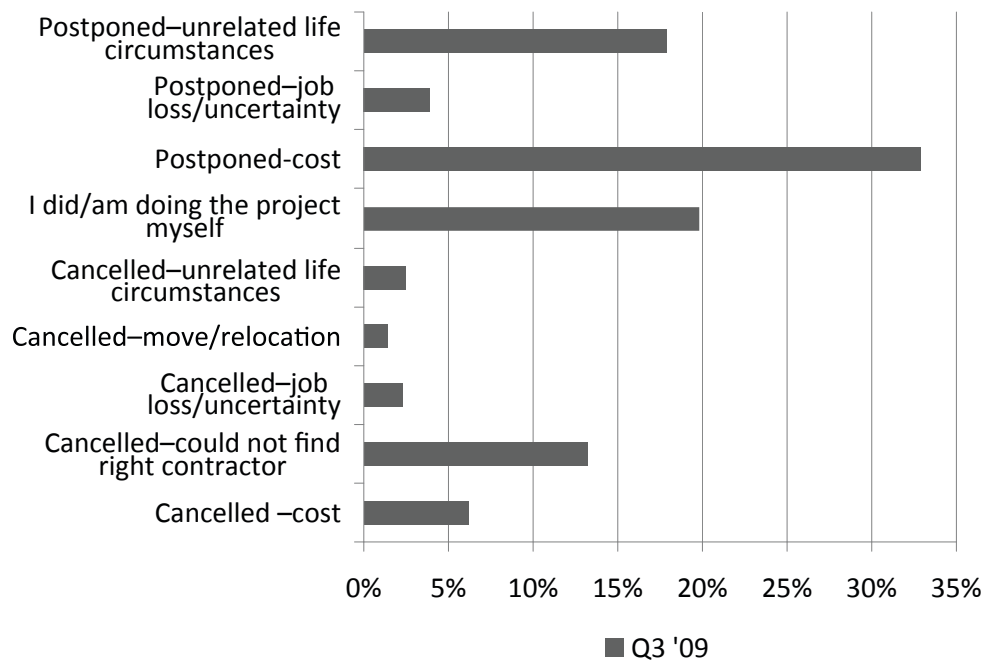
04 Where do you get inspiration for home projects? (Choose all that apply)



05 Thinking of your most recent project request, which of the below most accurately describes your motivation?
(Choose one)

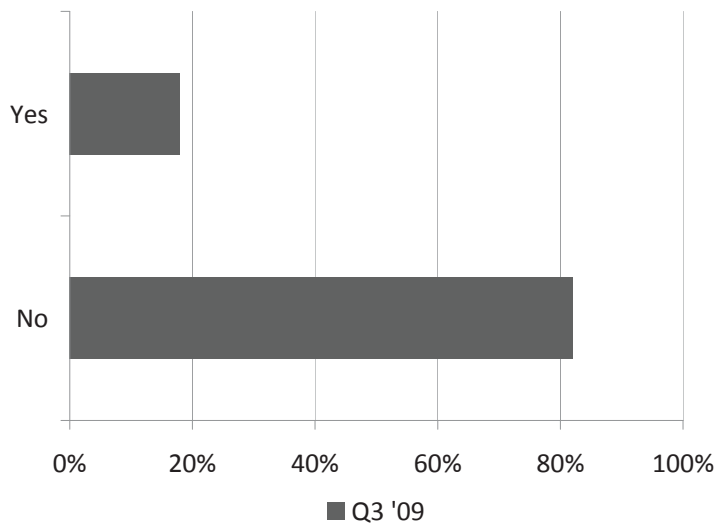


06 If not completed, what is the main reason you are not moving forward with this project?

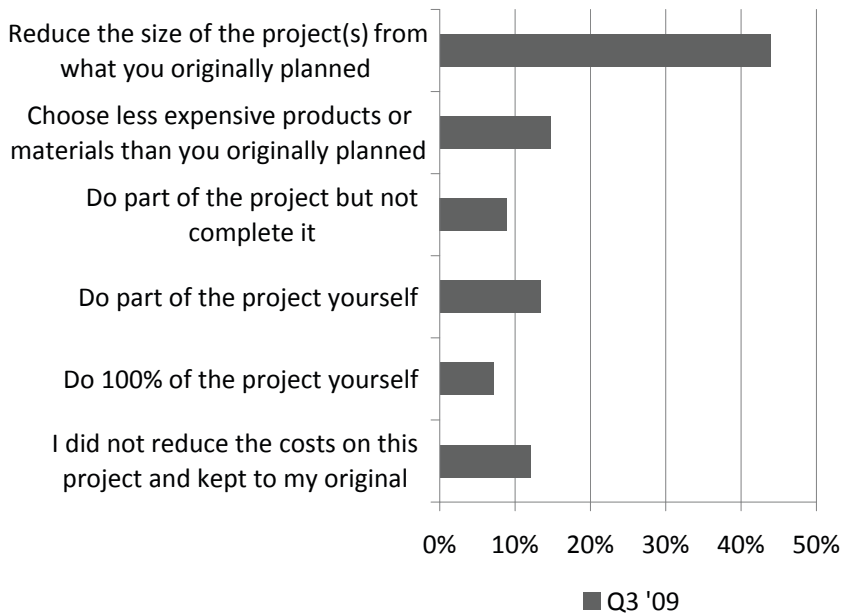


26% of consumers who put off hiring a Painting professional did the project themselves

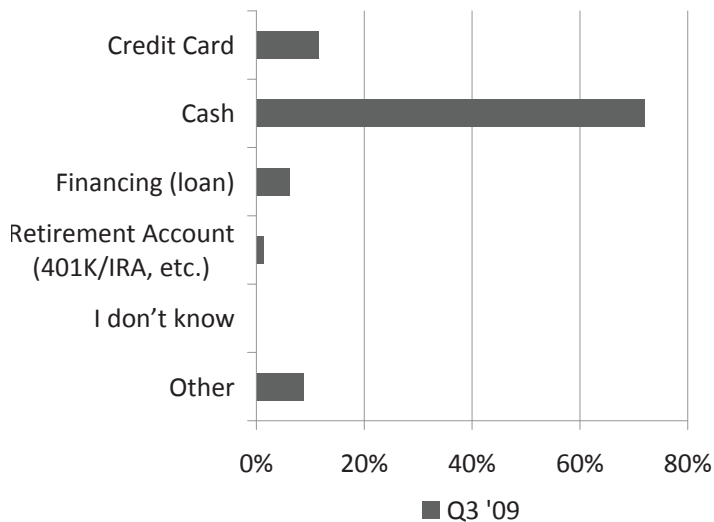
07 Thinking of your most recent project, did you scale back project scope and/or size?



08 For these projects, IF you reduced costs, did you:

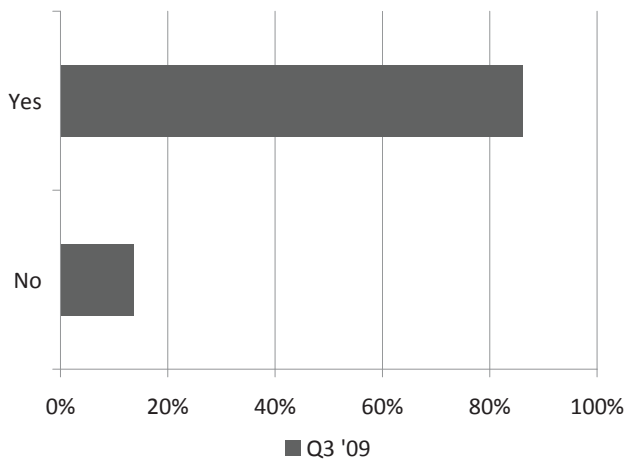


09 How did you pay for this project?

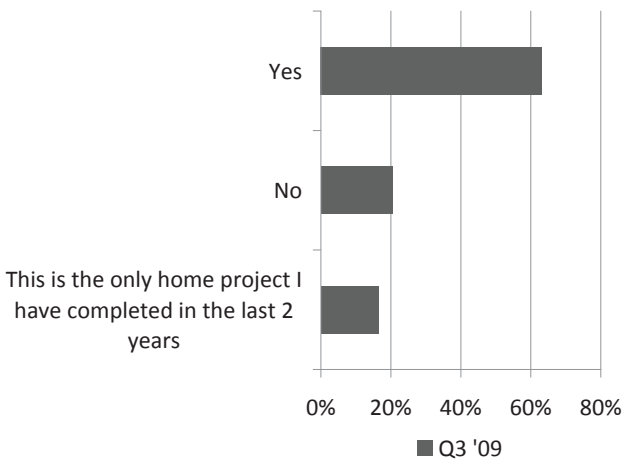


72% of homeowners paid cash for their most recent home project.

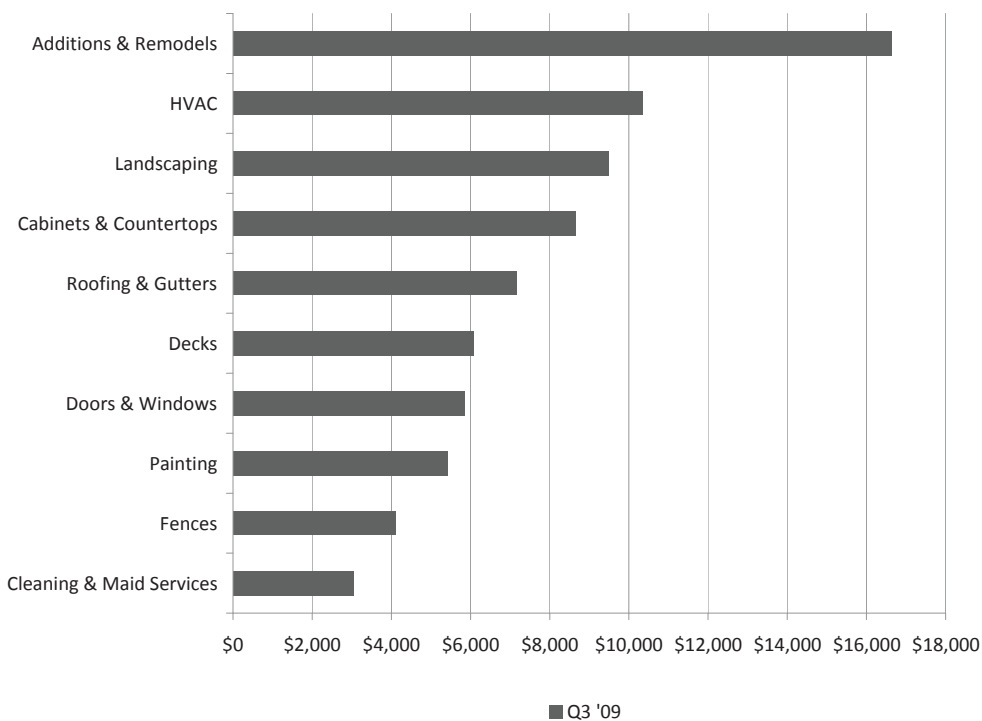
10 Was that your preferred method of payment?



11 Did you use the same payment method for your last home project?



12 How much did you spend or are you expecting to spend on your last project?

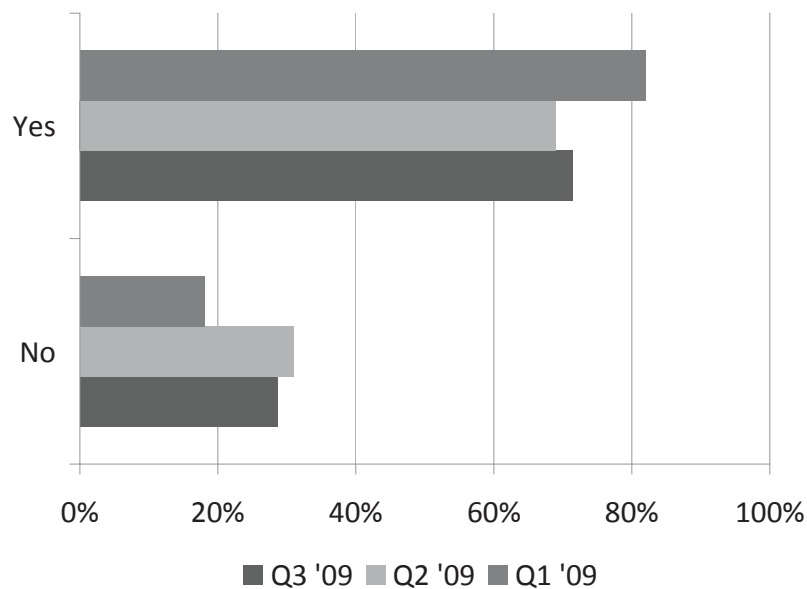


\$7,461 is
the average
amount consum-
ers reported
spending on
home projects in
the third quarter

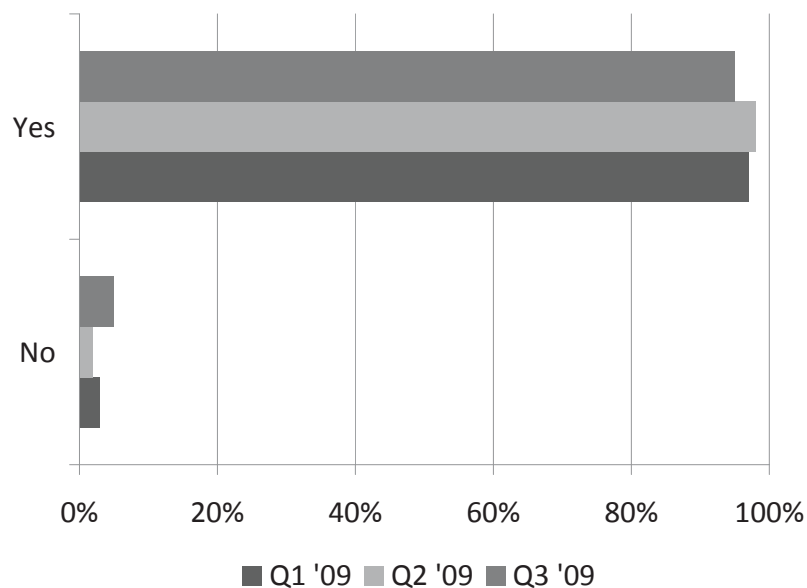
SERVICEMAGIC SERVICE PROFESSIONAL SURVEY - DISCRETIONARY SPENDING INSIGHTS

In order to better understand discretionary spending trends, we surveyed professionals who were matched to consumers requesting services for Additions & Remodeling, Cabinets & Countertops, Cleaning & Maid Service, Decks, Fences, HVAC, Landscaping, Painting, Roofing & Gutters, and Windows & Doors.

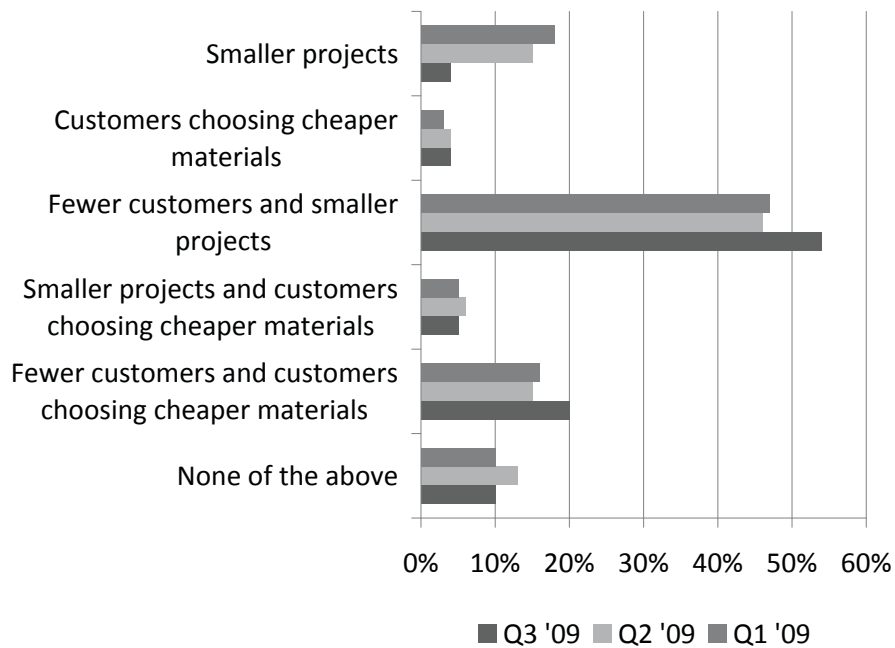
01 Has your business seen a drop in total revenue in the last 12 months?



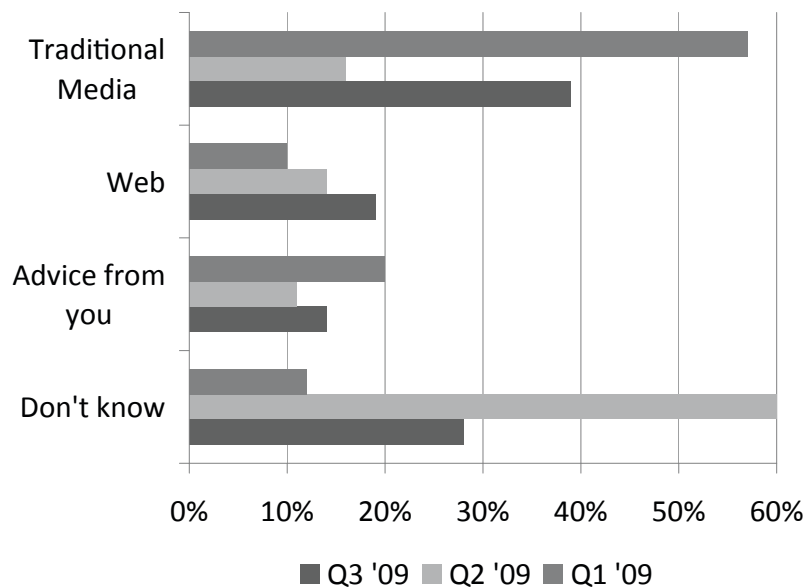
02 Do you think the decrease in revenue is primarily the result of the economy?



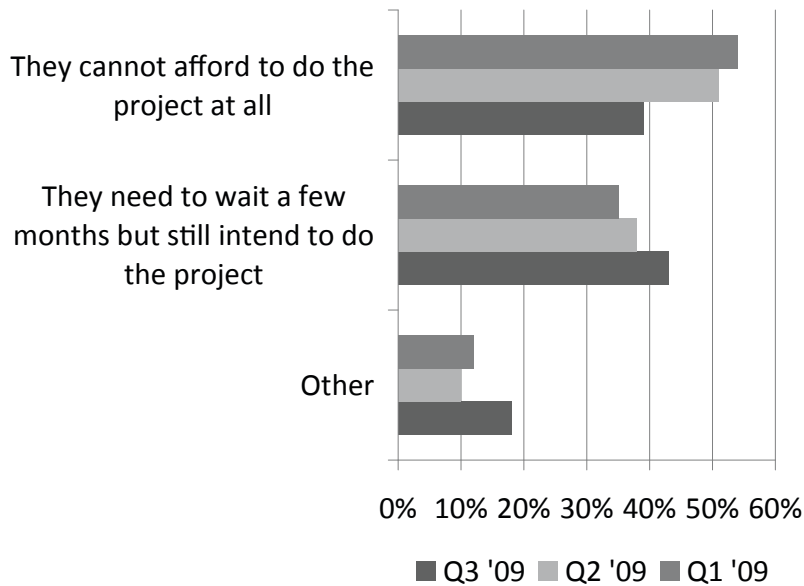
03 If your company has experienced a decrease in revenue, what has been the biggest factor in the decreased revenue?



04 Where are your customers getting their inspiration for home projects?

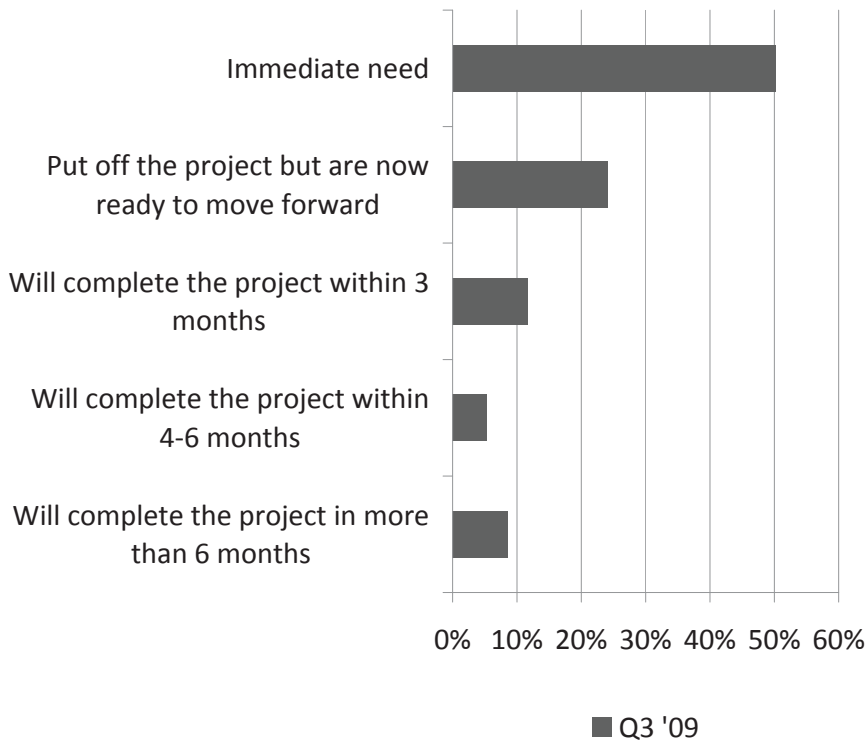


05 What is the most common reason homeowners gave in the last 3 months for not moving forward with a project?



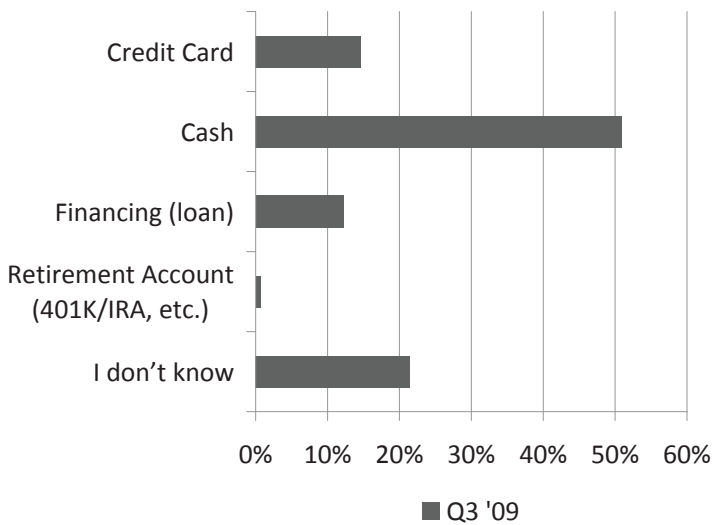
46% of homeowners who did not move forward with an Additions & Remodeling project could not afford to do the project at all, according to pros

06 Thinking of the last 3 months, what are the most common reasons consumers say they are interested in your services? (Choose all that apply)



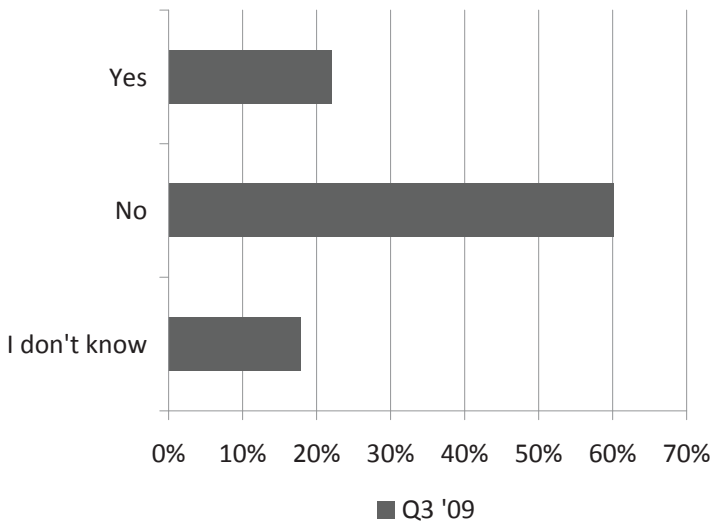
33% of customers submitting Siding requests had put off the project, but are now ready to move forward, according to Siding pros

07 How are consumers paying for projects?

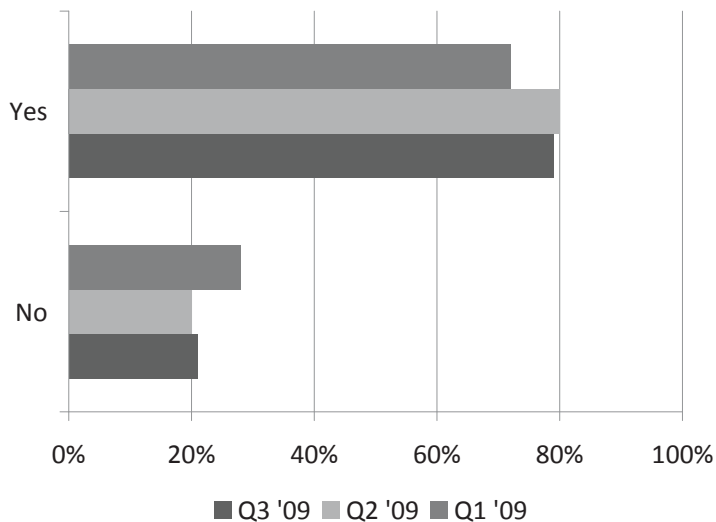


38% of consumers are paying by credit card, for HVAC projects, according to pros

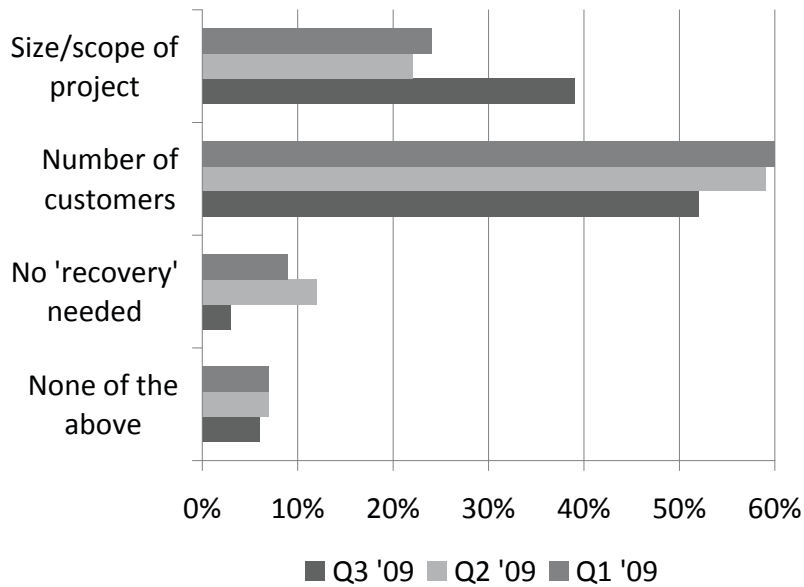
08 Generally speaking, are customers paying with different methods than this time a year ago?



09 Looking ahead at the next 12 months, are you optimistic about your company's performance?

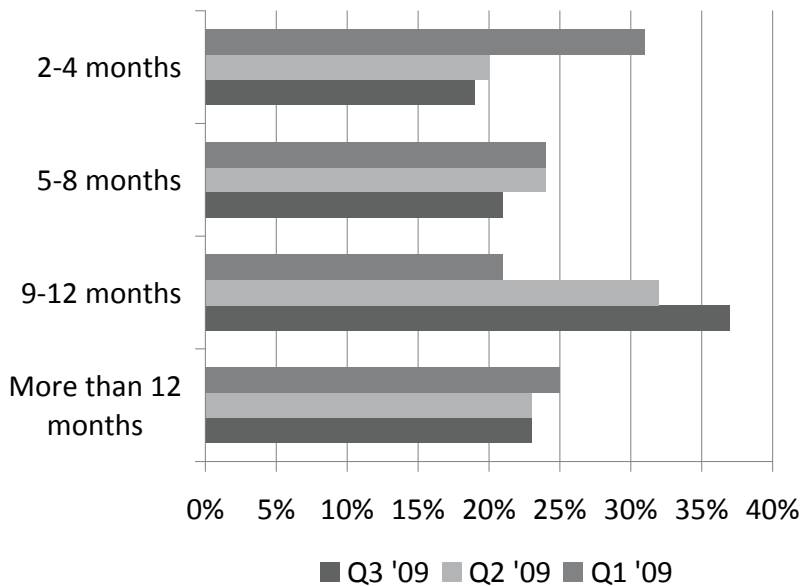


10 What will be the first part of your business to recover?



39% of
Landscaping
Professionals
said size/scope
of project will be
the first part of
their business to
recover

11 When do you anticipate a significant increase in service requests to stabilize business?



APPENDIX: SERVICE REQUEST GROUP DETAIL

The following service request groups have been created in order to provide aggregated trends and analysis.

ADDITIONS & REMODELING

Additions & Remodeling
Architects & Engineers
New Home Builders

SYSTEMS & EQUIPMENT

Central Vacuums
Plumbing
Appliances
Air Conditioning
Septic Tanks & Wells
Home Security Services
Electrical
Fans
Water Treatment Systems
Heating & Furnace Systems

MAINTENANCE & REPAIR

Furniture Repair & Refinish
Pest Control
Carpet & Upholstery Cleaning
Cleaning & Maid Services
Tree Services
Mold & Asbestos Services
Organizers
Sandblasting Services
Waterproofing
Locksmiths
Lawn & Garden Care
Handyman Services
Foundations
Disaster Recovery Services
Snow Removal Services
Home Maintenance

INTERIOR PROJECTS

Cabinets
Wall Coverings
Countertops
Glass & Mirrors
Painting
Flooring & Carpet
Window Coverings
Audio/Visual & Computers
Drywall & Plaster
Tile
Carpenters
Insulation
Ceilings
Designers & Decorators
Stained Glass
Fireplaces & Wood Stoves

MOVING & REAL ESTATE

Appraisers
Developers
Storage Services
Moving
Rental Services
Home Inspections

EXTERIOR PROJECTS

Paving
Outdoor Playgrounds
Fountains & Ponds
Concrete
Sheds & Enclosures
Siding
Brick & Stone
Landscaping
Doors
Swimming Pools
Decks
Gutters
Tennis or Game Courts
Fences
Awnings
Roofing
Garages & Garage Doors
Hot Tubs, Spas & Saunas
Skylights
Windows

OTHER

Disability Services
Excavation
Metal Fabrication
Docks
Powdercoating
Waste Material Removal
Demolition Services
Permit Services
Sign Making Services