



SM **M**servicemagic.com

HOME REMODELING & REPAIR INDEX

FOURTH QUARTER 2009





TABLE OF CONTENTS

www.servicemagic.com/survey

CEO Letter.....	5
Purpose	6
National Summary.....	7
National Service Requests and Demographic Summary	8
2010 Remodeling Forecast	9
Regional Data.....	10-43
Northeast.....	10-14
Boston, MS-NH.....	11
Buffalo-Niagara Falls, NY	11
New York, NY.....	12
Rochester, NY.....	12
Hartford, CT.....	13
Pittsburgh, PA.....	13
Philadelphia, PA-NJ.....	14
Providence-Fall River-Warwick, RI-MA.....	14
Upper South.....	15-19
Baltimore, MD.....	16
Charlotte-Gastonia-Rock Hill, NC-SC.....	16
Louisville, KY-IN.....	17
Memphis, TN-AR-MS.....	17
Nashville, TN	18
Norfolk-Virginia Beach-Newport News, VA-NC	18
Richmond-Petersburg, VA.....	19
Washington, DC-MD-VA-WV	19
Deep South.....	20-24
Atlanta, GA	21
Birmingham, AL	21
Jacksonville, FL	22
Miami, FL.....	22
Orlando, FL.....	23
Tampa-St. Petersburg-Clearwater, FL.....	23
New Orleans, LA.....	24
Midwest.....	25-29
Chicago, IL.....	26
Cincinnati, OH-KY-IN	26
Cleveland-Lorain-Elyria, OH.....	27
Columbus, OH	27
Detroit, MI	28
Indianapolis, IN.....	28
Milwaukee-Waukesha, WI	29
Minneapolis-St. Paul, MN-WI	29



Great Plains	30-31
Kansas City, MO-KS	31
St. Louis, MO-IL	31
Mountain	32-34
Denver, CO	33
Las Vegas, NV-AZ	33
Salt Lake City-Ogden, UT	34
Southwest	35-38
Austin-San Marco, TX	36
Dallas, TX	36
Houston, TX	37
San Antonio, TX	37
Oklahoma City, OK	38
Phoenix-Mesa, AZ	38
Pacific	39-43
Los Angeles-Long Beach, CA	40
Riverside-San Bernardino, CA	40
Sacramento, CA	41
San Diego, CA	41
San Francisco, CA	42
San Jose, CA	42
Portland-Vancouver, OR-WA	43
Seattle-Bellevue-Everett, WA	43
ServiceMagic Consumer Sentiment Survey	44-52
ServiceMagic Service Professional Sentiment Survey	52-55
Appendix: Service Request Group Detail	56



LETTER FROM CRAIG SMITH

CEO, *ServiceMagic.com*

February 9, 2010

2009 will be remembered by a vast number of people as a year of economic struggle. Even though we officially came out of an intense recession, rebuilding our economy and its vital industries is clearly going to take time. Some industries will bounce back faster than others. Based on what our data, homeowners and contractors are telling us, we expect the remodeling industry to take huge strides toward recovery in 2010.

The fourth quarter of 2009 capped a curious year for home improvement. Early in the year, larger projects were down and smaller projects were up as many homeowners began to invest in projects for themselves instead of a future owner. By Q3, we saw more people returning to discretionary spending on services such as house cleaning. ServiceMagic, which has continued to grow its homeowner base throughout the recession, received 47% more requests for service in Q4 '09 vs. Q4 '08. That's an incredible increase that can be attributed to a number of factors, but mostly the resiliency of the homeowner.

The astonishing growth in our Q4 service requests, combined with other indicators, leads us to believe that 2010 will see a strong rebound in home remodeling projects. Pent-up demand throughout the recession combined with the possibility that the best contractors are more available plus a better macro-economic picture are indicators that 2010 will look much different for remodeling than 2009. However, we do expect that actual spending levels will follow general consumer trends. Activity is up, but consumers are more budget conscious and have less access to credit.

Additionally, our consumer sentiment survey shows that 44% of the respondents are more confident in the stability of their home equity than they were just six months ago. Only 11% are less confident. Clearly, homeowners are becoming optimistic once again and will provide the remodeling industry with the spark it needs to begin returning to its former luster in 2010.

Craig Smith



PURPOSE

ServiceMagic.com is the nation's leading website connecting homeowners to prescreened, customer-rated contractors. With more than five million requests from homeowners in 2009, 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 47% overall growth in service requests from homeowners in Q4 '09 over Q4 '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 Q4 '08 to Q4 '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 1.2 million service requests received in Q4 '09.
 - B Results from a survey of 2,103 homeowners and 728 service professionals conducted in January 2010.
- 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 Service requests are 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 56.

NATIONAL SUMMARY

With 1.2 million requests for household services in Q4, ServiceMagic is 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. In addition to providing insights about the fourth quarter of 2009, we are also providing our view of what remodeling activity will look like in 2010.

Key Insights

- 1 Core home improvement projects are on the rise. There are substantial increases when compared to one year ago in Additions & Remodeling (+37%), Roofing (+34%), Siding (+43%), and Windows (+113%). We expect remodeling activity to continue to grow in 2010 (see page 9). The Leading Indicator of Remodeling Activity (LIRA), published by the Remodeling Futures Program at the Joint Center for Housing Studies of Harvard University, projects annual declines in home improvement spending will ease from the current rate of 12.0 percent to 3.1 percent in the third quarter of 2010.
- 2 Increases in home improvement activity, specifically remodeling, is up in the top foreclosure cities. Four states represent 50% of the nation's foreclosed homes, with substantial increases in foreclosure rates as compared to 2008. California (+21%), Florida (+34%), Arizona (+40%), Illinois (+32%). Activity is also up in Nevada, the state with the highest foreclosure rate for the third year in a row.* The map below shows the corresponding increases in remodeling activity in these states.

California

Los Angeles:	Kitchen Remodels	+54%
San Diego:	Kitchen Remodels	+46%
San Jose:	Additions & Remodels	+43%
Sacramento:	Kitchen Remodels	+31%
San Francisco:	Bathroom Remodels	+11%

Nevada

Las Vegas:	Additions & Remodels	+61%
------------	----------------------	------

Illinois

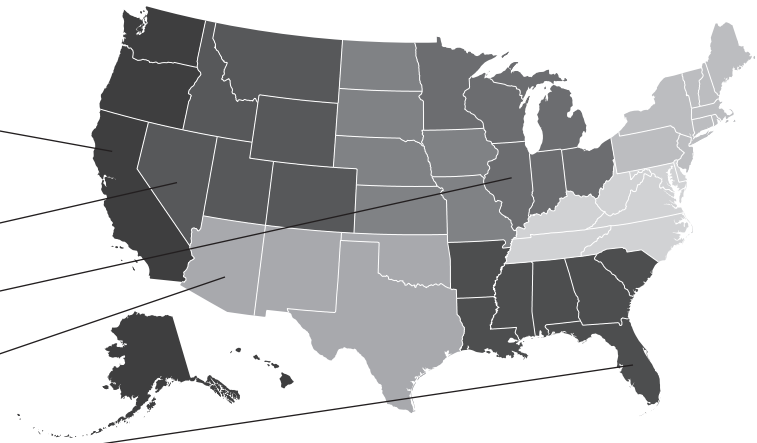
Chicago:	Kitchen Remodels	+120%
----------	------------------	-------

Arizona

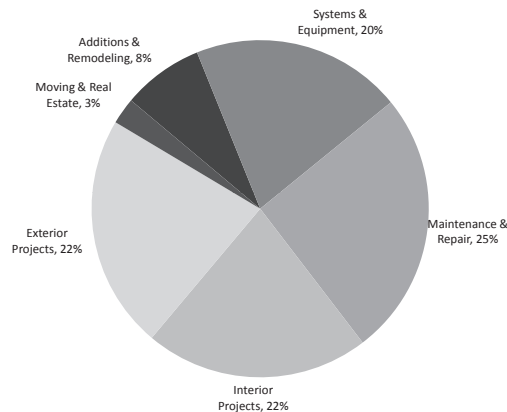
Phoenix:	Kitchen Remodels	+166%
----------	------------------	-------

Florida

Jacksonville:	Bathroom Remodels	+98%
Miami:	Additions & Remodels	+110%
Tampa:	Kitchen Remodels	+180%



- 3 New this quarter, we are showing the percentages of service requests by category grouping (see page 56 for a list of projects by category). This national activity chart can be compared to the top 50 metropolitan statistical areas. Our demographic analysis is also reported within these category groupings.



*Data on foreclosures came from RealtyTrac's® Year-End Report.

NATIONAL SERVICE REQUESTS

ServiceMagic.com received over 5 million service requests from homeowners in 2009. The following list shows changes in requests from Q4 '08 to Q4 '09.

Top 10 Increases in Service Requests

Windows	113%
Air Conditioning	72%
Home Inspection	59%
Cabinets	58%
Siding	43%
Paving	40%
Additions & Remodeling	37%
Roofing	34%
Plumbing	23%
Countertops	22%

Top 10 Decreases in Service Requests

Garage & Garage Doors	-39%
Audio/Visual & Computers	-31%
Fireplace & Wood Stoves	-29%
Moving	-28%
Fences	-27%
Hot Tubs, Spas & Saunas	-27%
Appliances	-19%
Handyman Services	-19%
Lawn & Garden Care	-19%
Carpenters	-18%

NATIONAL DEMOGRAPHIC PROFILE OF CONSUMERS SUBMITTING HOME IMPROVEMENT REQUESTS

Age of Head of Household	Percentage of Total	Household Income	Percentage of Total
18-29 years	5%	\$0-\$49,999	18%
30-44 years	30%	\$50,000-\$99,999	31%
45-64 years	50%	\$100,000-\$249,999	45%
65+ years	14%	\$250,000+	6%

Home Value	Percentage of Total	Home Age	Percentage of Total
\$0-\$99,999	9%	1-5 years	4%
\$100,000-\$199,999	34%	6-10 years	7%
\$200,000-\$299,999	25%	11-20 years	18%
\$300,000-\$449,999	19%	21-30 years	18%
\$450,000+	14%	31-50 years	26%
		51-100 years	26%
		100+ years	2%

Length of Residence	Percentage of Total
1-5 years	37%
6-10 years	20%
11-20 years	28%
21-30 years	10%
30+ years	5%

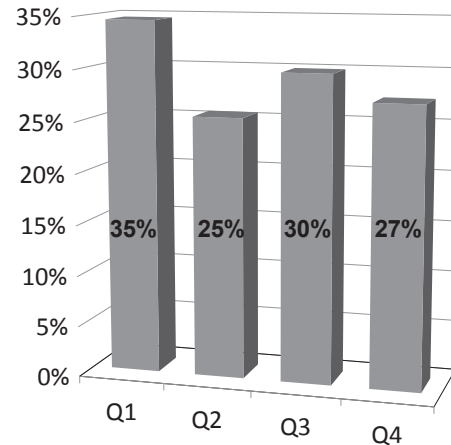
Marital Status	Percentage of Total
Married	62%
Single	38%

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%

2010 REMODELING FORECAST

We expect to see robust gains in the remodeling industry throughout 2010. Based on our own data, Q1 2010 appears to show the highest percentage of growth even though it precedes home remodeling "season" in which larger numbers of homeowners will take on projects. While remodeling will show strong gains throughout the year, we are not forecasting a complete rebound. Remodeling will continue to show growth, but a return to pre-recession levels is not yet on the visible horizon. While homeowners show increasing optimism in the stability of their home equity, they are not yet ready to fully recognize their largest investment as a conduit to future returns.

Remodeling Forecast 2010



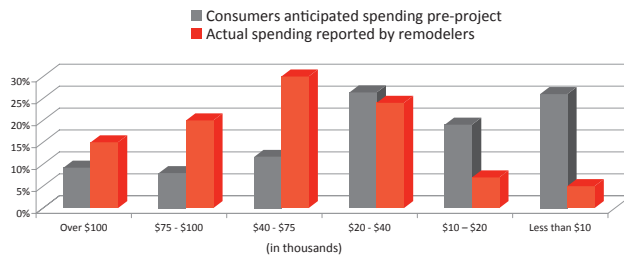
■ Service Request Growth Rate (Y-O-Y)

PROJECT SPENDING – ADDITIONS & REMODELING

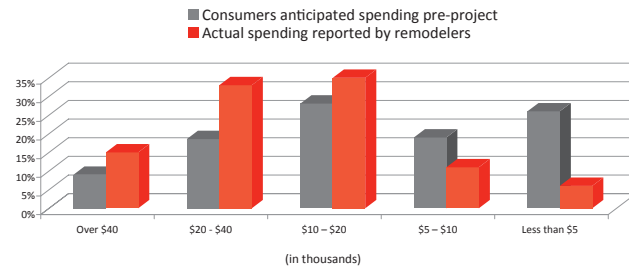
In January, we surveyed 2,103 homeowners who submitted remodeling service requests about their anticipated spending prior to beginning their project. We also surveyed 728 remodeling contractors to ask what homeowners actually spent on these same remodeling projects. Across the board, homeowners expect remodeling projects will cost less than what remodelers report was actually spent. The graphs illustrate two points:

- Homeowner expectations about the cost of remodeling projects prior to hiring a remodeler.
- Actual project spending as reported by remodelers following projects being completed.

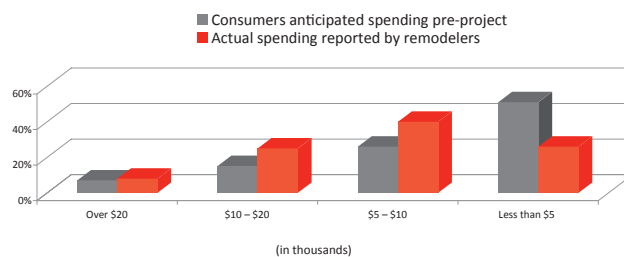
Pre-project budgets compared to actual project spending
Addition to Existing Structure



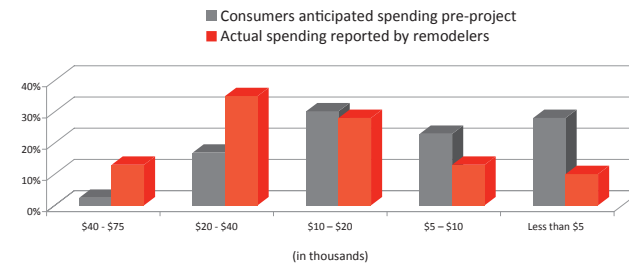
Pre-project budgets compared to actual project spending
Kitchen Remodeling



Pre-project budgets compared to actual project spending
Bathroom Remodeling

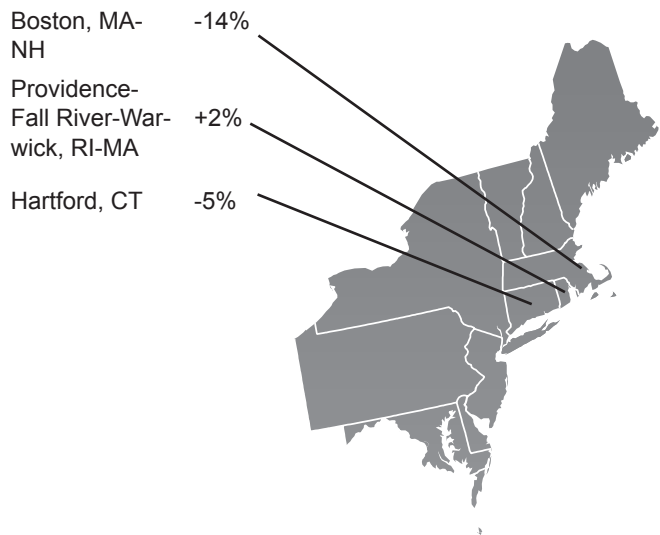
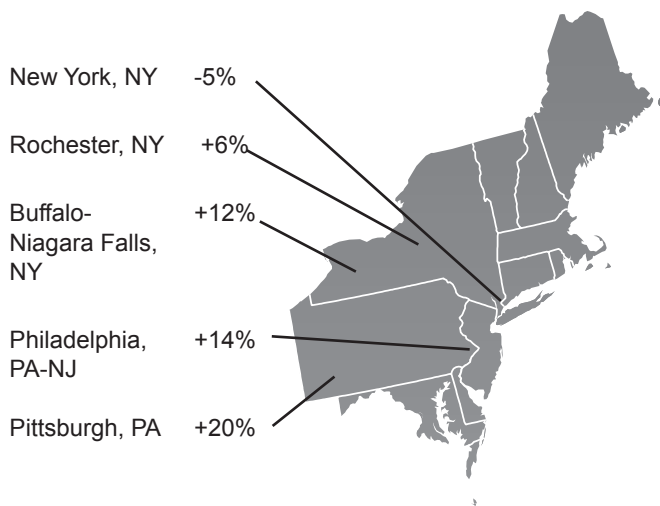


Pre-project budgets compared to actual project spending
Basement Remodeling



Survey details: Homeowners surveyed submitted a remodeling service request in the last 6 months of 2009, have not yet begun the project, but intend to complete it in 2010. Actual remodeling spending reported from remodelers spans the same time frame: June – December 2009.

REGIONAL DATA



NORTHEAST

Northeast Region Overall Service Request Activity

Q4 2009 over Q4 2008: +5%
(Q3 comparison: +2%)

Additions & Remodeling indexed higher in the Northeast, up 54% compared to up 37% nationally.

The largest concentration of requests were from the Maintenance & Repair category, yet Exterior Projects such as windows, siding, and roofing held strong, up 86%, 62%, and 45%, respectively.

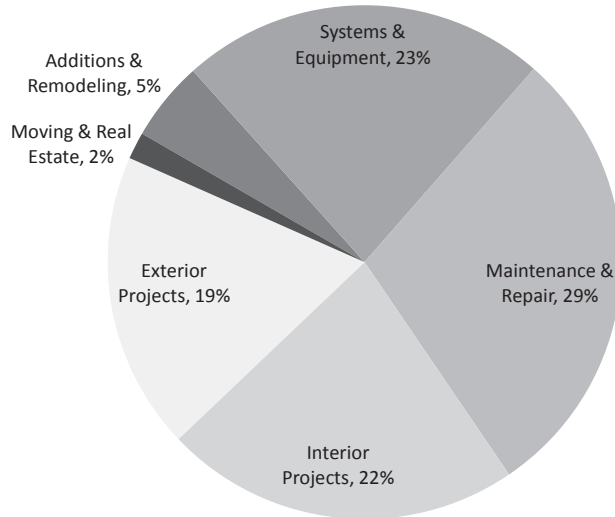
Demographic Profile: Exterior Projects

- Ages 45-64: 49%
- HHI \$100,000-\$249,999: 47%
- Home Value \$300,000-\$449,999: 27%
- Homes 51-100 years old: 43%
- Length of residence of 1-5 years: 37%
- Homes 1,000-1,499 square feet: 33%

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

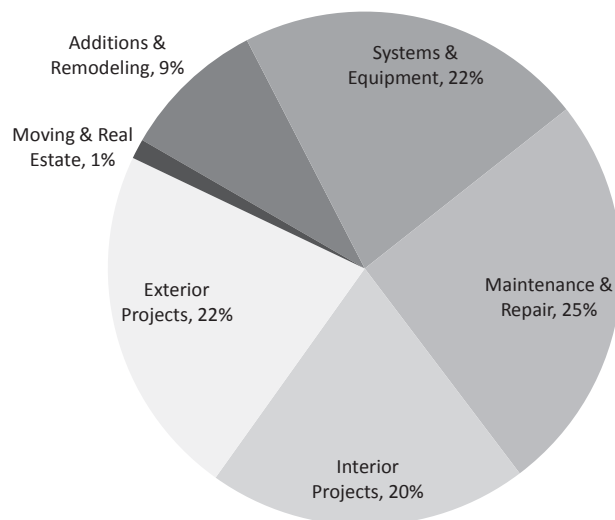
Boston, MA-NH

- 29% of Additions & Remodeling requests came from homes 1,500-1,999 square feet
- 44% of Maintenance & Repair requests came from homes 51-100 years old
- 47% of Maintenance & Repair requests came from homes valued \$450,000+ and homeowners ages 45-64



Buffalo-Niagara Falls, NY

- 56% of Additions & Remodeling requests from homes valued \$100,000-\$199,999
- 38% of Exterior Projects requests came from household incomes of \$50,000-\$99,999
- 45% of Maintenance & Repair requests came from homes 51-100 years old



Top 10 Increases

Cabinets	+34%
Windows	+33%
Countertops	+27%
Furniture Repair & Refinish	+24%
Architects & Engineers	+18%
Tile	+18%
Siding	+17%
Glass & Mirrors	+16%
Remodel: Basements	+14%
Tree Services	+12%

Top 10 Decreases

Audio/Visual & Computers	-41%
Remodel: Build an Addition	-41%
Fireplaces & Wood Stoves	-38%
Foundations	-34%
Snow Removal Services	-33%
Insulation	-28%
Lawn & Garden Care	-28%
Cleaning & Maid Services	-27%
Decks	-27%
Remodel: Remodel or Renovate One or More Rooms	-24%

Top 6 Increases

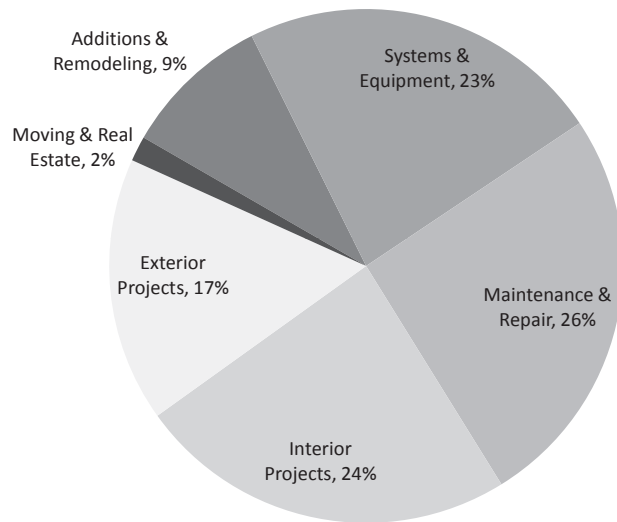
Remodel: Bathrooms	+142%
Additions & Remodeling	+109%
Plumbing	+48%
Roofing	+47%
Cleaning & Maid Services	+30%
Heating & Furnace Systems	+28%

Top 4 Decreases

Snow Removal Services	-54%
Appliances	-30%
Fireplaces & Wood Stoves	-28%
Flooring & Carpet	-22%

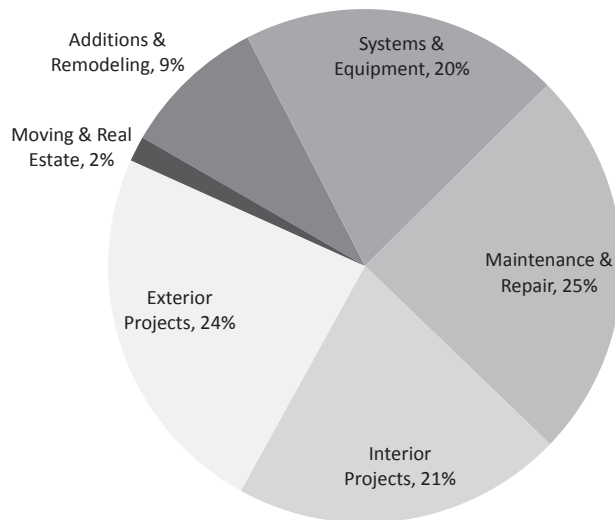
New York, NY

- 32% of Additions & Remodeling requests came from homes 1,500-1,999 square feet
- 56% of Interior Projects requests came from homeowners who are single
- 49% of Maintenance & Repair and Interior Projects requests came from homes valued \$450,000+



Rochester, NY

- 39% of Additions & Remodeling requests came from household incomes of \$50,000-\$99,999
- 58% of Exterior Projects requests came from homes valued \$100,000-\$199,999
- 31% of Maintenance & Repair requests came from homes 31-50 years old and homes 1,000-1,499 square feet



Top 10 Increases

Remodel: Kitchens	+137%
Remodel: Add a Sunroom or Patio Enclosure	+81%
Additions & Remodeling	+60%
Remodel: Bathrooms	+58%
Tree Services	+53%
Windows	+53%
Remodel: Basements	+49%
Architects & Engineers	+45%
Remodel: Build an Addition	+41%
Cabinets	+35%

Top 10 Decreases

Fireplaces & Wood Stoves	-59%
Furniture Repair & Refinish	-58%
Insulation	-55%
Lawn & Garden Care	-52%
Garages & Garage Doors	-51%
Audio/Visual & Computers	-39%
Appliances	-36%
Doors	-35%
Carpenters	-22%
Remodel: Remodel or Renovate One or More Rooms	-17%

Top 5 Increases

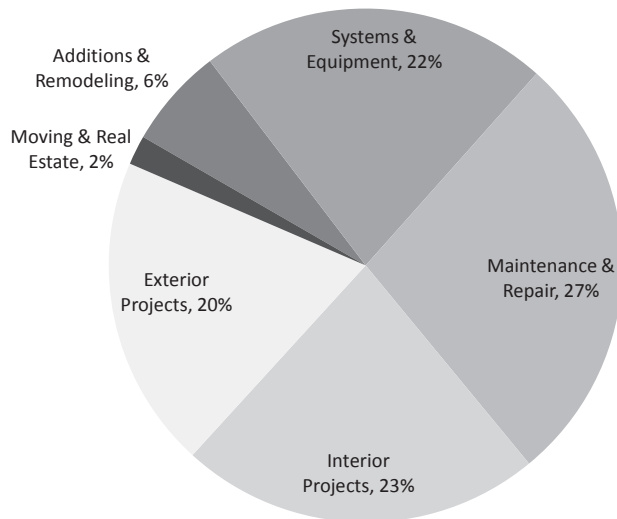
Remodel: Bathrooms	+84%
Additions & Remodeling	+66%
Heating & Furnace Systems	+31%
Fireplaces & Wood Stoves	+11%
Remodel: Build an Addition	+2%

Top 4 Decreases

Snow Removal Services	-77%
Cleaning & Maid Services	-15%
Appliances	-8%
Plumbing	-1%

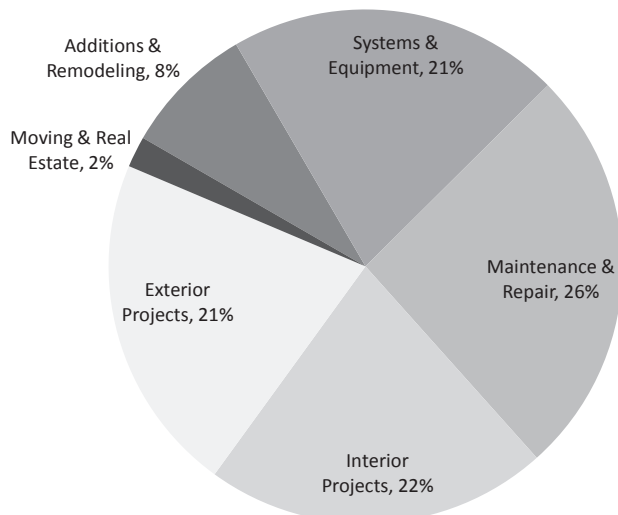
Hartford, CT

- 40% of Maintenance & Repair requests came from homes valued \$200,000-\$299,999
- 36% of Interior Projects requests came from homes 31-50 years old



Pittsburgh, PA

- 44% of Interior Projects requests came from homes valued \$100,000-\$199,999 and homes 51-100 years old
- 33% of Maintenance & Repair requests came from household incomes of \$50,000-\$99,999
- 21% of Additions & Remodeling requests came from a length of residence of 11-20 years and homes 1,500-1,999 square feet



Top 7 Increases

Remodel: Bathrooms	+58%
Plumbing	+41%
Roofing	+37%
Remodel: Kitchens	+35%
Additions & Remodeling	+32%
Appliances	+13%
Flooring & Carpet	+1%

Top 10 Decreases

Insulation	-58%
Garages & Garage Doors	-55%
Fireplaces & Wood Stoves	-53%
Snow Removal Services	-42%
Lawn & Garden Care	-16%
Remodels: Build an Addition	-7%
Electrical	-6%
Carpet & Upholstery Cleaning	-2%
Cleaning & Maid Services	-1%
Heating & Furnace Systems	-1%

Top 10 Increases

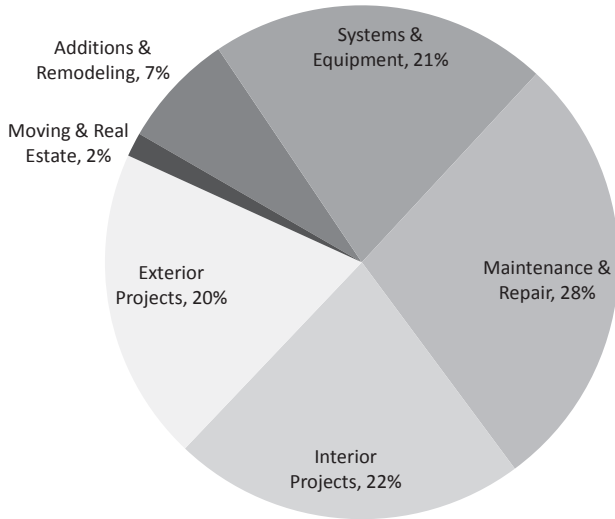
Remodel: Kitchens	+196%
Remodel: Basements	+101%
Additions & Remodeling	+64%
Remodel: Bathrooms	+62%
Heating & Furnace Systems	+46%
Flooring & Carpet	+45%
Plumbing	+41%
Cleaning & Maid Services	+32%
Painting	+29%
Electrical	+29%

Top 7 Decreases

Fireplaces & Wood Stoves	-49%
Audio/Visual & Computers	-42%
Garages & Garage Doors	-28%
Appliances	-17%
Lawn & Garden Care	-16%
Carpet & Upholstery Cleaning	-6%
Architects & Engineers	-5%

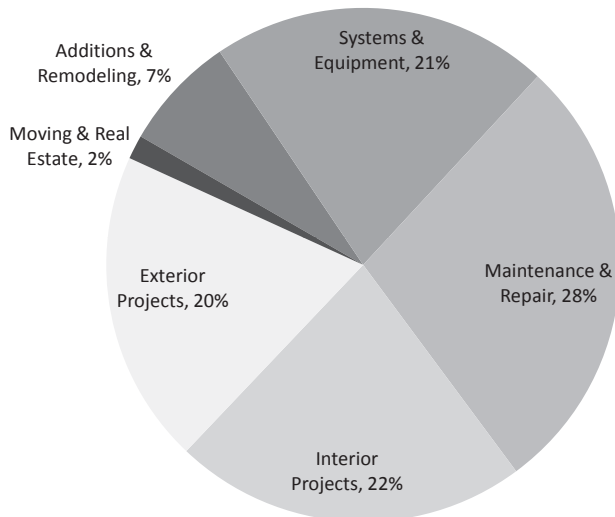
Philadelphia, PA-NJ

- 29% of Maintenance & Repair requests came from homes valued \$200,000-\$299,999
- 48% of Additions & Remodeling requests came from homeowners who are single



Providence-Fall River-Warwick, RI-MA

- 33% of Maintenance & Repair requests came from homes valued \$200,000-\$299,999
- 46% of Systems & Equipment requests came from homes 1,000-1,499 square feet



Top 10 Increases

Cabinets	+140%
Remodel: Kitchens	+107%
Roofing	+62%
Tree Services	+60%
Foundations	+57%
Additions & Remodeling	+49%
Remodel: Add a Sunroom or Patio Enclosure	+45%
Paving	+45%
Siding	+44%
Remodel: Basements	+43%

Top 10 Decreases

Swimming Pools	-39%
Hot Tubs, Spas & Saunas	-30%
Lawn & Garden Care	-30%
Fireplaces & Wood Stoves	-30%
Audio/Visual & Computers	-27%
Doors	-21%
Insulation	-18%
Garages & Garage Doors	-16%
Landscaping	-9%
Electrical	-5%

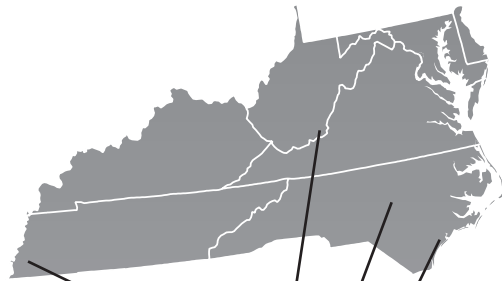
Top 6 Increases

Additions & Remodeling	+66%
Roofing	+48%
Snow Removal Services	+28%
Remodel: Bathrooms	+25%
Heating & Furnace Systems	+16%
Lawn & Garden Care	+1%

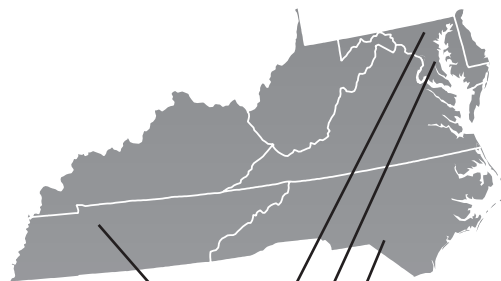
Top 5 Decreases

Fireplaces & Wood Stoves	-55%
Cleaning & Maid Services	-28%
Appliances	-13%
Plumbing	-10%
Flooring & Carpet	-4%

REGIONAL DATA



Memphis, TN-AR-MS	+22%
Louisville, KY-IN	+5%
Richmond, VA	+10%
Norfolk-Virginia Beach-Newport News, VA-NC	+43%



Nashville, TN	-2%
Baltimore, MD	+2%
Washington, DC-MD- VA-WV	Even
Charlotte-Gastonia- Rock Hill, NC-SC	Even

UPPER SOUTH

Upper South Region Overall Service Request Activity

Q4 2009 over Q4 2008: +10%
(Q3 comparison: +4%)

Huge growth was seen for specific projects in the Exterior Projects category. Windows were up 110% with roofing not far behind, up 105%, which is more than triple the national average. Additions & Remodeling was fairly close to the national average, up 36%.

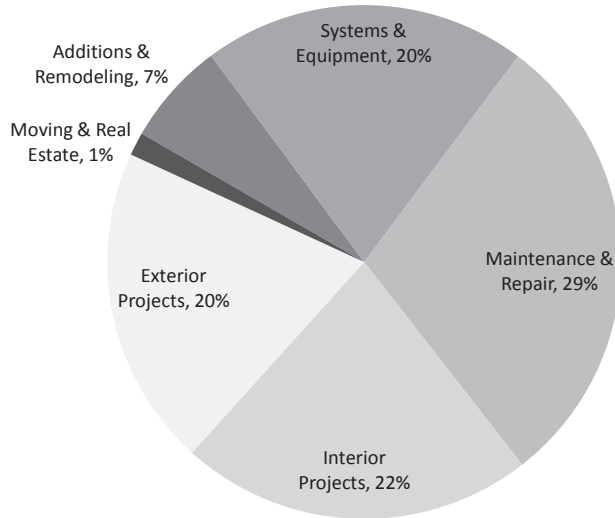
Demographic Profile: Exterior Projects

- Ages 45-64: 46%
- Household incomes of \$100,000-\$249,999: 49%
- Homes valued \$200,000-\$299,000: 29%
- Homes 31-50 years old: 23%
- Length of residence of 1-5 years: 38%
- Homes 1,500-1,999 square feet: 25%

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

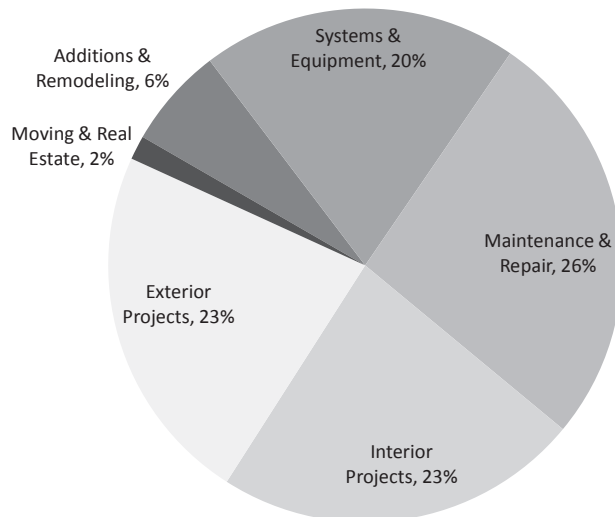
Baltimore, MD

- 30% of Exterior Projects requests came from homes valued \$200,000-\$299,999
- 41% of Maintenance & Repair requests came from a length of residence of 1-5 years
- 30% of Interior Projects requests came from homes 11-20 years old



Charlotte-Gastonia-Rock Hill, NC-SC

- 35% of Additions & Remodeling requests came from household incomes of \$50,000-\$99,999
- 43% of Maintenance & Repair requests came from homeowners ages 30-44
- 27% of Interior Projects requests came from homes 2,500-3,499 square feet



Top 10 Increases

Remodel: Basements	+79%
Roofing	+76%
Remodel: Remodel or Renovate One or More Rooms	+68%
Additions & Remodeling	+26%
Remodel: Bathrooms	+23%
Tile	+21%
Architects & Engineers	+20%
Pest Control	+19%
Glass & Mirrors	+19%
Plumbing	+18%

Top 10 Decreases

Appliances	-35%
Garages & Garage Doors	-34%
Siding	-26%
Remodel: Build an Addition	-22%
Fences	-20%
Handyman Services	-18%
Carpenters	-17%
Audio/Visual & Computers	-15%
Fireplaces & Wood Stoves	-15%
Insulation	-14%

Top 10 Increases

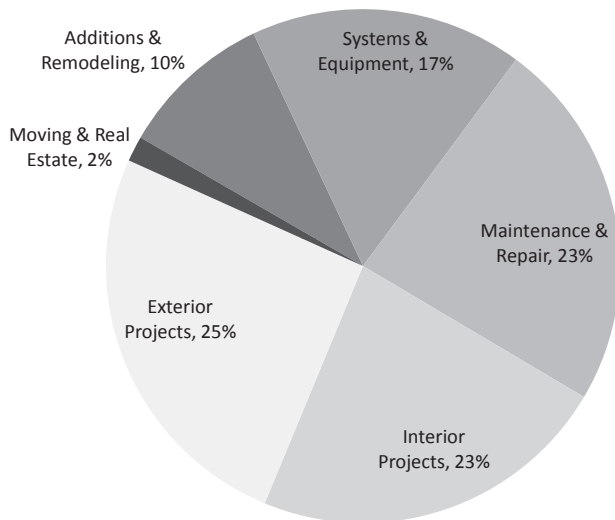
Remodel: Kitchens	+84%
Roofing	+74%
Additions & Remodeling	+31%
Remodel: Bathrooms	+26%
Heating & Furnace Systems	+22%
Remodel: Build an Addition	+12%
Plumbing	+10%
Handyman Services	+6%
Fireplaces & Wood Stoves	+3%
Cleaning & Maid Services	+1%

Top 10 Decreases

Fences	-34%
Furniture Repair & Refinish	-24%
Lawn & Garden Care	-24%
Concrete	-20%
Electrical	-19%
Appliances	-16%
Painting	-12%
Garages & Garage Doors	-11%
Audio/Visual & Computers	-9%
Flooring & Carpet	-8%

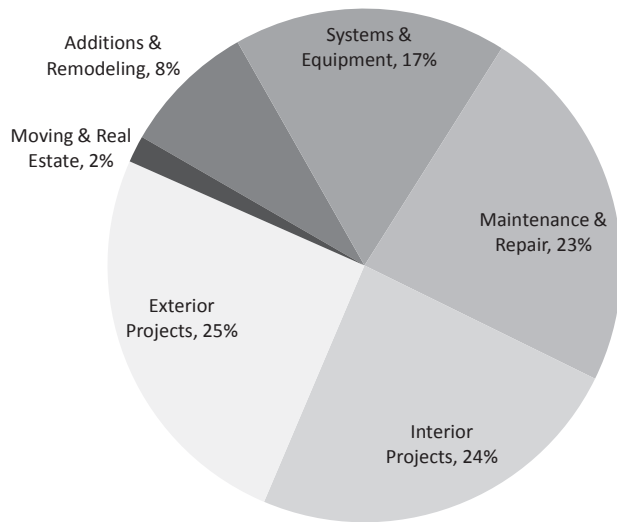
Louisville, KY-IN

- 40% of Maintenance & Repair requests came from household incomes of \$100,000-\$249,999 and from a length of residence of 1-5 years
- 39% of Exterior Projects requests came from homes 31-50 years old
- 33% of Interior Projects requests came from homes 31-50 years old



Memphis, TN-AR-MS

- 30% of Additions & Remodeling requests came from household incomes of \$50,000-\$99,999
- 21% of Exterior Projects requests came from homes valued \$200,000-\$299,999 and a length of residence of 6-10 years
- 24% of Interior Projects requests came from homes 2,500-3,499 square feet



Top 4 Increases

Remodel: Bathrooms	+83%
Additions & Remodeling	+76%
Heating & Furnace Systems	+57%
Remodel: Basements	+35%

Top 5 Decreases

Roofing	-49%
Appliances	-48%
Fireplaces & Wood Stoves	-33%
Flooring & Carpet	-6%
Cleaning & Maid Services	-1%

Top 7 Increases

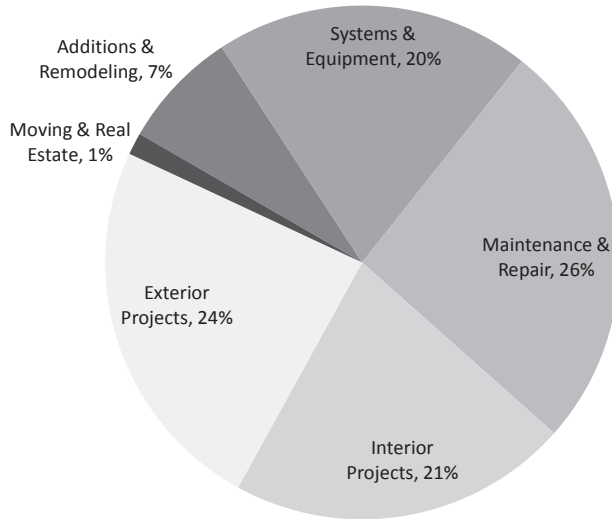
Roofing	+138%
Remodel: Bathrooms	+91%
Additions & Remodeling	+69%
Plumbing	+48%
Flooring & Carpet	+23%
Cleaning & Maid Services	+18%
Heating & Furnace Systems	+4%

Top 3 Decreases

Garages & Garage Doors	-51%
Appliances	-33%
Carpet & Upholstery Cleaning	-22%

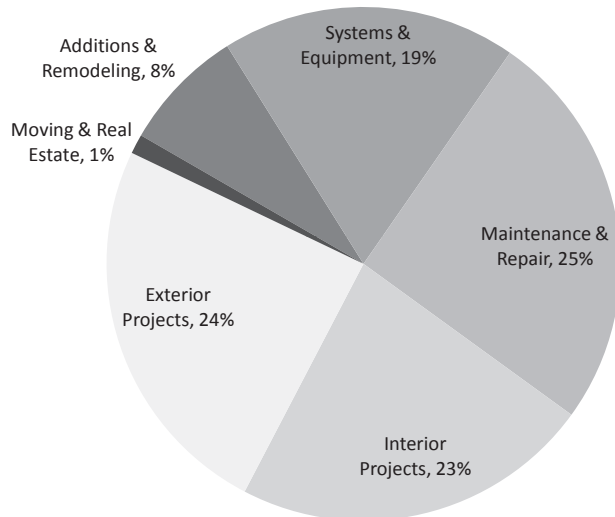
Nashville, TN

- 25% of Exterior Projects requests came from homes 2,500-3,499 square feet
- 26% of Maintenance & Repair requests came from homes 21-30 years old



Norfolk-Virginia Beach-Newport News, VA-NC

- 32% 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
- 38% of Maintenance & Repair requests came from household incomes of \$50,000-\$99,999 and homeowners who are single



Top 7 Increases

Roofing	+67%
Remodel: Bathrooms	+47%
Plumbing	+43%
Additions & Remodeling	+32%
Remodel: Build an Addition	+14%
Electrical	+12%
Heating & Furnace Systems	+6%

Top 10 Decreases

Audio/Visual & Computers	-49%
Fences	-40%
Landscaping	-38%
Garages & Garage Doors	-37%
Fireplaces & Wood Stoves	-30%
Carpet & Upholstery Cleaning	-21%
Flooring & Carpet	-9%
Appliances	-7%
Cleaning & Maid Services	-4%
Lawn & Garden Care	-4%

Top 10 Increases

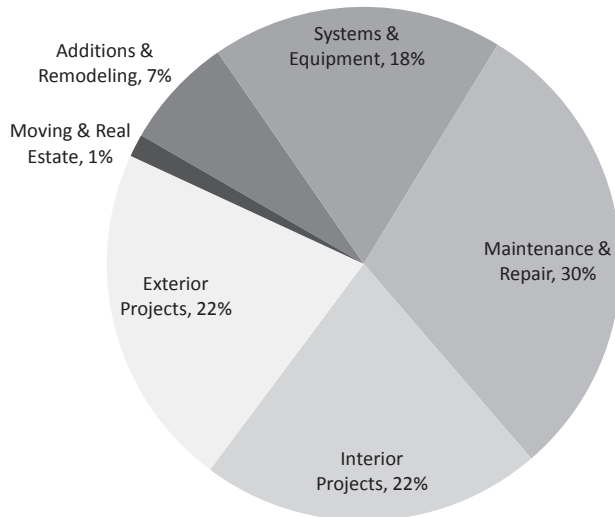
Remodel: Kitchens	+223%
Remodel: Bathrooms	+87%
Additions & Remodeling	+71%
Fences	+64%
Electrical	+60%
Carpet & Upholstery Cleaning	+42%
Plumbing	+38%
Painting	+37%
Heating & Furnace Systems	+36%
Handyman Services	+32%

Top 3 Decreases

Garages & Garage Doors	-48%
Fireplaces & Wood Stoves	-23%
Lawn & Garden Care	-4%

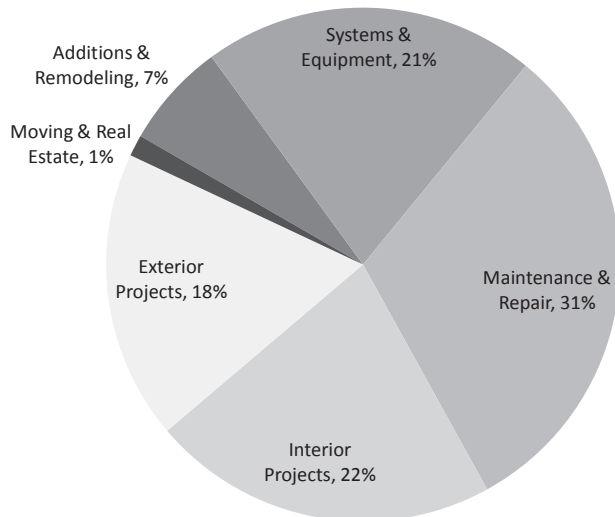
Richmond-Petersburg, VA

- 36% of Maintenance & Repair requests came from homes valued \$200,000-\$299,999
- 20% of Interior Projects requests came from homes valued \$300,000-\$449,999
- 31% of Additions & Remodeling requests came from a length of residence of 11-20 years



Washington, DC-MD-VA-WV

- 45% of Additions & Remodeling requests came from homeowners who are single
- 33% of Maintenance & Repair requests came from homes valued \$300,000-\$449,999
- 29% of Interior Projects requests came from homes valued \$450,000+



Top 4 Increases

Remodel: Bathrooms	+82%
Additions & Remodeling	+37%
Plumbing	+30%
Cleaning & Maid Services	+17%

Top 6 Decreases

Fireplaces & Wood Stoves	-30%
Lawn & Garden Care	-17%
Appliances	-16%
Heating & Furnace Systems	-16%
Electrical	-15%
Remodel: Build an Addition	-5%

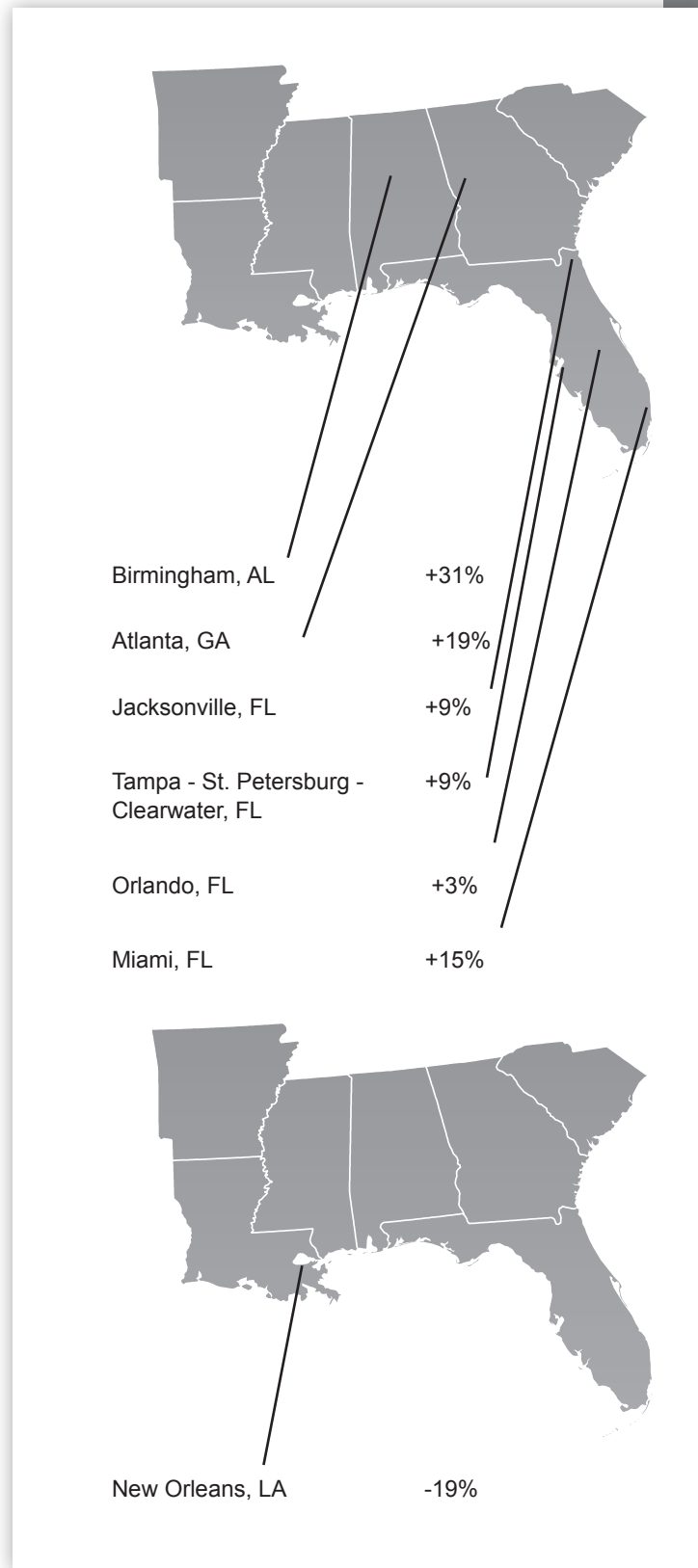
Top 10 Increases

Home Inspections	+72%
Roofing	+68%
Remodel: Kitchens	+60%
Paving	+44%
Cabinets	+42%
Countertops	+34%
Remodel: Add a Sunroom or Patio Enclosure	+32%
Remodel: Renovate or Repair a Home	+25%
Remodel: Basements	+22%
Additions & Remodeling	+21%

Top 10 Decreases

Fireplaces & Wood Stoves	-39%
Audio/Visual & Computers	-39%
Designers & Decorators	-35%
Garages & Garage Doors	-31%
Carpet & Upholstery Cleaning	-26%
Appliances	-26%
Swimming Pools	-23%
Siding	-22%
Fences	-21%
Handyman Services	-21%

REGIONAL DATA



DEEP SOUTH

Deep South Region Overall Service Request Activity

Q4 2009 over Q4 2008: +14%
(Q3 comparison: +7%)

Exterior Projects led the way in the Deep South. Roofing took top honors, up 88%, with siding and paving not far behind, up 70% and 61%, respectively. Additions & Remodeling was up over the national average of 37%, up 45%.

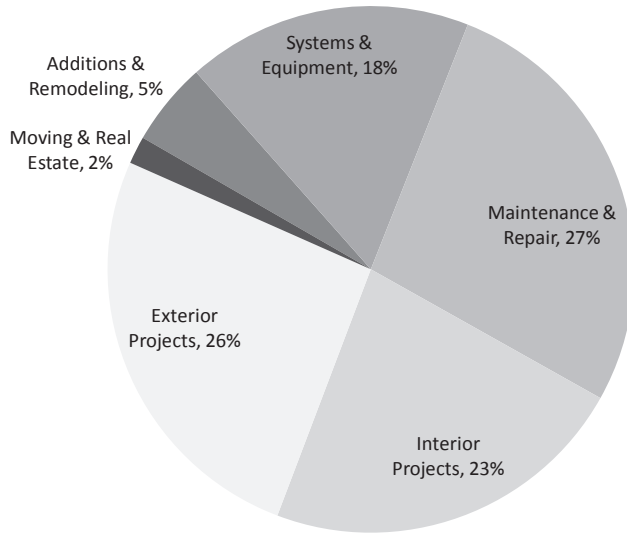
Demographic Profile: Exterior Projects

- Ages 45-64: 51%
- HHI \$100,000-\$249,999: 39%
- Homes valued \$100,000-\$199,999: 51%
- Homes 11-20 years old: 26%
- Length of residence of 1-5 years: 35%
- Homes 2,500-3,499 square feet: 28%

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

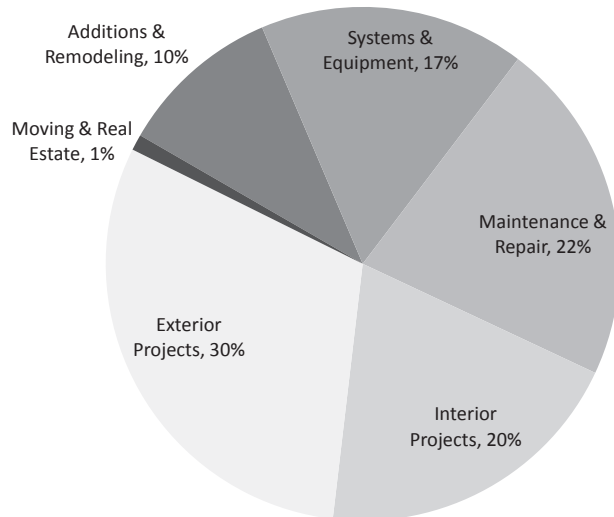
Atlanta, GA

- 30% of Exterior Projects and Maintenance & Repair requests came from homes 11-20 years old
- 29% of Maintenance & Repair requests came from homes 2,500-3,499 square feet
- 35% of Additions & Remodeling requests came from household incomes of \$50,000-\$99,999



Birmingham, AL

- 21% of Additions & Remodeling requests came from homes valued \$200,000-\$299,999, homes 21-30 years old, a length of residence of 6-10 years and homes 1,500-1,999 square feet
- 34% of Exterior Projects requests came from a length of residence of 1-5 years



Top 10 Increases

Windows	+111%
Home Inspections	+111%
Gutters	+82%
Siding	+66%
Concrete	+58%
Remodel: Basements	+47%
Remodel: Kitchens	+46%
Brick & Stone	+36%
Pest Control	+32%
Remodel: Renovate or Repair a Home	+28%

Top 10 Decreases

Remodel: Build an Addition	-41%
Garages & Garage Doors	-38%
Audio/Visual & Computers	-28%
Swimming Pools	-20%
Appliances	-18%
Decks	-17%
Fireplaces & Wood Stoves	-14%
Carpet & Upholstery Cleaning	-13%
Insulation	-13%
Remodel: Remodel or Renovate One or More Rooms	-13%

Top 6 Increases

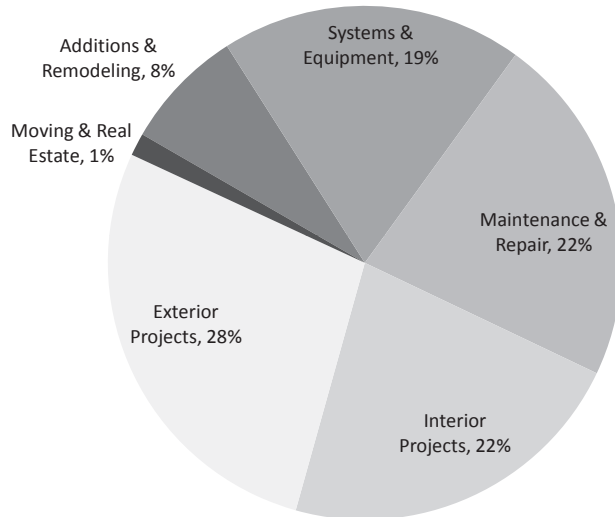
Additions & Remodeling	+68%
Remodel: Bathrooms	+66%
Plumbing	+37%
Heating & Furnace Systems	+34%
Cleaning & Maid Services	+26%
Flooring & Carpet	+6%

Top 2 Decreases

Appliances	-53%
Remodel: Build an Addition	-3%

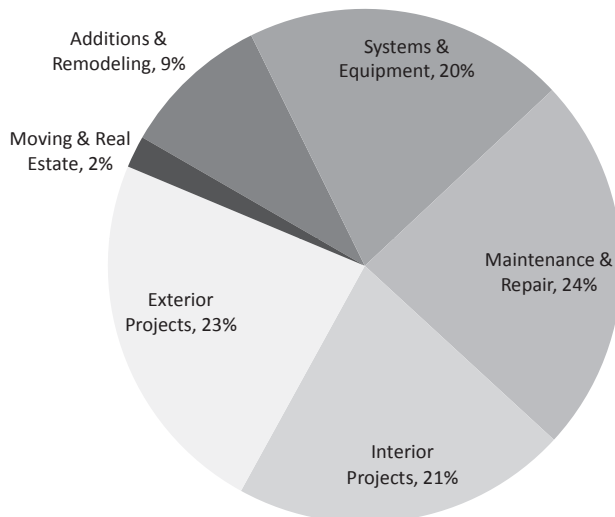
Jacksonville, FL

- 30% of Additions & Remodeling requests came from homes valued \$200,000-\$299,999
- 50% of Additions & Remodeling requests came from homeowners ages 45-64
- 72% of Exterior Projects requests came from homeowners who are married



Miami, FL

- 35% of Maintenance & Repair requests came from household incomes of \$50,000-\$99,999
- 52% of Maintenance & Repair requests came from homeowners who are single
- 30% of Exterior Projects requests came from homes 51-100 years old



Top 5 Increases

Remodel: Bathrooms	+98%
Plumbing	+62%
Roofing	+62%
Additions & Remodeling	+60%
Fences	+20%

Top 5 Decreases

Flooring & Carpet	-33%
Concrete	-25%
Remodel: Build an Addition	-19%
Carpet & Upholstery Cleaning	-11%
Appliances	-1%

Top 10 Increases

Remodel: Kitchens	+195%
Remodel: Bathrooms	+183%
Additions & Remodeling	+110%
Plumbing	+34%
Cleaning & Maid Services	+34%
Fences	+31%
Electrical	+24%
Remodel: Build an Addition	+17%
Swimming Pools	+17%
Flooring & Carpet	+8%

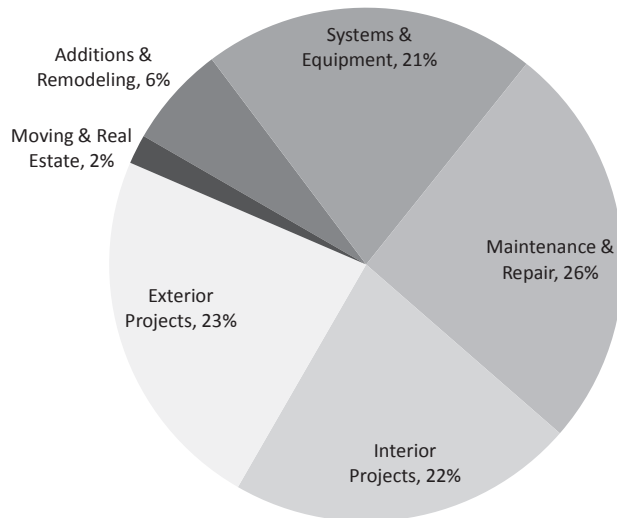
Top 9 Decreases

Heating & Furnace Systems	-40%
Glass & Mirrors	-36%
Concrete	-31%
Furniture Repair & Refinish	-30%
Remodel: Remodel or Renovate One or More Rooms	-19%
Doors	-19%
Carpet & Upholstery Cleaning	-14%
Appliances	-7%
Handyman Services	-5%



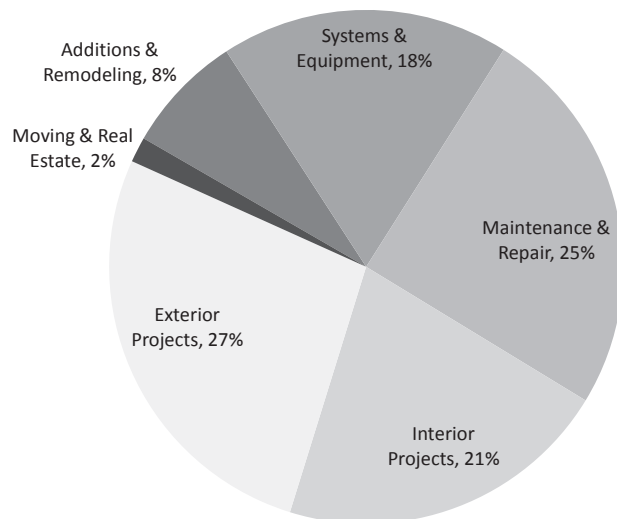
Orlando, FL

- 30% of Exterior Projects requests came from a length of residence of 6-10 years and homeowners ages 30-44
- 39% of Exterior Projects requests came from household incomes of \$50,000-\$99,999
- 33% of Maintenance & Repair requests came from homes 2,500-3,499 square feet



Tampa-St. Petersburg-Clearwater, FL

- 33% of Exterior Projects requests came from household incomes of \$100,000-\$249,999 and homeowners who are single
- 36% of Exterior Projects requests came from household incomes of \$50,000-\$99,999
- 20% of Additions & Remodeling requests came from homeowners ages 65+



Top 10 Increases

Remodel: Kitchens	+195%
Remodel: Add a Sunroom or Patio Enclosure	+53%
Electrical	+45%
Additions & Remodeling	+32%
Remodel: Bathrooms	+29%
Plumbing	+24%
Landscaping	+23%
Tile	+22%
Painting	+11%
Audio/Visual & Computers	+7%

Top 10 Decreases

Doors	-46%
Garages & Garage Doors	-28%
Swimming Pools	-16%
Concrete	-13%
Lawn & Garden Care	-11%
Glass & Mirrors	-11%
Handyman Services	-8%
Carpet & Upholstery Cleaning	-8%
Heating & Furnace Systems	-6%
Roofing	-6%

Top 10 Increases

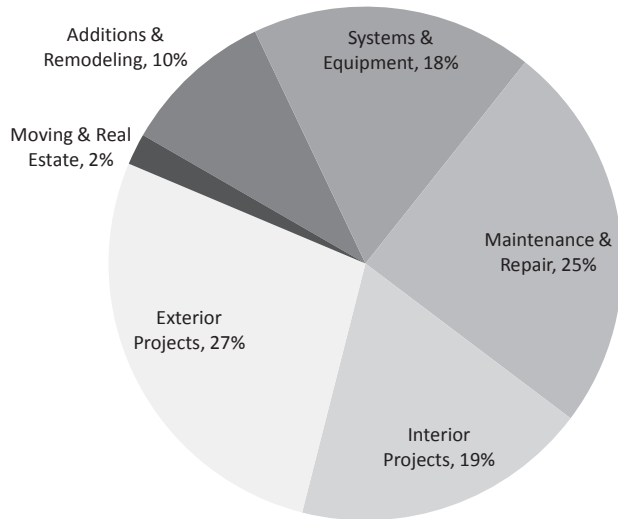
Remodel: Kitchens	+180%
Roofing	+91%
Windows	+81%
Remodel: Bathrooms	+77%
Pest Control	+49%
Additions & Remodeling	+40%
Cleaning & Maid Services	+36%
Doors	+27%
Heating & Furnace Systems	+20%
Landscaping	+16%

Top 10 Decreases

Carpet & Upholstery Cleaning	-37%
Audio/Visual & Computers	-36%
Garages & Garage Doors	-27%
Appliances	-26%
Furniture Repair & Refinish	-21%
Glass & Mirrors	-21%
Swimming Pools	-19%
Handyman Services	-17%
Concrete	-16%
Lawn & Garden Care	-16%

New Orleans, LA

- 37% of Exterior Projects requests came from household incomes of \$100,000-\$249,999
- 37% of Additions & Remodeling requests came from homes 11-20 years old
- 49% of Additions & Remodeling requests came from homeowners who are single



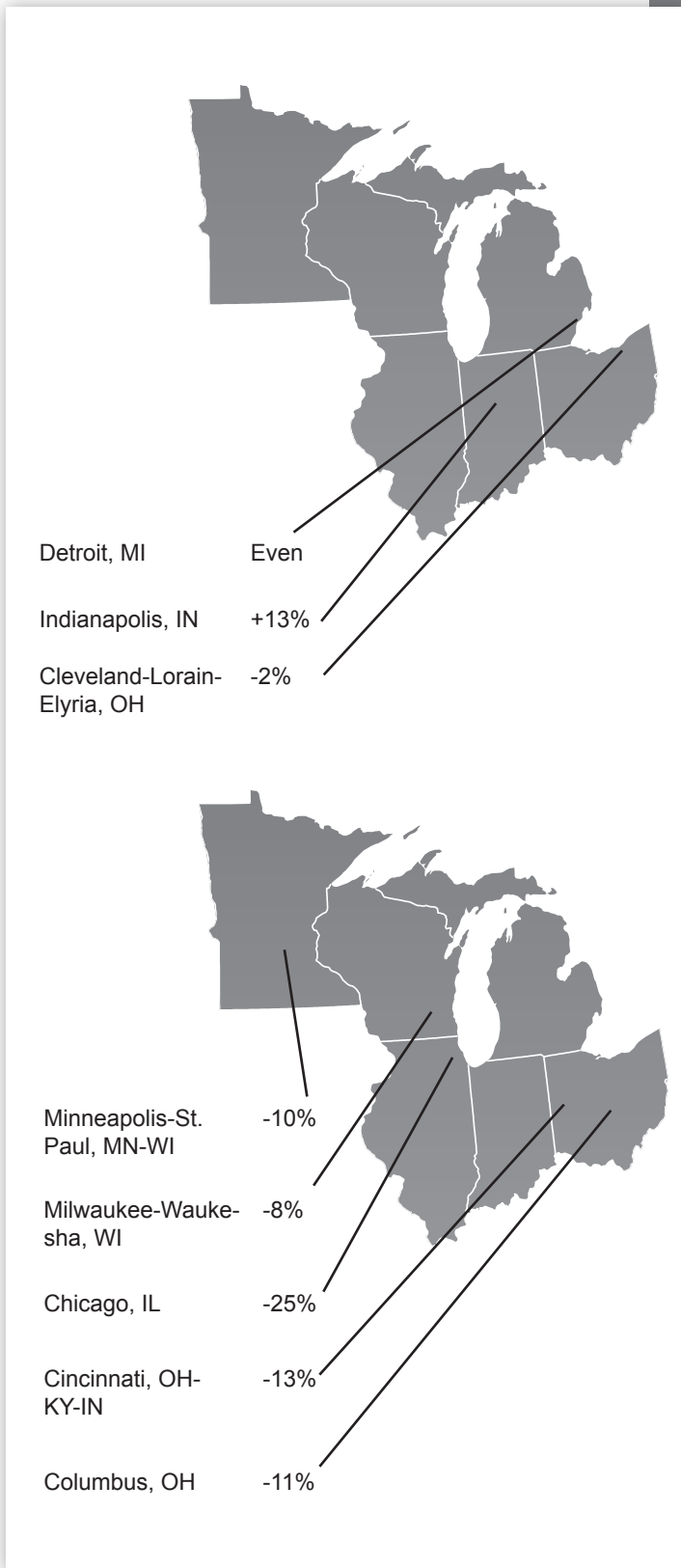
Top 2 Increases

Plumbing	+29%
Cleaning & Maid Services	+18%

Top 7 Decreases

Flooring & Carpet	-47%
Remodel: Build an Addition	-44%
Remodel: Bathrooms	-37%
Appliances	-31%
Roofing	-20%
Additions & Remodeling	-17%
Concrete	-4%

REGIONAL DATA



MIDWEST

Midwest Region Overall Service Request Activity

Q4 2009 over Q4 2008: -8%
(Q3 comparison: -7%)

Homeowners in the Midwest are mostly focused on Systems & Equipment upgrades, along with Maintenance & Repair. However, this quarter we saw more requests for Additions & Remodeling, up 42%, compared to up 37% nationally. In Q3, Additions & Remodeling was only up 2% compared to a national growth of 13%.

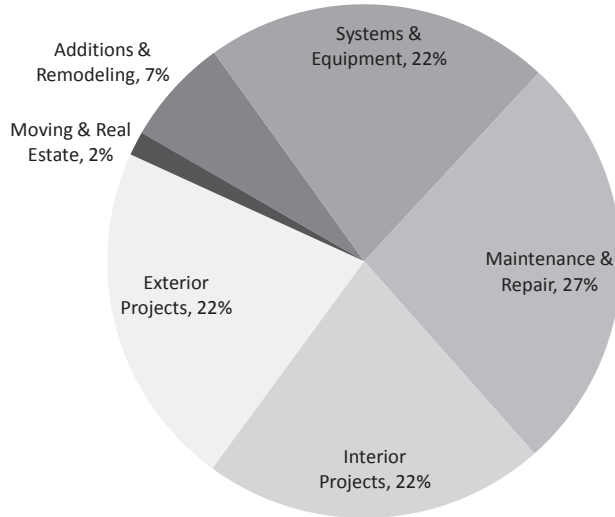
Demographic Profile: Additions & Remodeling

- Ages 45-64: 48%
- HHI \$100,000-\$249,999: 39%
- Homes valued \$100,000-\$199,999: 44%
- Homes 51-100 years old: 36%
- Length of residence of 1-5 years: 35%
- Homes 1,000-1,499 square feet: 29%

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

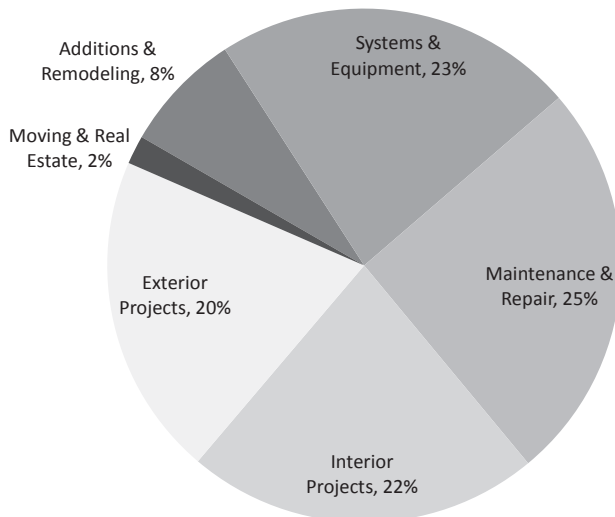
Chicago, IL

- 38% of Additions & Remodeling requests came from household incomes of \$100,000-\$249,999 and homes valued \$100,000-\$199,999
- 33% of Maintenance & Repair requests came from homes valued \$200,000-\$299,999
- 31% of Exterior Projects requests came from homes valued \$200,000-\$299,999



Cincinnati, OH-KY-IN

- 28% of Additions & Remodeling requests came from homes 2,500-3,499 square feet
- 35% of Systems & Equipment requests came from a length of residence of 1-5 years and household incomes of \$50,000-\$99,999
- 26% of Maintenance & Repair requests came from homes 2,500-3,499 square feet and household incomes of \$50,000-\$99,999



Top 10 Increases

Remodel: Kitchens	+120%
Home Inspections	+72%
Windows	+64%
Remodel: Bathrooms	+47%
Siding	+43%
Additions & Remodeling	+37%
Remodel: Basements	+21%
Pest Control	+20%
Glass & Mirrors	+15%
Cabinets	+10%

Top 10 Decreases

Snow Removal Services	-78%
Foundations	-78%
Garage & Garage Doors	-65%
Hot Tubs, Spas & Saunas	-52%
Decks	-52%
Audio/Visual & Computers	-51%
Insulation	-43%
Handyman Services	-41%
Doors	-39%
Appliances	-38%

Top 10 Increases

Remodel: Kitchens	+179%
Additions & Remodeling	+56%
Remodel: Basements	+56%
Plumbing	+44%
Remodel: Bathrooms	+39%
Heating & Furnace Systems	+26%
Carpet & Upholstery Cleaning	+7%
Cleaning & Maid Services	+4%
Electrical	+2%
Concrete	+1%

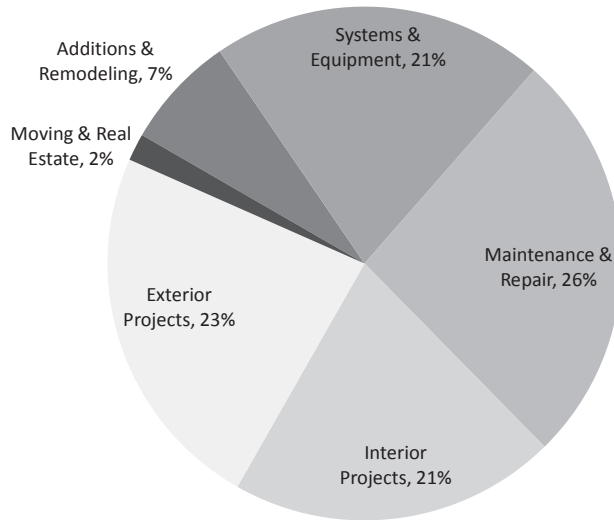
Top 8 Decreases

Roofing	-88%
Fireplaces & Wood Stoves	-44%
Garages & Garage Doors	-31%
Appliances	-27%
Lawn & Garden Care	-12%
Remodel: Build an Addition	-9%
Flooring & Carpet	-5%
Painting	-1%



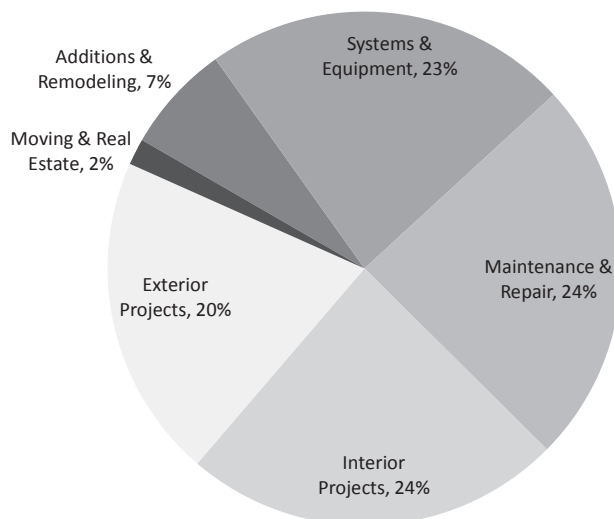
Cleveland-Lorain-Elyria, OH

- 30% of Additions & Remodeling requests came from a length of residence of 11-20 years
- 46% of Exterior Projects requests came from homes 51-100 years old
- 51% of Maintenance & Repair requests came from homes valued \$100,000-\$199,999



Columbus, OH

- 45% of Maintenance & Repair requests came from household incomes of \$100,000-\$249,999 and a length of residence of 1-5 years
- 25% of Interior Projects requests came from a length of residence of 6-10 years and homes 1,500-1,999 square feet



Top 10 Increases

Remodel: Basements	+99%
Remodel: Kitchens	+78%
Roofing	+67%
Remodel: Bathrooms	+50%
Additions & Remodeling	+36%
Plumbing	+24%
Electrical	+21%
Painting	+17%
Flooring & Carpet	+12%
Heating & Furnace Systems	+7%

Top 10 Decreases

Audio/Visual & Computers	-52%
Fireplaces & Wood Stoves	-45%
Snow Removal Services	-41%
Appliances	-33%
Garages & Garage Doors	-31%
Mold & Asbestos Services	-29%
Lawn & Garden Care	-20%
Carpet & Upholstery Cleaning	-16%
Remodel: Build an Addition	-11%
Insulation	-4%

Top 6 Increases

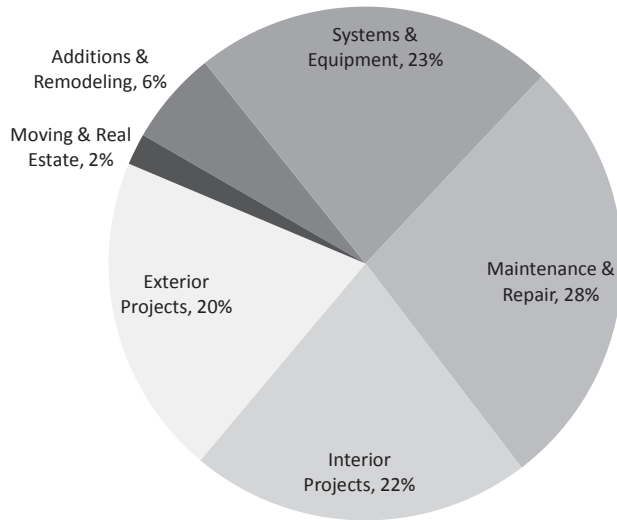
Remodel: Basements	+45%
Additions & Remodeling	+34%
Appliances	+12%
Remodel: Bathrooms	+12%
Remodel: Build an Addition	+8%
Plumbing	+6%

Top 10 Decreases

Roofing	-85%
Mold & Asbestos Services	-46%
Waste Material Removal	-39%
Fences	-35%
Heating & Furnace Systems	-33%
Garages & Garage Doors	-31%
Fireplaces & Wood Stoves	-31%
Handyman Services	-29%
Siding	-28%
Flooring & Carpet	-25%

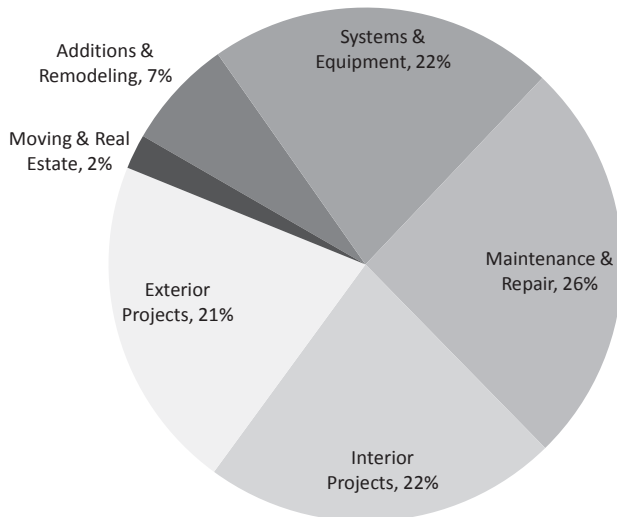
Detroit, MI

- 45% of Additions & Remodeling requests came from homes 51-100 years old
- 25% of Interior Projects requests came from homes 2,500-3,499 square feet
- 21% of Systems & Equipment requests came from a length of residence of 6-10 years and homes 2,500-3,499 square feet



Indianapolis, IN

- 41% of Additions & Remodeling requests came from a length of residence of 1-5 years
- 36% of Systems & Equipment requests came from household incomes of \$50,000-\$99,999
- 38% of Maintenance & Repair requests came from homeowners ages 30-44 and household incomes of \$100,000-\$249,999



Top 10 Increases

Remodel: Kitchens	+218%
Cabinets	+94%
Windows	+93%
Remodel: Build an Addition	+81%
Remodel: Bathrooms	+77%
Siding	+77%
Additions & Remodeling	+69%
Remodel: Basements	+64%
Mold & Asbestos Services	+61%
Countertops	+57%

Top 10 Decreases

Snow Removal Services	-73%
Remodel: Remodel or Renovate One or More Rooms	-59%
Foundations	-50%
Audio/Visual & Computers	-43%
Fireplaces & Wood Stoves	-39%
Garages & Garage Doors	-33%
Doors	-22%
Remodel: Renovate or Repair a Home	-21%
Handyman Services	-17%
Flooring & Carpet	-15%

Top 9 Increases

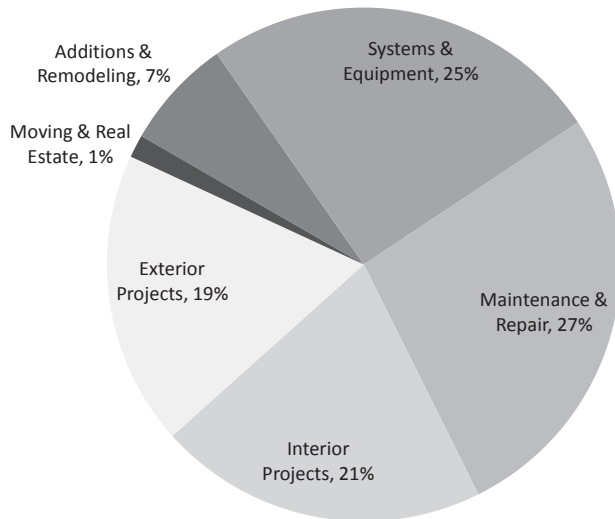
Remodel: Kitchens	+96%
Heating & Furnace Systems	+69%
Plumbing	+49%
Remodel: Bathrooms	+40%
Cleaning & Maid Services	+29%
Appliances	+26%
Additions & Remodeling	+26%
Fences	+15%
Remodel: Build an Addition	+4%

Top 7 Decreases

Handyman Services	-38%
Fireplaces & Wood Stoves	-32%
Garages & Garage Doors	-31%
Insulation	-26%
Waste Material Removal	-24%
Lawn & Garden Care	-14%
Flooring & Carpet	-3%

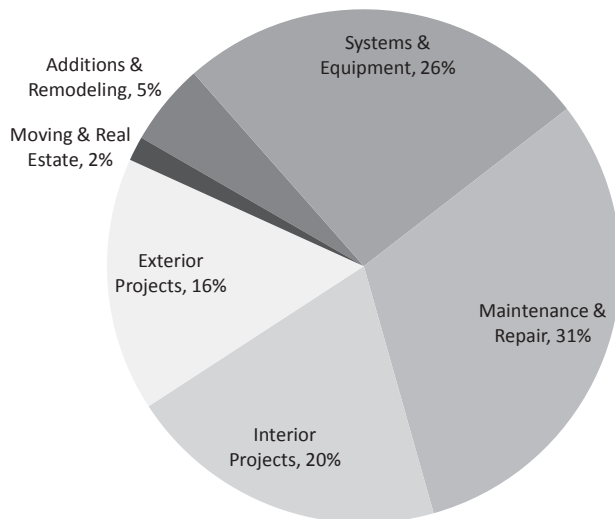
Milwaukee-Waukesha, WI

- 42% of Additions & Remodeling requests came from household incomes of \$50,000-\$99,999
- 38% of Maintenance & Repair requests came from a length of residence of 1-5 years and homes ages 31-50 years old
- 33% of Systems & Equipment requests came from homes valued \$200,000-\$299,999 and homes 31-50 years old



Minneapolis-St. Paul, MN-WI

- 30% of Interior Projects requests came from household incomes of \$50,000 - \$99,999 and a length of residence of 11-20 years.
- 35% of Maintenance & Repair requests came from homes valued \$200,000-\$299,999
- 40% of Systems & Equipment request came from homes valued \$100,000-\$199,999 and 1,000-1,499 square feet



Top 5 Increases

Plumbing	+43%
Additions & Remodeling	+35%
Remodel: Basements	+30%
Heating & Furnace Systems	+25%
Remodel: Bathrooms	+11%

Top 10 Decreases

Garages & Garage Doors	-67%
Snow Removal Services	-51%
Insulation	-49%
Fireplaces & Wood Stoves	-35%
Appliances	-30%
Flooring & Carpet	-20%
Roofing	-8%
Electrical	-7%
Carpet & Upholstery Cleaning	-7%
Cleaning & Maid Services	-2%

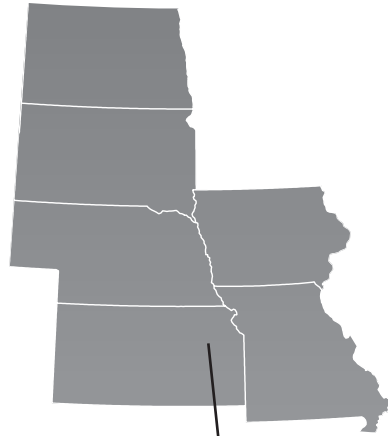
Top 10 Increases

Remodel: Kitchens	+120%
Additions & Remodeling	+45%
Furniture Repair & Refinish	+43%
Remodel: Basements	+38%
Remodel: Bathrooms	+38%
Windows	+33%
Snow Removal Services	+28%
Heating & Furnace Systems	+21%
Plumbing	+11%
Landscaping	+10%

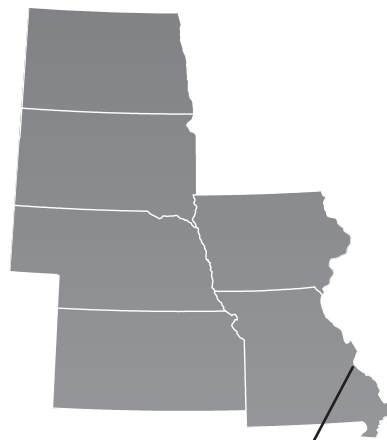
Top 10 Decreases

Gutters	-49%
Carpenters	-46%
Garages & Garage Doors	-45%
Fireplaces & Wood Stoves	-38%
Fences	-37%
Glass & Mirrors	-30%
Siding	-29%
Appliances	-29%
Audio/Visual & Computers	-27%
Cleaning & Maid Services	-27%

REGIONAL DATA



Kansas City, MO-KS +18%



St. Louis, MO-IL +17%

GREAT PLAINS

Great Plains Region Overall Service Request Activity

Q4 2009 over Q4 2008: +9%
(Q3 comparison: +1%)

The top increases in the Great Plains were a mix of requests from all categories. Additions & Remodeling requests were up 46% but the greatest increase in requests was for cabinets, up 84%. Countertops held steady with that of the national average, up 25%.

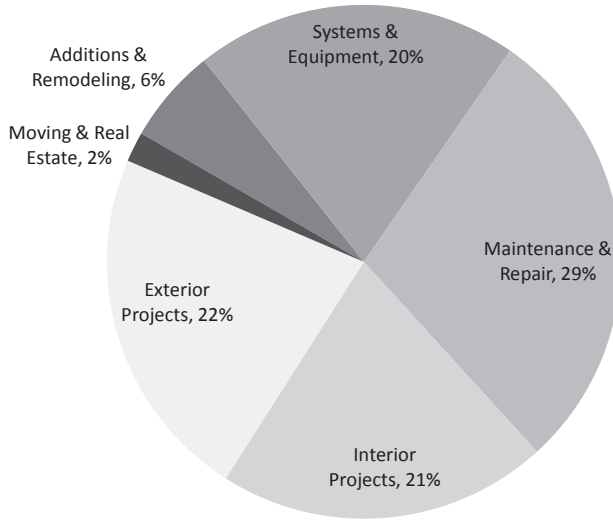
Demographic Profile: Additions & Remodeling

- Ages 45-64: 51%
- HHI \$100,000-\$249,999: 37%
- Homes valued \$100,000-\$199,999: 37%
- Homes 31-50 years old: 32%
- Length of residence of 1-5 years: 42%
- Homes 1,000-1,499 square feet: 31%

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

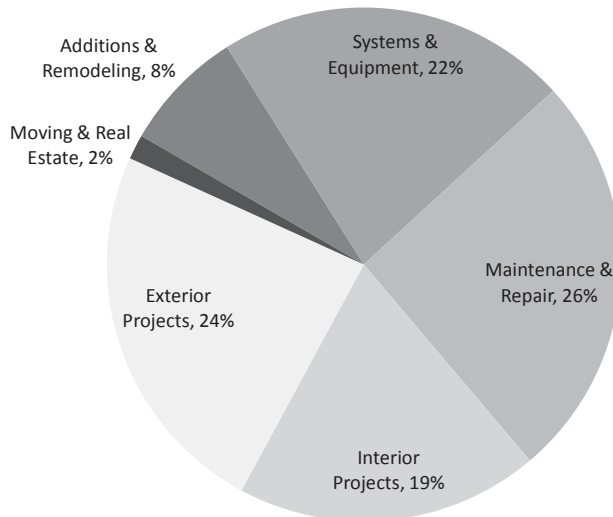
Kansas City, MO-KS

- 28% of Exterior Projects requests came from a length of residence of 6-10 years
- 50% of Additions & Remodeling requests came from homes valued \$100,000-\$199,999
- 37% of Maintenance & Repair requests came from homeowners ages 30-44



St. Louis, MO-IL

- 25% of Exterior Projects requests came from homes 31-50 years old, with a length of residence of 11-20 years and 1,500-1,999 square feet
- 27% of Maintenance & Repair requests came from homes 51-100 years old



Top 10 Increases

Remodel: Basements	+80%
Windows	+77%
Remodel: Bathrooms	+68%
Electrical	+64%
Plumbing	+63%
Appliances	+45%
Remodel: Kitchens	+37%
Cleaning & Maid Services	+33%
Additions & Remodeling	+30%
Carpet & Upholstery Cleaning	+28%

Top 6 Decreases

Fireplaces & Wood Stoves	-35%
Gutters	-29%
Handyman Services	-19%
Audio/Visual & Computers	-18%
Fences	-13%
Garages & Garage Doors	-10%

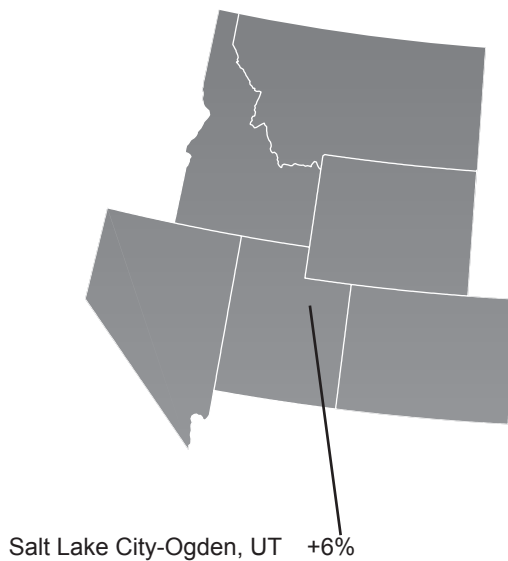
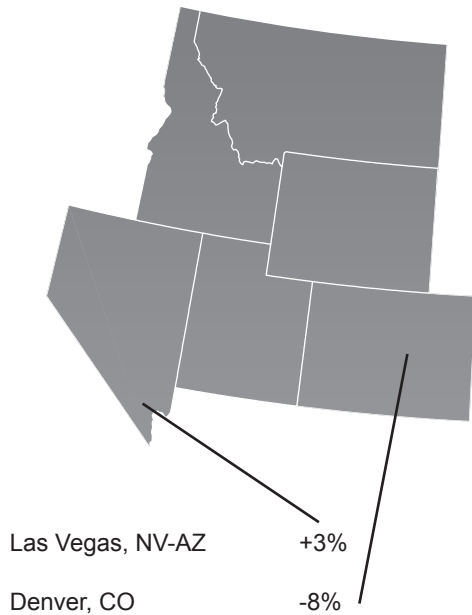
Top 10 Increases

Remodel: Basements	+234%
Remodel: Bathrooms	+212%
Roofing	+188%
Heating & Furnace Systems	+83%
Foundations	+60%
Plumbing	+57%
Furniture Repair & Refinish	+43%
Flooring & Carpet	+22%
Handyman Services	+20%
Lawn & Garden Care	+12%

Top 8 Decreases

Fireplaces & Wood Stoves	-41%
Garages & Garage Doors	-29%
Appliances	-28%
Insulation	-24%
Fences	-16%
Electrical	-11%
Concrete	-11%
Audio/Visual & Computers	-11%

REGIONAL DATA



MOUNTAIN

Mountain Region Overall Service Request Activity

Q4 2009 over Q4 2008: +1%
(Q3 comparison: +5%)

Much like other regions, the heaviest concentration of requests in the Mountain region came from the Maintenance & Repair category, with an even split between requests for Exterior Projects, Interior Projects, and Systems & Equipment Upgrades. Though still strong, Additions & Remodeling requests fell behind the national average, up only 22%. Cabinets still remained strong this quarter, up 40%.

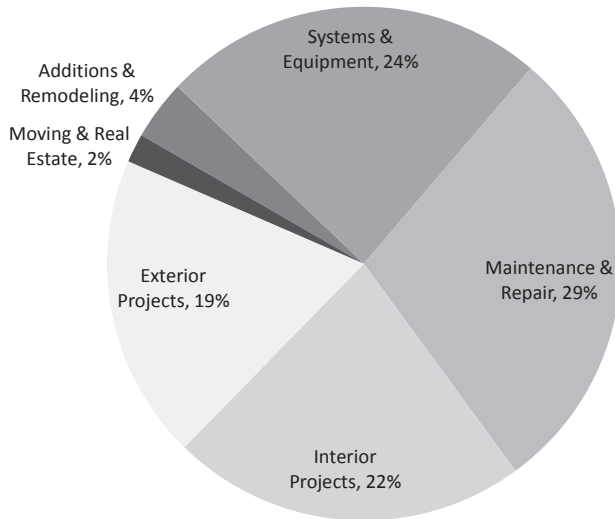
Demographic Profile: Exterior Projects

- Ages 45-64: 47%
- HHI \$100,000-\$249,999: 46%
- Homes valued \$200,000-\$299,999: 37%
- Homes 31-50 years old: 23%
- Length of residence of 1-5 years: 39%
- Homes 2,500-3,499 square feet: 27%

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

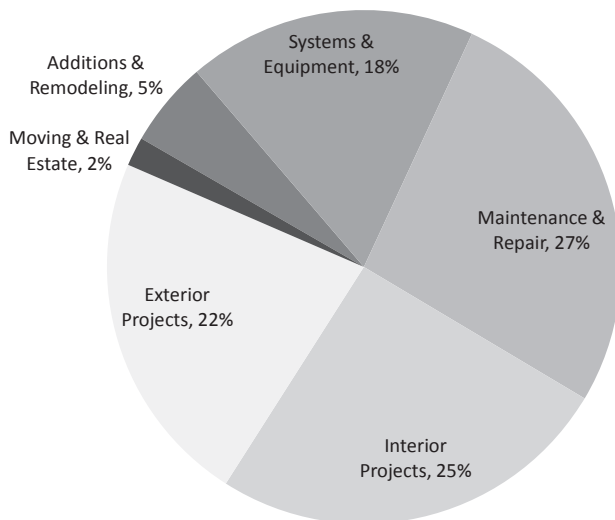
Denver, CO

- 72% of Additions & Remodeling requests came from homeowners who are married
- 42% of Maintenance & Repair requests came from homeowners ages 30-44
- 41% of Systems & Equipment requests came from homeowners ages 30-44, with homes valued \$200,000-\$299,999 and a length of residence of 1-5 years



Las Vegas, NV-AZ

- 45% of Additions & Remodeling requests came from a length of residence of 11-20 years
- 49% of Maintenance & Repair requests came from homeowners who are single
- 42% of Interior Projects requests came from homes valued \$100,000-\$199,999



Top 10 Increases

Gutters	+93%
Roofing	+43%
Tile	+38%
Remodel: Basements	+34%
Carpenters	+19%
Cabinets	+19%
Siding	+18%
Heating & Furnace Systems	+18%
Remodel: Kitchens	+11%
Furniture Repair & Refinish	+4%

Top 10 Decreases

Remodel: Build an Addition	-56%
Hot Tubs, Spas & Saunas	-55%
Fences	-47%
Remodel: Remodel or Renovate One or More Rooms	-46%
Brick & Stone	-43%
Insulation	-40%
Foundations	-37%
Doors	-33%
Moving	-31%
Carpet & Upholstery Cleaning	-30%

Top 10 Increases

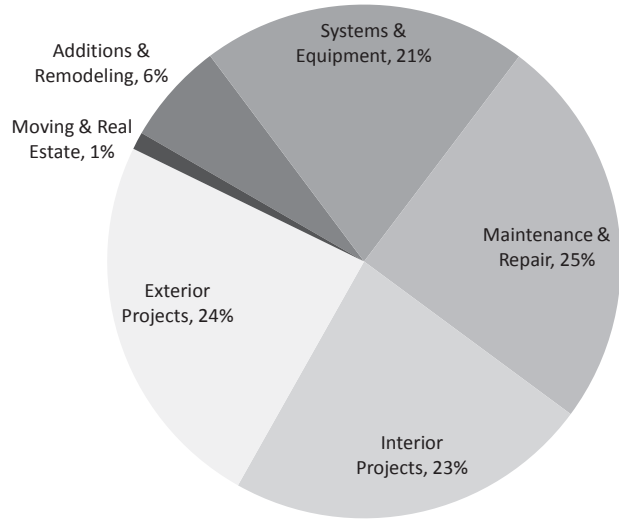
Remodel: Kitchens	+106%
Additions & Remodeling	+61%
Remodel: Build an Addition	+53%
Remodel: Bathrooms	+52%
Painting	+53%
Cleaning & Maid Services	+28%
Tile	+22%
Flooring & Carpet	+21%
Plumbing	+20%
Carpet & Upholstery Cleaning	+19%

Top 10 Decreases

Appliances	-43%
Glass & Mirrors	-31%
Garages & Garage Doors	-29%
Roofing	-28%
Heating & Furnace Systems	-26%
Landscaping	-26%
Lawn & Garden Care	-21%
Swimming Pools	-11%
Audio/Visual & Computers	-10%
Doors	-10%

Salt Lake City-Ogden, UT

- 34% of Additions & Remodeling requests came from homes 31-50 years old
- 40% of Maintenance & Repair and Additions & Remodeling requests came from household incomes of \$50,000-\$99,999
- 40% of Exterior Projects requests came from homes valued \$200,000-\$299,999



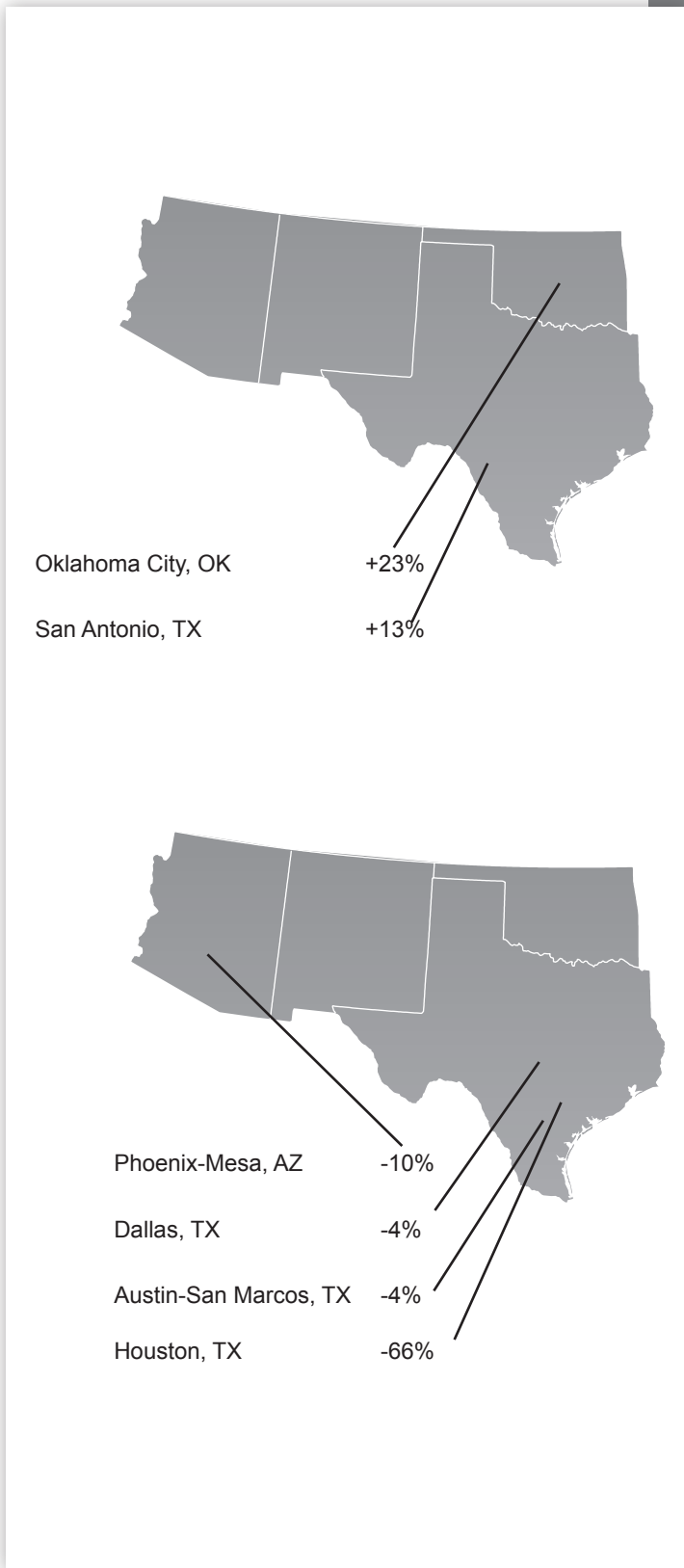
Top 6 Increases

Plumbing	+63%
Remodel: Basements	+41%
Heating & Furnace Systems	+37%
Remodel: Bathrooms	+13%
Cleaning & Maid Services	+9%
Additions & Remodeling	+4%

Top 6 Decreases

Remodel: Build an Addition	-36%
Landscaping	-31%
Fireplaces & Wood Stoves	-30%
Flooring & Carpet	-21%
Appliances	-13%
Carpet & Upholstery Cleaning	-13%

REGIONAL DATA



SOUTHWEST

Southwest Region Overall Service Request Activity

Q4 2009 over Q4 2008: -20%
(Q3 comparison: -7%)

While the majority of project requests came from the Exterior Projects category, only modest gains were seen compared to other regions. Gains were primarily seen on smaller projects with organizers, cabinets, furniture repair and refinish, and countertops up over this quarter last year. Additionally, while Additions and Remodeling was up 37% nationally, this region saw a decrease of 1%. Houston was especially noteworthy, down 66%.

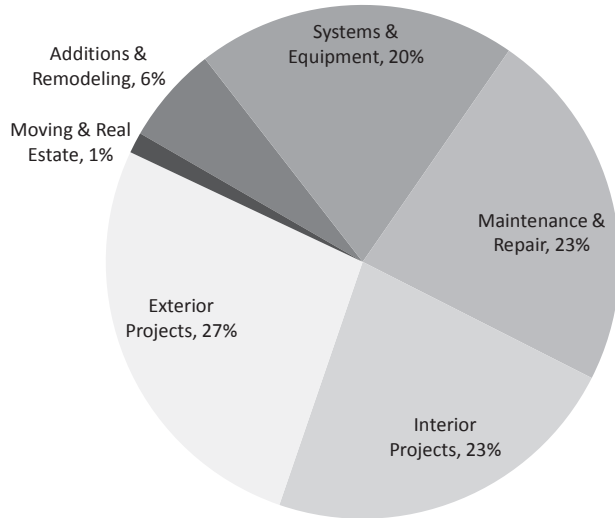
Demographic Profile: Exterior Projects

- Ages 45-64: 51%
- HHI \$100,000-\$249,999: 44%
- Homes valued \$100,000-\$199,999: 45%
- Homes 11-20 years old: 27%
- Length of residence of 1-5 years: 44%
- Homes 2,500-3,499 square feet: 26%

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

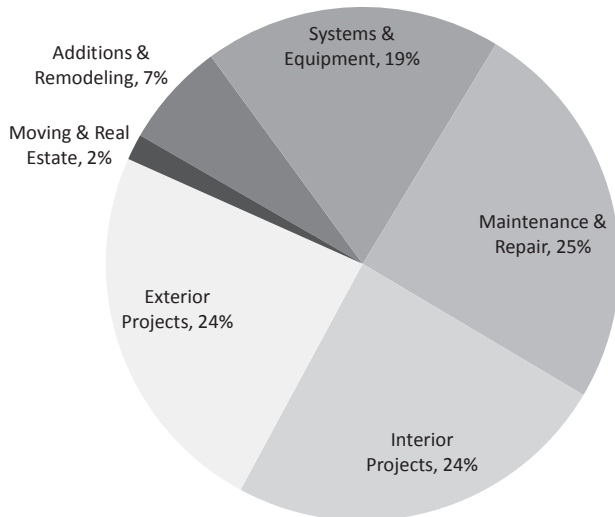
Austin-San Marcos, TX

- 32% of Exterior Projects requests came from homes valued \$200,000-\$299,999 and from homeowners ages 30-44
- 24% of Additions & Remodeling requests came from homes 1,500-1,999 square feet
- 30% of Additions & Remodeling requests came from household incomes of \$50,000-\$99,999



Dallas, TX

- 26% of Interior Projects requests came from a length of residence of 11-20 years
- 71% of Interior Projects request came from homeowners who are married
- 46% of Maintenance & Repair requests came from household incomes of \$100,000-\$249,999 and homes valued \$100,000-\$199,999



Top 6 Increases

Remodel: Kitchens	+125%
Additions & Remodeling	+40%
Remodel: Build an Addition	+36%
Remodel: Bathrooms	+22%
Electrical	+7%
Plumbing	+1%

Top 10 Decreases

Handyman Services	-46%
Garages & Garage Doors	-39%
Carpet & Upholstery Cleaning	-39%
Appliances	-38%
Audio/Visual & Computers	-37%
Fences	-29%
Painting	-24%
Tile	-24%
Lawn & Garden Care	-17%
Fireplaces & Wood Stoves	-14%

Top 10 Increases

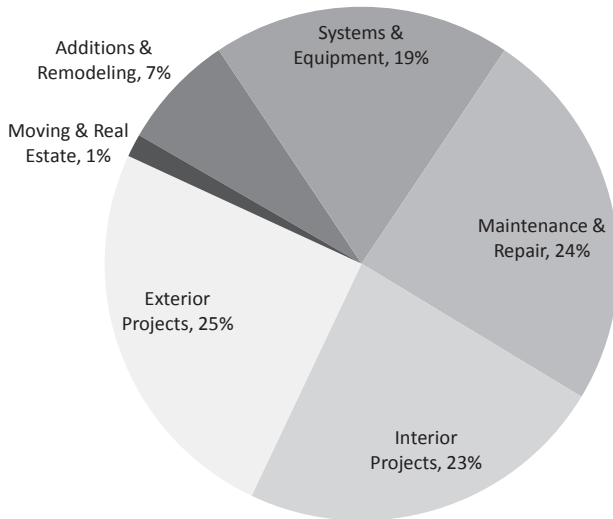
Remodel: Kitchens	+125%
Siding	+99%
Gutters	+56%
Cabinets	+50%
Additions & Remodeling	+45%
Remodel: Bathrooms	+37%
Remodel: Build an Addition	+29%
Furniture Repair & Refinish	+24%
Architects & Engineers	+22%
Plumbing	+18%

Top 10 Decreases

Foundations	-68%
Hot Tubs, Spas & Saunas	-58%
Swimming Pools	-43%
Garages & Garage Doors	-42%
Lawn & Garden Care	-42%
Fences	-41%
Window Coverings	-39%
Heating & Furnace Systems	-36%
Handyman Services	-29%
Concrete	-26%

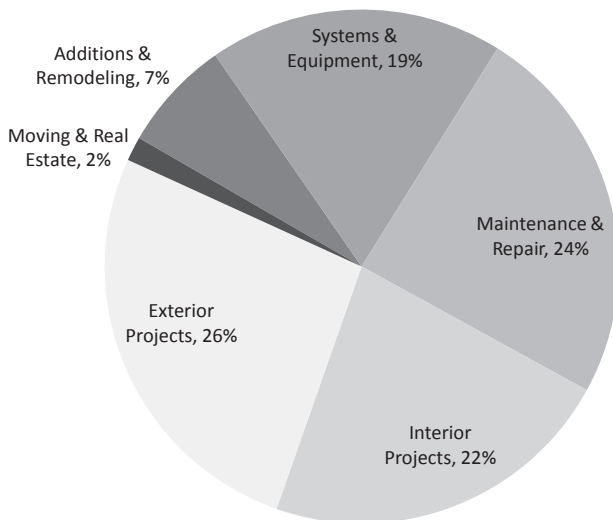
Houston, TX

- 24% of Exterior Projects requests came from homes 31-50 years old and homes valued \$200,000-\$299,999
- 30% of Additions & Remodeling requests came from a length of residence of 11-20 years



San Antonio, TX

- 44% of Exterior Projects requests came from a length of residence of 1-5 years
- 36% of Additions & Remodeling requests came from household incomes of \$50,000-\$99,999
- 44% of Interior Projects requests came from homes valued \$100,000-\$199,999



Top 3 Increases

Windows	+36%
Remodel: Kitchens	+26%
Plumbing	+2%

Top 10 Decreases

Remodel: Renovate or Repair a Home	-121%
Roofing	-117%
Fences	-111%
Remodel: Remodel or Renovate One or More Rooms	-94%
Siding	-93%
Insulation	-88%
Garages & Garage Doors	-86%
Tree Services	-80%
Carpenters	-77%
Flooring & Carpet	-75%

Top 10 Increases

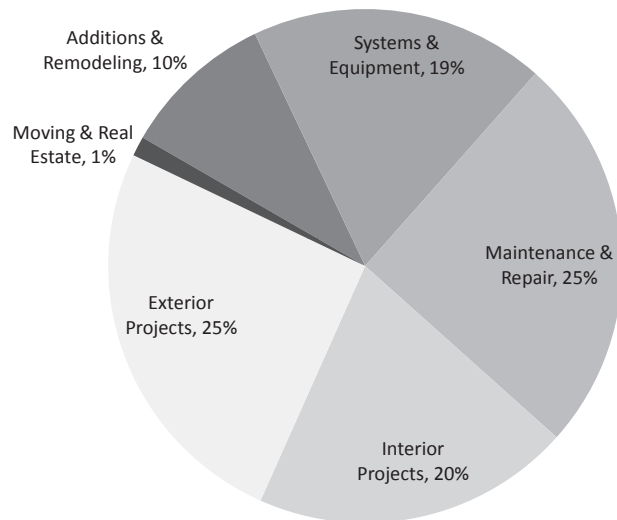
Lawn & Garden Care	+70%
Remodel: Kitchens	+63%
Plumbing	+52%
Electrical	+48%
Remodel: Bathrooms	+45%
Flooring & Carpet	+39%
Cleaning & Maid Services	+26%
Additions & Remodeling	+16%
Landscaping	+12%
Concrete	+8%

Top 8 Decreases

Audio/Visual & Computers	-44%
Garages & Garage Doors	-43%
Carpet & Upholstery Cleaning	-40%
Heating & Furnace Systems	-35%
Fences	-34%
Remodel: Build an Addition	-13%
Appliances	-13%
Handyman Services	-5%

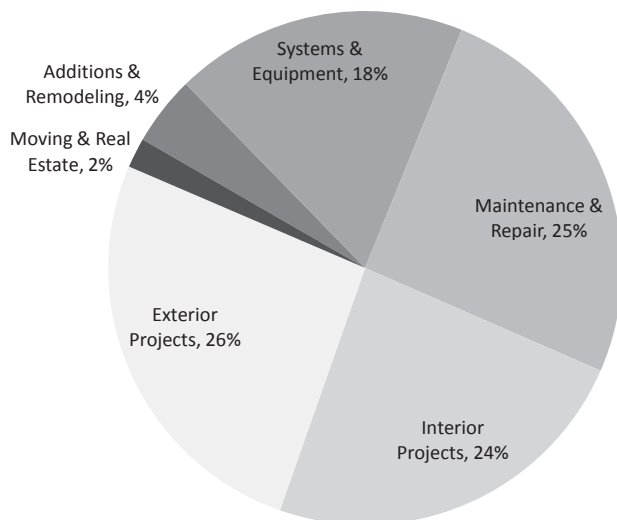
Oklahoma City, OK

- 30% of Additions & Remodeling requests came from a length of residence of 6-10 years
- 39% of Exterior Projects requests came from household incomes of \$50,000-\$99,999
- 27% of Maintenance & Repair requests came from homes 2,500-3,499 square feet and homes 21-30 and 31-50 years old



Phoenix-Mesa, AZ

- 26% of Additions & Remodeling requests came from homes 1,500-1,999 square feet
- 35% of Additions & Remodeling requests came from homeowners ages 30-44 and homeowners who are single
- 31% of Exterior Projects requests came from homes 1,500-1,999 square feet



Top 7 Increases

Remodel: Bathrooms	+105%
Additions & Remodeling	+80%
Plumbing	+42%
Remodel: Build an Addition	+33%
Roofing	+33%
Cleaning & Maid Services	+22%
Heating & Furnace Systems	+16%

Top 2 Decreases

Flooring & Carpet	-21%
Fireplaces & Wood Stoves	-16%

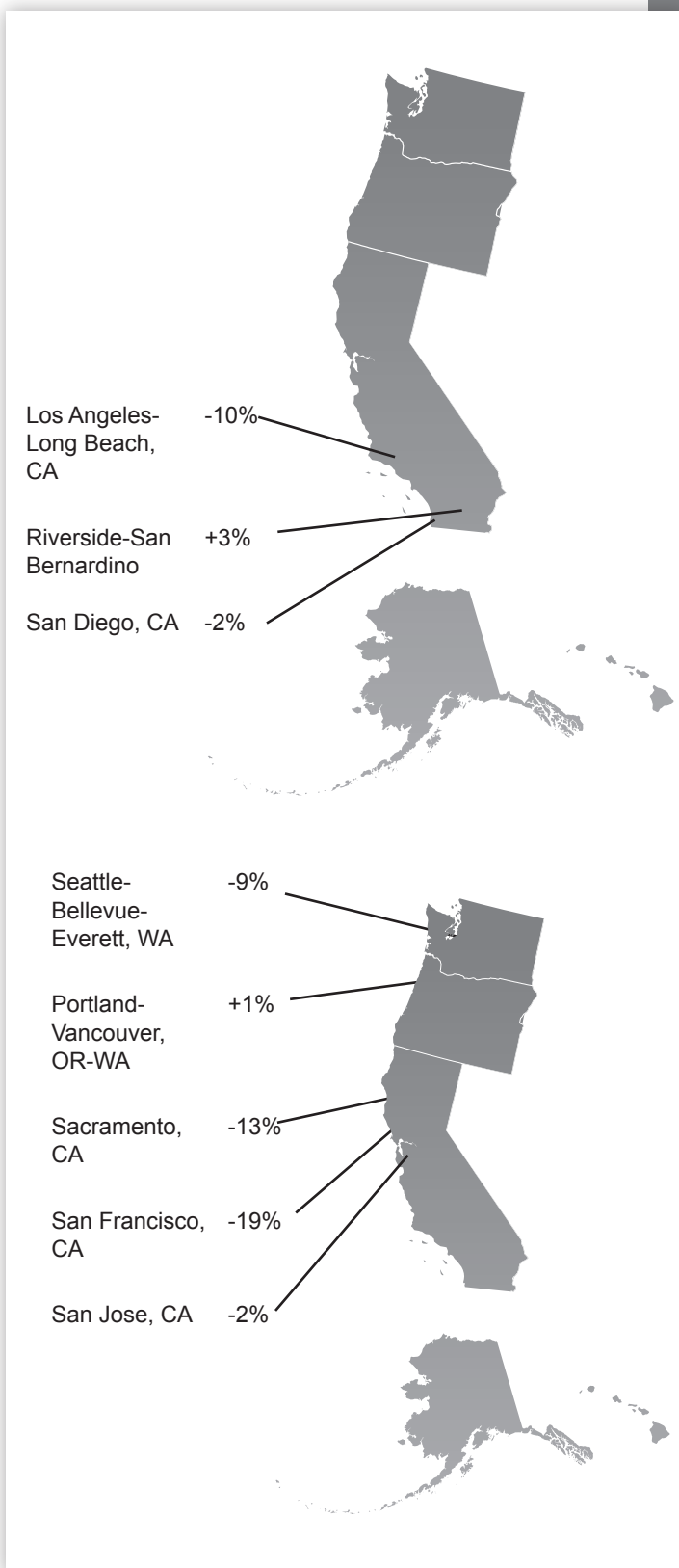
Top 10 Increases

Remodel: Kitchens	+166%
Air Conditioning	+66%
Furniture Repair & Refinish	+59%
Windows	+57%
Remodel: Bathrooms	+51%
Additions & Remodeling	+33%
Tree Services	+21%
Brick & Stone	+20%
Cabinets	+15%
Insulation	+12%

Top 10 Decreases

Remodel: Remodel or Renovate One or More Rooms	-49%
Hot Tubs, Spas & Saunas	-35%
Fences	-35%
Carpenters	-34%
Pest Control	-31%
Lawn & Garden Care	-31%
Handyman Services	-30%
Appliances	-28%
Garages & Garage Doors	-27%
Locksmith	-26%

REGIONAL DATA



PACIFIC

Pacific Region Overall Service Request Activity

Q4 2009 over Q4 2008: -4%

(Q3 comparison: Even)

Similar to the trend last quarter, the Pacific continues to recover slower than other regions. However, bright spots continue to dominate the Exterior Projects category. Windows were up 86%, followed by roofing, up 55% and siding up 45%. Additions & Remodeling showed growth over the 3rd quarter, up 21% versus only 2% last quarter.

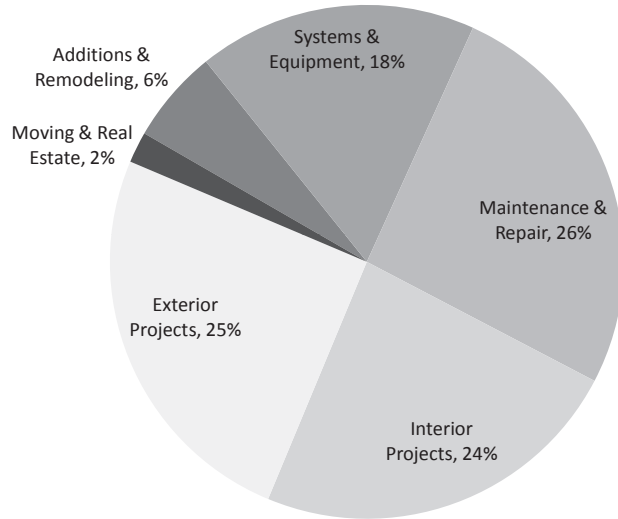
Demographic Profile: Additions & Remodeling

- Ages 45-64: 53%
- HHI \$100,000-\$249,999: 50%
- Homes valued \$450,000: 36%
- Homes 51-100 years old: 33%
- Length of residence of 1-5 years: 35%
- Homes 1,000-1,499 square feet: 30%

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

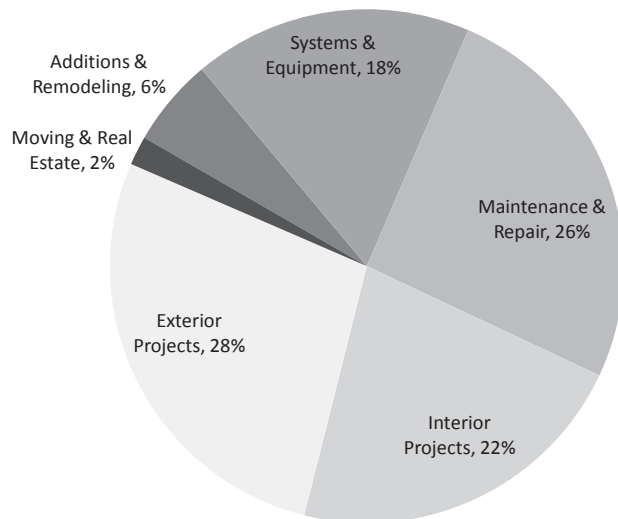
Los Angeles-Long Beach, CA

- 57% of Additions & Remodeling requests came from homes 51-100 years old
- 57% of Maintenance & Repair requests came from homeowners who are single
- 47% of Exterior Projects requests came from homes valued \$450,000+



Riverside-San Bernardino, CA

- 41% of Exterior Projects requests came from homes valued \$100,000-\$199,999
- 27% of Additions & Remodeling requests came from homeowners ages 30-44, homes 31-50 years old and 1,500-1,999 square feet



Top 10 Increases

Remodel: Kitchens	+52%
Remodel: Add a Sunroom or Patio Enclosure	+45%
Siding	+41%
Windows	+35%
Home Inspections	+34%
Brick & Stone	+28%
Gutters	+15%
Cabinets	+12%
Hot Tubs, Spas & Saunas	+9%
Fireplaces & Wood Stoves	+6%

Top 10 Decreases

Remodel: Renovate or Repair a Home	-48%
Garages & Garage Doors	-44%
Remodel: Garages	-44%
Remodel: Build an Addition	-39%
Remodel: Remodel or Renovate One or More Rooms	-36%
Lawn & Garden Care	-34%
Designers & Decorators	-33%
Swimming Pools	-29%
Carpet & Upholstery Cleaning	-29%
Doors	-24%

Top 10 Increases

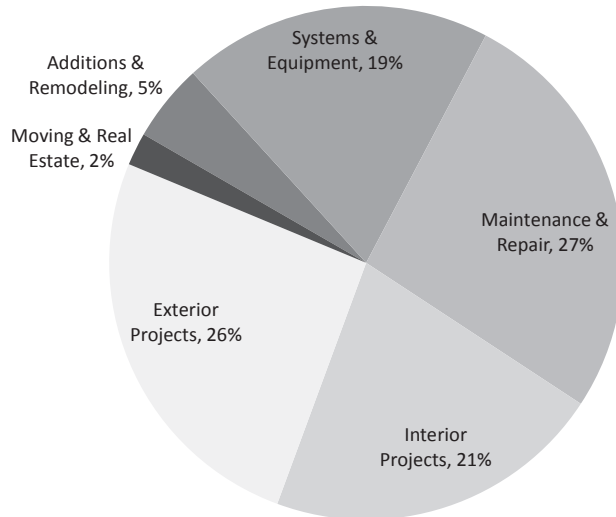
Remodel: Kitchens	+109%
Cabinets	+85%
Heating & Furnace Systems	+48%
Air Conditioning	+47%
Additions & Remodeling	+39%
Roofing	+36%
Remodel: Bathrooms	+30%
Appliances	+28%
Remodel: Build an Addition	+22%
Cleaning & Maid Services	+19%

Top 10 Decreases

Audio/Visual & Computers	-50%
Garages & Garage Doors	-30%
Swimming Pools	-24%
Lawn & Garden Care	-22%
Tile	-19%
Pest Control	-19%
Flooring & Carpet	-18%
Painting	-16%
Glass & Mirrors	-14%
Handyman Services	-13%

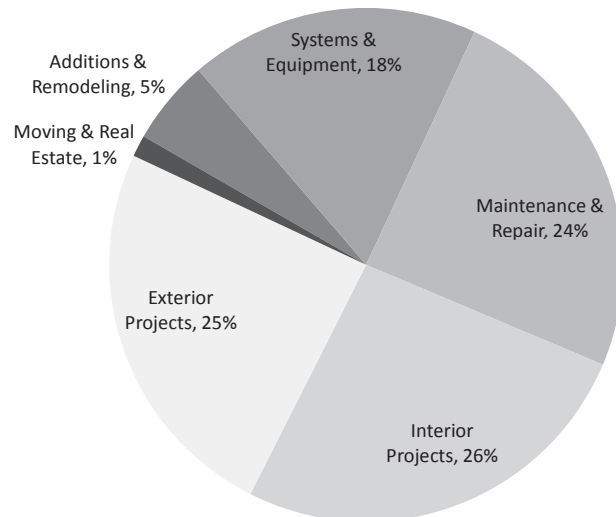
Sacramento, CA

- 49% of Maintenance & Repair requests came from homeowners who are single
- 44% of Maintenance & Repair requests came from a length of residence of 1-5 years
- 34% of Exterior Projects requests came from homes valued \$200,000-\$299,999



San Diego, CA

- 34% of Additions & Remodeling requests came from homes valued \$200,000-\$299,999
- 37% of Exterior Projects requests came from homes valued \$300,000-\$449,999
- 29% of Interior Projects request came from homes 1,500-1,999 square feet



Top 8 Increases

Roofing	+38%
Plumbing	+32%
Remodel: Kitchens	+31%
Fences	+17%
Electrical	+16%
Heating & Furnace Systems	+16%
Remodel: Bathrooms	+8%
Landscaping	+3%

Top 10 Decreases

Appliances	-52%
Audio/Visual & Computers	-52%
Concrete	-49%
Painting	-35%
Handyman Services	-35%
Flooring & Carpet	-34%
Remodel: Build an Addition	-34%
Carpet & Upholstery Cleaning	-28%
Cleaning & Maid Services	-25%
Doors	-24%

Top 10 Increases

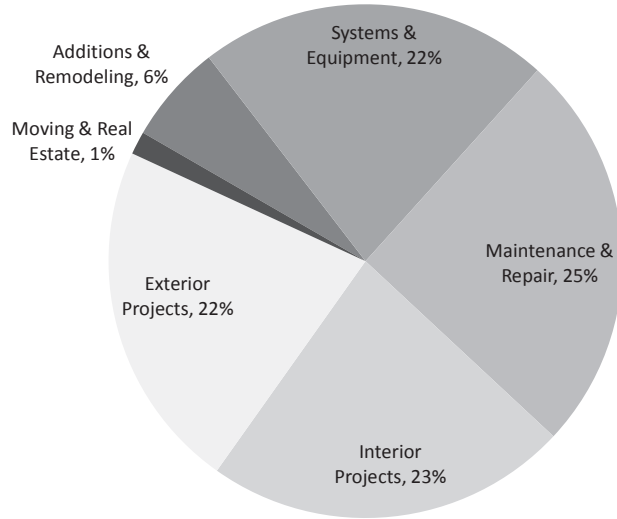
Windows	+84%
Furniture Repair & Refinish	+46%
Remodel: Kitchens	+46%
Plumbing	+43%
Fences	+35%
Roofing	+25%
Concrete	+25%
Fireplaces & Wood Stoves	+21%
Gutters	+20%
Remodel: Build an Addition	+19%

Top 10 Decreases

Audio/Visual & Computers	-41%
Garages & Garage Doors	-36%
Insulation	-35%
Doors	-27%
Swimming Pools	-25%
Lawn & Garden Care	-24%
Tile	-23%
Pest Control	-21%
Tree Services	-16%
Carpenters	-15%

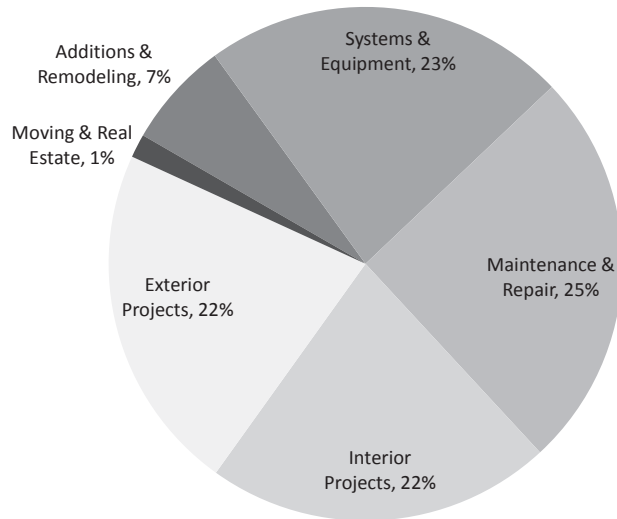
San Francisco, CA

- 96% of Exterior Projects requests came from homes valued \$450,000+
- 59% of Maintenance & Repair requests came from homeowners who are single
- 58% of Additions & Remodeling requests came from homeowners who are single



San Jose, CA

- 73% of Additions & Remodeling requests came from household incomes of \$100,000-\$249,999
- 32% of Maintenance & Repair requests came from homes 1,500-1,999 square feet
- 43% of Interior Projects requests came from homes 31-50 years old



Top 3 Increases

Roofing	+56%
Remodel: Bathrooms	+11%
Additions & Remodeling	+2%

Top 10 Decreases

Carpet & Upholstery Cleaning	-43%
Appliances	-42%
Cleaning & Maid Services	-35%
Handyman Services	-35%
Flooring & Carpet	-33%
Fireplaces & Wood Stoves	-30%
Pest Control	-22%
Plumbing	-21%
Electrical	-17%
Landscaping	-16%

Top 8 Increases

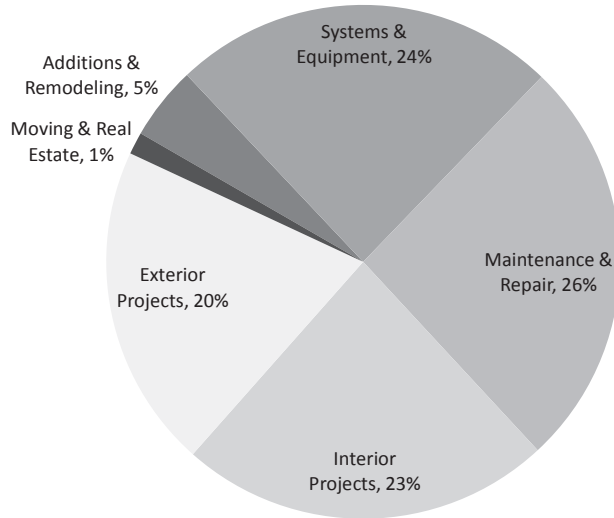
Remodel: Kitchens	+112%
Additions & Remodeling	+43%
Heating & Furnace Systems	+40%
Remodel: Bathrooms	+39%
Plumbing	+17%
Remodels: Build an Addition	+16%
Cleaning & Maid Services	+4%
Handyman Services	+2%

Top 10 Decreases

Appliances	-37%
Carpet & Upholstery Cleaning	-37%
Audio/Visual & Computers	-29%
Painting	-28%
Pest Control	-18%
Flooring & Carpet	-18%
Gutters	-14%
Concrete	-12%
Fireplaces & Wood Stoves	-11%
Fences	-10%

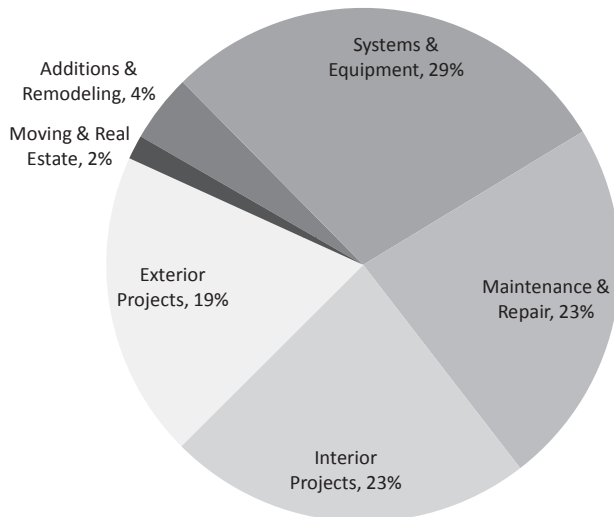
Portland-Vancouver, OR-WA

- 42% of Systems & Equipment requests came from homes valued \$200,000-\$299,999
- 27% of Maintenance & Repair requests came from homes 2,500-3,499 square feet
- 45% of Additions & Remodeling requests came from a length of residence of 1-5 years



Seattle-Bellevue-Everett, WA

- 33% of Additions & Remodeling requests came from homes 31-50 years old
- 42% of Systems & Equipment requests came from homes valued \$200,000-\$299,999
- 41% of Systems & Equipment requests came from a length of residence of 1-5 years



Top 10 Increases

Additions & Remodeling	+84%
Remodel: Bathrooms	+69%
Gutters	+47%
Cleaning & Maid Services	+32%
Roofing	+26%
Heating & Furnace Systems	+25%
Insulation	+23%
Electrical	+20%
Plumbing	+20%
Landscaping	+16%

Top 8 Decreases

Garages & Garage Doors	-50%
Lawn & Garden Care	-34%
Handyman Services	-28%
Audio/Visual & Computers	-18%
Appliances	-15%
Carpet & Upholstery Cleaning	-11%
Flooring & Carpet	-6%
Fences	-6%

Top 10 Increases

Roofing	+59%
Heating & Furnace Systems	+27%
Siding	+14%
Tree Services	+10%
Architects & Engineers	+9%
Foundations	+9%
Remodel: Bathrooms	+7%
Gutters	+6%
Plumbing	+4%
Furniture Repair & Refinish	+3%

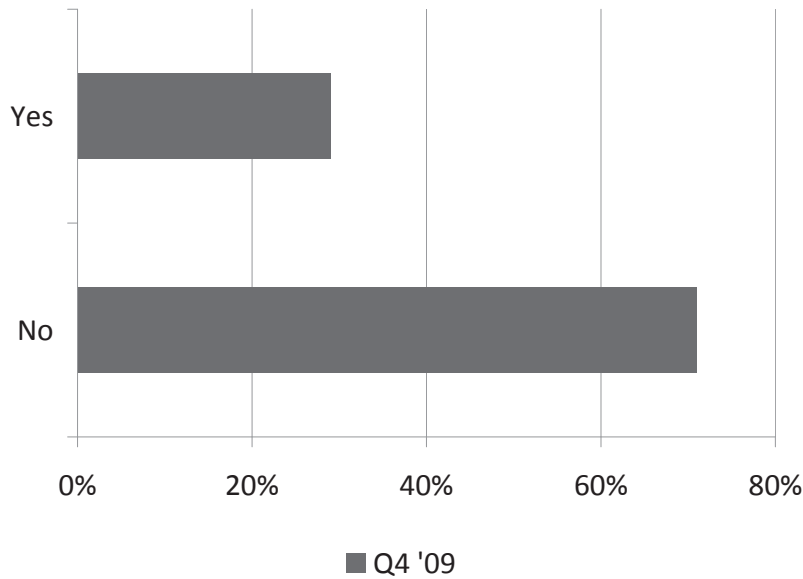
Top 10 Decreases

Remodel: Build an Addition	-52%
Handyman Services	-40%
Doors	-39%
Pest Control	-30%
Tile	-29%
Garages & Garage Doors	-26%
Carpenters	-25%
Electrical	-22%
Flooring & Carpet	-20%
Carpet & Upholstery Cleaning	-17%

SERVICEMAGIC CONSUMER SURVEY – DISCRETIONARY SPENDING INSIGHTS

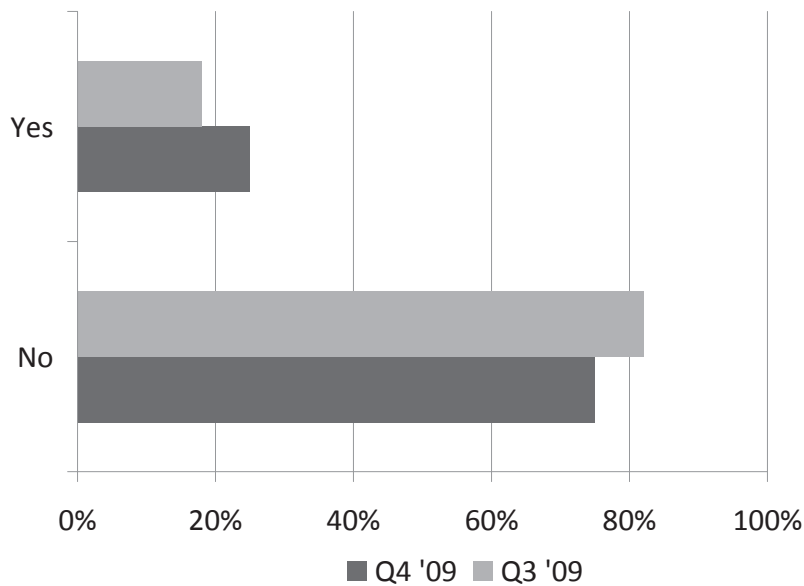
In order to better forecast 2010 spending trends, we surveyed consumers who submitted requests in June - December of 2009 for Additions & Remodeling.

01 Have you completed a remodeling project in the past 6 months?

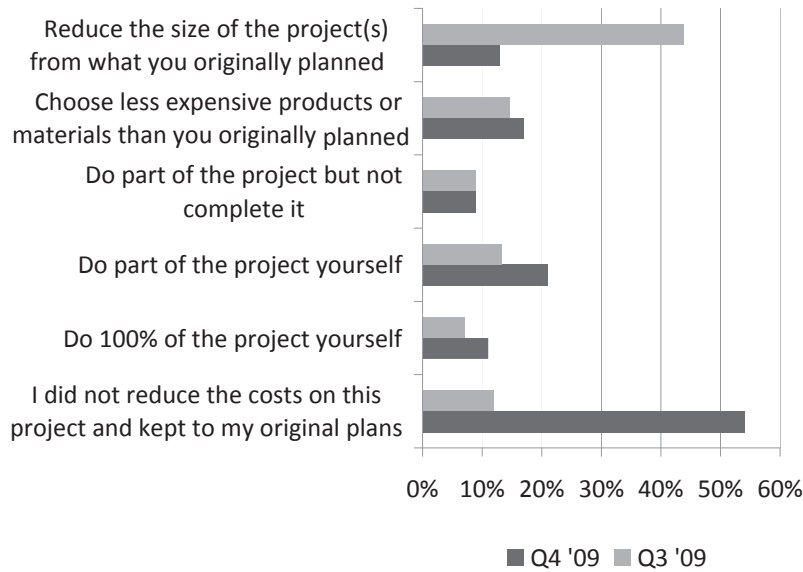


75% of consumers did not scale back scope and/or size of their most recent project.

02 Did you scale back scope and/or size of your most recent project?

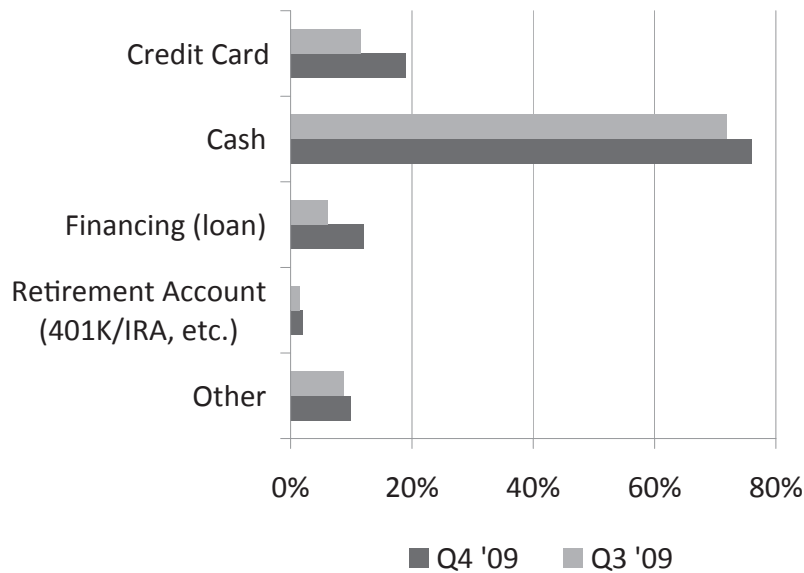


03 For this project, IF you reduced costs, did you: (choose all that apply)



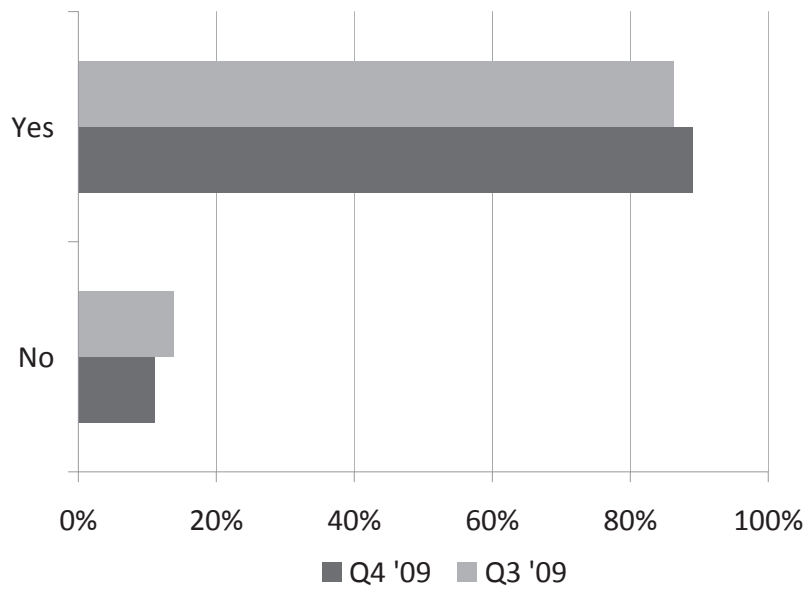
53% of consumers did not reduce costs on their most recent project.

04 How did you pay for this project? (choose all that apply)

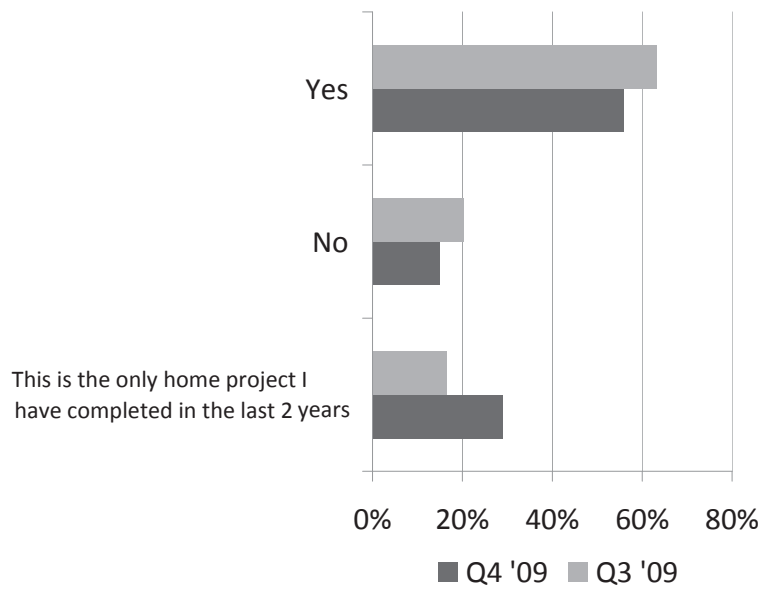


72% of homeowners paid cash for their most recent home project.

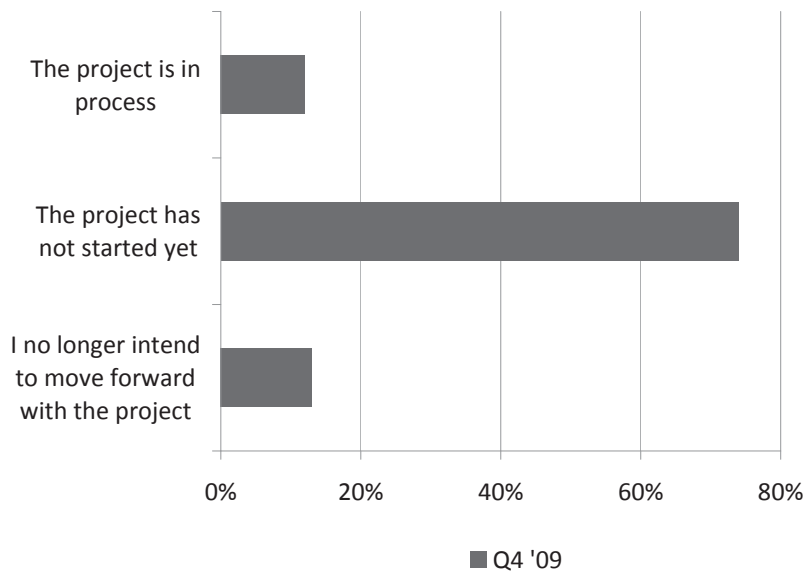
05 Was that your preferred method of payment?



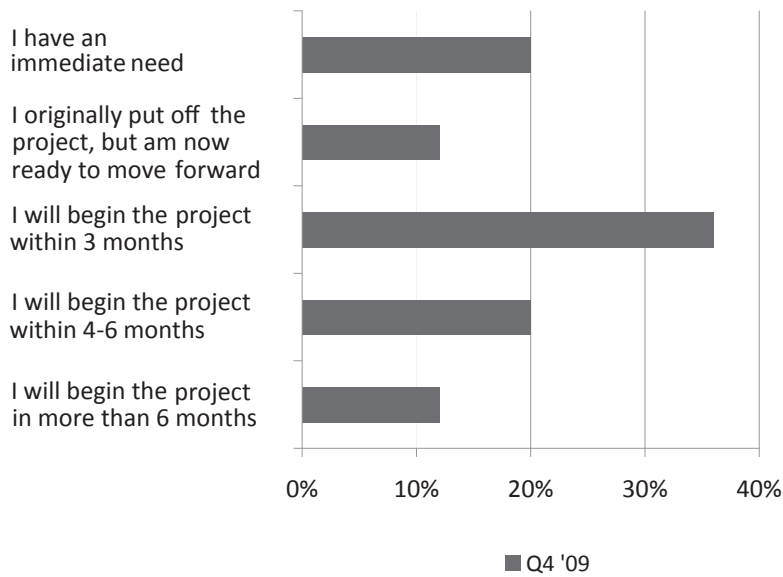
06 Did you use the same payment method for your last home project?



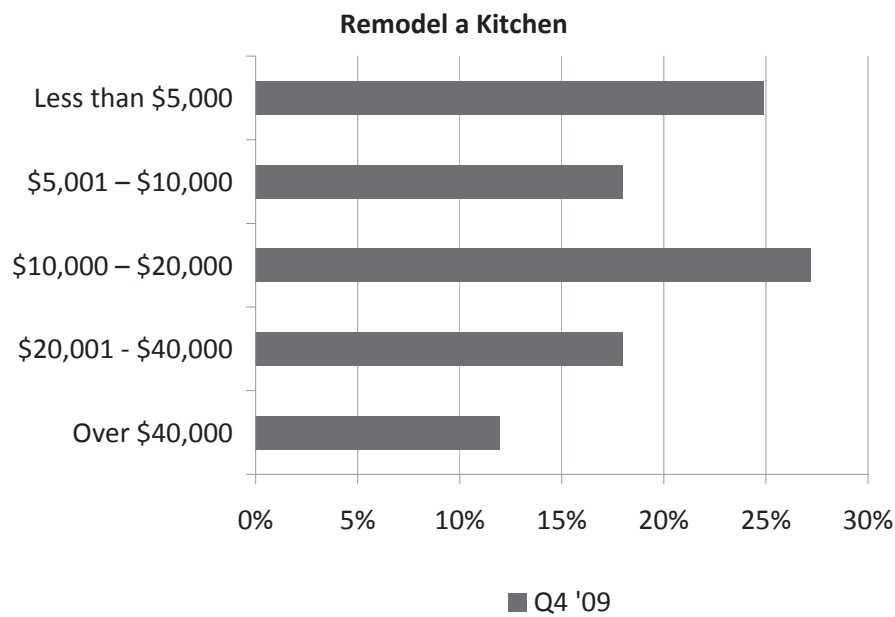
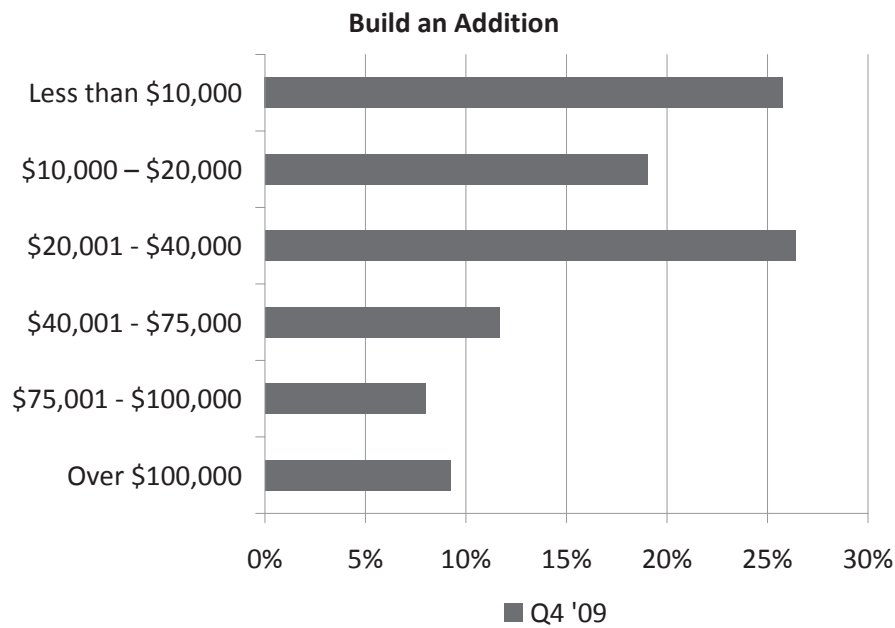
07 What is the status of the remodeling project for which you submitted a request through ServiceMagic?



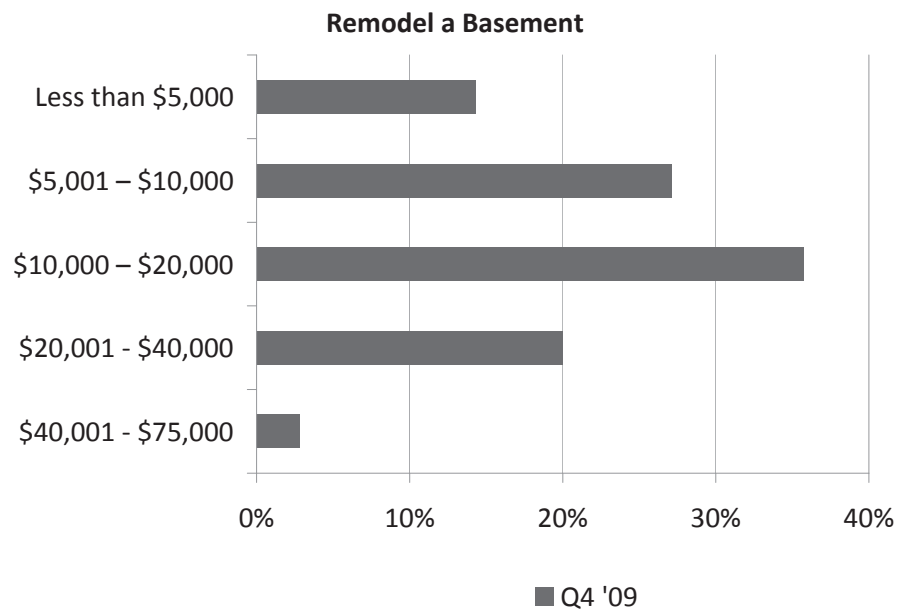
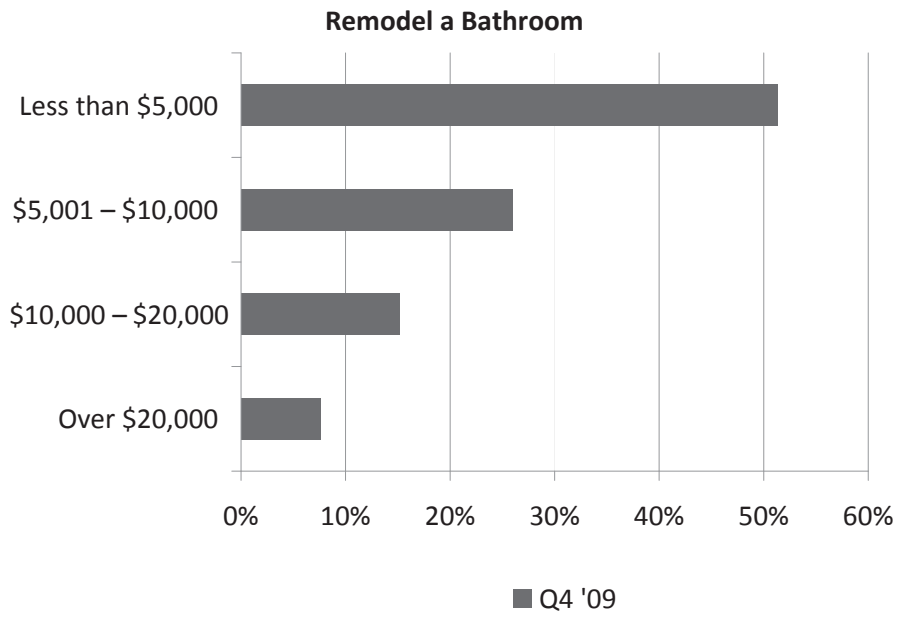
08 Which of the following most accurately describes your intended timeline? (choose one)



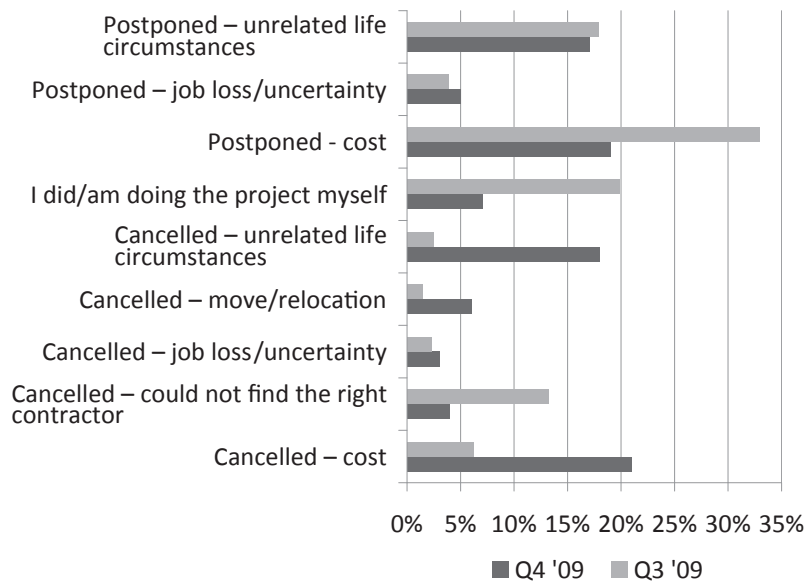
9 For this remodel project, what price point do you anticipate spending?



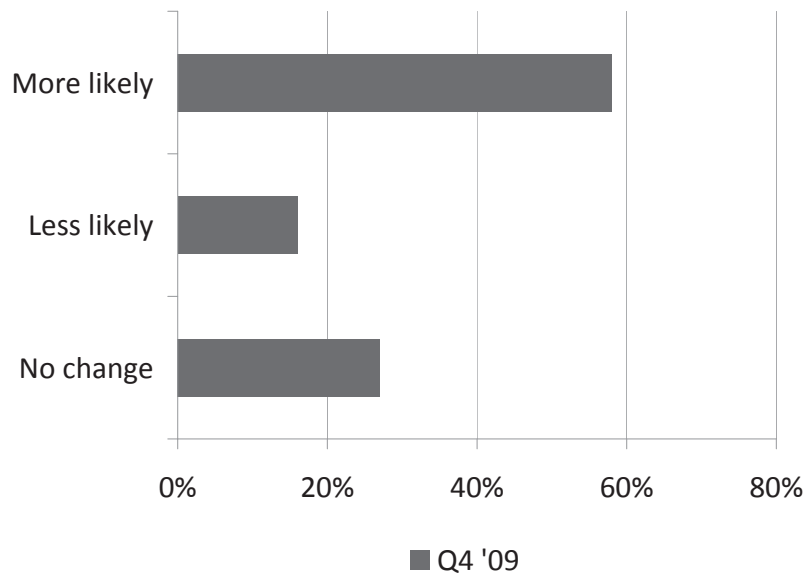
For the **71%** of homeowners who intend to complete their remodeling project in 2010, we asked what they anticipate spending.



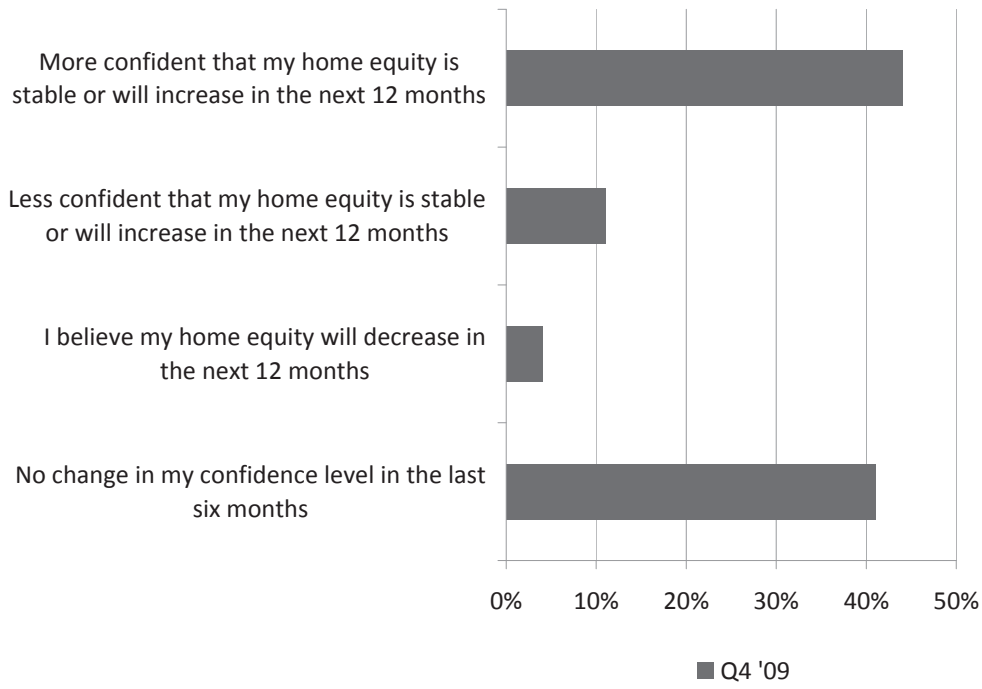
10 For 13% of homeowners not completing the project, we asked: What is the primary reason you are not moving forward with this project?



11 Are you more or less likely to put money into property value-increasing home improvement projects in the next 6 months compared to the past 6 months?



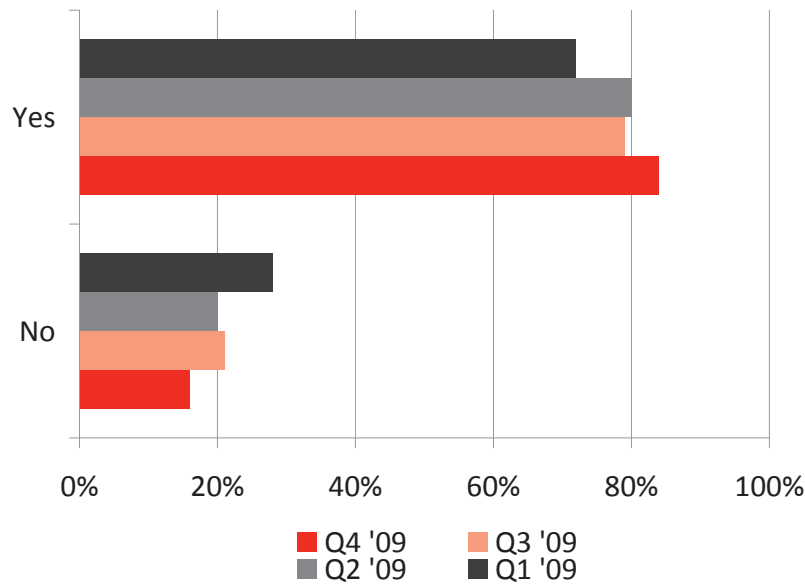
12 Are you more confident or less confident in the stability of your home's equity compared to 6 months ago?



SERVICEMAGIC SERVICE PROFESSIONAL SURVEY - DISCRETIONARY SPENDING INSIGHTS

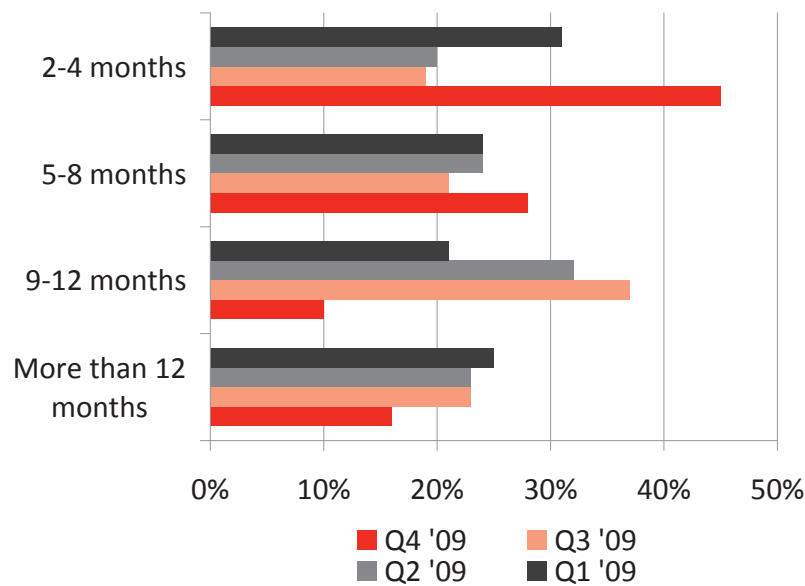
In order to better forecast 2010 spending trends, we surveyed professionals who were matched to consumers requesting services from June - December of 2009 for Additions & Remodeling.

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

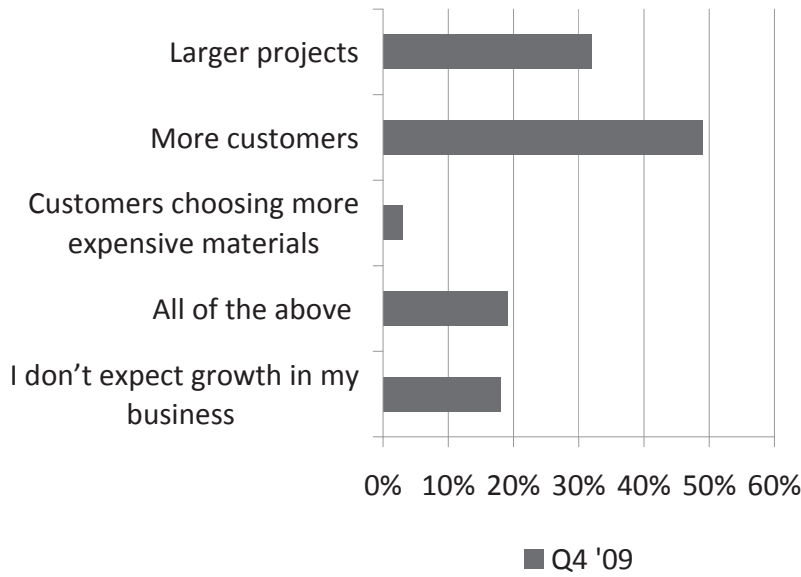


Looking ahead 12 months, **84%** of pros are optimistic about their company's performance.

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

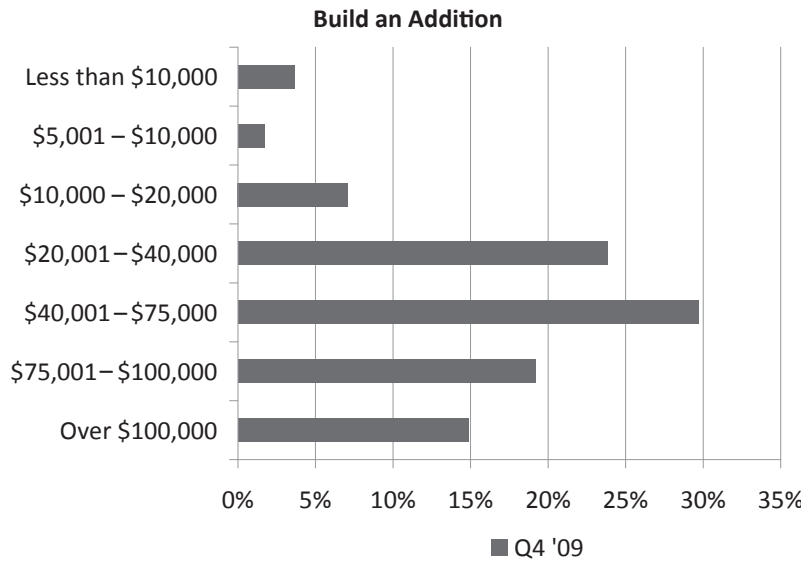


03 Thinking about the next 12 months, which area of your business do you expect to see the most growth? (choose all that apply)

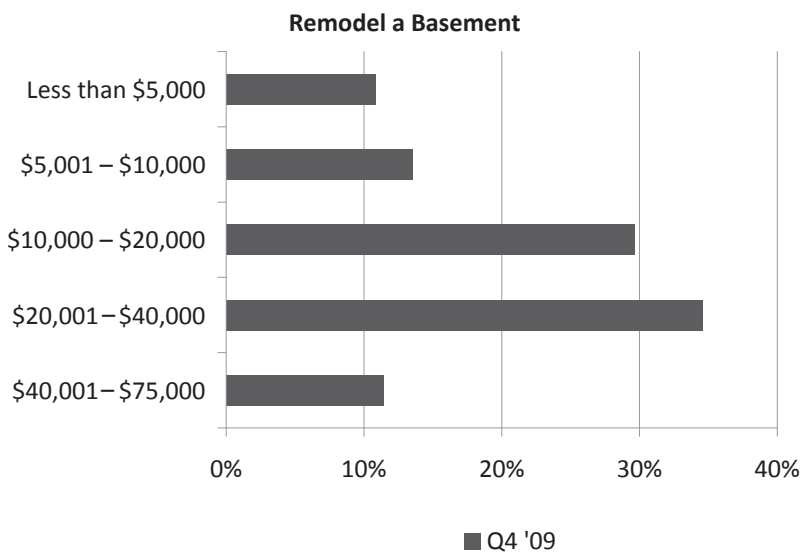
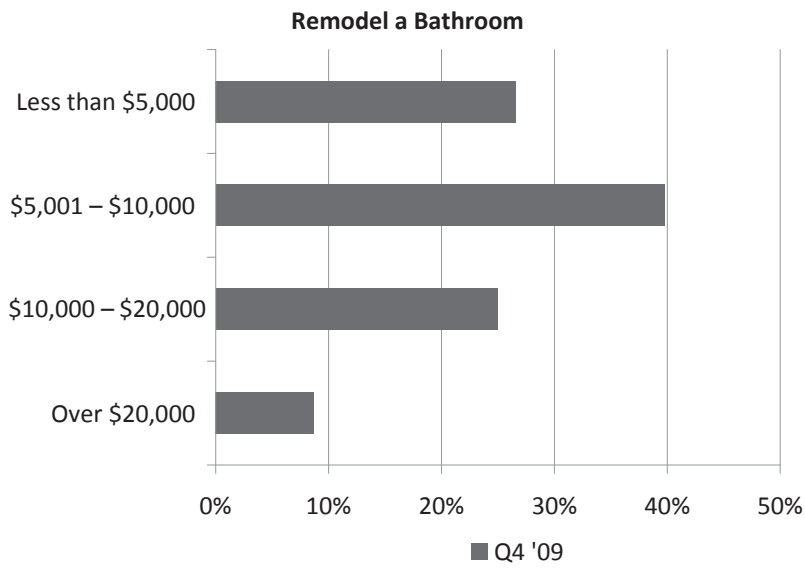
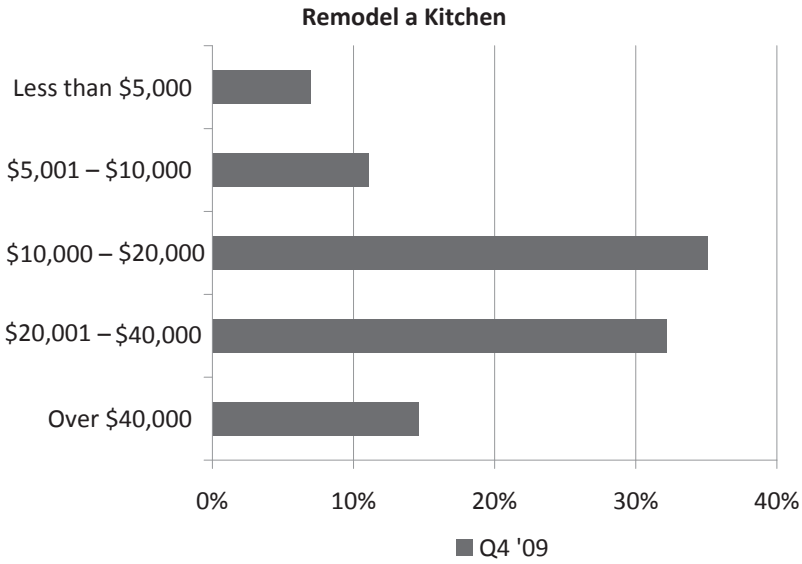


50% of pros expect to see more customers over the next 12 months.

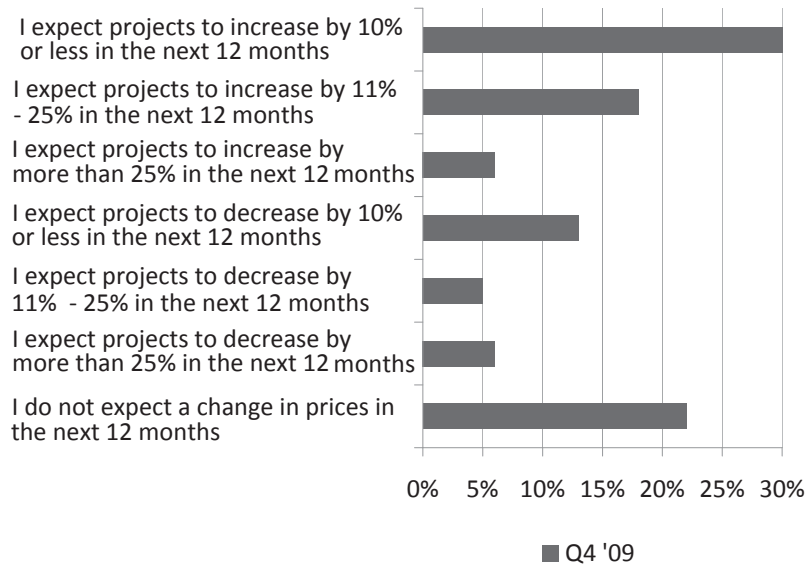
04 What is the average project size for recent projects?



04 (continued)



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



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