



# HOME REMODELING & REPAIR INDEX



THIRD QUARTER 2010



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[www.servicemagic.com/survey](http://www.servicemagic.com/survey)

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It's been a year of ups and downs in home remodeling. For the past couple of quarters, we've been reporting strong indications from homeowners about their pent-up demand for renewing their homes – particularly for kitchen and bath remodeling. And indeed, we've seen this materialize with dramatic increases in requests for kitchen remodeling in the first (+191%) and second (+93%) quarters, and bathroom remodeling increases in the first (+30%) quarter.

With the good news earlier this year, we've also been sharing how consumers are behaving and spending differently than before the recession. Now this quarter, we're sharing more detail about how these consumer changes have affected local service professional businesses (see page 9). With both the economic downturn and how pervasive the Internet has become in the way consumers purchase products and services, providers are feeling the impact and adjusting their businesses to accommodate. It has not been an easy couple of years for small local home remodeling businesses, and they continue to go above and beyond to meet the needs of consumers. Consumers are more active shoppers, more aggressively comparing estimates, and have increasingly more information at their fingertips online.

In the third quarter, we saw significant declines in remodeling activity nationally and regionally although several major local markets report continued remodeling growth (see page 6). Additionally, homeowners are investing in large-scale improvement and repair projects like windows, roofing, heating & air conditioning, and septic tanks & wells. Many homeowners told us that they have been putting these projects off for a year or more, but could no longer wait to replace these major items. As homeowners decide to stay put, they are continuing to invest in their homes.

It appears that the pent-up demand homeowners had for remodeling their homes front-loaded a good percentage of the kitchen and bath work in the first half of this year. It's promising to see the demand and desire homeowners have to make major improvements to their homes. At the same time, consumers generally continue to be cautious and much more price conscious in the current macro-economic environment. We're also impressed with the resiliency and commitment service providers have to meet consumer needs, adapt their business models, and remain optimistic about the future of home remodeling.

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 as compared to the same quarter in the year prior.

## NOTES ON DATA

- 1 ServiceMagic.com experienced 16.4 percent overall growth in service requests from homeowners in Q3 '10 over Q3 '09. 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 '10 to Q3 '09 comparison unless otherwise indicated.
- 3 ServiceMagic.com data reflects 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 reflects the more than 1.5 million service requests received in Q3 '10.
  - B Results from a survey of 1,774 homeowners and 331 service professionals conducted in October 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 54.

# NATIONAL SUMMARY

With more than 1.5 million requests for household services in Q3, ServiceMagic is uniquely positioned to offer the industry relevant data pertaining to home improvement activity. The information we provide comes from an analysis of home services requests and sentiment surveys from both consumers and service providers.

## Key Insights

- 1 Pent up remodeling demand front loaded activity in the first half of the year.** We reported substantial gains in remodeling requests in the first and second quarter, which in the third quarter have turned into decreases on a national and regional basis.

**National Additions & Remodeling Trends by Quarter**

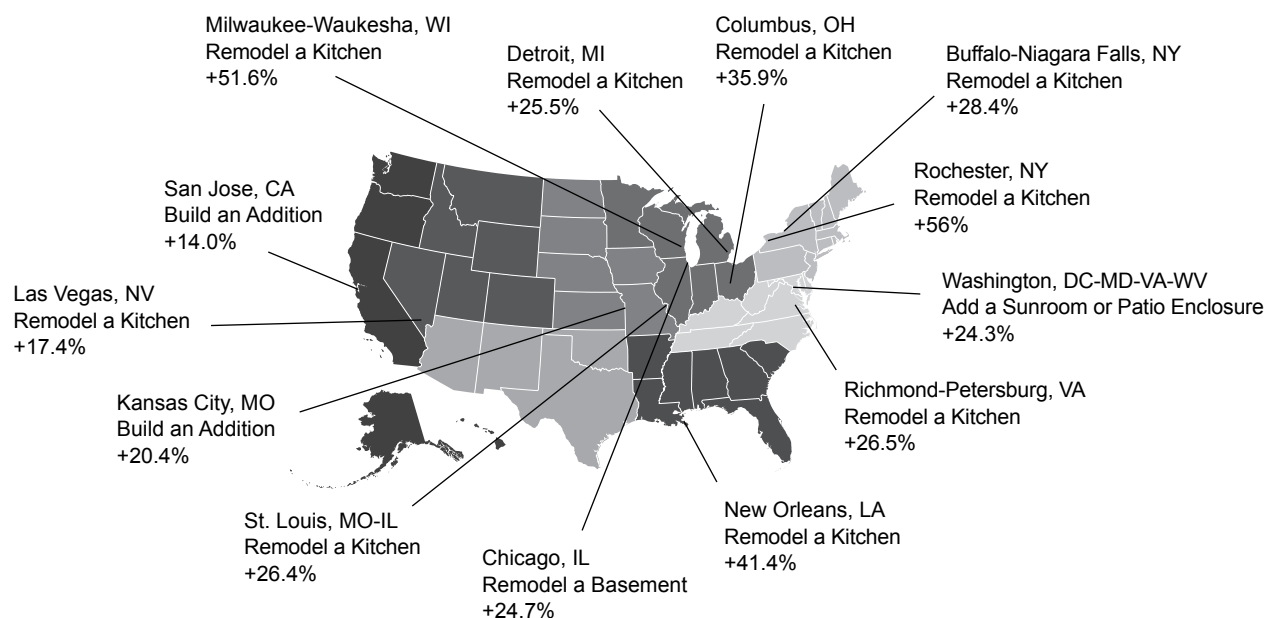
	Kitchen Remodeling	Bathroom Remodeling	Basement Remodeling	Build an Addition
Q1 '10	+191%	+30%	+40%	+9%
Q2 '10	+93%	-17%	+12%	-8%
Q3 '10	-6%	-33%	-13%	-21%

- 2 Remodeling activity has declined regionally but strong growth continues in key markets.** Across the board, we saw declines in requests for remodeling activity in each region of the country. However, there are some continuing growth areas in individual metropolitan areas, predominantly in the eastern half of the country (noted below). However, these percentage gains are lower than what we reported in the first half of the year.

**Additions & Remodeling Declining Activity by Region**

Northeast	Upper South	Deep South	Midwest	Great Plains	Mountain	Southwest	Pacific
-8%	-13%	-13%	-4%	-16%	-24%	-28%	-27%

**Sampling of Additions & Remodeling Growth Activity in Major Markets**



### 3 Homeowners who have put off large home exterior projects are now investing in these key improvements out of necessity.

We continue to see modest growth for larger projects such as Heating & Furnace Systems (+25.8%), Windows (+22.5%), Septic Tanks & Wells (+11.4%) and Roofing (+3.5%). There are stronger gains in particular regions as noted below. Forty-six percent homeowners have waited one year or more to tackle these projects, and a vast majority (62%) told us the improvements needed to be done to avoid further upkeep.

Category	Northeast	Upper South	Deep South	Midwest	Great Plains	Mountain	Southwest	Pacific
Air Conditioning	N/A	N/A	+78%	N/A	N/A	+53%	+53%	-2%
Heating & Furnace	+20%	+60%	+65%	+31%	+40%	+8%	+27%	+5%
Roofing	+3%	+20%	-15%	+22%	+10%	-25%	+14%	+32%
Septic Tanks & Wells	+10%	+16%	+10%	+3%	+21%	+24%	+24%	+14%
Windows	+12%	+34%	+42%	+10%	+45%	+1%	+31%	+43%

## NATIONAL SERVICE REQUESTS

ServiceMagic.com received over 1.5 million service requests from homeowners in the third quarter of 2010, an increase of 16.4% from Q3 2009. The following list shows the changes in requests from Q3 '09 to Q3 '10.

### Top Increases in Service Requests

Lawn & Garden Care	+37%
Heating & Furnace Systems	+26%
Windows	+22%
Electrical	+11%
Septic Tanks & Wells	+11%
Tree Service	+10%
Handyman Services	+10%
Cabinets	+9%
Architects & Engineers	+5%
Roofing	+3%

### Top Decreases in Service Requests

Remodel a Garage	-49%
Build an Outdoor Kitchen	-40%
Countertops	-34%
Remodel a Bathroom	-33%
Designers & Decorators	-30%
Build an Addition	-21%
Add a Sunroom or Patio Enclosure	-17%
Remodel a Basement	-13%
Flooring & Carpet	-17%
Remodel a Kitchen	-6%

# NATIONAL DEMOGRAPHIC PROFILE OF CONSUMERS SUBMITTING HOME IMPROVEMENT REQUESTS

## Age of Head of Household Percentage of Total

18-29 years	4%
30-44 years	28%
45-64 years	52%
65+ years	15%

## Household Income Percentage of Total

\$0-\$49,999	14%
\$50,000-\$99,999	31%
\$100,000-\$249,999	48%
\$250,000+	6%

## Home Value Percentage of Total

\$0-\$99,999	7%
\$100,000-\$199,999	33%
\$200,000-\$299,999	26%
\$300,000-\$449,999	19%
\$450,000+	15%

## Home Age Percentage of Total

1-5 years	4%
6-10 years	7%
11-20 years	19%
21-30 years	17%
31-50 years	26%
51-100 years	27%
100+ years	2%

## Length of Residence Percentage of Total

1-5 years	32%
6-10 years	21%
11-20 years	30%
21-30 years	11%
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	66%
Single	34%



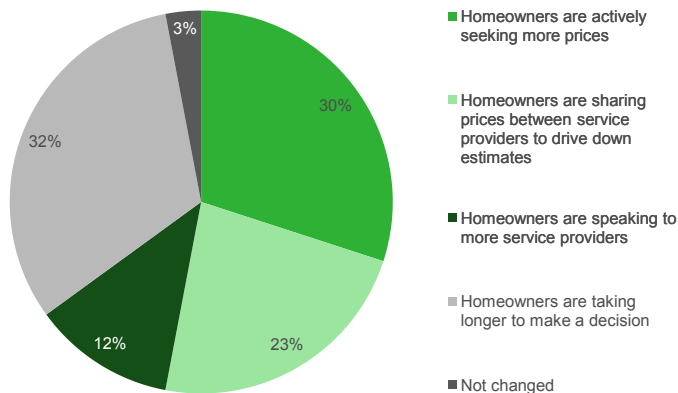
# Q3 2010 REMODELING HIGHLIGHTS

## Homeowner Buying Habits are Changing Due to Economic Downturn and the Internet

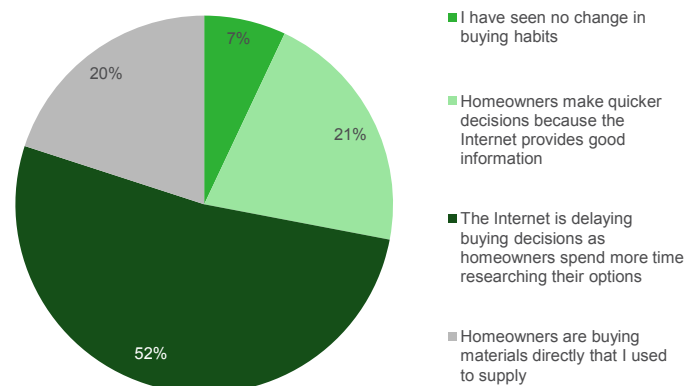
According to service providers, homeowners have made significant changes to how they hire home improvement professionals and make home improvement spending choices.

- 1 Homeowners take longer to make decisions.** Thirty-two percent of service providers attribute delayed decision making due to the economy, and another 12% say the economy is driving homeowners to talk to more providers before hiring. Fifty-two percent of providers say the Internet delays decisions because homeowners spend more time researching their options.
- 2 Homeowners are more price sensitive.** Service providers cite a variety of new behaviors they have seen from homeowners including being more engaged in price comparisons (30%) and sharing prices between providers to drive down estimates (23%). Providers also say homeowners are purchasing materials online that they used to sell directly (20%).

With the downturn in the economy, what changes have you seen in homeowner's buying habits?



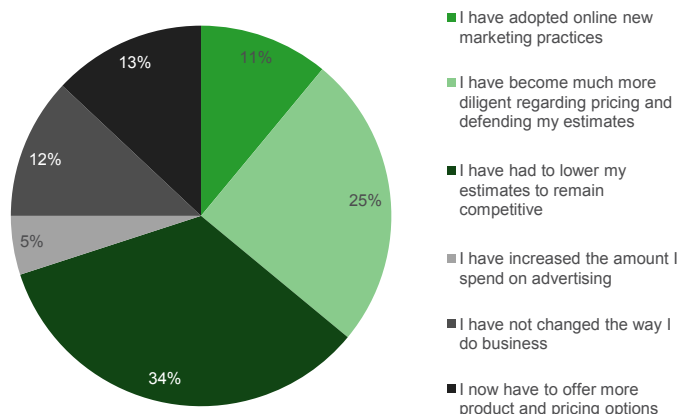
How has the Internet affected homeowner's buying habits?



## Service Providers Adapting to New Homeowner Behavior, Lowering Prices

For the past 18 months, we've been reporting that there is a new norm in consumer spending and buying habits coming out of this recession. And, we've also noted how service providers are impacted by this change. The graph below details how providers are adapting, with the largest percentage reporting having to lower prices to remain competitive (34%).

How are the new buying habits of consumers changing the way you do business?

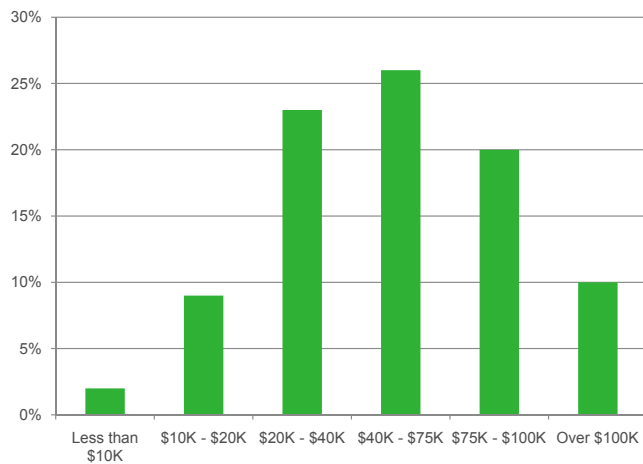


Source: ServiceMagic Service Professional Sentiment Survey, October 2010.

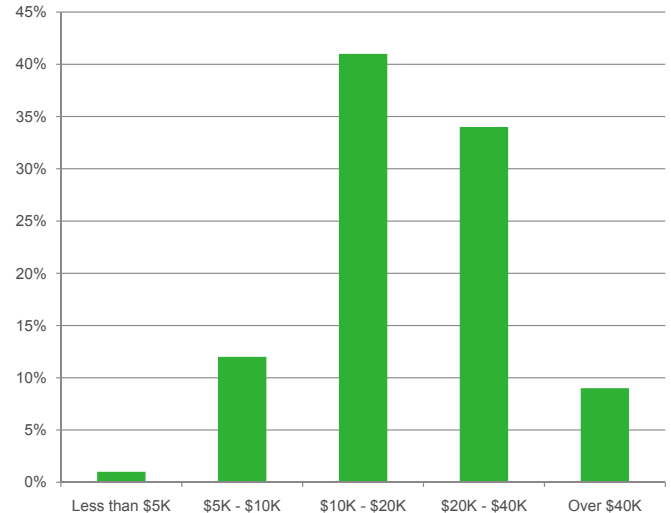
# PROJECT SPENDING – ADDITIONS & REMODELING

We survey remodelers each quarter to collect data on what homeowners are spending on Kitchen, Bathroom and Basement Remodeling as well as Home Additions. This quarter, 331 professionals responded to our quarterly survey, which was conducted in October 2010.

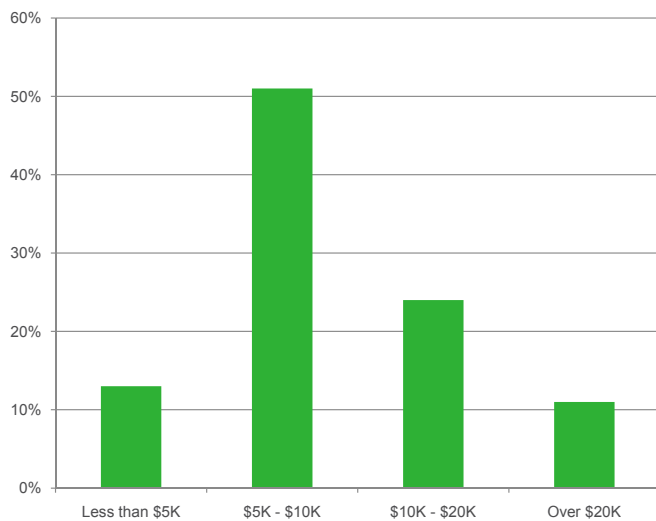
On average, how much are consumers spending on additions?



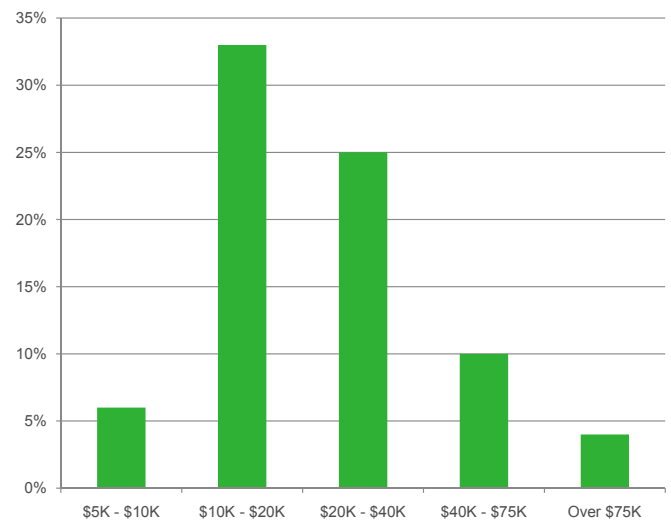
On average, how much are consumers spending on kitchen remodels?



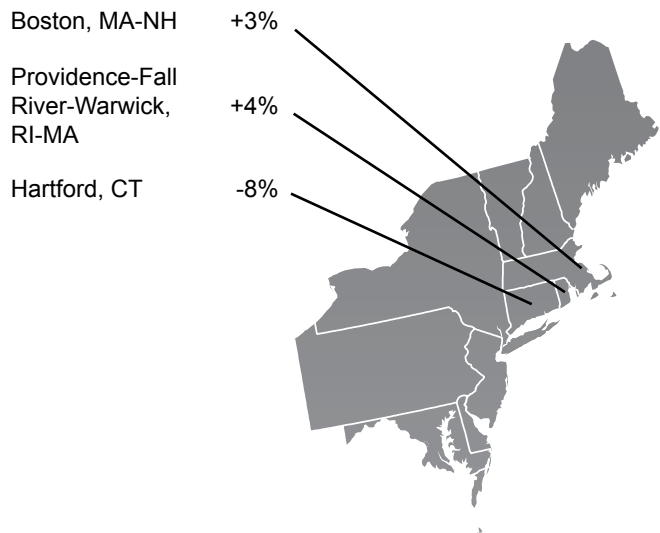
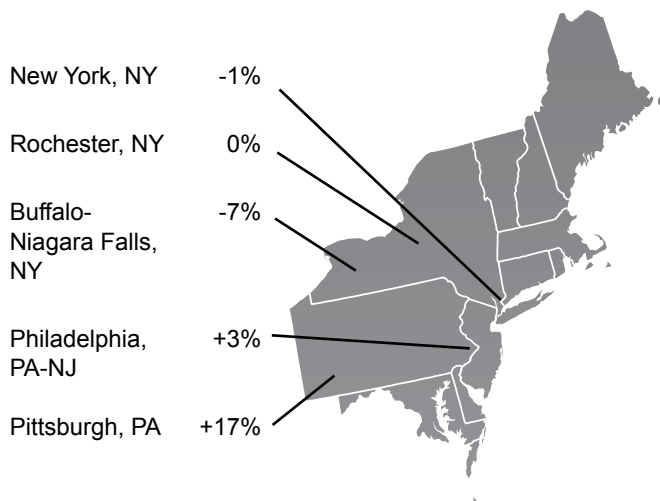
On average, how much are consumers spending on bathroom remodels?



On average, how much are consumers spending on basement remodels?



# REGIONAL DATA



## NORTHEAST

### Northeast Region Overall Service Request Activity

**Q3 2010 over Q3 2009: +2%**

(Q2 comparison: +17%)

The Northeast mirrored the national trend with exterior projects making up the majority of project requests in the third quarter. Nationally, exterior projects were 28% of request and 27% in the Northeast. Swimming pool requests increased 24% compared to 5% nationally.

Requests for Architects & Engineers were also in line with national numbers, up 20% in the region as compared to 21% nationally. While Additions & Remodeling is down 8%, the Northeast has a number of individual markets with remodeling gains (see pg. 6).

### Demographic Profile: Additions & Remodeling Requests

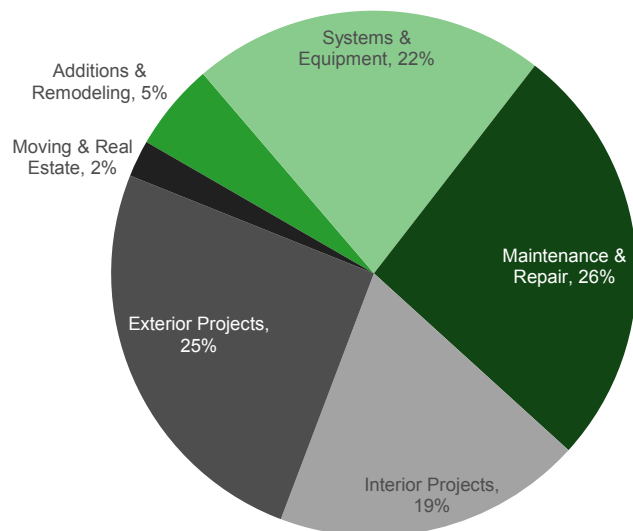
- Ages 45-64: 51%
- HHI \$100,000 - \$249,999: 50%
- Home Value \$300,000 - \$449,000: 22%
- Homes 51-100 years old: 50%
- Length of residence of 11-20 years: 32%
- Homes over 2,000 square feet: 34%

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



## Boston, MA-NH

- 61% of Air Conditioning requests came from homeowners with incomes of \$100,000-\$249,999
- 45% of Lawn & Garden Care requests came from homes between 51-100 years old
- 38% of Fence requests came from homes between 1,000 and 1,499 square feet



### Top 10 Increases

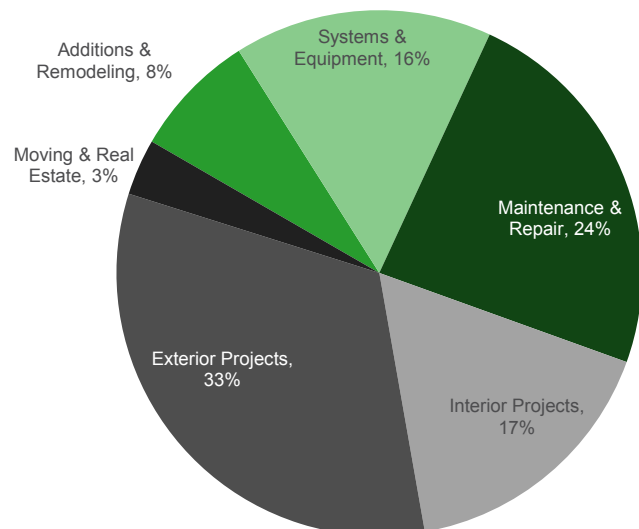
Air Conditioning	+93%
Lawn & Garden Care	+49%
Fences	+35%
Septic Tanks & Wells	+35%
Swimming Pools	+26%
Heating & Furnace Systems	+20%
Siding	+16%
Decks	+11%
Cabinets	+11%
Landscaping	+10%

### Top 10 Decreases

Countertops	-42%
Remodel a Kitchen	-35%
Remodel a Bathroom	-34%
Moving	-32%
Renovate or Repair a Home	-31%
Add a Sunroom or Patio Enclosure	-29%
Painting	-29%
Home Inspection	-27%
Build an Addition	-20%
Gutters	-16%

## Buffalo-Niagara Falls, NY

- 45% of Handyman requests came from homes between 51-100 years old
- 47% of Swimming Pool requests came from homeowners with incomes of \$100,000-\$249,999
- 77% of homeowners requesting Additions and Remodeling were married



### Top 2 Increases

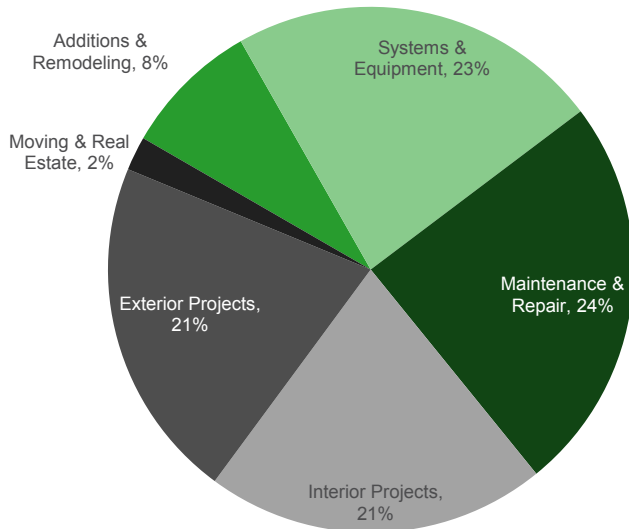
Swimming Pools	+51%
Remodel a Kitchen	+28%

### Top 9 Decreases

Fences	-40%
Roofing	-34%
Cleaning & Maid Services	-32%
Flooring & Carpet	-26%
Painting	-21%
Heating & Furnace Systems	-15%
Remodel a Bathroom	-14%
Siding	-14%
Build an Addition	-3%

## New York, NY

- 35% of homeowners with Heating & Furnace Systems requests lived in their homes 11-20 years
- 49% of Window requests came from homeowners with incomes of \$100,000-\$249,999
- 53% of Cleaning & Maid requests came from homeowners aged 45-64 years



### Top 10 Increases

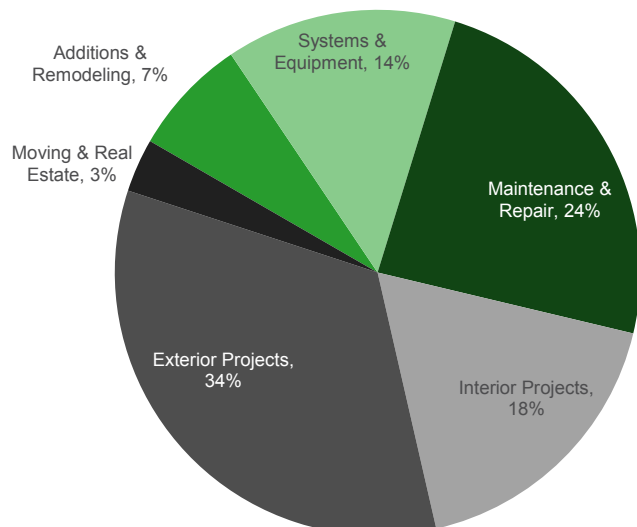
Lawn & Garden Care	+52%
Heating & Furnace Systems	+32%
Windows	+16%
Fences	+15%
Carpet & Upholstery Cleaning	+7%
Carpenters	+7%
Cabinets	+4%
Architects & Engineers	+3%
Siding	+3%
Roofing	+2%

### Top 10 Decreases

Renovate or Repair a Home	-42%
Hot Tubs, Spas & Saunas	-37%
Countertops	-26%
Painting	-25%
Add a Sunroom or Patio Enclosure	-23%
Decks	-22%
Home Inspection	-21%
Remodel a Bathroom	-20%
Cleaning & Maid Services	-20%
Remodel a Kitchen	-10%

## Rochester, NY

- 45% of Roofing requests came from homes 1,500-1,999 square feet
- 39% of homeowners with Plumbing requests lived in their homes 6-10 years
- 53% of Additions & Remodeling requests came from homeowners aged 45-64 years



### Top 4 Increases

Remodel a Kitchen	+56%
Heating & Furnace Systems	+35%
Roofing	+11%
Plumbing	+8%

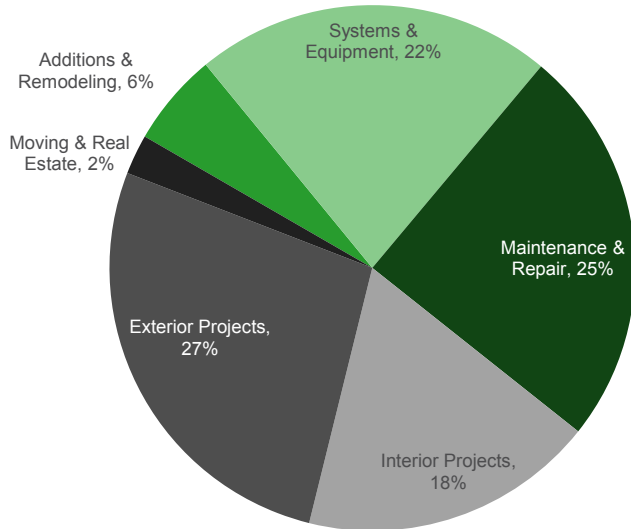
### Top 9 Decreases

Paving	-58%
Remodel a Bathroom	-46%
Windows	-26%
Fences	-20%
Flooring & Carpet	-19%
Carpet & Upholstery Cleaning	-18%
Remodel a Basement	-14%
Siding	-13%
Additions & Remodeling	-7%



## Hartford, CT

- 69% of homeowners requesting Decks were married
- 66% of Lawn & Garden Care requests came from homeowners with incomes of \$50,000-\$99,999
- 59% of homeowners with Fence requests lived in their homes 1-5 years



### Top 7 Increases

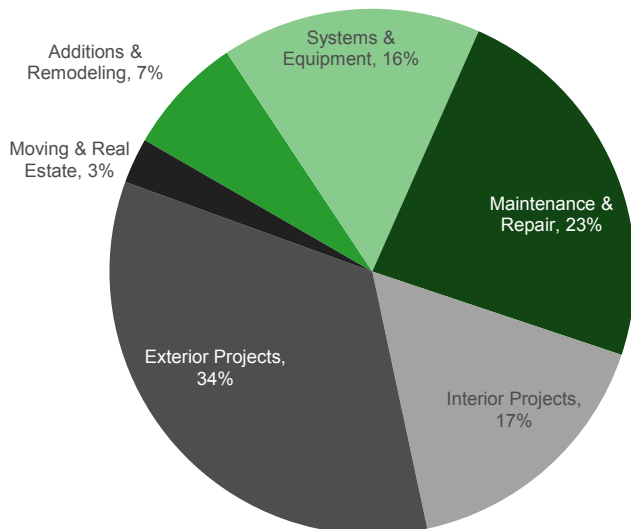
Windows	+75%
Lawn & Garden Care	+41%
Fences	+27%
Heating & Furnace Systems	+21%
Swimming Pools	+8%
Decks	+6%
Handyman Services	+2%

### Top 10 Decreases

Remodel a Bathroom	-52%
Flooring & Carpet	-37%
Garage & Garage Doors	-30%
Remodel a Basement	-24%
Remodel a Kitchen	-23%
Painting	-23%
Landscaping	-20%
Build an Addition	-17%
Carpet & Upholstery Cleaning	-10%
Cleaning & Maid Services	-8%

## Pittsburgh, PA

- 40% of Gutter requests came from homes between 1,000 and 1,499 square feet
- 41% of Siding requests came from homes between 51-100 years old
- 43% of Handyman requests came from homeowners aged 45-64 years



### Top 10 Increases

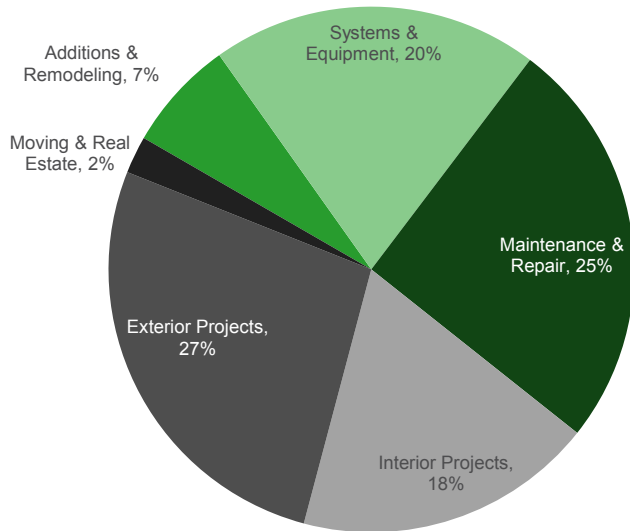
Gutters	+93%
Lawn & Garden Care	+56%
Swimming Pools	+49%
Siding	+46%
Handyman Services	+46%
Roofing	+42%
Plumbing	+29%
Foundations	+28%
Windows	+24%
Heating & Furnace Systems	+23%

### Top 9 Decreases

Remodel a Bathroom	-19%
Flooring & Carpet	-19%
Painting	-16%
Remodel a Kitchen	-13%
Add a Sunroom or Patio Enclosure	-12%
Decks	-7%
Paving	-7%
Carpet & Upholstery Cleaning	-4%
Landscaping	-3%

## Philadelphia, PA-NJ

- 50% of Cabinet requests came from homeowners with incomes of \$100,000-\$249,999
- 37% of homeowners with Heating & Furnace Systems requests lived in their homes 11-20 years
- 47% of Window requests came from homes between 51-100 years old



### Top 10 Increases

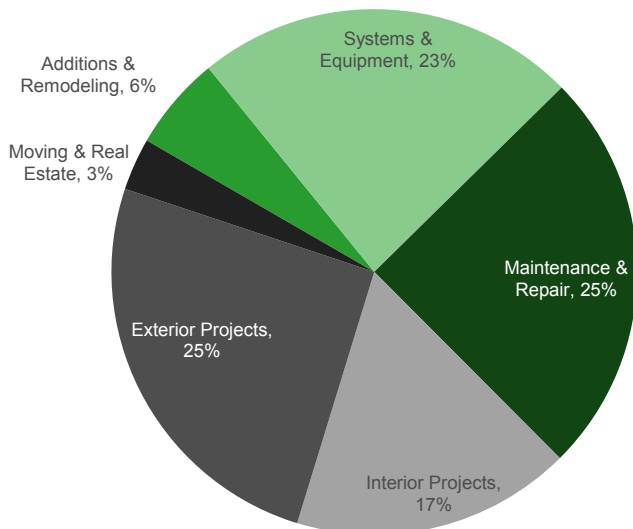
Cabinets	+64%
Appraiser	+52%
Lawn & Garden Care	+47%
Heating & Furnace Systems	+42%
Siding	+21%
Septic Tanks & Wells	+15%
Windows	+11%
Roofing	+8%
Handyman Services	+7%
Swimming Pools	+7%

### Top 9 Decreases

Foundations	-46%
Paving	-42%
Add a Sunroom or Patio Enclosure	-39%
Appliances	-29%
Countertops	-27%
Build an Addition	-26%
Brick & Stone	-23%
Remodel a Garage	-22%
Remodel a Bathroom	-9%

## Providence-Fall River-Warwick, RI-MA

- 76% of homeowners requesting Swimming Pools were married
- 26% of Cleaning & Maid requests came from homes between 1,000 and 1,499 square feet
- 56% of Lawn & Garden Care requests came from homeowners with incomes of \$100,000-\$249,999



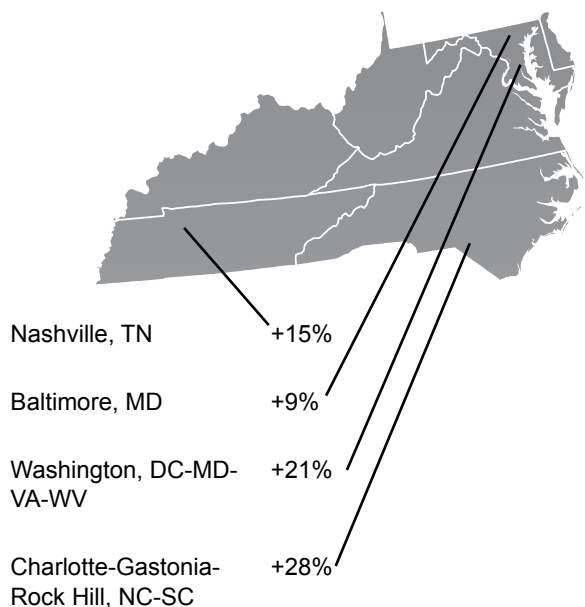
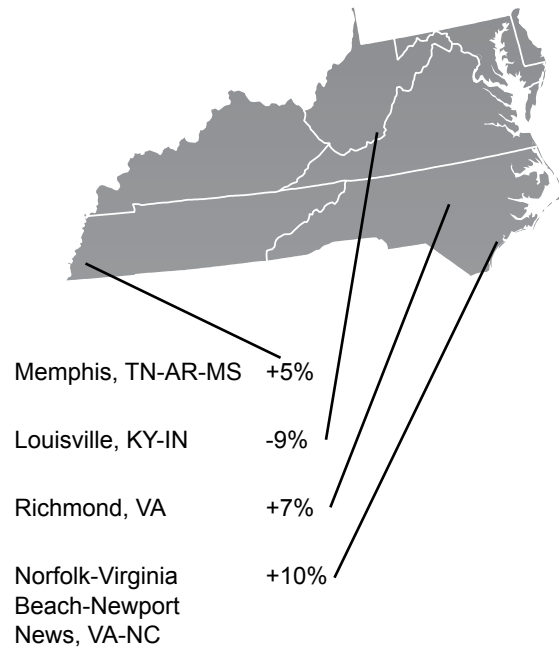
### Top 10 Increases

Lawn & Garden Care	+51%
Swimming Pools	+39%
Fences	+22%
Electrical	+13%
Windows	+12%
Cleaning & Maid Services	+11%
Plumbing	+10%
Heating & Furnace Systems	+10%
Handyman Services	+4%
Landscaping	+1%

### Top 10 Decreases

Appliances	-35%
Painting	-33%
Paving	-33%
Remodel a Bathroom	-31%
Build an Addition	-25%
Garage & Garage Doors	-15%
Flooring & Carpet	-11%
Roofing	-8%

## REGIONAL DATA



## UPPER SOUTH

### Upper South Region Overall Service Request Activity

**Q3 2010 over Q3 2009: +10%**

(Q2 comparison: +8%)

The Upper South showed stronger growth in several categories as compared to national trends. Heating & Furnace systems were up 60% (National +25.8%); Windows were up 34% (National +22.5%); and Roofing was up 20% (National +3.5%).

While Swimming Pool requests were relatively flat with a 1% increase (National +5%), Hot Tubs, Spas & Saunas were down 17% (National +1%).

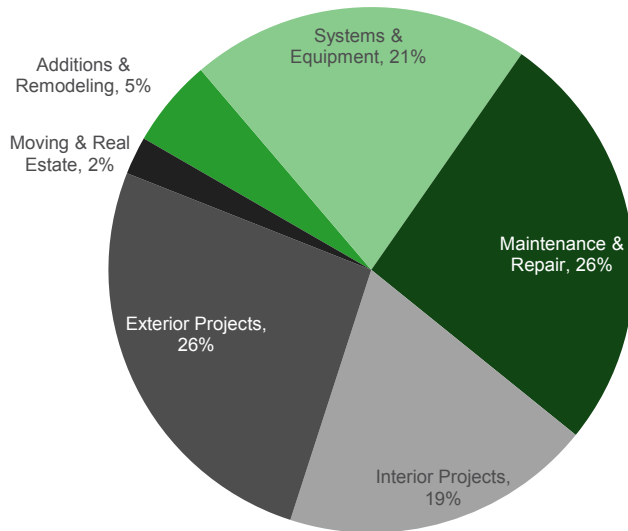
### Demographic Profile: Roofing Requests

- Ages 45-64: 55%
- HHI \$100,000 - \$249,999: 48%
- Home Value \$200,000 - \$449,000: 48%
- Homes 31-50 years old: 25%
- Length of residence of 11-20 years: 32%
- Homes over 2,000 square feet: 48%

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

## Baltimore, MD

- 48% of Additions & Remodeling requests came from homeowners aged 45-64 years
- 37% of homes requesting Gutters had an estimated value of \$200,000-\$299,999
- 33% of Roofing requests came from homes between 51-100 years old



### Top 10 Increases

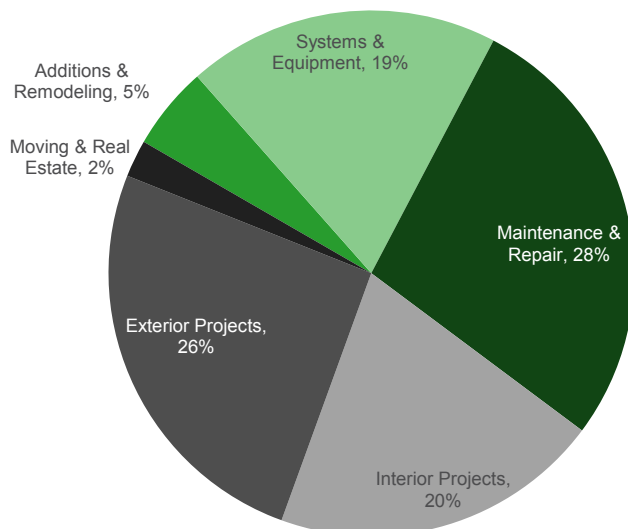
Renovate or Repair a Home	+88%
Gutters	+57%
Lawn & Garden Care	+54%
Heating & Furnace Systems	+43%
Electrical	+42%
Roofing	+34%
Siding	+31%
Drywall & Plaster	+28%
Windows	+21%
Cabinets	+7%

### Top 10 Decreases

Remodel a Bathroom	-43%
Build an Addition	-31%
Fences	-30%
Additions & Remodeling	-19%
Landscaping	-17%
Flooring & Carpet	-13%
Add a Sunroom or Patio Enclosure	-12%
Designers & Decorators	-12%
Remodel a Kitchen	-11%
Remodel a Basement	-11%

## Charlotte-Gastonia-Rock Hill, NC-SC

- 30% of Handyman requests came from homes between 11-20 years old
- 80% of homeowners requesting Garage & Garage Doors were married
- 50% of Electrical requests came from homeowners aged 30-44 years



### Top 9 Increases

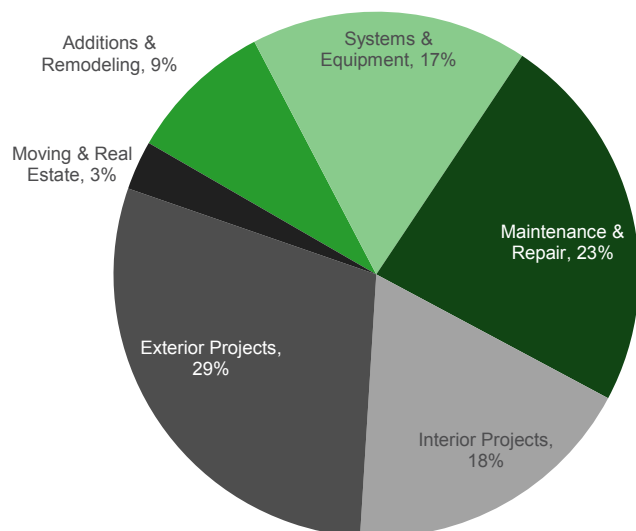
Lawn & Garden Care	+36%
Add a Sunroom or Patio Enclosure	+21%
Pest Control	+20%
Handyman Services	+13%
Electrical	+8%
Garage & Garage Doors	+7%
Doors	+5%
Windows	+2%
Roofing	+1%

### Top 10 Decreases

Remodel a Kitchen	-40%
Build an Addition	-31%
Remodel a Bathroom	-21%
Additions & Remodeling	-17%
Concrete	-15%
Fences	-13%
Painting	-13%
Cabinets	-11%
Swimming Pools	-11%
Landscaping	-9%

## Louisville, KY-IN

- 35% of homeowners with Heating & Furnace Systems requests lived in their homes 11-20 years
- 62% of homes requesting Handyman had an estimated value of \$100,000-\$199,999
- 33% of Window requests came from homes between 1,500-1,999 square feet



### Top 2 Increases

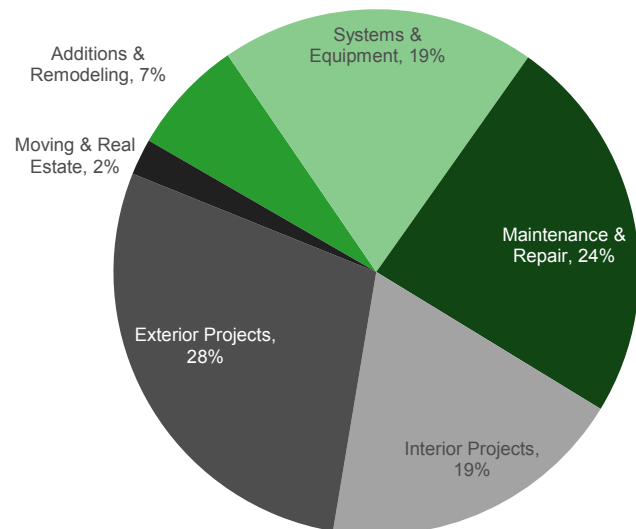
Remodel a Kitchen	+8%
Heating & Furnace Systems	+2%

### Top 10 Decreases

Remodel a Basement	-53%
Remodel a Bathroom	-37%
Fences	-24%
Garage & Garage Doors	-18%
Cleaning & Maid Services	-17%
Concrete	-17%
Plumbing	-15%
Flooring & Carpet	-12%
Build an Addition	-9%
Swimming Pools	-8%

## Memphis, TN-AR-MS

- 37% of Plumbing requests came from homes between 31-50 years old
- 47% of homes requesting Lawn & Garden Care had an estimated value of \$100,000-\$199,999
- 47% of Cleaning & Maid requests came from homeowners with incomes of \$100,000-\$249,999



### Top 8 Increases

Plumbing	+42%
Lawn & Garden Care	+37%
Windows	+33%
Handyman Services	+26%
Garage & Garage Doors	+22%
Electrical	+20%
Cleaning & Maid Services	+13%
Carpet & Upholstery Cleaning	+9%

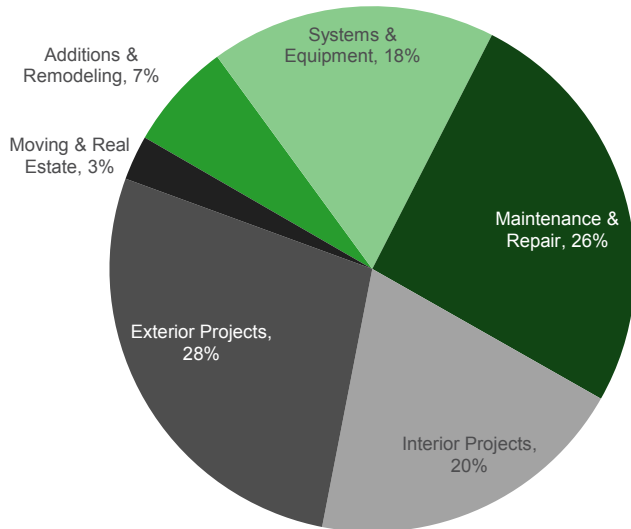
### Top 10 Decreases

Build an Addition	-35%
Roofing	-30%
Swimming Pools	-29%
Concrete	-28%
Remodel a Bathroom	-23%
Remodel a Kitchen	-13%
Painting	-7%
Fences	-4%
Landscaping	-4%
Flooring & Carpet	-1%



## Nashville, TN

- 48% of homeowners with Painting requests lived in their homes 1-5 years
- 44% of Landscaping requests came from homes between 2,500-3,499 square feet
- 51% of Roofing requests came from homes between 31-50 years old



### Top 10 Increases

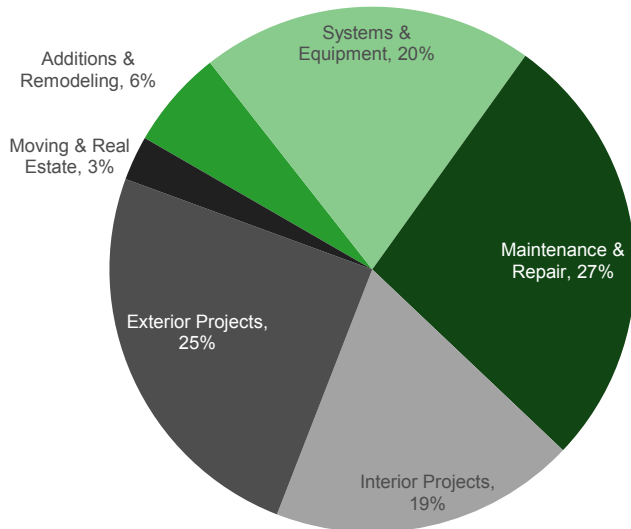
Windows	+70%
Handyman Services	+43%
Lawn & Garden Care	+39%
Heating & Furnace Systems	+37%
Painting	+29%
Landscaping	+29%
Garage & Garage Doors	+27%
Roofing	+22%
Electrical	+15%
Swimming Pools	+12%

### Top 8 Decreases

Build an Addition	-32%
Add a Sunroom or Patio Enclosure	-19%
Carpet & Upholstery Cleaning	-25%
Remodel a Bathroom	-11%
Paving	-15%
Appliances	-14%
Additions & Remodeling	-6%
Flooring & Carpet	-1%

## Norfolk-Virginia Beach-Newport News, VA-NC

- 33% of Air Conditioning requests came from homes between 21-30 years old
- 58% of Window requests came from homeowners aged 45-64 years
- 65% of homeowners requesting Cabinets were married



### Top 10 Increases

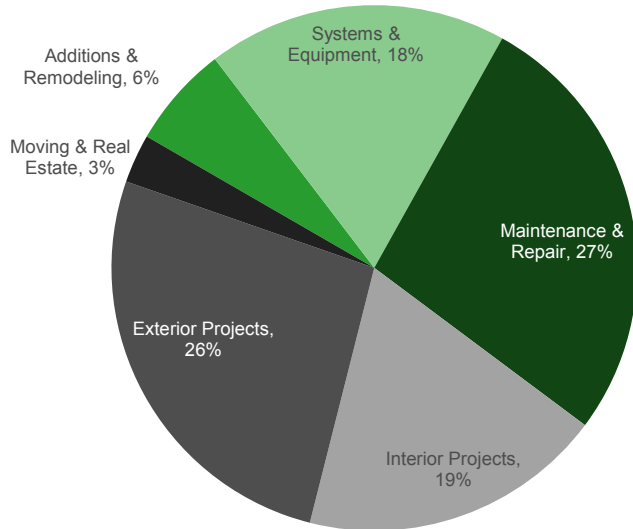
Air Conditioning	+98%
Pest Control	+75%
Lawn & Garden Care	+73%
Heating & Furnace Systems	+43%
Windows	+39%
Drywall & Plaster	+38%
Cabinets	+23%
Plumbing	+23%
Landscaping	+21%
Handyman Services	+13%

### Top 9 Decreases

Roofing	-25%
Flooring & Carpet	-24%
Decks	-23%
Remodel a Bathroom	-16%
Remodel a Kitchen	-10%
Garage & Garage Doors	-10%
Doors	-9%
Tile	-9%
Painting	-4%

## Richmond-Petersburg, VA

- 47% of Heating & Furnace Systems requests came from homeowners with incomes of \$100,000-\$249,999
- 47% of Cleaning & Maid requests came from homeowners aged 45-64 years
- 46% of homeowners with Fence requests lived in their homes 1-5 years



### Top 10 Increases

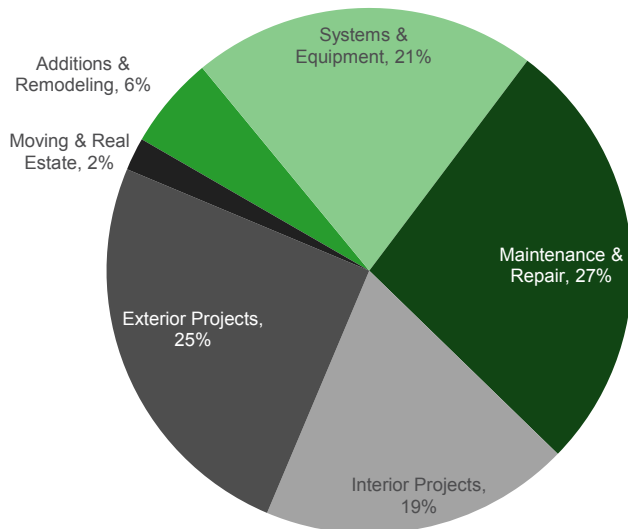
Air Conditioning	+82%
Heating & Furnace Systems	+67%
Carpet & Upholstery Cleaning	+40%
Electrical	+35%
Lawn & Garden Care	+27%
Remodel a Kitchen	+26%
Plumbing	+20%
Fences	+15%
Painting	+8%
Siding	+5%

### Top 8 Decreases

Appliances	-40%
Landscaping	-24%
Build an Addition	-21%
Paving	-19%
Flooring & Carpet	-12%
Remodel a Bathroom	-6%
Additions & Remodeling	-4%
Concrete	-2%

## Washington, DC-MD-VA-WV

- 33% of homes requesting Roofing had an estimated value of \$450,000+
- 32% of Gutter requests came from homes between 31-50 years old
- 59% of Siding requests came from homeowners with incomes of \$100,000-\$249,999



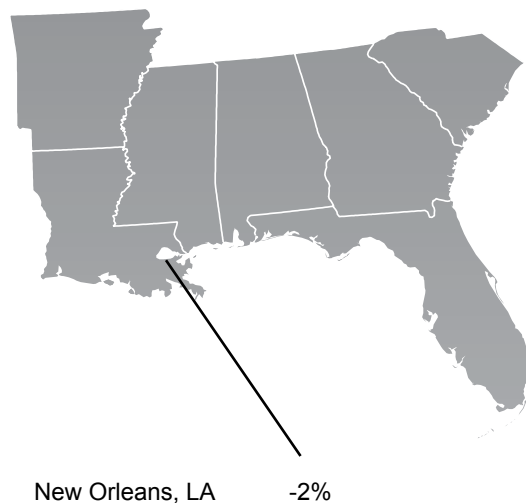
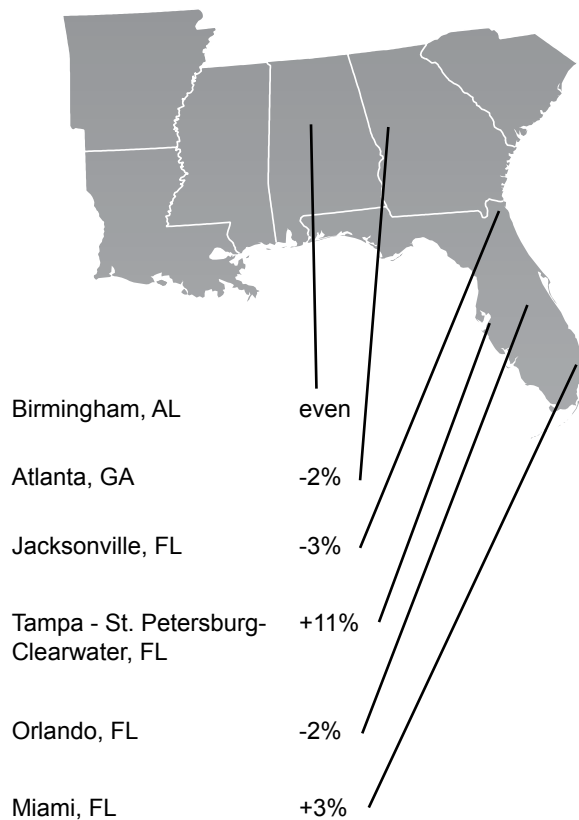
### Top 10 Increases

Roofing	+104%
Air Conditioning	+94%
Septic Tanks & Wells	+82%
Gutters	+79%
Windows	+66%
Siding	+59%
Heating & Furnace Systems	+55%
Lawn & Garden Care	+51%
Electrical	+42%
Insulation	+38%

### Top 9 Decreases

Remodel a Bathroom	-29%
Home Inspection	-18%
Build an Addition	-16%
Remodel a Basement	-12%
Designers & Decorators	-12%
Hot Tubs, Spas & Saunas	-12%
Paving	-11%
Countertops	-9%
Foundations	-8%

## REGIONAL DATA



## DEEP SOUTH

### Deep South Region Overall Service Request Activity

**Q3 2010 over Q3 2009: +1%**

(Q2 comparison: -2%)

The Deep South showed the strongest regional growth in Air Conditioning requests, up 78%, and Heating & Furnace requests, up 65%. Windows were also strong compared to national trends, up 42% (National +22.5%).

More in line with national trends, cabinets were up 25% (National +26%). The percentage of exterior projects was identical, making up 28% of requests in the third quarter both nationally and in the Deep South.

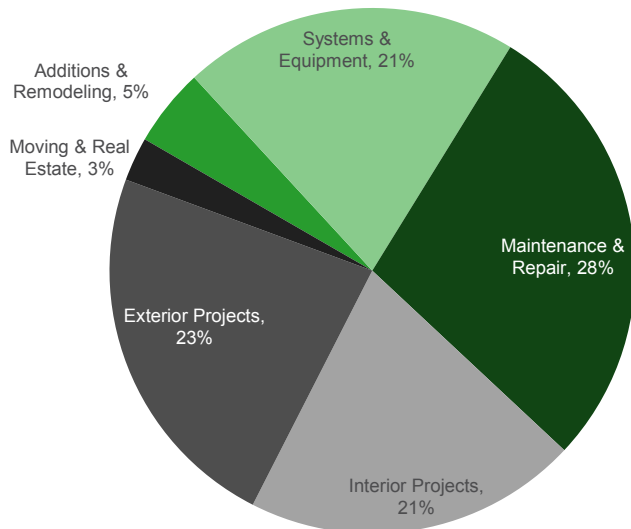
### Demographic Profile: Air Conditioning Requests

- Ages 45-64: 52%
- HHI \$100,000 - \$249,999: 35%
- Home Value \$100,000 - \$199,000: 53%
- Homes 11-20 years old: 29%
- Length of residence of 1-5 years: 30%
- Homes over 2,000 square feet: 67%

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

## Atlanta, GA

- 42% of homeowners with Insulation requests lived in their homes 1-5 years
- 47% of Lawn & Garden Care requests came from homeowners with incomes of \$100,000-\$249,999
- 52% of homes requesting Cabinets had an estimated value of \$100,000-\$199,999



### Top 10 Increases

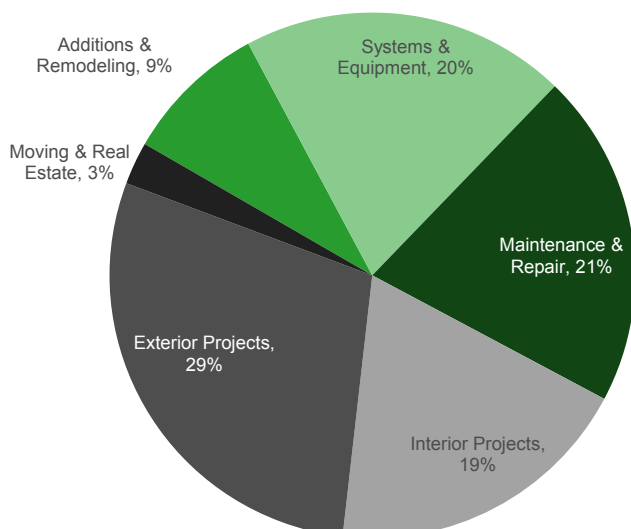
Insulation	+48%
Lawn & Garden Care	+46%
Heating & Furnace Systems	+44%
Appraiser	+30%
Cabinets	+16%
Landscaping	+15%
Windows	+15%
Septic Tanks & Wells	+11%
Electrical	+11%
Cleaning & Maid Services	+8%

### Top 10 Decreases

Roofing	-71%
Gutters	-45%
Remodel a Bathroom	-29%
Add a Sunroom or Patio Enclosure	-28%
Countertops	-28%
Designers & Decorators	-25%
Home Inspection	-25%
Build an Addition	-22%
Flooring & Carpet	-20%
Remodel a Basement	-13%

## Birmingham, AL

- 64% of Additions & Remodeling requests came from homeowners aged 45-64 years
- 27% of Painting requests came from homes between 1,000-1,499 square feet
- 35% of Electrical requests came from homes between 21-30 years old



### Top 4 Increases

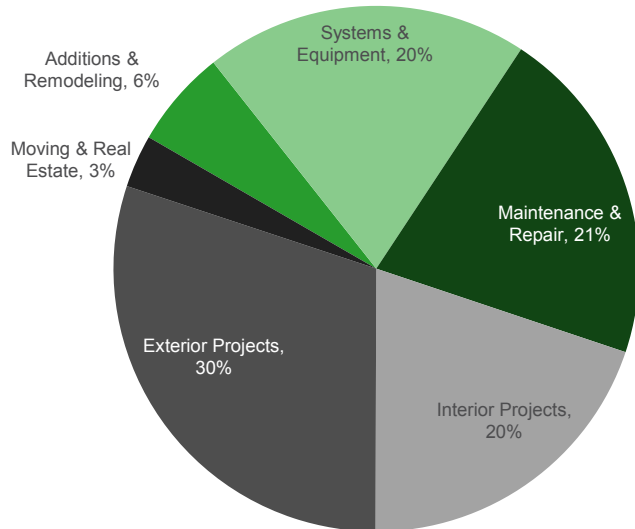
Remodel a Kitchen	+41%
Lawn & Garden Care	+36%
Painting	+20%
Electrical	+5%

### Top 10 Decreases

Build an Addition	-44%
Remodel a Bathroom	-30%
Swimming Pools	-27%
Concrete	-26%
Flooring & Carpet	-13%
Fences	-8%
Landscaping	-8%
Roofing	-7%
Plumbing	-4%
Cleaning & Maid Services	-4%

## Jacksonville, FL

- 56% of Air Conditioning requests came from homeowners aged 45-64 years
- 76% of homeowners requesting Landscaping were married
- 58% of homes requesting Windows had an estimated value of \$100,000-\$199,999



### Top 6 Increases

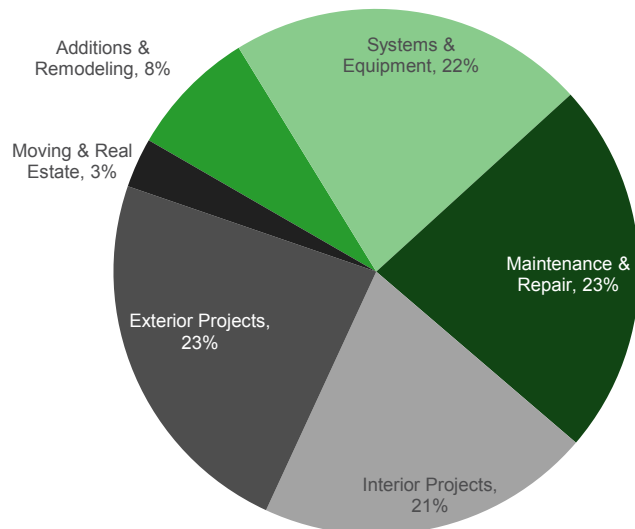
Air Conditioning	+135%
Electrical	+54%
Lawn & Garden Care	+51%
Landscaping	+43%
Plumbing	+32%
Windows	+30%

### Top 9 Decreases

Remodel a Bathroom	-42%
Build an Addition	-37%
Carpet & Upholstery Cleaning	-37%
Roofing	-33%
Garage & Garage Doors	-30%
Painting	-28%
Siding	-26%
Fences	-20%
Cleaning & Maid Services	-18%

## Miami, FL

- 37% of Cabinets requests came from homes between 51-100 years old
- 60% of homeowners requesting Handyman Services were single
- 29% of Cleaning & Maid requests came from homes between 1,500-1,999 square feet



### Top 10 Increases

Lawn & Garden Care	+44%
Doors	+31%
Electrical	+28%
Cabinets	+26%
Windows	+26%
Handyman Services	+18%
Roofing	+17%
Carpet & Upholstery Cleaning	+17%
Insulation	+15%
Build an Addition	+10%

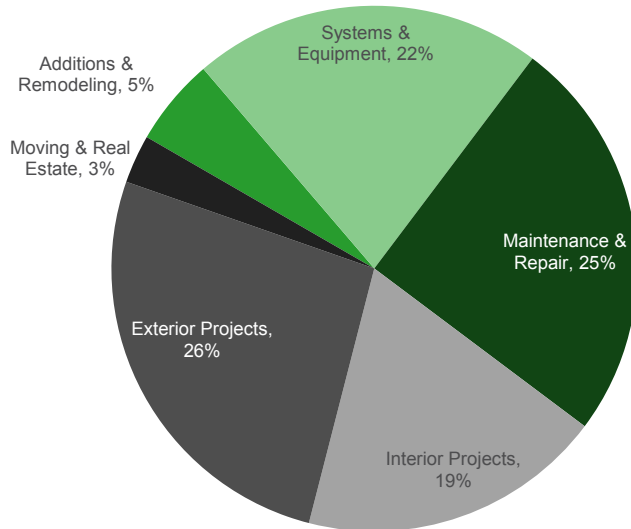
### Top 9 Decreases

Swimming Pools	-37%
Remodel a Bathroom	-28%
Furniture Repair & Refinish	-21%
Carpenters	-20%
Home Security Services	-19%
Flooring & Carpet	-14%
Cleaning & Maid Services	-14%
Add a Sunroom or Patio Enclosure	-11%
Remodel a Kitchen	-9%



## Orlando, FL

- 37% of Lawn & Garden Care requests came from homeowners aged 30-44 years
- 55% of homes requesting Doors had an estimated value of \$100,000-\$199,999
- 41% of homeowners with Tile requests lived in their homes 6-10 years



### Top 10 Increases

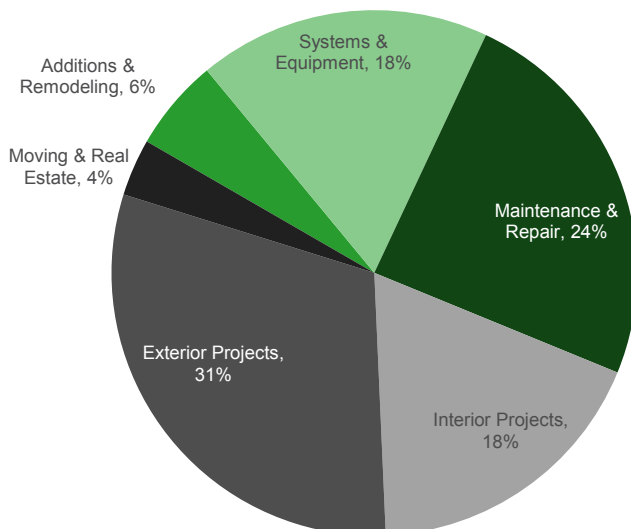
Heating & Furnace Systems	+38%
Air Conditioning	+30%
Cabinets	+29%
Windows	+28%
Landscaping	+21%
Lawn & Garden Care	+20%
Doors	+12%
Handyman Services	+9%
Tile	+5%
Insulation	+4%

### Top 10 Decreases

Siding	-33%
Build an Addition	-26%
Remodel a Bathroom	-16%
Swimming Pools	-27%
Add a Sunroom or Patio Enclosure	-13%
Garage & Garage Doors	-26%
Painting	-25%
Flooring & Carpet	-24%
Home Inspection	-22%
Cleaning & Maid Services	-11%

## Tampa-St. Petersburg-Clearwater, FL

- 41% of Window requests came from homes between 31-50 years old
- 38% of homeowners with Heating & Furnace Systems requests lived in their homes 11-20 years
- 41% of Fence requests came from homeowners with incomes of \$50,000-\$99,999



### Top 10 Increases

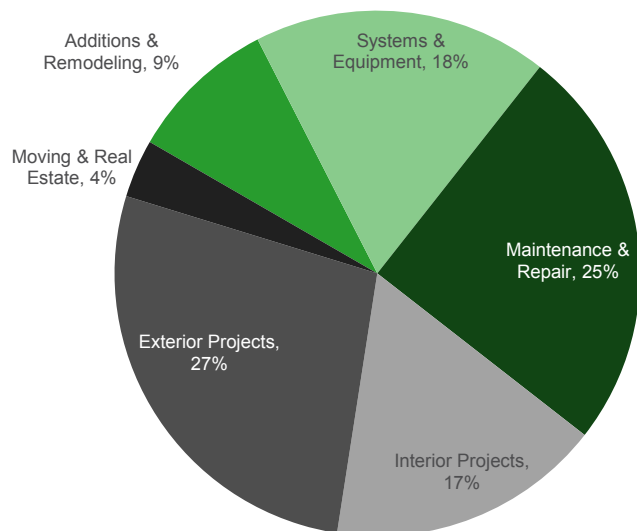
Windows	+93%
Air Conditioning	+49%
Heating & Furnace Systems	+44%
Roofing	+40%
Insulation	+38%
Lawn & Garden Care	+32%
Septic Tanks & Wells	+31%
Fences	+29%
Cabinets	+27%
Landscaping	+12%

### Top 10 Decreases

Swimming Pools	-35%
Designers & Decorators	-28%
Tile	-21%
Countertops	-18%
Add a Sunroom or Patio Enclosure	-14%
Remodel a Bathroom	-13%
Carpet & Upholstery Cleaning	-13%
Flooring & Carpet	-11%
Build an Addition	-7%
Remodel a Kitchen	-4%

## New Orleans, LA

- 57% of Cleaning & Maid requests came from homeowners aged 45-64 years
- 32% of Additions & Remodeling requests came from homeowners with incomes of \$100,000-\$249,999
- 38% of Painting requests came from homes between 51-100 years old



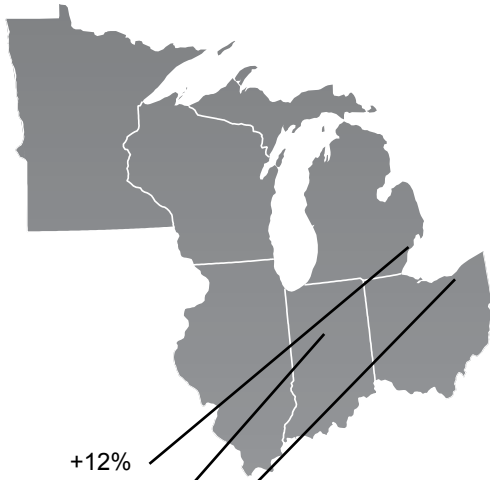
### Top 7 Increases

Windows	+82%
Air Conditioning	+77%
Remodel a Kitchen	+47%
Build an Addition	+45%
Carpet & Upholstery Cleaning	+34%
Lawn & Garden Care	+4%
Painting	+2%

### Top 10 Decreases

Swimming Pools	-55%
Landscaping	-44%
Remodel a Bathroom	-31%
Concrete	-23%
Flooring & Carpet	-18%
Plumbing	-11%
Add a Sunroom or Patio Enclosure	-10%
Fences	-4%
Roofing	-4%
Cleaning & Maid Services	-2%

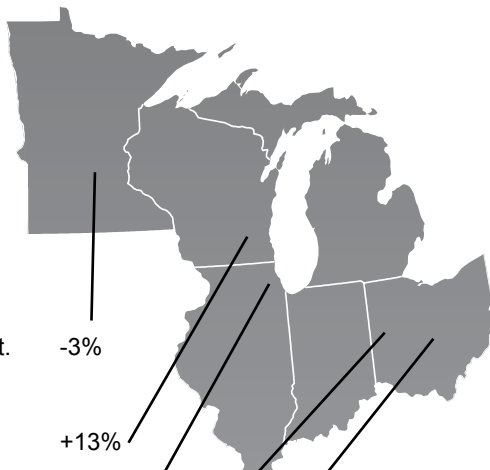
## REGIONAL DATA



Detroit, MI +12%

Indianapolis, IN even

Cleveland-Lorain-Elyria, OH +6%



Minneapolis-St. Paul, MN-WI -3%

Milwaukee-Waukesha, WI +13%

Chicago, IL +9%

Cincinnati, OH-KY-IN -6%

Columbus, OH +12%

## MIDWEST

### Midwest Region Overall Service Request Activity

**Q3 2010 over Q3 2009: +7%**

(Q2 comparison: -2%)

The Midwest showed mixed results compared to national trends. Windows had slower growth up 10% (National +22.5%), but Roofing was stronger, up 22% (National +3.5%) as was Heating & Furnace Systems, up 31% (National +25.8%).

Swimming Pool requests were up 19% (National +5%), but Hot Tubs, Spas & Saunas were down 3% (National +1%).

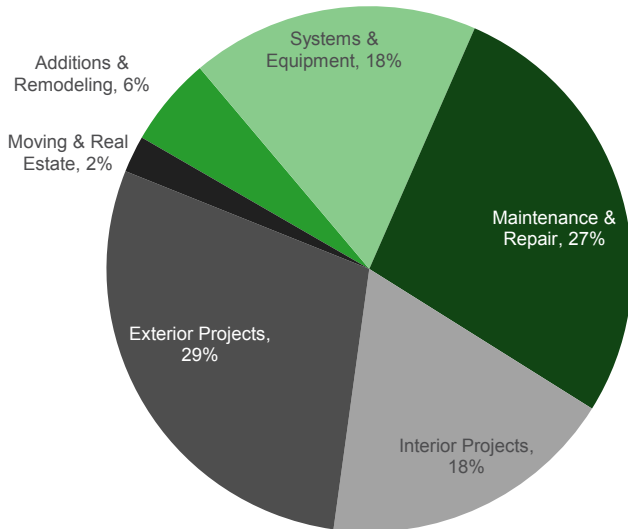
### Demographic Profile: Swimming Pool Requests

- Ages 45-64: 54%
- HHI \$100,000 - \$249,999: 55%
- Home Value \$100,000 - \$299,000: 70%
- Homes 31-50 years old: 33%
- Length of residence of 11-20 years: 34%
- Homes over 2,000 square feet: 66%

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

## Chicago, IL

- 43% of Roofing requests came from homes between 1,000 and 1,499 square feet
- 39% of Cabinets requests came from homeowners with incomes of \$100,000-\$249,999
- 79% of homeowners requesting Swimming Pools were married



### Top 10 Increases

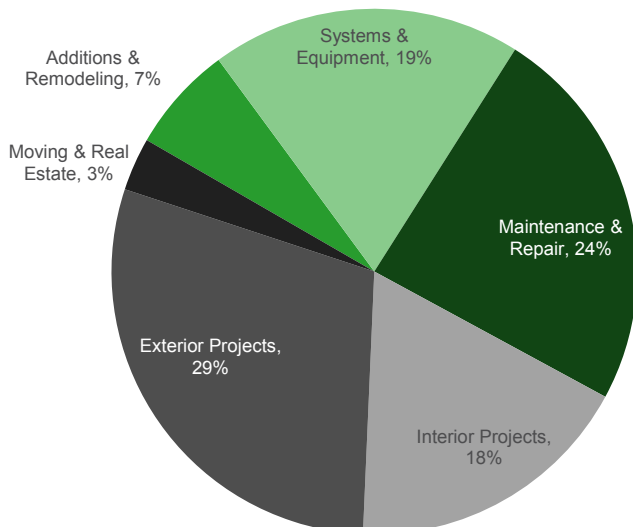
Appraiser	+74%
Heating & Furnace Systems	+55%
Mold & Asbestos Services	+55%
Lawn & Garden Care	+52%
Roofing	+39%
Cabinets	+28%
Handyman Services	+26%
Remodel a Basement	+25%
Foundations	+25%
Swimming Pools	+19%

### Top 10 Decreases

Remodel a Garage	-40%
Designers & Decorators	-38%
Brick & Stone	-34%
Remodel a Bathroom	-31%
Insulation	-30%
Countertops	-24%
Moving	-22%
Home Inspection	-22%
Build an Addition	-11%
Remodel a Kitchen	-7%

## Cincinnati, OH-KY-IN

- 41% of homeowners with Heating & Furnace Systems requests lived in their homes 1-5 years
- 52% of homes requesting Plumbing had an estimated value of \$100,000-\$199,999
- 39% of Landscaping requests came from homeowners aged 30-44 years



### Top 8 Increases

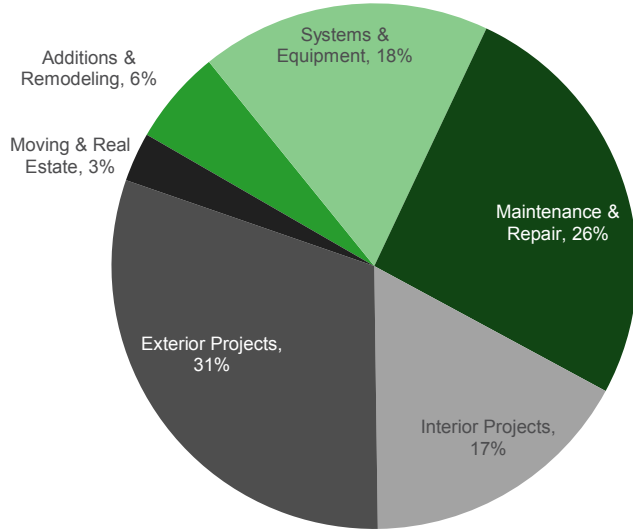
Lawn & Garden Care	+61%
Heating & Furnace Systems	+45%
Architects & Engineers	+37%
Swimming Pools	+23%
Fences	+17%
Plumbing	+13%
Landscaping	+5%
Pest Control	+3%

### Top 10 Decreases

Paving	-58%
Remodel a Bathroom	-31%
Roofing	-29%
Windows	-25%
Cleaning & Maid Services	-24%
Mold & Asbestos Services	-24%
Siding	-23%
Painting	-21%
Build an Addition	-13%
Remodel a Basement	-13%

## Cleveland-Lorain-Elyria, OH

- 51% of Siding requests came from homes between 51-100 years old
- 54% of homeowners requesting Handyman Services were single
- 38% of Decks requests came from homeowners with incomes of \$50,000-\$99,999



### Top 9 Increases

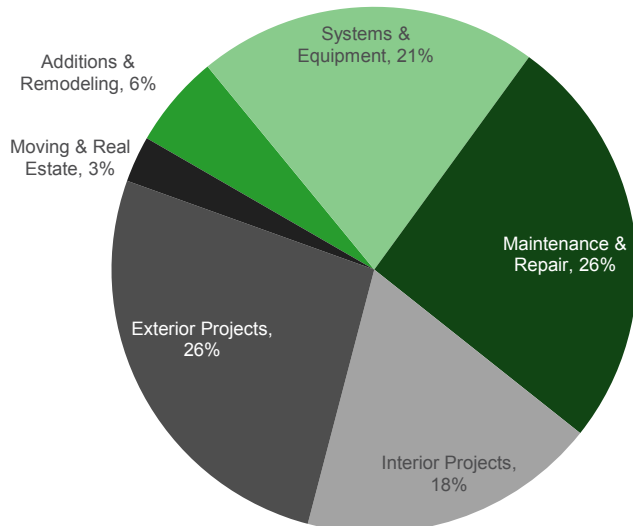
Lawn & Garden Care	+88%
Siding	+34%
Handyman Services	+33%
Mold & Asbestos Services	+32%
Swimming Pools	+27%
Decks	+26%
Heating & Furnace Systems	+17%
Architects & Engineers	+16%
Insulation	+5%

### Top 9 Decreases

Brick & Stone	-24%
Paving	-22%
Flooring & Carpet	-20%
Landscaping	-20%
Fences	-19%
Remodel a Bathroom	-15%
Countertops	-14%
Build an Addition	-10%
Remodel a Kitchen	-5%

## Columbus, OH

- 29% of homeowners with Air Conditioning requests lived in their homes 11-20 years
- 48% of Swimming Pool requests came from homeowners with incomes of \$100,000-\$249,999
- 49% of homes requesting Additions & Remodeling had an estimated value of \$100,000-\$199,999



### Top 10 Increases

Air Conditioning	+202%
Lawn & Garden Care	+72%
Swimming Pools	+70%
Electrical	+58%
Heating & Furnace Systems	+58%
Handyman Services	+55%
Drywall & Plaster	+50%
Remodel a Kitchen	+36%
Plumbing	+27%
Landscaping	+15%

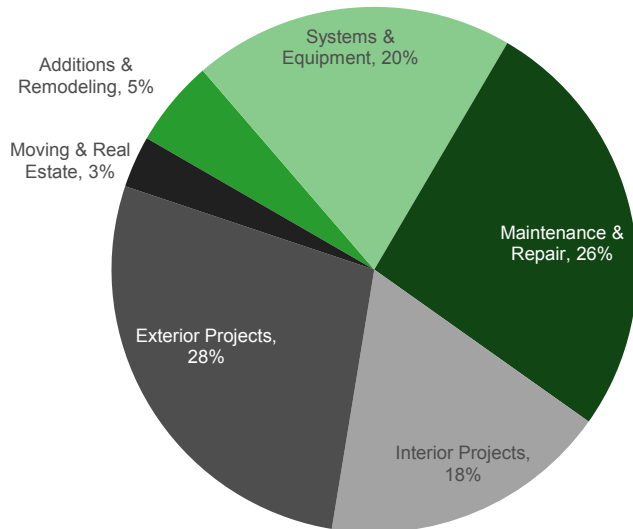
### Top 10 Decreases

Remodel a Basement	-28%
Remodel a Bathroom	-28%
Carpet & Upholstery Cleaning	-27%
Build an Addition	-15%
Flooring & Carpet	-14%
Painting	-13%
Decks	-9%
Paving	-9%
Windows	-3%
Roofing	-3%



## Detroit, MI

- 25% of Lawn & Garden requests came from homes between 2,500-3,499 square feet
- 27% of Cabinets requests came from homeowners aged 30-44 years
- 42% of homes requesting Handyman Services had an estimated value of \$100,000-\$199,999



### Top 10 Increases

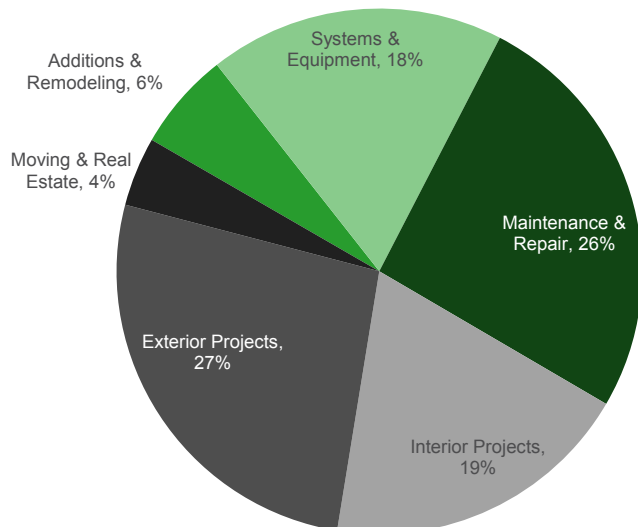
Lawn & Garden Care	+64%
Heating & Furnace Systems	+46%
Cabinets	+45%
Handyman Services	+42%
Appraiser	+40%
Swimming Pools	+36%
Landscaping	+18%
Septic Tanks & Wells	+14%
Decks	+13%
Siding	+12%

### Top 10 Decreases

Paving	-41%
Insulation	-34%
Brick & Stone	-28%
Designers & Decorators	-28%
Carpet & Upholstery Cleaning	-22%
Countertops	-19%
Home Inspection	-15%
Gutters	-8%
Build an Addition	-7%
Remodel a Bathroom	-7%

## Indianapolis, IN

- 34% of Electrical requests came from homes between 11-20 years old
- 54% of homeowners requesting Pest Control were single
- 38% of homeowners with Tree Service requests lived in their homes 1-5 years



### Top 7 Increases

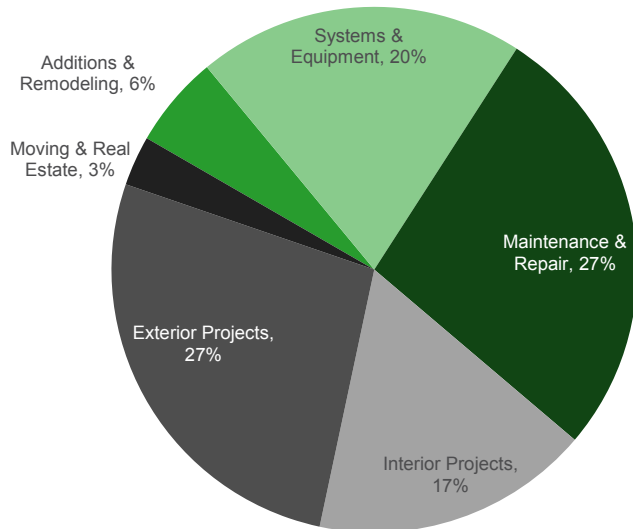
Lawn & Garden Care	+66%
Heating & Furnace Systems	+60%
Handyman Services	+37%
Electrical	+22%
Pest Control	+18%
Tree Service	+16%
Swimming Pools	+5%

### Top 10 Decreases

Garage & Garage Doors	-33%
Siding	-32%
Gutters	-31%
Painting	-27%
Fences	-22%
Decks	-22%
Remodel a Kitchen	-20%
Add a Sunroom or Patio Enclosure	-15%
Build an Addition	-13%
Remodel a Bathroom	-9%

## Milwaukee-Waukesha, WI

- 52% of Window requests came from homes between 1,000 and 1,499 square feet
- 40% of Roofing requests came from homeowners with incomes of \$50,000-\$99,999
- 42% of Garage & Garage Doors requests came from homes between 51-100 years old



### Top 10 Increases

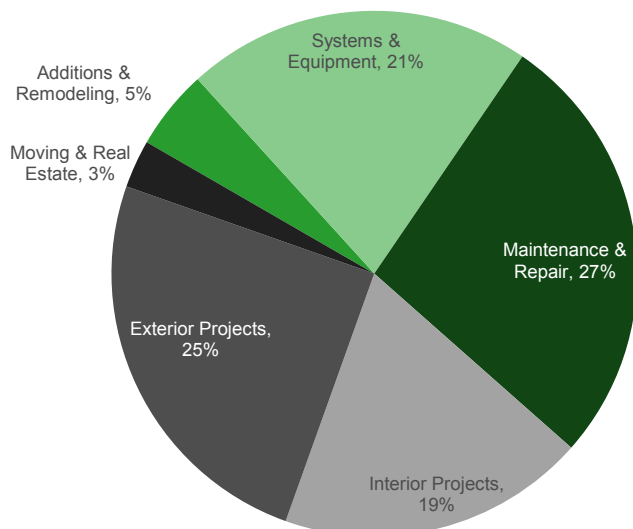
Air Conditioning	+152%
Lawn & Garden Care	+68%
Windows	+54%
Plumbing	+42%
Heating & Furnace Systems	+35%
Roofing	+33%
Remodel a Kitchen	+32%
Remodel a Basement	+20%
Garage & Garage Doors	+14%
Cleaning & Maid Services	+13%

### Top 10 Decreases

Paving	-43%
Concrete	-33%
Remodel a Bathroom	-30%
Fences	-24%
Appliances	-23%
Cleaning & Maid Services	-20%
Carpet & Upholstery Cleaning	-16%
Handyman Services	-13%
Flooring & Carpet	-6%
Build an Addition	-3%

## Minneapolis-St. Paul, MN-WI

- 49% of Additions & Remodeling requests came from homeowners aged 45-64 years
- 59% of Cabinets requests came from homeowners with incomes of \$100,000-\$249,999
- 38% of homes requesting Cleaning & Maid Services had an estimated value of \$200,000-\$299,999



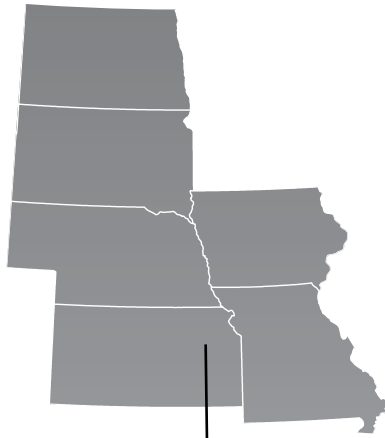
### Top 9 Increases

Roofing	+26%
Tree Service	+15%
Cabinets	+15%
Heating & Furnace Systems	+14%
Countertops	+13%
Septic Tanks & Wells	+8%
Lawn & Garden Care	+6%
Cleaning & Maid Services	+3%
Handyman Services	+2%

### Top 10 Decreases

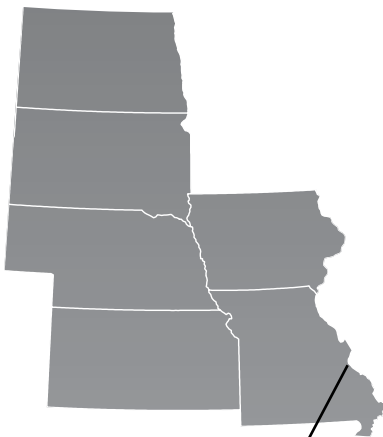
Moving	-31%
Fences	-31%
Carpet & Upholstery Cleaning	-26%
Swimming Pools	-24%
Foundations	-24%
Remodel a Bathroom	-22%
Landscaping	-18%
Painting	-17%
Brick & Stone	-17%
Hot Tubs, Spas & Saunas	-16%

## REGIONAL DATA



Kansas City, MO-KS

+2%



St. Louis, MO-IL

+6%

## GREAT PLAINS

### Great Plains Region Overall Service Request Activity

**Q3 2010 over Q3 2009: +2%**

(Q2 comparison: -3%)

The Great Plains showed the largest regional growth for Windows, up 45% (National +22.5%). The region beat national trends for Heating & Furnace Systems, up 40% (National +25.8%), Septic Tanks & Wells up 21% (National +11.4%) and Roofing up 10% (National +3.5%).

On the other hand, Swimming Pool requests were down by 16% (National +5%), and Hot Tubs, Spas & Saunas were down 45% (National +1%).

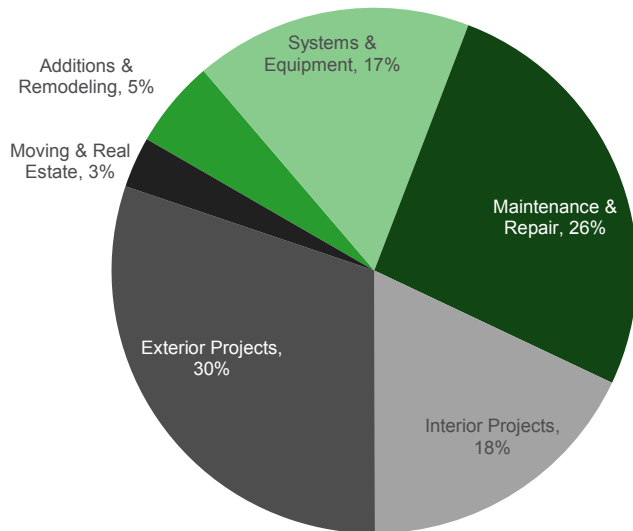
### Demographic Profile: Exterior Project Requests

- Ages 45-64: 53%
- HHI \$100,000 - \$249,999: 47%
- Home Value \$100,000 - \$299,000: 70%
- Homes 31-50 years old: 28%
- Length of residence of 1-5 years: 33%
- Homes over 2,000 square feet: 50%

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

## Kansas City, MO-KS

- 71% of homeowners requesting Lawn & Garden Care were married
- 37% of Gutter requests came from homes between 1,000 and 1,499 square feet
- 55% of Brick & Stone requests came from homeowners with incomes of \$100,000-\$249,999



### Top 10 Increases

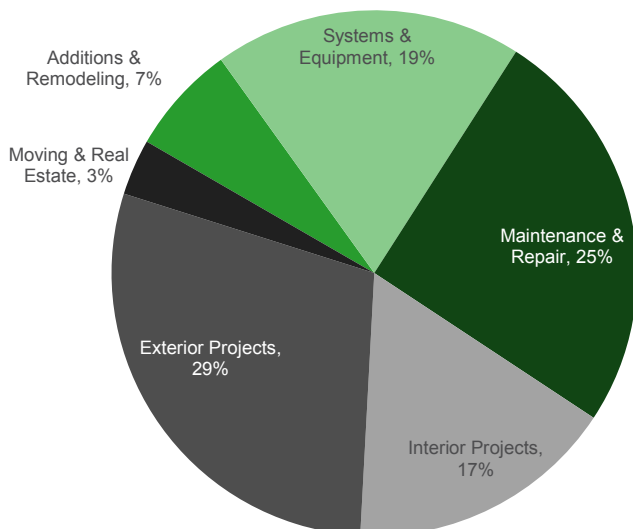
Lawn & Garden Care	+59%
Windows	+51%
Roofing	+36%
Renovate or Repair a Home	+27%
Heating & Furnace Systems	+26%
Handyman Services	+21%
Gutters	+20%
Insulation	+18%
Brick & Stone	+13%
Siding	+10%

### Top 9 Decreases

Swimming Pools	-37%
Remodel a Basement	-30%
Countertops	-34%
Remodel a Bathroom	-26%
Carpet & Upholstery Cleaning	-24%
Flooring & Carpet	-23%
Painting	-21%
Cleaning & Maid Services	-17%
Cabinets	-15%

## St. Louis, MO-IL

- 40% of homeowners with Heating & Furnace Systems requests lived in their homes 11-20 years
- 50% of homes requesting Insulation had an estimated value of \$100,000-\$199,999
- 34% of Siding requests came from homeowners aged 30-44 years



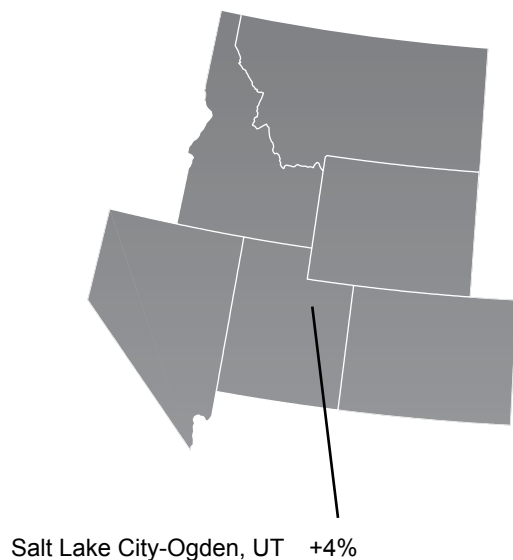
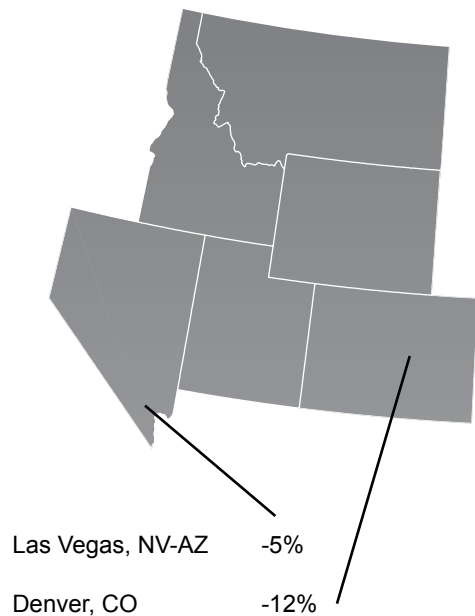
### Top 10 Increases

Lawn & Garden Care	+105%
Heating & Furnace Systems	+76%
Windows	+55%
Cabinets	+46%
Handyman Services	+41%
Remodel a Kitchen	+26%
Insulation	+16%
Siding	+15%
Gutters	+9%
Garage & Garage Doors	+6%

### Top 10 Decreases

Remodel a Bathroom	-30%
Countertops	-23%
Paving	-23%
Furniture Repair & Refinish	-22%
Build an Addition	-20%
Carpet & Upholstery Cleaning	-20%
Flooring & Carpet	-19%
Fences	-13%
Remodel a Basement	-11%
Decks	-9%

## REGIONAL DATA



## MOUNTAIN

### Mountain Region Overall Service Request Activity

**Q3 2010 over Q3 2009: -4%**

(Q2 comparison: +1%)

The Mountain is tied with the Southwest region for the largest gains in Air Conditioning, up 53% and Septic Tanks & Wells up 24%. The region was well behind national trends for Roofing, down 25% (National +3.5%) and Windows up 1% (National +22.5%).

Custom Home Building requests were up by 14% (National -8.1%), but Additions & Remodeling was down 24% (National -2%).

### Demographic Profile: New Home Building Requests

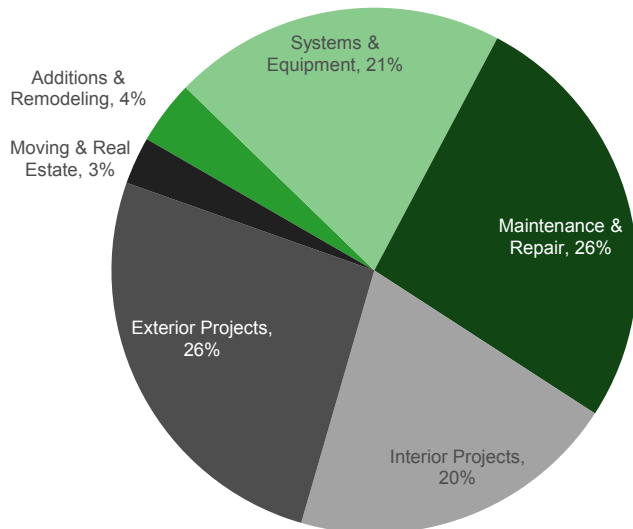
- Ages 45-64: 56%
- HHI \$100,000 - \$249,999: 60%
- Home Value \$200,000 - \$299,000: 42%
- Homes 11-20 years old: 30%
- Length of residence of 11-20 years: 52%
- Homes 3,500 – 4,999 square feet: 38%

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



## Denver, CO

- 47% of Cabinets requests came from homeowners with incomes of \$100,000-\$249,999
- 49% of homes requesting Hot Tubs, Spas & Saunas had an estimated value of \$200,000-\$299,999
- 36% of homeowners with Flooring & Carpet requests lived in their homes 1-5 years



### Top 8 Increases

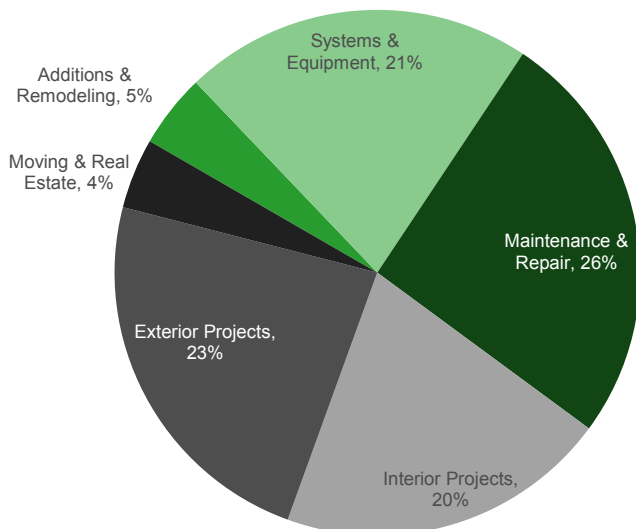
Pest Control	+37%
Cabinets	+30%
Fans	+16%
Hot Tubs, Spas & Saunas	+8%
Lawn & Garden Care	+5%
Furniture Repair & Refinish	+5%
Flooring & Carpet	+2%
Electrical	+1%

### Top 10 Decreases

Roofing	-66%
Renovate or Repair a Home	-43%
Siding	-40%
Remodel a Basement	-36%
Windows	-35%
Countertops	-34%
Home Inspection	-33%
Decks	-31%
Moving	-31%
Remodel a Bathroom	-23%

## Las Vegas, NV-AZ

- 41% of Air Conditioning requests came from homes between 11-20 years old
- 27% of Window requests came from homes between 1,500-1,999 square feet
- 46% of Handyman requests came from homeowners with incomes of \$50,000-\$99,999



### Top 9 Increases

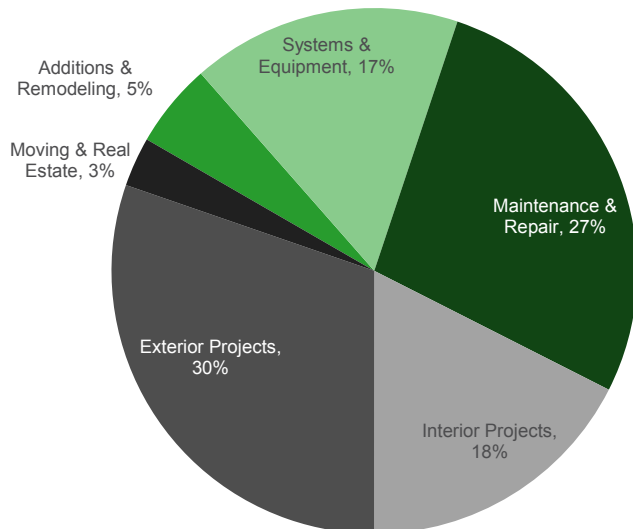
Heating & Furnace Systems	+81%
Air Conditioning	+35%
Windows	+29%
Lawn & Garden Care	+26%
Tree Service	+21%
Doors	+17%
Cabinets	+17%
Pest Control	+6%
Handyman Services	+5%
Roofing	+2%

### Top 10 Decreases

Build an Addition	-38%
Swimming Pools	-38%
Painting	-30%
Garage & Garage Doors	-28%
Remodel a Bathroom	-27%
Flooring & Carpet	-22%
Cleaning & Maid Services	-20%
Landscaping	-12%
Carpet & Upholstery Cleaning	-6%
Fences	-2%

## Salt Lake City-Ogden, UT

- 37% of Landscaping requests came from homeowners aged 30-44 years
- 44% of Cleaning & Maid requests came from homeowners with incomes of \$50,000-\$99,999
- 32% of Siding requests came from homes between 31-50 years old



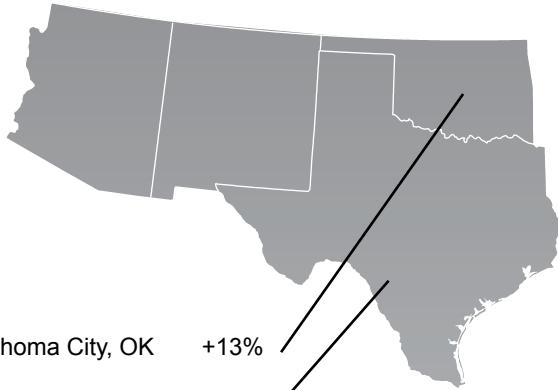
### Top 9 Increases

Lawn & Garden Care	+69%
Heating & Furnace Systems	+48%
Electrical	+39%
Air Conditioning	+31%
Tree Service	+28%
Landscaping	+16%
Cleaning & Maid Services	+14%
Plumbing	+6%
Siding	+4%

### Top 10 Decreases

Remodel a Bathroom	-38%
Fences	-32%
Build an Addition	-21%
Additions & Remodeling	-21%
Garage & Garage Doors	-21%
Remodel a Kitchen	-17%
Roofing	-12%
Flooring & Carpet	-6%
Remodel a Basement	-5%
Windows	-5%

## REGIONAL DATA

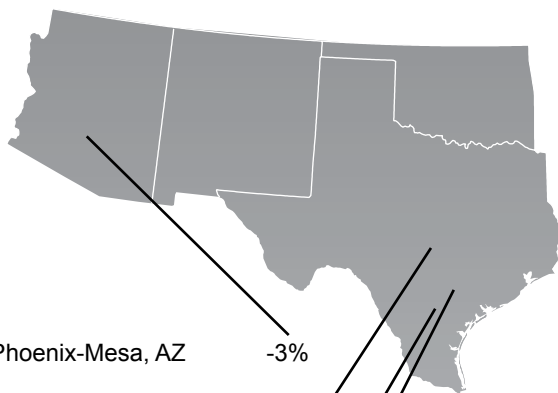


Oklahoma City, OK

+13%

San Antonio, TX

+7%



Phoenix-Mesa, AZ

-3%

Dallas, TX

-1%

Austin-San Marcos, TX

-12%

Houston, TX

-3%

## SOUTHWEST

### Southwest Region Overall Service Request Activity

**Q3 2010 over Q3 2009: -1%**

(Q2 comparison: -8%)

The Southwest is tied with the Mountain region for the largest gains in Air Conditioning, up 53% and Septic Tanks & Wells up 24%. The region beat national trends for Roofing up 14% (National +3.5%).

On the other hand, Swimming Pool requests were down by 28% (National +5%), and Hot Tubs, Spas & Saunas were down 18% (National +1%).

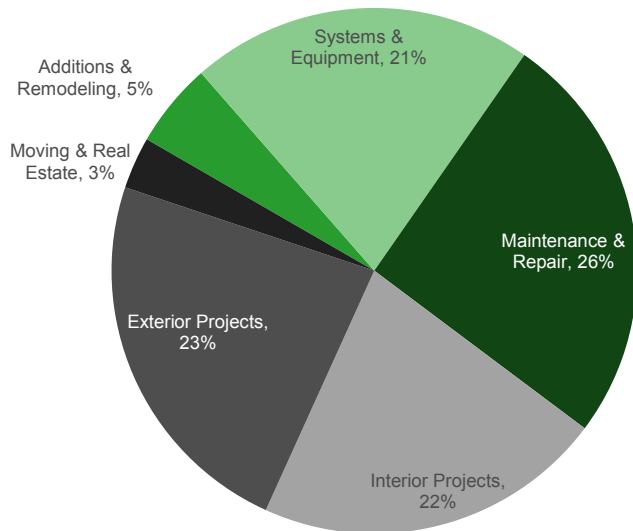
### Demographic Profile: Air Conditioning Requests

- Ages 45-64: 52%
- HHI \$100,000 - \$249,999: 43%
- Home Value \$100,000 - \$199,000: 49%
- Homes 11-20 years old: 30%
- Length of residence of 1-5 years: 34%
- 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

- 43% of homeowners requesting Cleaning & Maid Services had incomes of \$100,000-\$249,999
- 64% of Plumbing requests came from married homeowners
- 56% of homeowners requesting Lawn & Garden Care had lived in their home 1-5 years



### Top 6 Increases

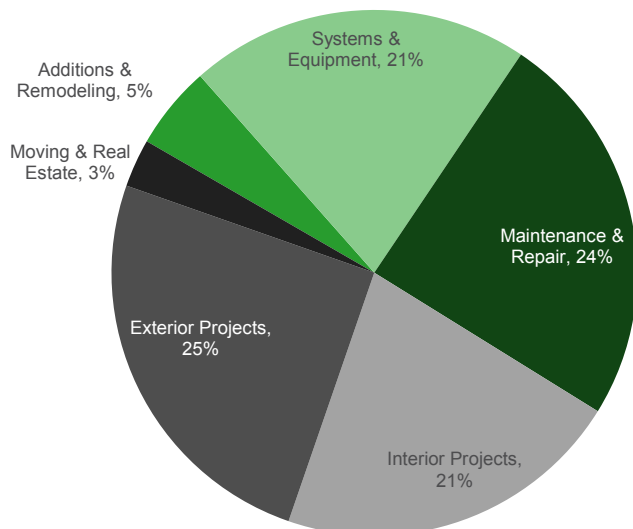
Cabinets	+42%
Tree Service	+32%
Glass & Mirrors	+18%
Lawn & Garden Care	+18%
Doors	+14%
Electrical	+6%

### Top 10 Decreases

Swimming Pools	-45%
Garage & Garage Doors	-38%
Remodel a Bathroom	-35%
Carpet & Upholstery Cleaning	-29%
Carpenters	-28%
Build an Addition	-22%
Heating & Furnace Systems	-22%
Siding	-19%
Decks	-18%
Handyman Services	-17%

## Dallas, TX

- 32% of homes requesting Windows were 31-50 years old
- 66% of homeowners requesting Lawn & Garden Care were married
- 43% of Cleaning & Maid Services requests came from homeowners with incomes of \$100,000-\$249,999



### Top 10 Increases

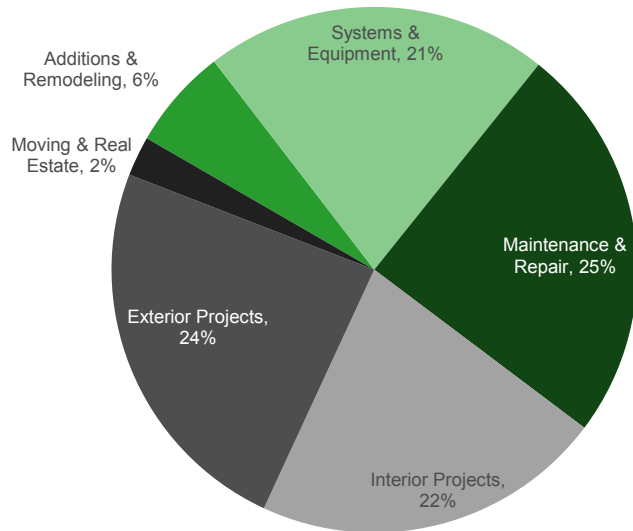
Air Conditioning	+65%
Heating & Furnace Systems	+52%
Windows	+30%
Lawn & Garden Care	+27%
Cabinets	+19%
Electrical	+17%
Architects & Engineers	+7%
Concrete	+6%
Brick & Stone	+4%
Home Inspection	+3%

### Top 10 Decreases

Add a Sunroom or Patio Enclosure	-41%
Carpet & Upholstery Cleaning	-37%
Swimming Pools	-37%
Remodel a Bathroom	-35%
Build an Addition	-34%
Flooring & Carpet	-23%
Countertops	-22%
Hot Tubs, Spas & Saunas	-21%
Painting	-20%
Decks	-19%

## Houston, TX

- 37% of homes requesting Windows were 31-50 years old
- 39% of homeowners requesting Cleaning & Maid Services had incomes of \$100,000-\$249,999
- 76% of Septic Tank requests came from married homeowners



### Top 10 Increases

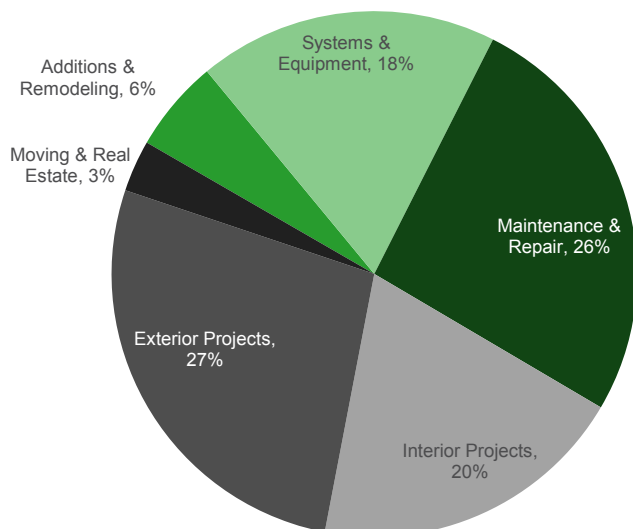
Air Conditioning	+57%
Cabinets	+51%
Roofing	+48%
Septic Tanks & Wells	+48%
Gutters	+20%
New Home Builders	+17%
Windows	+15%
Architects & Engineers	+14%
Handyman Services	+10%
Lawn & Garden Care	+4%

### Top 10 Decreases

Insulation	-48%
Decks	-42%
Swimming Pools	-41%
Hot Tubs, Spas & Saunas	-31%
Remodel a Bathroom	-27%
Brick & Stone	-27%
Designers & Decorators	-25%
Build an Addition	-23%
Renovate or Repair a Home	-17%
Remodel a Kitchen	-12%

## San Antonio, TX

- 65% of Lawn & Garden Care requests came from married homeowners
- 50% of homes requesting Cleaning & Maid Services came from homes valued \$100,000-\$199,999
- 48% of homeowners requesting Landscaping had lived in their homes 1-5 years



### Top 10 Increases

Tree Service	+115%
Lawn & Garden Care	+89%
Handyman Services	+48%
Heating & Furnace Systems	+23%
Windows	+21%
Plumbing	+17%
Fences	+17%
Tile	+8%
Siding	+5%
Cabinets	+2%

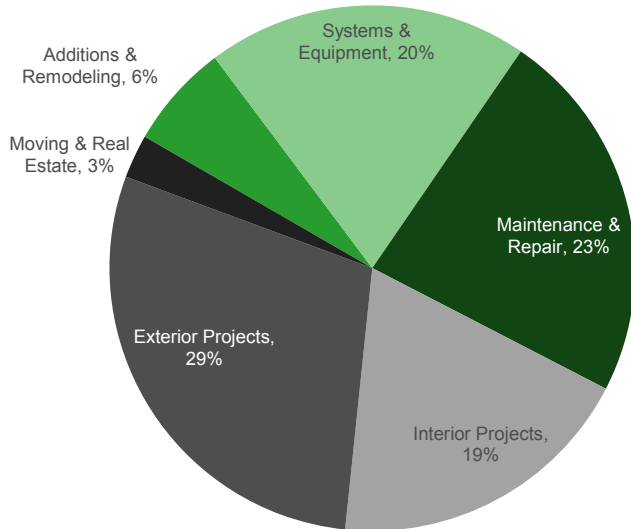
### Top 9 Decreases

Remodel a Bathroom	-44%
Appliances	-31%
Landscaping	-28%
Build an Addition	-20%
Swimming Pools	-20%
Carpet & Upholstery Cleaning	-17%
Air Conditioning	-15%
Cleaning & Maid Services	-14%
Remodel a Kitchen	-11%



## Oklahoma City, OK

- 36% of homes requesting Additions & Remodeling were 31-50 years old
- 50% of Painting requests came from homes values \$100,000-\$199,999
- 40% of homeowners requesting Plumbing had lived in their homes 1-5 years



### Top 9 Increases

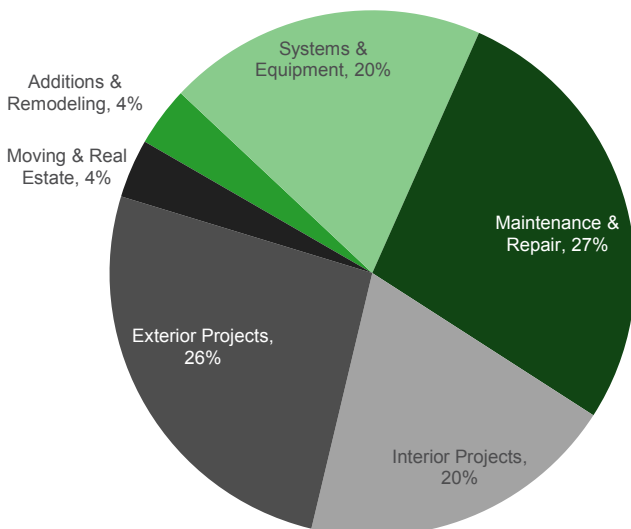
Lawn & Garden Care	+97%
Painting	+36%
Siding	+33%
Plumbing	+32%
Remodel a Kitchen	+19%
Concrete	+14%
Electrical	+12%
Flooring & Carpet	+11%
Landscaping	+1%

### Top 9 Decreases

Remodel a Bathroom	-54%
Roofing	-36%
Swimming Pools	-26%
Carpet & Upholstery Cleaning	-26%
Additions & Remodeling	-19%
Cleaning & Maid Services	-7%
Garage & Garage Doors	-6%
Fences	-4%
Windows	-4%

## Phoenix-Mesa, AZ

- 49% of homeowners requesting Windows had lived in their homes 1-5 years
- 35% of homeowners requesting Cleaning & Maid Services had incomes of \$50,000-\$99,999
- 44% of homes requesting Lawn & Garden Care had values of \$100,000-\$199,999



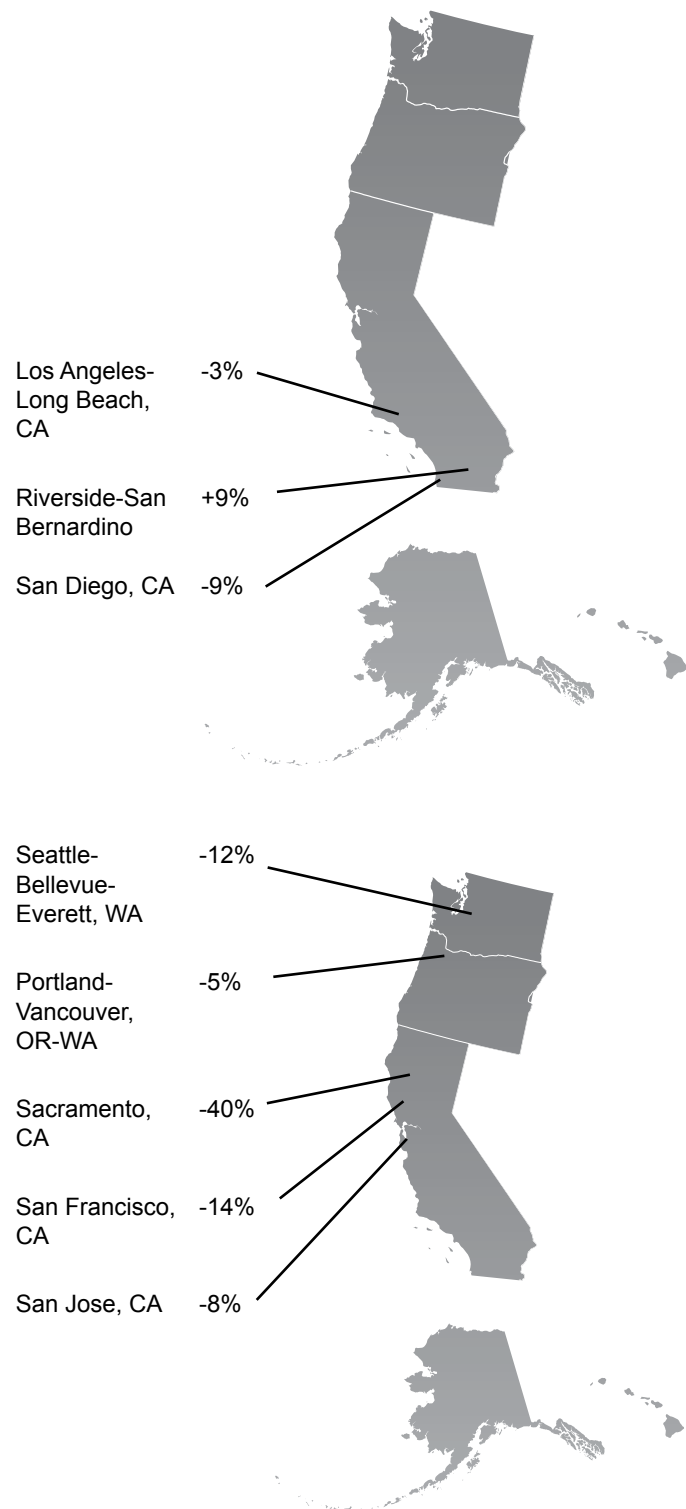
### Top 10 Increases

Roofing	+42%
Handyman Services	+33%
Hot Tubs, Spas & Saunas	+24%
Lawn & Garden Care	+21%
Windows	+21%
Renovate or Repair a Home	+19%
Air Conditioning	+18%
Electrical	+12%
Fences	+7%
Cabinets	+4%

### Top 10 Decreases

Remodel a Bathroom	-50%
Home Inspection	-42%
Remodel a Kitchen	-40%
Build an Addition	-34%
Designers & Decorators	-32%
Painting	-29%
Flooring & Carpet	-26%
Siding	-25%
Countertops	-21%
Landscaping	-20%

## REGIONAL DATA



## PACIFIC

### Pacific Region Overall Service Request Activity

**Q3 2010 over Q3 2009: -3%**

(Q2 comparison: -2)

The Pacific showed the strongest regional growth in Roofing, up 32% (National +3.5%) and the second highest region for Windows up 43% just two percentage points behind the Great Plains region (National +22.5%).

On the other hand, Swimming Pool requests were down by 30% (National +5%), and Hot Tubs, Spas & Saunas were down 15% (National +1%).

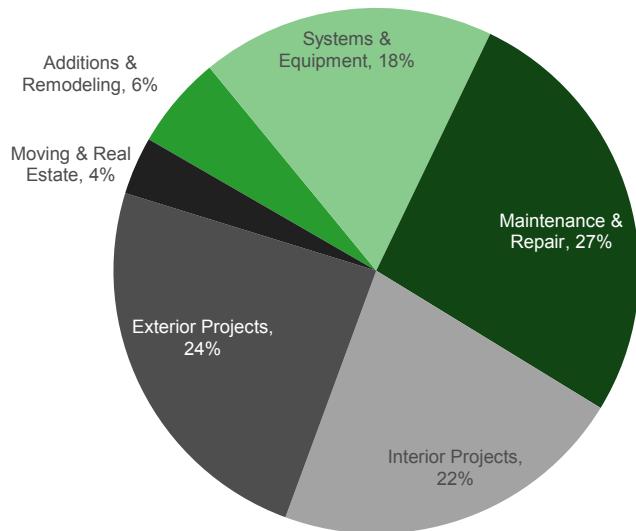
### Demographic Profile: Roofing Requests

- Ages 45-64: 55%
- HHI \$100,000 - \$249,999: 50%
- Home Value over \$450,000: 36%
- Homes 51-100 years old: 34%
- Length of residence of 11-20 years: 35%
- Homes 1,500 – 1,999 square feet: 26%

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

## Los Angeles-Long Beach, CA

- 63% of homes requesting Roofing were 51-100 years old
- 65% of Cleaning & Maid Requests came from single homeowners
- 54% of homes requesting Windows were valued at 450,000+



### Top 10 Increases

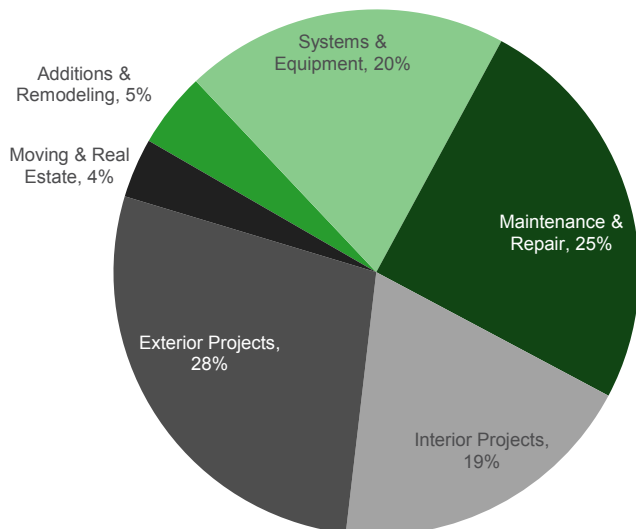
Roofing	+43%
Windows	+42%
Siding	+20%
Lawn & Garden Care	+16%
Brick & Stone	+11%
Heating & Furnace Systems	+10%
Handyman Services	+8%
Cabinets	+6%
Decks	+5%
Air Conditioning	+2%

### Top 9 Decreases

Garage & Garage Doors	-53%
Swimming Pools	-40%
Build an Addition	-36%
Remodel a Kitchen	-34%
Hot Tubs, Spas & Saunas	-34%
Remodel a Bathroom	-33%
Add a Sunroom or Patio Enclosure	-30%
Home Inspection	-22%
Flooring & Carpet	-19%

## Riverside-San Bernardino, CA

- 35% of homes requesting Roofing were 31-50 years old
- 43% of homeowners requesting Cleaning & Maid Services had incomes of \$100,000-\$249,999
- 38% of homeowners requesting Cabinets had lived in their homes 1-5 years



### Top 10 Increases

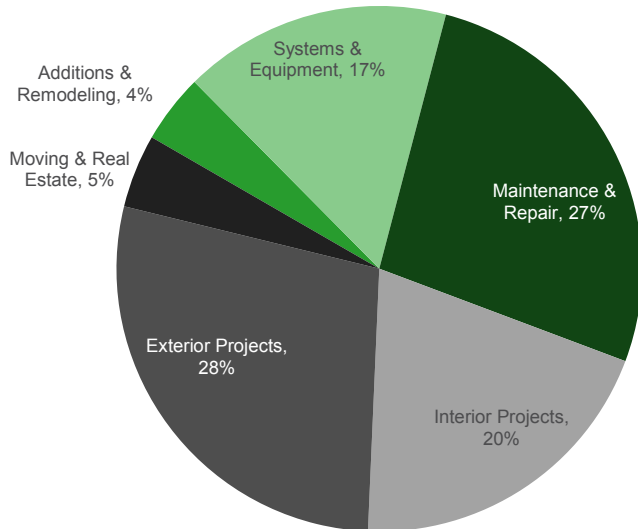
Windows	+98%
Lawn & Garden Care	+54%
Roofing	+48%
Air Conditioning	+48%
Cabinets	+23%
Siding	+21%
Architects & Engineers	+12%
Handyman Services	+12%
Tile	+11%
Fences	+10%

### Top 10 Decreases

Garage & Garage Doors	-31%
Swimming Pools	-27%
Build an Addition	-26%
Remodel a Bathroom	-25%
Painting	-25%
Countertops	-24%
Moving	-21%
Remodel a Kitchen	-17%
Carpet & Upholstery Cleaning	-16%
Add a Sunroom or Patio Enclosure	-5%

## Sacramento, CA

- 42% of Window requests came from homes with 1,500-1,999 square feet
- 49% of homeowners requesting Cleaning & Maid Services had incomes of \$100,000-\$249,999
- 62% of Fence requests came from married homeowners



### Top 10 Increases

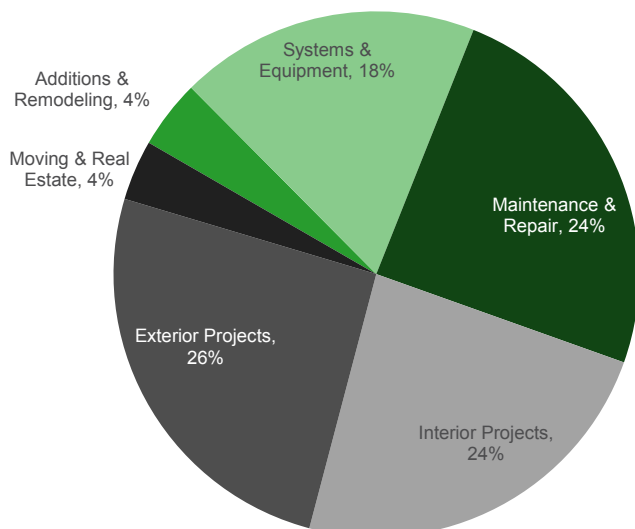
Roofing	+45%
Gutters	+36%
Handyman Services	+23%
Windows	+21%
Lawn & Garden Care	+19%
Siding	+12%
Air Conditioning	+10%
Cleaning & Maid Services	+7%
Fences	+5%
Heating & Furnace Systems	+5%

### Top 9 Decreases

Garage & Garage Doors	-37%
Remodel a Bathroom	-33%
Swimming Pools	-27%
Flooring & Carpet	-26%
Build an Addition	-22%
Landscaping	-21%
Carpet & Upholstery Cleaning	-12%
Cabinets	-8%
Painting	-7%

## San Diego, CA

- 52% of homeowners requesting Windows had incomes of \$100,000-\$249,999
- 40% of homes requesting Cleaning & Maid Services were valued at \$450,000 +
- 37% of Cabinets were requested by homes 21-30 years old



### Top 10 Increases

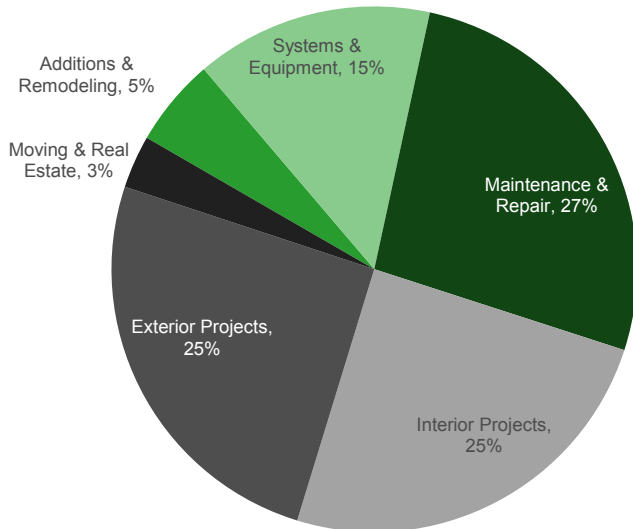
Hot Tubs, Spas & Saunas	+12%
Heating & Furnace Systems	+11%
Roofing	+10%
Architects & Engineers	+9%
Handyman Services	+8%
Electrical	+4%
Fences	+4%
Carpenters	+2%
Drywall & Plaster	+2%
Lawn & Garden Care	+1%

### Top 10 Decreases

Build an Addition	-55%
Remodel a Kitchen	-47%
Remodel a Bathroom	-43%
Garage & Garage Doors	-38%
Cleaning & Maid Services	-26%
Carpet & Upholstery Cleaning	-23%
Tree Service	-20%
Swimming Pools	-20%
Air Conditioning	-19%
Flooring & Carpet	-19%

## San Francisco, CA

- 65% of homeowners requesting Cleaning & Maid Services had incomes of \$100,000-\$249,999
- 79% of homes requesting Cleaning & Maid Services were valued at \$450,000 +
- 92% of homes requesting Decks were valued at \$450,000 +



### Top 6 Increases

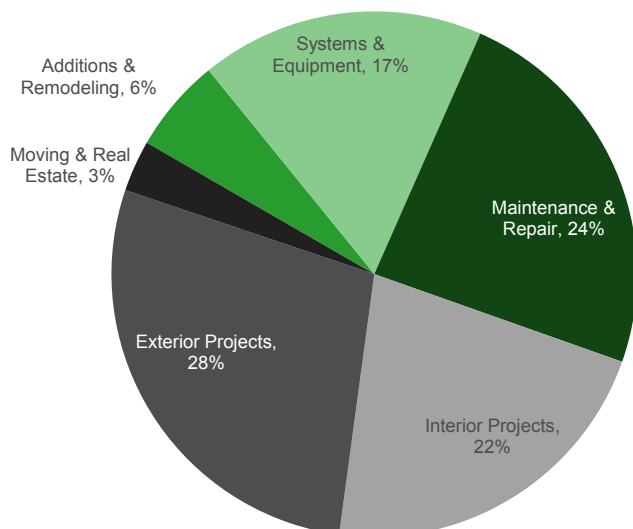
Mold & Asbestos Services	+50%
Pest Control	+32%
Roofing	+31%
Handyman Services	+12%
Build an Addition	+5%
Furniture Repair & Refinish	+2%

### Top 9 Decreases

Remodel a Kitchen	-55%
Remodel a Bathroom	-45%
Carpet & Upholstery Cleaning	-45%
Painting	-33%
Landscaping	-31%
Flooring & Carpet	-27%
Heating & Furnace Systems	-16%
Decks	-15%
Lawn & Garden Care	-13%

## San Jose, CA

- 46% of homes requesting Roofing were 51-100 years old
- 44% of Mold & Asbestos Services requests were for homes with 1,500-1,999 square feet
- 79% of homes requesting Cleaning & Maid Services were valued at \$450,000 +



### Top 8 Increases

Windows	+61%
Mold & Asbestos Services	+31%
Fences	+24%
Roofing	+23%
Carpenters	+12%
Lawn & Garden Care	+8%
Heating & Furnace Systems	+7%
Electrical	+4%

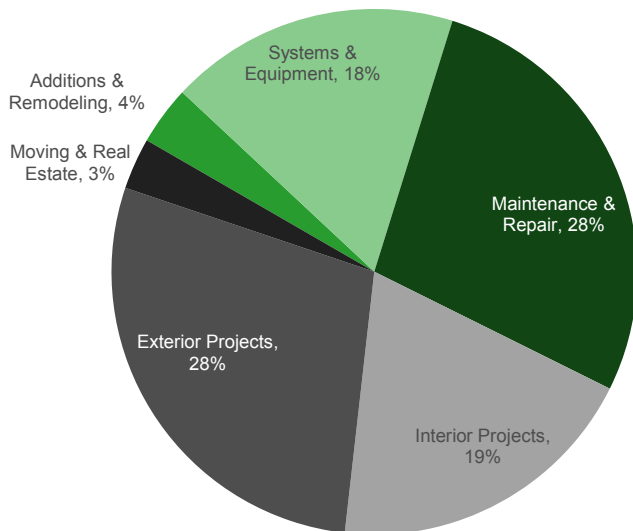
### Top 10 Decreases

Remodel a Kitchen	-65%
Remodel a Bathroom	-37%
Carpet & Upholstery Cleaning	-35%
Landscaping	-31%
Cleaning & Maid Services	-23%
Swimming Pools	-20%
Air Conditioning	-19%
Handyman Services	-17%
Painting	-10%
Flooring & Carpet	-5%



## Portland-Vancouver, OR-WA

- 38% of homeowners with Additions & Remodeling requests had incomes of \$100,000-\$249,999
- 41% of homes requesting Roofing were 11-20 years old
- 45% of Cleaning & Maid Services requests came from homeowners 45-64 years of age



### Top 9 Increases

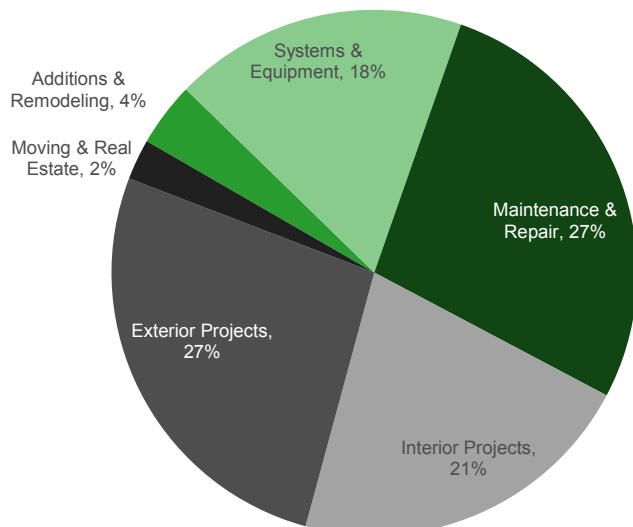
Windows	+82%
Lawn & Garden Care	+62%
Roofing	+52%
Heating & Furnace Systems	+15%
Decks	+14%
Tile	+9%
Handyman Services	+6%
Cleaning & Maid Services	+4%
Remodel a Kitchen	+3%

### Top 9 Decreases

Remodel a Bathroom	-47%
Air Conditioning	-41%
Build an Addition	-33%
Landscaping	-27%
Gutters	-24%
Garage & Garage Doors	-22%
Swimming Pools	-21%
Carpet & Upholstery Cleaning	-15%
Painting	-13%

## Seattle-Bellevue-Everett, WA

- 48% of homeowners with Cleaning & Maid Services requests had incomes of \$100,000-\$249,999
- 31% of homes requesting Roofing were 11-20 years old
- 40% of Mold & Asbestos Services requests came from homes 51-100 years old



### Top 9 Increases

Lawn & Garden Care	+56%
Furniture Repair & Refinish	+24%
Drywall & Plaster	+16%
Roofing	+15%
Mold & Asbestos Services	+8%
Hot Tubs, Spas & Saunas	+7%
Fences	+3%
Siding	+2%
Handyman Services	+2%
Roofing	+2%

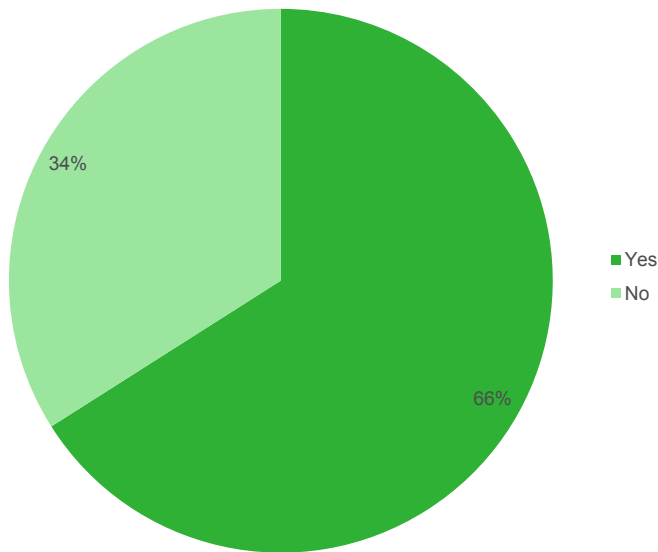
### Top 10 Decreases

Air Conditioning	-71%
Build an Addition	-45%
Brick & Stone	-41%
Remodel a Kitchen	-39%
Remodel a Bathroom	-33%
Moving	-32%
Heating & Furnace Systems	-28%
Flooring & Carpet	-22%
Add a Sunroom or Patio Enclosure	-19%
Renovate or Repair a Home	-13%

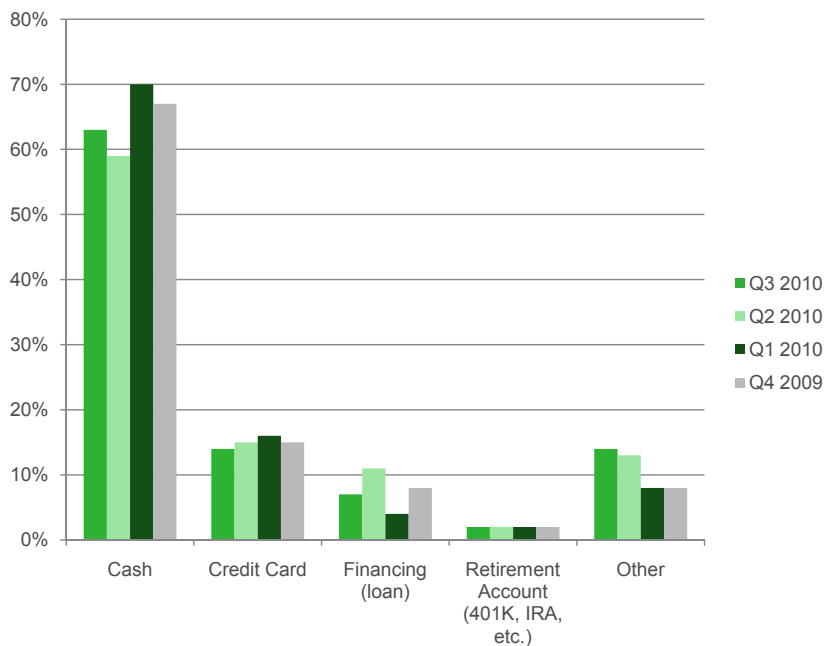
# SERVICEMAGIC CONSUMER SURVEY

We surveyed 1,774 consumers in the third quarter who submitted requests for Additions & Remodeling, Windows, Roofing, Heating & Furnace Systems, Septic Tanks and Wells, Electrical, Maid Services, Lawn Care, and Handyman services.

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



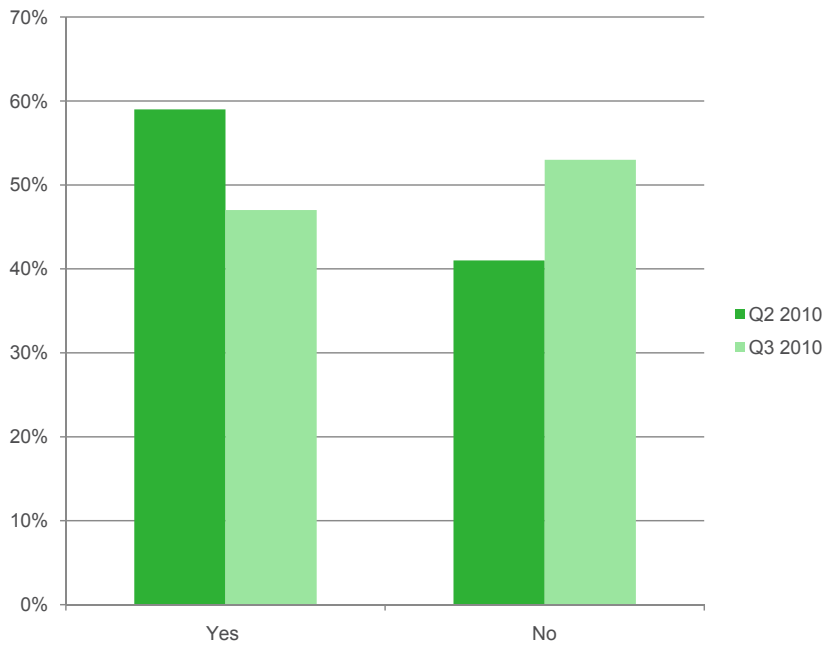
02 How did you pay for the most recent home project you completed?



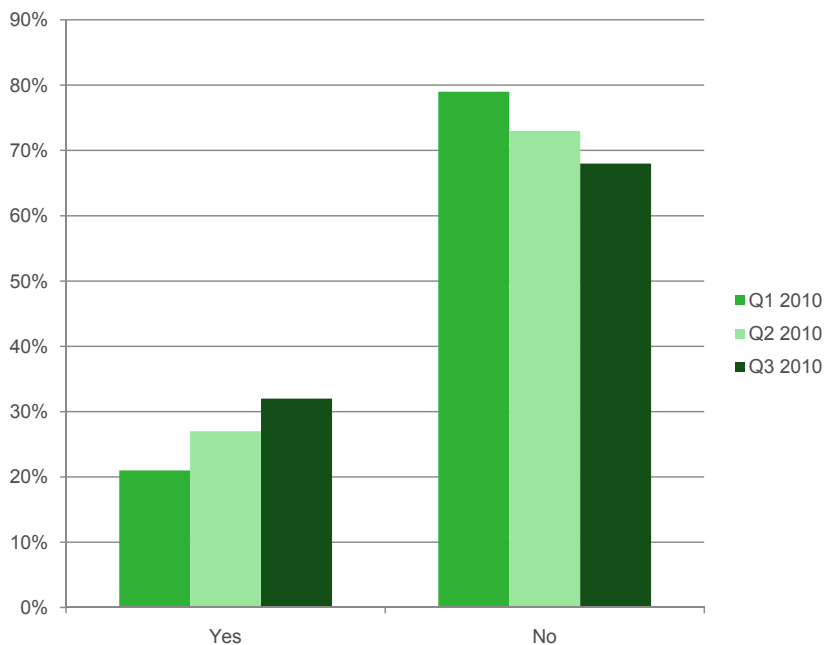
Home Improvement  
Financing in Q3 was

7%, down from  
11% in Q2

03 Did you consider green alternatives with your recent home project?



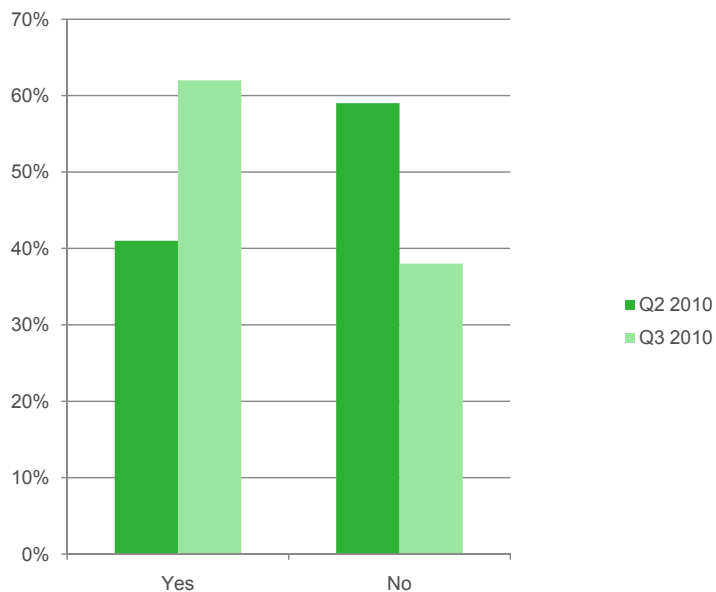
04 Have you conducted any home projects due to energy tax credits?



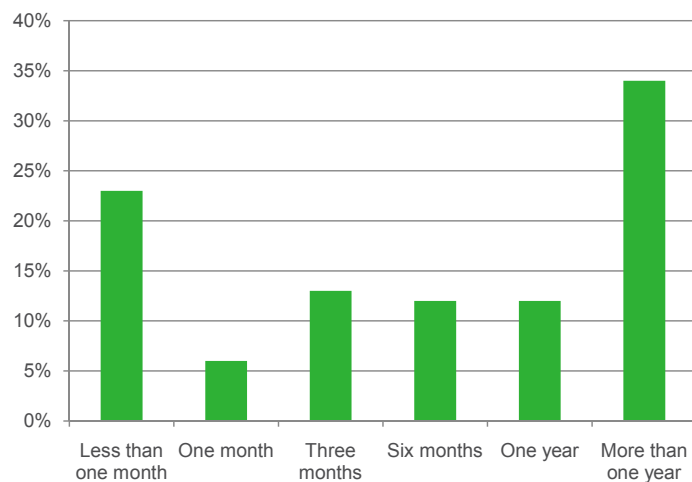
## On the Rise:

The number of home improvement projects being influenced by energy tax credits has steadily increased in 2010.

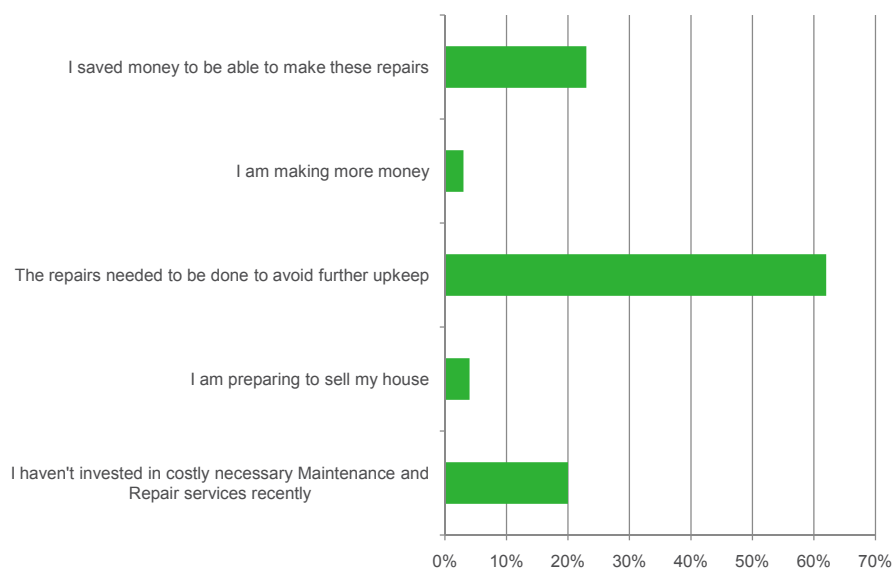
05 Are you planning on doing another remodel within the next 6 months?



06 How long have you waited to invest in costly necessary Maintenance and Repair services?



07 If you have invested in costly necessary Maintenance and Repair services recently, what was your motivating factor? (Select all that apply)



## Had to be Done:

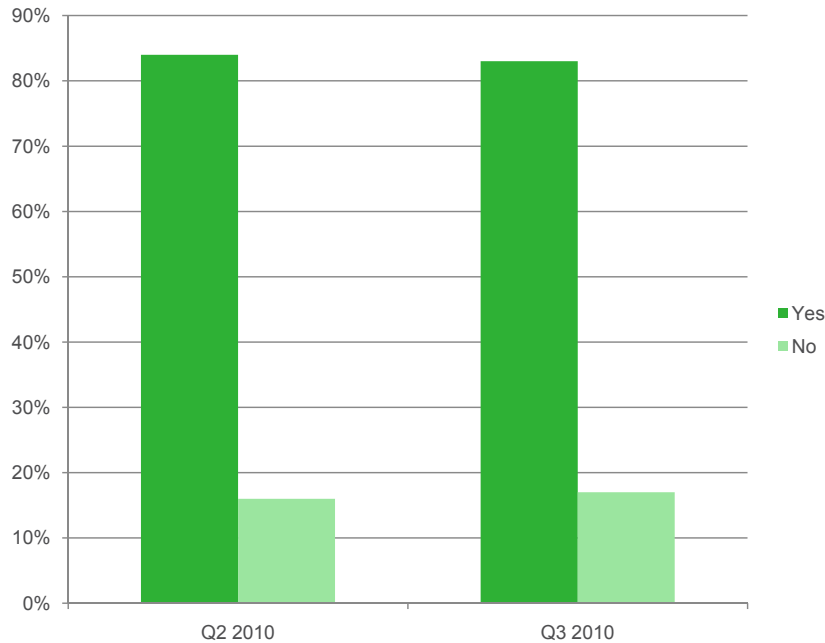
46% waited a year or more to complete costly improvements (i.e. Roofing, Windows).



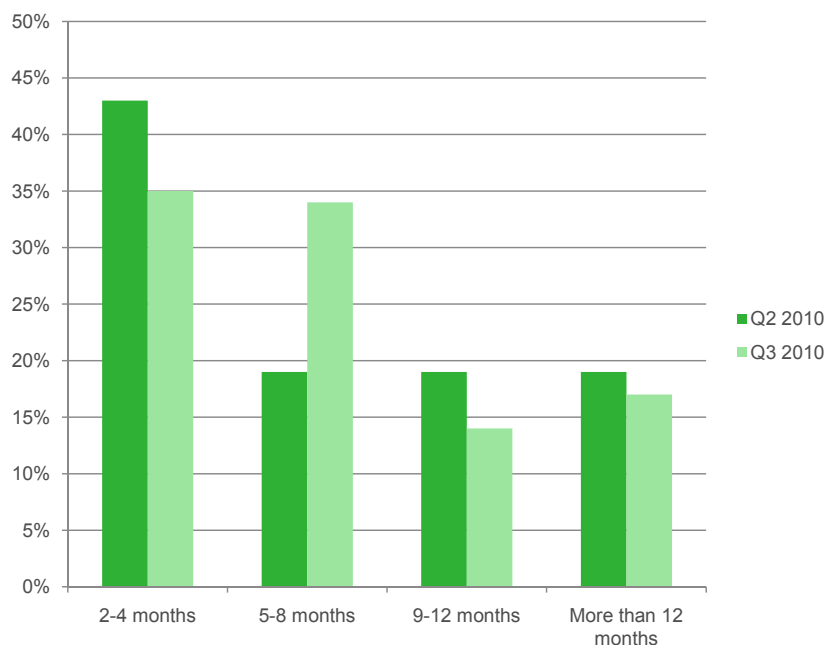
# SERVICEMAGIC SERVICE PROFESSIONAL SURVEY

We surveyed 331 services professionals in the third quarter who were matched to consumers requesting services for Additions & Remodeling, Windows, Roofing, Heating & Furnace Systems, Septic Tanks and Wells, Electrical, Maid Services, Lawn Care, and Handyman services.

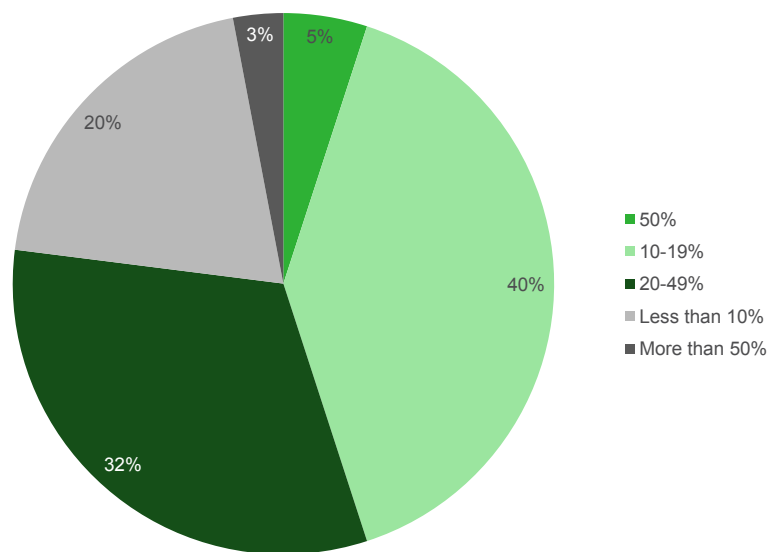
01 Looking ahead in the next 12 months, are you optimistic about your company's performance?



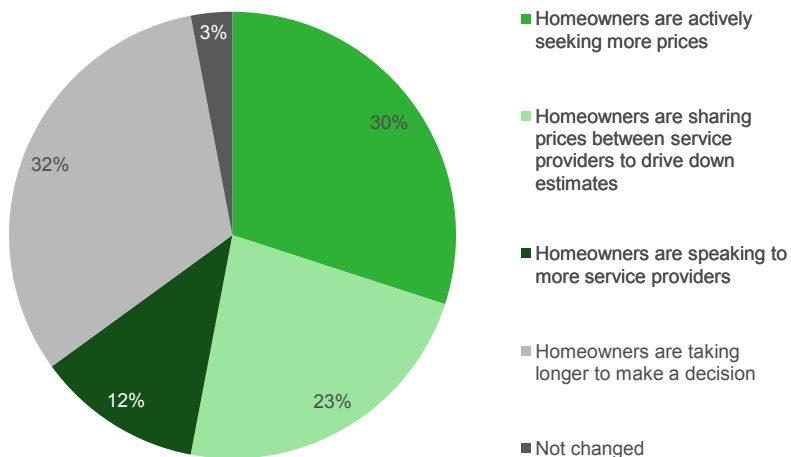
02 When do you anticipate a significant increase in service requests to stabilize business?



03 On average, what is the percentage difference between a homeowner's budget expectation and what the project will actually cost?



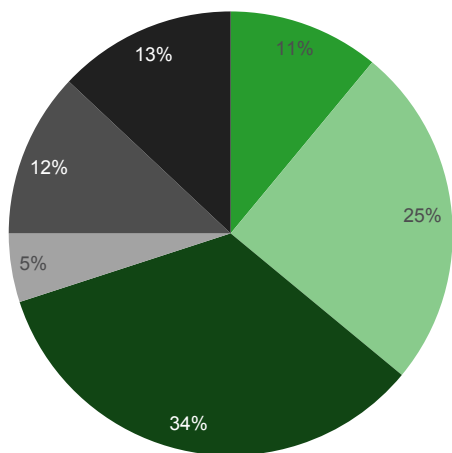
04 With the downturn in the economy, what changes have you seen in homeowner's buying habits?



## Sharing Bids:

30% of Homeowners want more bids and 23% are sharing bids amongst competing providers.

05 How are the new buying habits of consumers changing the way you do business?

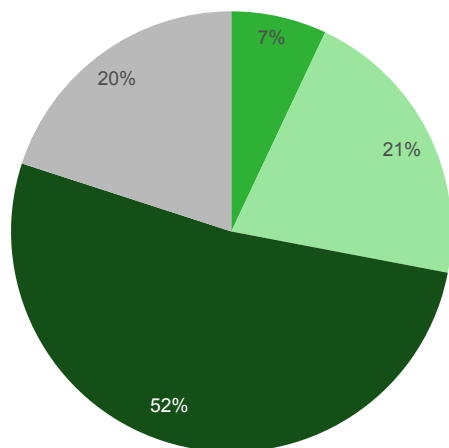


- I have adopted online new marketing practices
- I have become much more diligent regarding pricing and defending my estimates
- I have had to lower my estimates to remain competitive
- I have increased the amount I spend on advertising
- I have not changed the way I do business
- I now have to offer more product and pricing options

## More Choices:

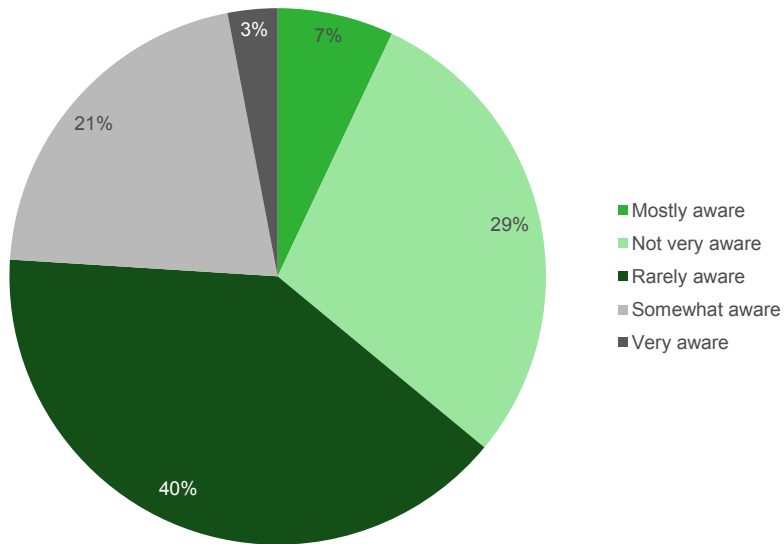
34% of providers are offering more product and pricing options to satisfy consumer needs.

06 How has the Internet affected homeowner's buying habits? (Choose all that apply)

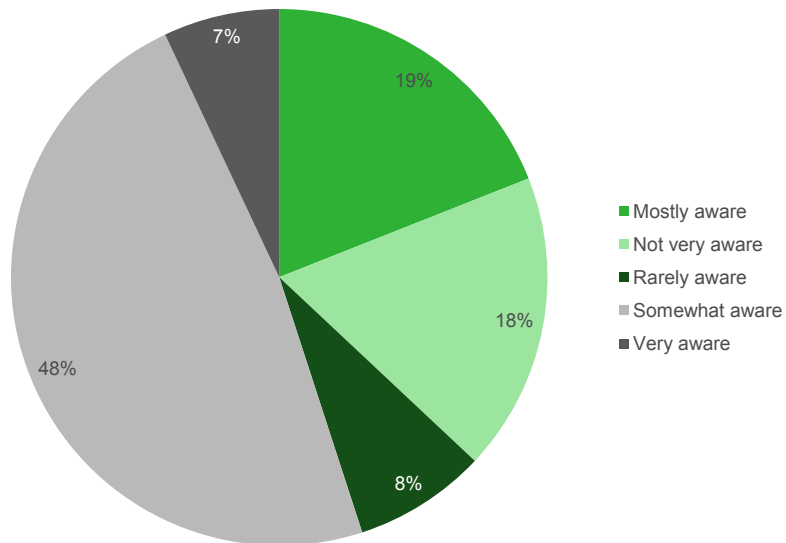


- I have seen no change in buying habits
- Homeowners make quicker decisions because the Internet provides good information
- The Internet is delaying buying decisions as homeowners spend more time researching their options
- Homeowners are buying materials directly that I used to supply

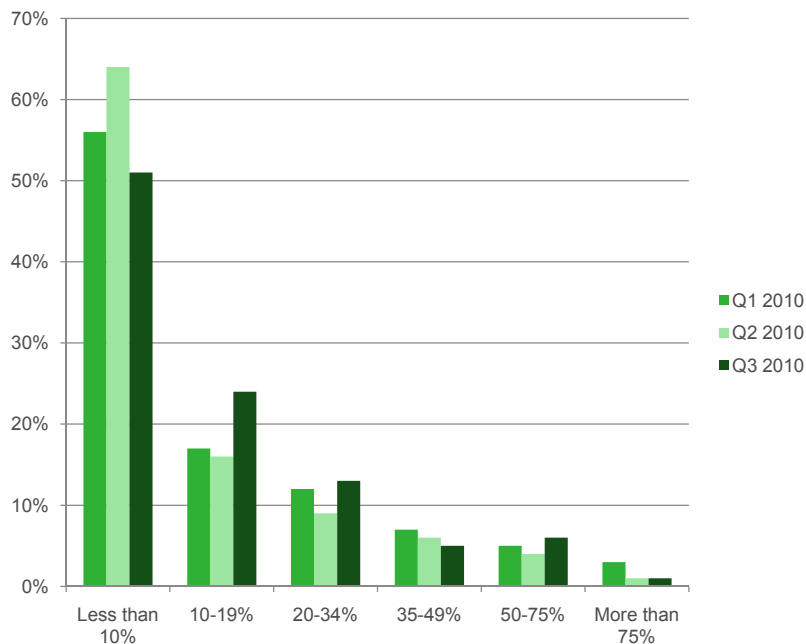
07 In your opinion, how aware are homeowners of the new EPA lead paint requirements?



08 In your opinion, how aware are homeowners of energy tax credits for home improvement projects?



09 What percentage of the time do homeowners request energy efficient or green alternatives for their home improvement projects? (Choose all that apply)



## Green is In:

Providers & homeowners report more green and energy tax credit activity this quarter (see pg. 46).



## 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