



Porch.com & Home Innovation Partnership FAQ:

What is Porch?

Porch.com is a free home improvement network that connects homeowners and renters with the right home professionals based on who neighbors have used, project and cost history, and friend & neighbors' endorsements. In addition, Porch helps home professionals get more business, better exposure, and higher revenue with free business profiles and paid marketing & analytics tools. Porch.com can be found online at <http://porch.com>.

How does it work?

Professionals join Porch and create a professional profile featuring their contact information, project history, photos, services offered and company description. When a homeowner searches for a professional, Porch displays professionals who have previously worked in a homeowner's neighborhood (project history), professionals with endorsements & professionals who have worked on similar type homes. Professionals benefit from adding projects (both photos and project details) to build their coverage area & by soliciting endorsements from prior clients.

How is Porch different than other directory sites?

- Porch is free for homeowners to use.
- Porch is free for professionals to create a beautiful professional profile to showcase their business and work history.
- New business driven by prior work. Qualified homeowners contact the professional directly.
- Tailored search results are based on data & not who pays the most. We aim to bring trust and transparency to homeowners and feature the best home professionals.

Why did Home Innovation Research Labs partner with Porch?

Porch is committed to helping homeowners get inspired, get educated & get green building projects done with the right green home professionals. Home Innovation and Porch.com have partnered to drive homeowner awareness & demand of the National Green Building Standard by featuring NGBS certified homes & NGBS Green Partners on Porch.

How can Porch help me grow my business?

Everyday thousands of homeowners from around the country go to Porch to find the right home professional & get inspired. Your presence on Porch will drive you more business through homeowners actively searching for green professionals & better exposure with a beautiful profile highlighting photos of your previous work. Perhaps most importantly, your presence on Porch is free. Home Innovation is

additionally sponsoring three months of the Porch Plus subscription upgrade. After the three month sponsorship upgrade, you can choose to continue with a Porch Plus profile or revert to a free profile and continue to make full use of Porch.

What is a Porch Profile?

A Porch professional profile is where you feature your business & past work to homeowners. Think of your Porch Profile as your own website or online resume where you feature your past project history, photos of your best work, client endorsements & more. The Porch professional profile is customizable with banner and headshot photos where you can feature your company logo & more. Need help? View demo videos at <http://advice.porch.com/professional-resources>. Connect with a Porch specialist at 855.767.2100 or support@porch.com (Please indicate you are a Home Innovation NGBS Green Partner to expedite your experience).

How do I claim my porch profile?

If you are an existing NGBS Green Partner, check your inbox for an email from Home Innovation with instructions on how to claim & activate your profile. If need help, please email support@porch.com and we will provide you with instructions on how to claim your profile and receive three free months of the Porch Plus profile (Please indicate you are a Home Innovation NGBS Green Partner to expedite your experience).

What if I never received an email from Home Innovation?

Don't worry, we have you covered! If you are an existing NGBS Green Partner, please visit <http://pro.porch.com/company-signup/4> to create your profile and be recognized as an NGBS Green Partner. As always, if you need help, please email support@porch.com and we will provide you with instructions on how to claim your profile and receive three free months of the Porch Plus profile (Please indicate you are a Home Innovation NGBS Green Partner to expedite your experience).

How can I showcase that I am an NGBS Green Partner and that my home projects are NGBS certified?

Porch has already added your NGBS certified home projects to your profiles. Please feel free to add & edit information about the project and add additional photos. Porch is currently building additionally functionality for Profiles where you will be able to feature that you are a NGBS Green Partner. You will be alerted via email when this is available for your profile.

What is an endorsement?

Endorsements enable homeowners to provide a positive indication of a professional's work history. Endorsements help build homeowner confidence and help increase your visibility on Porch. Endorsements are easy for homeowners to give. Ask your next client to endorse you on Porch.com!

How many projects should I upload?

Project history is an integral component of the Porch professional profile and the Porch user experience. In general, the more projects you upload on Porch, the more confidence homeowners will have in your ability to complete their project. Projects additionally build your coverage area on Porch and increase

your search ranking within specific neighborhoods. If you add at least 5 projects in a zip code your profile is twice as likely to be viewed. When you add over 100 projects in a zip code, your profile is 5 times more likely to be viewed. Lastly, project photos help highlight your business when homeowners browse photos on Porch for inspiration. Porch is here to help upload projects on your behalf. Connect with a Porch specialist at 855.767.2100 or support@porch.com (Please indicate you are a Home Innovation NGBS Green Partner to expedite your experience).

I have hundreds of projects, do I have to upload them one by one?

Porch is here to help. A Porch specialist will be able to assist you with bulk project uploads. Connect with a Porch specialist at 855.767.2100 or support@porch.com (Please indicate you are a Home Innovation NGBS Green Partner to expedite your experience).

Do I have to upload photos of projects?

Photos help increase your project visibility on Porch and homeowners love to browse photos of your projects in order to familiarize with your work. Photos are not required to be added to every project on Porch. Start with uploading photos of your best projects and then continue to take photos of your project and continue to upload them to your profile on Porch.

Why do I have to share the address of my projects?

Home addresses are a crucial component of a project's history. First and foremost, Porch takes homeowner privacy very seriously and we will never display the address of a project publically on Porch. Project addresses are crucial for ensuring that your company is highlighted when a homeowner searches for a given neighborhood or a certain type of project.

How is project cost used?

Project cost is not required for a project history but is highly recommended. Homeowners appreciate the ability to view the price range of your work and can help qualify homeowners when then contact you when they already know the caliber and cost of your work. Additionally, when you feature the cost of your projects, Porch is able to showcase your projects to homeowners that filter within price ranges.

What is Porch's relationship to Lowe's?

Lowe's partnered with Porch to help Lowe's customer's find the right home professional for their needs. Now when a homeowner asks a Lowe's associate if they can recommend a professional, Lowe's associates use the Porch platform to help homeowners find the right home professionals.

How much does Porch cost?

Porch is free for homeowners. Additionally, Porch is free for professionals to create a profile to help grow their business. Porch offers a Porch Plus profile subscription for \$35 per month, which provides added visibility, an enhanced profile and project/ profile support. Home Innovation has sponsored three free months of the Porch Plus profile for all NGBS Green Partners. If you want even more visibility, Porch offers a premium profile option with additional exposure in your local zip code. For more details, please connect with a Porch specialist at 855.767.2100 or support@porch.com (Please indicate you are a Home Innovation NGBS Green Partner to expedite your experience).

How does Porch make money?

Porch makes money through the monthly subscription upgrade that professionals can purchase.

What is the discount we receive as part of the partnership between Home Innovation Research Labs and Porch?

Home Innovation NGBS Green Partners receive three (3) free months of the Porch Plus subscription upgrade profile (\$105 value) when they claim and activate their profile on Porch.com (sponsored by Home Innovation Research Labs).

What happens at the end of my sponsored trial?

At the end of the three free months of the Porch Plus profile subscription, you can either continue with the subscription by providing payment information or you can opt for a free profile and continue to enjoy use of the Porch Platform. You will still have full profile functionality.

I need help with my profile, who can help me?

Connect with a Porch specialist at 855.767.2100 or support@porch.com (Please indicate you are a Home Innovation NGBS Green Partner to expedite your experience).

Are there limitations to the number of projects and photos I can upload?

The more projects and photos you upload on Porch, the more visibility you will have throughout the platform. There are no limitations to the total number of projects uploaded.

I see Porch has a map feature, can people see exactly where project are located?

Projects pins on the map feature are randomized to ensure homeowner anonymity. Porch never displays the address of a home project.