

Competitors



Philosophy:

We do not fear competitors.

The existence of competitors helps validate our business model.

Although ClientPlaza's business model and process – its offering to the public – is unique in the Market, we are not fooled into thinking we have no competitors.

ClientPlaza's current competition is identified by the answer to:

"How do people at home and at work find Professional Service Providers now?"

Major Competitors:

Advertisers, especially on-line advertisers like Google, DoubleClick and MoPub.

ClientPlaza will be seen by Clients as an improvement over on-line search, which does not produce the results Clients go there for. ClientPlaza does.

**We don't think of ClientPlaza as competition for Google.
We see ClientPlaza as an alternative that people like better.**

Secondary Competitors:

Companies which send multiple Service Providers to each Client and charge for mere leads, like Thumbtack.com, HomeAdvisors.com, Respond.com, and Handyman Connection.

ClientPlaza outperforms secondary competitors by handling a greater variety of services, with better Client Care... and by alleviating the pains Service Providers encounter, like paying for leads that turn to nothing.

ClientPlaza's Primary Advantage For Service Providers:

ClientPlaza charges only when a Service Provider actually gets new business, not for leads or advertising. Competitors are unlikely to duplicate this advantage until ClientPlaza has a significant headstart.

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Category	Competitor	ClientPlaza is better because:	Threat Level (1-10)
Customer must decide which service provider to call	Advertising Media Google Yellow Pages Angie's List Yelp etc	This is the main problem ClientPlaza solves for Clients	9 The current default solution
Service Provider calls the client Multiple sectors / Multiple areas	www.Respond.com	Service Providers pay whether they get Clients or not Multiple Service Providers call the Client	9 Established successful business
	www.thumbtack.com	Multiple Service Providers call the Client Hundreds of millions invested Out-dated IRL thinking... bolted on to the Web Less favourable for Service Providers than ClientPlaza	9 Tons of resources
	www.HomeAdvisor.com	All contractors who receive the lead pay, but only one will get the job, at most. Contractors dislike that model. Also, SM appears to feed false/fraudulent leads.	6
	www.HomeGiant.com	Same as Service Magic, without the apparent fraud	6
	http://www.needcontractor.com Customer inputs job scope, they send scope and contact info to four contractors, who can call the customer to bid or not	All contractors who receive the lead pay, but only one will get the job, at most. Contractors dislike that model.	3
Service Provider calls the client One sector / Multiple areas	http://www.pcappliancerepair.com	A few additional services now Note: Only charge \$50 / year, for unlimited referrals Note: Ranked #1 in Google results in some markets	5
Service Provider calls the client Multiple sectors / One area	http://www.stjohn.org	Internal referral within their own enormous healthcare company	1
	http://www.exclusivetherapist.com	Defunct	0