



Hire It Done™
with Adam Helfman

Are You Looking For Qualified Leads?

Hire It Done is a proven winner, creating high quality leads from radio and web programs. Can it work for you?

Hire It Done is all about generating leads for your business! A powerful combination of:

- radio advertising and on air interviews of WRIF and Magic 105.1 – 2 of Detroit's most powerful stations ranking in the top 3 in all key age & income groups
- promotional vignettes and features on air, online and podcast
- online articles, email marketing and promotions
- a proven web based referral system that pre-screens leads for you
- combined with the power of third party endorsement from recognized home improvement expert Adam Helfman –
- all working together to create leads for you!

Thousands of consumers every week look to Adam Helfman to help them find the right contractor for their job, to learn the right questions to ask, and how to manage the process from start to finish. This helps you as well – not only do you get pre-screened leads, but also an informed customer who is prepared to move forward with their project.

Advertising alone can't generate the leads you need to grow your business. You need a lead system with credible third party endorsement. Hire It Done with Adam Helfman is unlike any other home improvement network in the country. Each week, Helfman arms consumers with inside information on how to achieve quality results quickly and affordably. Helfman is a recognized expert in his field with certifications from the National Association of the Remodeling Industry and the National Association of Home Builders. Helfman's role as builder on the Emmy-winning episode of Extreme Makeover: Home Edition in 2004, led to his position as consultant to the show's producers, helping to organize and manage the contractors participating on the show.

Helfman, a fourth generation contractor, knows that **your success is built from leads**. And his success is built on your success. If your company provides high quality contractor services to homeowners, then Hire It Done is the place for you!



- Reach homeowners who are upgrading their most valuable asset.
- Reach consumers who are already predisposed to a significant home improvement project- not "do it yourselfers", but people ready to Hire It Done!
- Take advantage of the largest home improvement promotional network in the market.
- Utilize the power of the web: lead generating internet programs, streaming, email, podcasts and webcasts.
- Associate your business with an authentic home improvement expert and seasoned radio personality with a loyal, affluent audience.
- Hire It Done generates over 2,500 leads from homeowners annually, resulting in an estimated \$10,000,000 in sales.
- Contractors using the Hire It Done system are realizing a higher than normal closing ratio on jobs quoted.
- In most cases, contractors report that the program more than pays for its annual investment in the first few months.
- The consumers that we reach are looking for what Hire It Done delivers... reliable contractors who do good work.

Here is what Aaron Nason had to say about Hire It Done:

Adam,

February 1, 2008

Having been a member of a few other "lead generating" services, and never quite receiving the types of leads I had expected, I was skeptical about Hire It Done.

After two weeks of being a member, I had received leads which were exactly what was promised. I have closed on one bathroom renovation and am in negotiations with prospective clients, among others, for an addition and a kitchen and bath remodel. My projected rate of return on monthly investment is well over 400%. In fact, just a week shy of one month of membership, I project a profit equal to my full 6 month commitment.

With its in-depth marketing campaigns, I know this program will be successful for General Contractor's like myself as well as any other construction related service company.

Thanks for everything!

Sincerely,
Aaron Nason
A. Nason Building, LLC

Aaron is not alone- contractor after contractor has experienced the same great success with the Hire It Done lead generation system.

Is it right for you? Complete the "For More Information" area on the Contractors Section of HireItDone.com today and we'll set up a meeting to talk about it. We look forward to working with you!



Every Member of Hire It Done subscribes to this “Code of Ethics”

As a member of the Hire It Done referral network, the work of each contractor reflects on the group as a whole. All members of the Hire It Done referral network agree to follow this Code Of Ethics in their work in this community, and to provide their best efforts to every Hire It Done user.

On behalf of myself and my company, I agree to:

CONDUCT my business affairs with professionalism and skill.

COMPLY with the rules and regulations prescribed by law and government agencies for the health, safety and welfare of the community in the state of Michigan.

PROVIDE the best contracting/home service value possible.

PROVIDE timely response to items covered under warranty.

PROTECT the consumer through the use of high quality materials and business practices backed by integrity and service.

SEEK TO RESOLVE any controversy which I may become involved in through an alternative dispute resolution mechanism.

MEET all of my financial obligations in a responsible manner.

COMPLY with the spirit and letter of my business contracts, and manage all of my employees, subcontractors and suppliers with fairness and honor.

KEEP informed regarding public policies and other essential information, which affect my business interests and those of the home service industry as a whole.

All work will meet the requirements set forth in the “Residential Construction Performance Guidelines for Professional Builders and Remodelers” as printed by the NAHB.

Agreed to by: _____ Date: _____

Company: _____