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Press Release

Project Helpers – A Local Marketing Company Creates Jobs thru Unique Pay for Performance Model

Davison, MI - August 16, 2010: Project Helpers, an operating division of Michigan's largest Andersen Window dealer C&L Ward Bros., today announced that it will be hiring an additional twelve Community Marketers for its Auburn Hills office. The additional field staff will enable Project Helpers to generate nearly 4,000 appointments for its network of local home improvement service providers in Oakland County over the next four months.

"We have seen a trend of people improving their existing homes since many of them have made the decision to remain in the Oakland County area" said Patrick Ward, C&L Ward president. "Project Helpers was launched with a belief that there is a better way to connect homeowners with local, reputable home service providers. Nearly every household has some type of home improvement project they need completed, and the role of our Community Marketer is to determine what that project is and schedule an appointment with a reputable company that can perform the work."

Project Helpers grassroots marketing approach is changing the way local home services companies advertise. Their Community Marketers visit neighborhoods and travel door-to-door to discuss any upcoming home projects that the homeowner would like to have completed. Their project information is captured at the door in a hand-held device and an appointment date and time is scheduled with a home service provider that specializes in that field of work. Project Helpers then immediately notifies the service provider with the project information and scheduled appointment via e-mail. Upon receipt, the service provider then contacts the homeowner to learn more about the project and confirm the scheduled appointment date and time.

To participate in the program, the service company must have all of the necessary license and insurance requirements in place. In addition, they must have been in business for at least 3-years and have previous home

project references available for follow-up. Upon acceptance into the program, the service provider pays an annual membership fee and a pre-determined referral fee for each appointment they receive from Project Helpers.

“Project Helpers benefits all parties involved in our process. The homeowner finds a reputable, licensed and insured company ready to work on their home project. The home service company receives an appointment with a homeowner that needs their specific type of expertise. And finally, the community wins because homes visibly in need of improvement are fixed and the home service companies have sufficient work to bring back unemployed construction trade workers.” says Ward. “To date we have had over sixty home service companies involved in the program and have scheduled over 3,000 appointments with qualified homeowners on their behalf. Our pay for performance model has been very well received since the home service company only pays us when we generate an appointment for their business.”

The Project Helpers program was launched in the Greater Lansing market in May 2009. The program expanded into the Oakland County market in May 2010 with plans for complete Metro Detroit coverage in 2011. Currently, plans are being drafted for a national expansion that would include major markets across the entire United States.

About Project Helpers

Project Helpers is an operating division of Davison, Michigan based C&L Ward Bros. Co. Inc. They focus entirely on generating qualified appointments for companies in the home improvement and services industry. Through its unique Pay-For-Performance model, Project Helpers enables home service businesses to cost-effectively grow their business and market share by only paying for appointments generated by their community marketing efforts. It currently operates in the Lansing and Oakland County markets. For more information contact: Renea Huth, General Manager, at 248-568-0428.

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