

Company Overview



Who is Shortlister®?

We are an online marketplace focused on efficiently pairing bidders and solicitors of construction-related projects

- Founded in 2008 by architects and construction industry professionals
 - Privately held, headquartered in Elmhurst, Illinois (a registered limited liability company)
 - A member of the Better Business Bureau®
- Shortlister® was founded to address the needs of service professionals and individuals with home improvement projects
 - Competing bid service sites are costly and often times resell unattractive leads
 - No competing website provides a single solution, offering its users the ability to post, bid, write and review testimonials on service professionals, administer the entire job from a central account manager and search job costing information
- Shortlister's business model is predicated on member growth – as more members join the entire Shortlister® marketplace benefits



Key Facts on Shortlister®

Strong growth and business momentum

- Service launched November 22, 2008
 - Launched improved service offering February 5, 2010
- Membership growing daily
 - Over 625 registered service professionals
 - Over 250 registered users with jobs available for bid
 - Nationwide user participation – number of new members signing up per day has nearly tripled since the service launched
- Over 3,000 page views per day
- Over 6,000 unique visitors each month
- More than 50 member interactions per month
- Posted jobs include private sector and public sector opportunities
 - New job opportunities posted daily
 - Several successfully matched service professionals with job opportunities
 - Posted job opportunities primarily range from \$10,000 - \$200,000 in estimated value



Services Offered Through Shortlister®

Shortlister® is designed by industry professionals in order to best serve its members

- Post home improvement and construction-related projects
 - Project owners receive a “Shortlist” of all service professionals that bid on opportunity empowering job owners to contact the service professional they choose
- Bid on available job opportunities posted by Shortlister® members
- Manage all bid-related aspects through dynamic account manager
 - Send and respond to requests for information
 - Automatic notification and email alerts
- Search job-costing information
- Service professional reviews
 - Write and rate service professionals that you have worked with
 - Post your company’s profile for members to review
- Targeted advertising on our captive site
- User forum to interact with other Shortlister® members



The Shortlister® Community

Shortlister® serves three types of users and provides a highly attractive value proposition to each type of user

Bidders

Service professionals seeking construction-related work

- General contractors
- Sub-contractors
- Tradesmen / handymen
- Architects
- Engineers
- Service professionals

Value Proposition

- Attractive job opportunities
- Expand your brand name and reputation by increasing your market opportunities
- Easy to use website accessible anywhere, anytime
- Automated email alerts on available jobs
- Comprehensive account manager
- Free advertising by posting professional profile

Solicitors

Project owners looking for service professionals

- Individuals (homeowners, renters)
- Organizations (facility managers, building owner)
- Architects
- General contractors

Value Proposition

- Access to a ready-made market of service professionals
- Easy to use website accessible anywhere, anytime
- Increase bid efficiency
- Save time with easy to use account manager to track bids and information requests
- Leverage Shortlister® as a trusted intermediary
- Access to service professional reviews

Open to All Members

Individuals or organizations researching job-costing information

- Individuals (homeowners, renters)
- Organizations
- General contractors
- Sub-contractors
- Tradesmen / handymen
- Architects
- Engineers

Value Proposition

- All job-costing data provided by Shortlister® users so data is current and market-specific
- Easy and flexible search parameters
- Large variety of project and product types to search



The “Shortlist” Process

While every user will interact through Shortlister® in a unique way, the Shortlist process can be broken down in six steps

1

User signs up

- ✓ Bid on projects
- ✓ Post projects
- ✓ Search construction prices
- Multiple ways to participate
- Easy four-step sign up process
- Flexible user permissioning

3

Service professionals review project

- Notified via email
- Flexible search capabilities allow professionals to find desired jobs
- Job opportunities presented in an easy to use online profile – download drawings as desired
- Account manager keeps track of available jobs so you don't have to

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Job owner receives Shortlist

- Each bid is presented to the job owner in summary format
- Job owner reviews bids and contacts service professionals as desired
- Shortlister® does not determine winning party and does not disclose bid information to anyone but the job owner

2

User posts a project

- Five-step easy process
- Upload available drawings or RFP
- Bidders that match job criteria are automatically notified via email
- Leverage your account manager to track progress of your bid solicitation

4

Service professionals bid on project

- Provide bid direct through Shortlister®
- Complete pricing survey regarding submitted bid
- Submit and respond to requests for information
- Provide attachments with submitted bid

6

Shortlister® members search job costing information

- Shortlister's database aggregates bid information from pricing surveys – no individual bid information is shared
- Members search price information
- The entire marketplace benefits as more members participate



Advertise on Shortlister®

Shortlister® provides a very targeted, captive audience in order for you to increase your business brand image

- Only \$1.00 per day
- Design your customized advertisement in less than two minutes and upload personal logo with corresponding text
- Customize who views your advertisement based on state or zip code parameters
 - Drive desired impressions
- Manage and track “clicks” through your account manager
- All advertisements reviewed by Shortlister® before being rotated



Shortlister[®] is Here to Serve You

Shortlister[®] is 100% committed to serving its members and providing the highest level of service support

- We hope that you have found this Company overview helpful and are a member of our marketplace
- For more information please visit us at www.shortlister.net
 - Contact us at 1-800-874-2214 or at info@shortlister.net
- Follow us on Facebook and Twitter
- Review our Better Business Bureau[®] report at:
<https://www.bbb.org/online/consumer/cks.aspx?id=109041610502>
- Make sure to check our website often as we are continually updating functionality in order to better serve you

