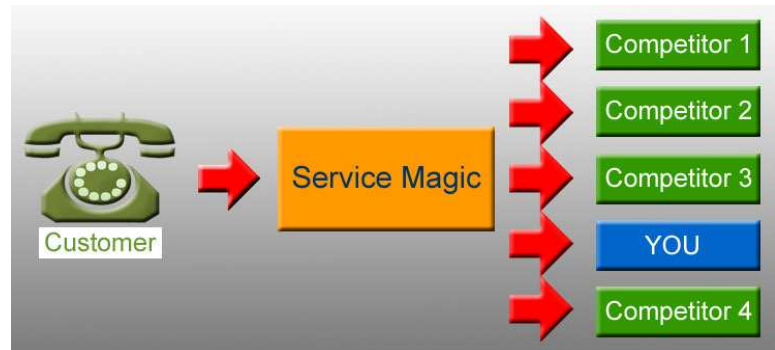


Service Magic vs. Prospect Genius

**“Service Magic makes you play by THEIR rules,
but Prospect Genius plays by YOUR rules.”**

Prospect Genius and Service Magic have some similar goals because both programs aim to send more customers to your business. But there are some key differences that you should be aware of.

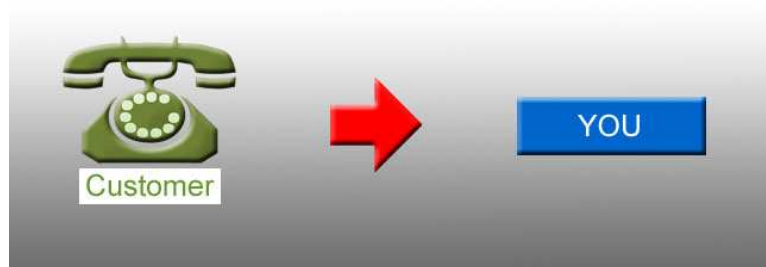
This graphic shows the Service Magic model. It forces local businesses to compete with each other for each lead, which is good for the customer, but bad for the businesses. It can also frustrate customers when they get calls from several vendors about the same project.



Key Points:

- You pay for every lead sent, regardless of quality.
- Customer leads are sent to you **and** several competitors.
- You only have a 1 in 5 chance to close each lead.
- If you reach your spending budget for the month, the calls stop.
- You have to follow the Service Magic's rules and policies.
- If your Service Magic profile is your only web presence, you'll have to pay for leads from people looking specifically for you...leads that you would have gotten anyway.
- You have to constantly monitor each lead to be sure you aren't paying for poor leads.

This is the Prospect Genius model. We simply connect customers directly to you without getting in the way. We do NOT charge per call, and we do NOT lock you into a contract. Because your Prospect Genius web presence is a real website, customers will be more likely to call you.



Key Points:

- Customer leads are sent to you, and **ONLY** you.
- There is no middle-man to get in the way. Conduct business on **YOUR** terms.
- We work for you. You don't have to follow any rules because you are in control.
- There is no contract. Stay with us only as long as you see value.
- No charge per call. Just a flat rate per month.