

Client Relations Distributions DBA Quote Countertops

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QUOTE COUNTERTOPS

Product/Service Overview: Our first to market technology lets a consumer shop and design their Dream Kitchen or Bathroom in minutes. We have revolutionized the remodeling industry by allowing the consumer to design and shop simultaneously. We brought lead capture, E-commerce, and design into one program that gives a perceived quality to our customers and allows for a stickier end consumer. Our system also comes with a complete CRM system that is formatted for remodelers and allows us to give our customers the tools to be more efficient and win more jobs. Since we are first to market, our partnerships with the major manufacturers create a barrier of entry for all new competitors. Our customers use our revolutionary technology to drive more business online and streamline the sales process in their showrooms and in the customer's home.

Market Opportunity: The In-Home Service industry is over \$400 billion dollars. Quote Countertops is the only consumer facing sales and marketing tool that allow customers to visually shop online for installed services. Currently the kitchen and bath market is the fastest growing in home services segment of this market. Through our relationship with Angie's List/Home Advisor we know that there is over 160,000 companies that can benefit from our software. With 81% of consumers starting their buying journey online the need for an online solution is more important now than ever. When you add the total number of consumers shopping each year, the kitchen and bath market is the fastest growing in home services segment of this \$400 Billion dollar market. We currently have over 500 customers. With our new market strategy, we intend to leverage our manufacturer network like Moen, Kohler, MSI, ReBath, Bertch, Cosentino, ASG, Avaire. and many more to use their sales teams to attract new customers by driving new business through custom versions of our visual quoting tools with all of their products effectively increasing conversions for their entire network online, retail stores and in home with customers. We also intend to continue to win new customers through tradeshows as well as our traditional advertising.

Management Team: Alan Lerner (CEO & Founder) – Owned a \$50 million dollar per year Real Estate Company, Nikos Papadopoulos (Partner) – Owner of largest stocking stone fabrication company in the United States (Current revenue about \$60 million dollars yearly), Frank Sciarrino – 20 years experience in the Remodeling Industry (VP and Managing Partner), James Freeman – (Strategic Growth manager) 13 Years in Fabrication industry, Jeff Frost 15 years Sales and Management Experience (VP of Sales)