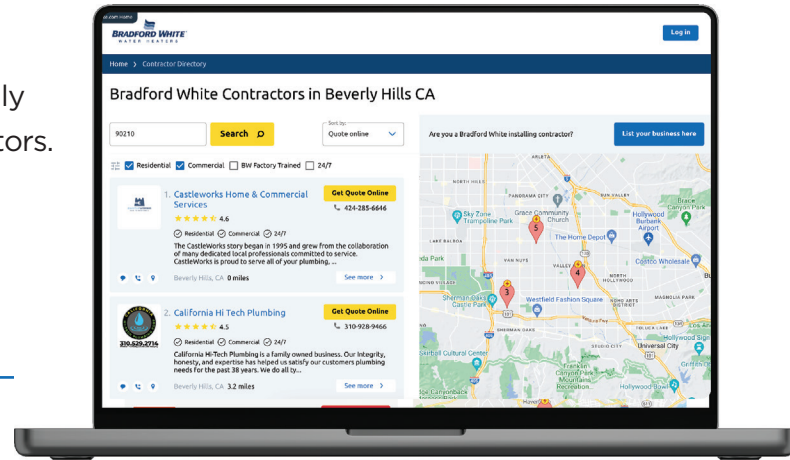


BRADFORD WHITE CONTRACTOR FINDER ADVANCED PROFILES

What You Need to Know:

The **Bradford White Contractor Directory** can rapidly increase sales for preferred Bradford White contractors. By adding their listing on bradfordwhite.com, contractors can get instantly connected to potential customers who are actively looking for help.



Key Selling Points:

1. Contractors can easily sign up and create highly personalized profiles to attract new customers and increase sales.
2. Your business profile includes company information, certifications, job photos, and reviews.
3. Contractor Directory is consistently promoted through Bradford White's homeowner-targeted digital ads, which increase online traffic to the contractor profiles.
4. **ServiceWhale's Customer Lead Capture Tools**, including the instant quote feature, compiles customer information and generates high quality, detailed leads sent directly to the contractor.

Advanced Profile Pricing:

Advanced Contractor Finder Profiles are priced at fixed rate (see table below). With this pricing, every contractor will be given a static rate that will not change for the duration of their agreement term (month, quarter, semi-annual or annual).

*As of July 28th 2021, the new pricing model for Advanced Contractor Finder Profiles will be a fixed model. Our previous "Pay Per Lead" (PPL) Model has been discontinued for Advanced Contractor Finder Profiles.

Benefits of Fixed Pricing:

- ✓ Pricing structure is easy to understand
- ✓ Fixed rate = No more sharp fluctuations in charges
- ✓ Consistent Billing Schedule
- ✓ Contractors can easily Budget
- ✓ Contractors can lock in extended terms for a discount

To find out your rate contact support@servicewhale.com

To list your business visit contractorfinder.bradfordwhite.com/listbus