



Done Right!™

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MEDIA CONTACTS:

Tom Lamb, Done Right!
Office Phone: 800-496-6005
Media@DoneRight.com

New Company Makes Sure San Diego's Home Maintenance and Improvements are "Done Right!™"

Free directory helps homeowners by pre-screening service providers in 70+ home care categories and backs their work with the Done Right Guarantee™

Company debuts in style with \$10,000 home makeover sweepstakes

San Diego – September 5, 2005 – This Labor Day, a new company has arrived in town to help homeowners in the San Diego metro area more easily find honest, hard working, skilled and reliable home care service providers.

The Done Right Directory of Guaranteed Home Care Professionals™ offers concise, standardized information on service providers with expertise in 70+ home care and home improvement trades. All of the Done Right!™ service pros have been pre-screened and, as the company motto puts it, "relentlessly reviewed." The 100-page guide will be distributed to nearly every homeowner in the San Diego metro area during the week starting September 11th.

From plumbers to roofers, from painters to landscapers, from chimney sweeps to general contractors, every home care professional in the Done Right Directory has been scrupulously researched, including the status of their licenses, insurance coverage, history of complaints with the State of California and the Better Business Bureau. Directories claiming to check home care service providers with similar scrutiny charge homeowners \$50 or more per year, but the Done Right Directory is free to consumers.

Done Right's quality screening process doesn't end with a thorough background check. Service providers who survive the pre-screening and muster glowing recommendations from picky, demanding "super consumers," such as Realtors®, home inspectors and civil engineers, are backed with the Done Right Guarantee™. And Done Right! reveres feedback from consumers.

"Getting into the Done Right Directory is hard," says Done Right!'s CEO Paul Ryan, "and, as we like to say, staying in is even harder."

"One valid customer complaint where the service provider doesn't move swiftly to make things right results in delisting. Period," explains Ryan. "We aren't interested in reviews from the plumber's mother, best friend or worst enemy; we're interested in how the service provider deals with customer problems day-in and day-out. That's what we mean by 'relentlessly reviewed,'" Ryan says.

A Technical Twist Enforces High Standards

The service providers who pass Done Right!'s rigorous admission standards are assigned toll free 800 numbers that forward to their regular business telephone lines. Done Right! markets these toll free numbers in various media including the free print directory (issued twice a year), on the Web at www.doneright.com, as search results in Google and Yahoo and as part of the United States Postal Service Welcome Kit. "The 800 number is what reminds our approved service providers that being in the Done Right Directory is a privilege," explains Done Right!'s marketing vice president Will Gardenswartz. "If a 'good apple' service provider suddenly turns bad we can instantly use the 800 number to explain to customers that the offending service provider is no longer approved and we can then forward their calls to a service provider who is known to be in good standing."

"The best home care service providers actually relish an environment where quality is enforced," Gardenswartz explains, "because unlike most directories, they're not competing with low quality service providers who can still buy big, splashy ads." All the listings in the Done Right Directory follow a standard format explaining how long a given company has been in business, what part of San Diego it serves and what the company is "best at." "This makes it simple to scan our listings and determine which service providers are best for the jobs you need "Done Right,'" explains Gardenswartz. Done Right! limits the number of service providers in each category to 10.

\$10,000 Home Makeover Sweepstakes

To launch the Done Right Directory in style, the company is offering a \$10,000 Home Makeover Sweepstakes. Next spring, one lucky San Diego area resident will win a \$10,000 credit to be used with any qualified Done Right! service provider(s) to repair and/or improve their home. For complete sweepstakes details and to request a copy of the Done Right Directory, visit www.DoneRight.com.

About Done Right

The Done Right Directory of Guaranteed Home Care Professionals™ helps residents of the San Diego metro area find the best trades people in more than 70 categories related to home care and home improvement. Done Right!™ pre-screens and "relentlessly reviews" all home care professionals and guarantees the work of those who are endorsed by "super customers" such as Realtors®, civil engineers and home inspectors. The Done Right Directory is free to consumers and is available in print and online at www.DoneRight.com.