

**Help Wanted:** Most every homeowner in San Diego can expect to find help in their mailboxes in the next few weeks.

Well, not quite help, but a 100-page guide of local roofers, painters, landscapers, chimney sweeps, general contractors and other service providers.

The “Done Right” directory offers information on professionals of more than 70 home care and home improvement trades.

Every professional has been “relentlessly reviewed,” including the status of their licenses, insurance coverage, history of complaints with the state of California and the Better Business Bureau, according to Done Right, which is based in Pasadena.

Done Right said one valid customer complaint is enough to delist service providers.

“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,” said Done Right’s chief executive officer, Paul Ryan. “That’s what we mean by ‘relentlessly reviewed,’ ” Ryan said.

Done Right charges service providers to be listed in the directory according to a pay-per-call model, said Rebecca Mikkelsen, a spokeswoman for the company.

The company promises service providers a set number of leads in the form of valid phone calls over the course of a year, he said.

The price of the annual contract depends upon the nature of the service provider’s category and the number of calls the service provider requests, ranges from \$1,000 to \$10,000, which works out to \$10 to \$100 per lead.

For more information, go to [www.DoneRight.com](http://www.DoneRight.com).