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HomeZada is providing Homeowners with an Online Home Organization Tool that Allows them to Track Assets, Maintenance and Home Improvement Projects in One Central Location – in the Cloud and Live the Full Life Cycle of Their Home

Technology
Home Management

HomeZada
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Elizabeth Dodson
Co-Founder

About HomeZada:
The vision for us at HomeZada is to provide the homeowner a valuable tool to manage their home and the assets and possessions in it. We believe that a home is still one of your most valuable assets in your life, and that our system can help people maintain and improve the value of this asset.

Interview conducted by:
Lynn Fosse, Senior Editor

CEOCFO: Ms. Dodson, what is HomeZada?
Ms. Dodson: HomeZada is an online home organization tool that allows home owners to track home inventory, home maintenance and home improvement projects in one central location that is in the cloud where most people have tracked this information outside in Excel spreadsheets or in paper based documentation. They can now track it inside one complete application that allows them to live the full life cycle of their home.

CEOCFO: Have people been looking for that type of application or is it something they will be happy to know when they find it?
Ms. Dodson: I think it is a little bit of both. I think some people have been looking for an application like this, including myself. It is one of the reasons the company was created, there was not one central tool to track all this information. Other people are going to see this as an application and realize that they may not be as organized about their home and could get better organized by leveraging an application like HomeZada.

CEOCFO: How does it work?
Ms. Dodson: One of the things is a user would log into the system, enter his or her property address and calculate the number of rooms and bathrooms in their house. Once they have that information loaded in the system, then the system preconfigures what they have in their home. For instance, a three-bath, four-bedroom house that may have a family room and those rooms are predicted in the system and then the homeowner can enter the information about their home,

meaning the inventory, within those pre-populated areas. Information that they can enter is anything from a photograph to a receipt, a scanned copy or some sort of a certificate of authenticity for a valuable item. There they can decide what maintenance they want to track and decide whom they want to assign it to within the members. They can do that within the system and alerts will go out to the individual family members to alert them on the activity they need to get done and what period of time. Additionally, that information will actually prepopulate on the newsfeed inside HomeZada that allows them to find what their activities are for that week or that day or that month. From there you can actually track your home improvement project. One of the things we recognized was many people want to perform home improvement projects but they do not really understand what it takes to put a home improvement project together. If you have a kitchen remodel, which is a significant home improvement project, the cost to do something like that is expensive. From choosing countertops to appliances, sinks, faucets, grout, flooring, cabinetry, most people get overwhelmed by this amount of selection. HomeZada prepopulates the information you need to choose and it allows you to shop online and track the information you need per item. You can collaborate with the other family members, a friend, you can collaborate with them to understand what you think is the best solution for you and manage the finances of that project along the way rather than after the project is complete and many people are over budget at that point.

CEOCFO: How long has the service been available?

Ms. Dodson: It has been available since the end of January of 2012.

CEOCFO: Who is your typical user these days?

Ms. Dodson: It varies, so it is those individuals who are looking to document and maintain an inventory in the cloud, so that they can actually track information about their home and avoid any type of challenge or disaster. We have seen many forest fires recently, storms, hurricanes, tornadoes. People want to be prepared for that type of activity. It is also for people who are looking to perform DIY projects. They have their own internal DIY projects and they want to track some of their projects but they do not have a tool to do that or if they do they are using something like Excel and it just is not as comprehensive or as visual as what we can offer them. Finally, it is for people that just want to be organized about their house and who really understand that maintaining a home actually can help save on your finances. The reason for this is because if you maintain it then you may actually avoid some of the unexpected costs that could come from a significant breakage of an item and I mean something like a hot water heater or an air conditioning unit. If they do not service them regularly, the cost to replace those is very expensive.

CEOCFO: Is there a particular demographic you are reaching?

Ms. Dodson: There is a variety of people that we are reaching, some of the demographics that are taking an immediate use of HomeZada sooner than others are some homebuyers who want to do their own projects like DIYers and homeowners who want to manage everything right away. The other group would be that family or individual that has lived in the home for about three to five years and needs to be organized because they realize that the financial implication of their budgets in today's economy had been impacted, so they want to manage that their annual maintenance and home improvement budgets

CEOCFO: How do you reach potential customers?

Ms. Dodson: We reach them through online email targeting campaigns. We reach them through advertising online. We also do have relationships with DYI bloggers who are reviewing the product and actually leveraging the product for themselves and introducing their followers to that product. We are also forming relationships on the business-to-business side, which enables us to introduce our solutions to clients through the businesses servicing homeowners. Our recently launched solution, HomeZada Professional allows companies servicing homeowners to brand inside HomeZada while providing a valuable tool to their clients. .

CEOCFO: What is your revenue model?

Ms. Dodson: The revenue model today is consumers subscribing to the premium version of HomeZada and professionals purchasing HomeZada Professional for their clients.

CEOCFO: Security is still a question and cloud is still a question for many people; why is it safe?

Ms. Dodson: We leverage the same banking security that the banks actually leverage. We understand that in order to get consumers to put their information up in the cloud, they have to feel comfortable with the cloud. The cloud has been around for many years, it is just now making its more visible traction out in the markets and HomeZada is in a safe environment by leveraging the right tools and the right organization. We leverage organizations like Amazon who has an extremely extensive security system and we also leverage other tools and programs to make sure that users understand that their data is completely secure.

CEOCFO: You mentioned the premiere version. When someone is using the product is it complete or are there other bells and whistles they could add?

Ms. Dodson: The premium version is soup to nuts, the entire package. In addition to the actual online application, consumers who own an android

phone or an iPhone or iPad can actually use this application. As we continue to grow our company and our roadmap continues to develop, there will be more activity and more opportunity for consumers to engage and build better community functionality.

CEOCFO: What was the most difficult piece of the technology to put together?

Ms. Dodson: I think the biggest challenge we faced was making sure that our product is fairly easy to use and building the predictive areas of the product. That means predicting how a home looks if you have four bedrooms and three baths, predicting and defining all of the projects, making it

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> **- Elizabeth Dodson**

easier and adding 150 maintenance activities that are generic maintenance activities which people can pick and choose rather than leaving the entire application completely blank. That was the hardest thing we had to do because we had to predict what we believed the majority of homes have, knowing that there is a great deal of individualism within a person's home. We believed it was the most important functionality component of HomeZada because we had to make it easy for clients to engage with the application.

CEOCFO: Is this unique as a complete package?

Ms. Dodson: There are many applications out there that track a component of what we do. There are very

few that actually track the complete life cycle and we are not aware that there has been anything out there that has been done like this before. However, we are excited for this opportunity and we believe that by having a full view of your home from nuts to bolts, from beginning to end, means you can actually engage with and understand your home better.

CEOCFO: How do you overcome the reluctance for someone to get started?

Ms. Dodson: The most valuable component we offer in HomeZada is the predictability of some of the areas to help people get over that hurdle. We also try to recommend to our clients is take baby steps and baby steps can be anything from just add pictures to the system or chosing the most important or valuable things in a home to record and document or working one room at a time. It is very easy to take photos and upload them into HomeZada or a user can take photos with their phones. With lever-aging the phone applications especially using the smart phones with the cameras in a room, it is also easy to do, so we also make that suggestion to some of our clients if they are feeling overwhelmed. We tell them to take one room at a time and use your iPhone or android phone.

CEOCFO: How is business so far?

Ms. Dodson: Business is great. We have thousands of users on the system so it is getting very exciting and at the same time, we just recently launched HomeZada Professional, which is a customer loyalty-branding tool specifically for organizations that service the Homeowner community and want to give their clients an intelligent valuable gift. If it is a real estate agent, they can give a client a gift of a bottle of wine or maybe a plant, which really does not have any branding on it. Professionals can choose to give a copy of HomeZada, which has branding built inside the system and allows the clients the full use of HomeZAda from tracking projects and inventory and assigning maintenance activities.

CEOCFO: Why should the business and investment community pay attention to HomeZada?

Ms. Dodson: HomeZada is trying to help homeowners become better aware of their homes from what they actually have, to how to maintain it, and how to prepare their homes for their lifestyle, which incorporate a financial implication. The homeowner community and the real estate community have the ability to better understand the home and better track the value of homes. Today we look at our properties from the outside, from the community, from the yard, from the space, but we do not look at the details of the maintenance and value inside of the home. With our product HomeZada, homeowners can actually gain a better understanding of their homes and real estate around them.

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