



380 INTERSTATE NORTH PARKWAY
SUITE 150
ATLANTA, GA 30339

Installation Made Easy (“IME”) develops and coordinates home improvement programs on behalf of retailers and manufacturers. These programs include the sale and/or installation of home improvement products and services.

IME Overview

IME develops customized programs that allow retailers to offer home improvement products and services to their customers on a nationwide basis, with minimal investment or operational responsibility.

These programs operate through a software platform developed by IME that assists the contractor in managing a project from start to finish, while allowing the retailer to track activity and performance in real time. IME supports these programs with a dedicated Call Center, Customer Solutions Department, Compliance Department, Field Operations and Software Development Team.

The home improvement projects are fulfilled through a nationwide network of independent certified contractors who, depending on the program, provide marketing, sales, product procurement and/or installation services using IME’s platform to ensure a consistent process that delivers real value and high levels of customer satisfaction. IME delivers this consistency through a series of automated customer touches and alerts to both the contractors and IME’s Call Center and Customer Solutions Department to ensure that projects are progressing smoothly and on time. In addition, customers can review estimates, make payments and track their projects on their customer portal.

IME has developed programs that are customized to retailers’ and manufacturers’ needs, including the following:

- SFI Programs where the contractor is responsible for **S**elling, **F**urnishing and **I**nstalling the product or service;
- F&I Programs where IME is responsible for product ordering and delivery and coordinating the installation by a network of independent contractors;
- Integrated Programs where IME is responsible for coordinating product ordering and delivery through the retailer and coordinating the installation by a network of independent contractors;
- Installation Programs where IME is responsible for coordinating the installation by a network of independent contractors.

In addition, IME offers e-commerce solutions that provide online quotes for home improvement projects PRIOR to an in-home consultation. These quotes are based on material and labor prices that are set by zip code to accommodate for local differences in material and/or labor costs.

Most significantly, the flexibility of the platform allows IME to provide the contractor with a comprehensive job management system that can handle virtually every aspect of a home improvement project, integrate with a contractor’s existing job management system via standardized APIs, or do anything in between. It is this flexibility that makes the IME platform so attractive to retailers and manufacturers seeking to build national home improvement programs with varied products and services, where the goal is to offer a consistent process and experience for the retailer, manufacturer and customer.



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Key Aspects of IME's Software Platform

IME's unique platform manages every aspect of a home improvement project, including:

- Lead Capture
 - Leads can be captured digitally (via Smartphone, computer, or tablet) or by phone through the IME Call Center
- Appointment Scheduling and Confirmation
 - Leads are automatically assigned to contractors based on trade, store assignment and coverage area (subject to real time validation of insurance, licenses and background checks)
 - Contractors have a specified amount of time to accept the lead or it's assigned to another qualified contractor
 - Customer and contractor receive confirmation emails once the appointment is scheduled
- Job Estimation
 - IME's software allows the contractor to generate an estimate in the home, during the initial appointment, by entering key measurements and specifications
 - Depending on the program, material and labor pricing can be entered in the system in advance, so every customer gets the same price for the same work (in each market)
 - IME's software has tremendous flexibility that allows IME to work with the retailer, manufacturer and contractors to establish and enforce rules with respect to what is offered, what the requirements are, how it should be installed, etc., which substantially reduces the likelihood of service issues
 - IME has also developed software that allows the customer to generate a quote online, without requiring an in-home consultation. The process allows for contractor verification prior to the product being ordered (and, depending on the product, allows for price adjustment based on conditions identified during the site visit).
- Material Order Processing
 - IME's software can accommodate for ordering product from multiple vendors on a single project
 - If the customer agrees to move forward with a project after receiving a quote, the software generates a purchase order (which can be sent electronically, by dashboard or manually to the manufacturer, distributor and/or contractor, as applicable)
- Logistics and Delivery
 - IME has established relationships with third-party logistics companies to provide for delivery to the home, as needed (with tracking integrated into IME's system so that the contractor can track the progress of the delivery)
- Installation Scheduling and Confirmation
 - IME's Dashboard allows the contractor to track the progress of the order so that they can schedule the installation as soon as the materials are available
 - Once the install is scheduled, the customer receives an automated confirmation email
- Payment Processing and Financing
 - IME integrates with retailers and contractors to coordinate payment processing, both from the customer and to the contractor, online or via its Call Center
 - IME integrates with various finance companies to offer the customer the ability to apply online and take advantage of the retailer's finance program

In addition, IME provides:

- Key touches to customers, contractors, retailers and manufacturers throughout the process, via automated emails, calls and/or texts;
- Affiliate Dashboard, which allows the contractor to track every project, by status and alerts the contractor when specified actions are due or overdue;
- Real time reporting for contractors, retailers and manufacturers for tracking performance and service; and



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- Call Center support, including:
 - Exception management (i.e., verifying customer contact information where necessary, resolving conflicts with appointment requests, etc.); and
 - Job process oversight, via alerts at key status points so that IME can follow up with the customer and/or contractor to ensure that projects are completed timely to the customer's satisfaction.
- Customer Solutions support, including:
 - Software that allows IME, contractors, retailers and manufacturers to track and manage service claims.
 - Dedicated team to work with retailers, manufacturers and contractors to coordinate issue resolution.

Technology Stack

The IME platform is comprised of three (3) systems: Management Information Center (MIC); Job Estimating Tool (JET); and My Projects. These systems use SQL Server as their main transactional database. All three systems are multi-tenant, run on Windows virtual machines, and are hosted in the United States. MIC and JET are custom developed applications built in ASP and C#.NET MVC. These systems are the primary platforms used by internal users, the Call Center, retailers, manufacturers, and Affiliates/Contractors. MIC also serves as an entry point to reporting, which is built using SQL Server Reporting Services. The main platform for customers is My Projects, which is built using custom web components and a content management system.

Management Team

IME is headquartered in Atlanta, Georgia, with an Operations Center in Rutland, Vermont. The Senior Management Team at IME has been developing innovative solutions in the home improvement sector on behalf of the nation's largest retailers for over 20 years.

Robert Sheft, IME's CEO, teamed with Roark Capital to acquire IME (formerly known as HSS) in August 2012. Roark Capital Group is an Atlanta-based private equity firm with more than \$6 billion of equity capital under management and over \$20.0 billion in system-wide revenues among its portfolio companies. Prior to acquiring IME, Sheft founded and served as Chairman and CEO of RMA Home Services, which developed and operated the installed siding and window business for Home Depot on a nationwide basis. RMA was sold to Home Depot in 2003 and continues to serve as Home Depot's platform for installed sales.