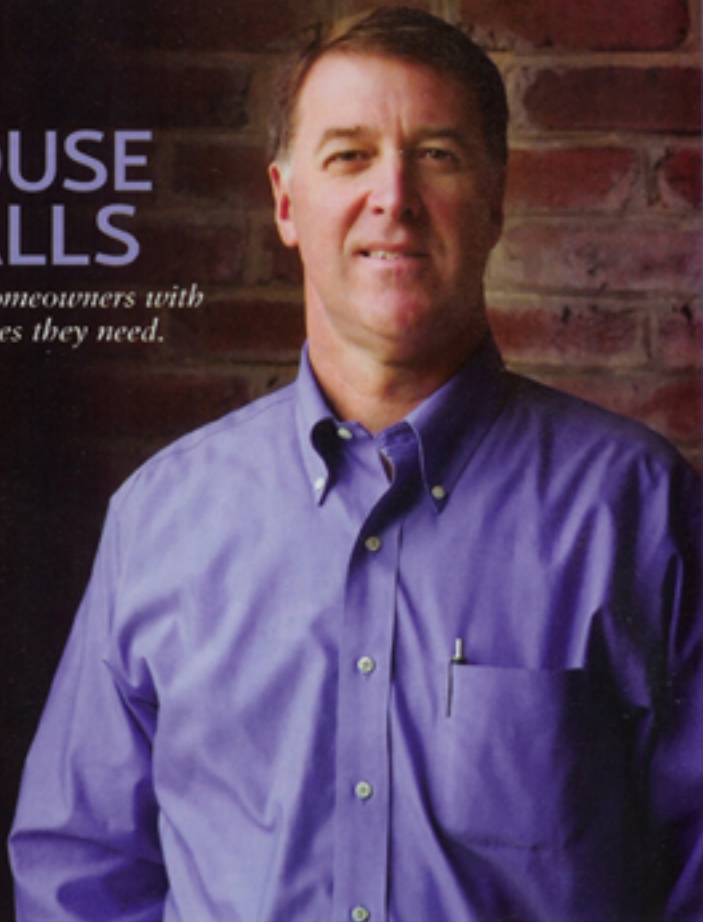


HOUSE CALLS

*Matching homeowners with
the services they need.*



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MEET THE PRO >> "We're Angie's List on steroids," says Jim Bextermueller of his business, HomeServicesLink (HSL). The 24-year P&G vet saw a need for homeowners to have a local go-to source for everything from plumbers to electricians to magicians and catering. HSL now serves more than 6,000 area homeowners. "Clients can call us 24 hours a day, 365 days a year and speak to a live person every time."

SKILL SET >> At P&G Bextermueller managed plants all over the world. "As the new person in town, it was always a challenge to find good quality help," he says. He attributes the success of HomeServicesLink to the customer service experience he acquired while at P&G:

"We give our clients the gifts of time and security. They do not waste time looking through the phone book."

ABOVE AND BEYOND >> HSL matches clients to pre-screened service providers for any home need and verifies the providers' insurance, guarantees they contact clients within 24 hours, and follows up with the homeowner when the job is done. "If you need a painter, we have three painters call to give you bids," says Bextermueller. "Initially we were only in the home repair business, but a clients need entertainment for a bat mitzvah, so we found her a magician."

PERSONAL BEST >> When a new Proctorite relocated to Cincinnati from Boston, she needed her new home cleaned, the carpets shampooed, the locks changed, and a new security system installed. "She was closing on Friday and moving in on Monday," recalls Bextermueller. "We cleaned the house Friday night, the carpets on Saturday, and Monday morning the locks were changed and a security system guy was there to meet her." Talk about full service. • ALYSSA BRANDT