



Unlocking Growth

A Neighborly® Webinar Series

November 2025

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Introducing Our Franchise Owners

- **Ben Beridon, MDG of Charlotte**

Using Rilla for training, onboarding, and creating a winning sales culture

- **Scott Hobbs, MRR of NW Florida**

Leveraging Rilla in 1:1 meetings to coach his team for success

- **Nathanael Toms, MRE of SW Missouri**

Leveraging Rilla on follow-ups to unsold tickets to increase sales

Sales Excellence



- **Leveraging Rilla to unlock and accelerate efforts across all pillars of Sales Excellence**
 - Train SPs on when and how to mention financing/flexible payment plans
 - Inform CSRs/SPs on how to follow up on unsold estimates based on conversational feedback
 - Identify objections and best ways to respond

- **Rilla uses AI** to record, transcribe, and analyze conversations between Service Professionals and customers
- **This allows managers** to coach their teams by providing insights into performance metrics including:
 - Adherence to sales scripts
 - Soft sales skills – building rapport, handling objections, etc
 - Subconscious behaviors like talk-to-listen ratios & words spoken per minute
 - Customer sentiment & behavior
- **Rilla helps businesses** improve their close rates & increase job averages

Get started
Today!

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By the numbers...

2,290+

Total Recording Licenses

468+

Total Owners using Rilla
across Neighborly

383,904

Total Conversations
recorded on Rilla
year-to-date

+9ppts

Average tickets have
grown 9ppts higher for
Rilla owners vs their peers

+4ppts

On average, close rates
have outpaced the
brand average for
owners on Rilla by 4ppts

65.7%

Average Script
Compliance for Service
Professionals

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Rilla Key Points

NBLY x Rilla Contract

- New customers get a 90-day trial, then continues at \$90/mo per recording license with a 12mo agreement
- New SureStart customers start with 12mo free. Continues at \$90/mo per recording license with a 12mo agreement

Rilla Add-ons

- **Rick+ (Big Rick)**
 - Available to all on Freemium model, ~12 questions per week free
 - Unlimited access for \$100 per month
- **LIVE**
 - Available to all SPs – chat with Rick
 - \$50 per month per license for access for managers to engage live with SPs

How it's being used

- Training & Onboarding to help create a winning sales culture
- Leverage Rilla in 1:1 meetings to coach your team to success
- CSR use-case: how to engage Rilla to close open jobs and inform follow-ups

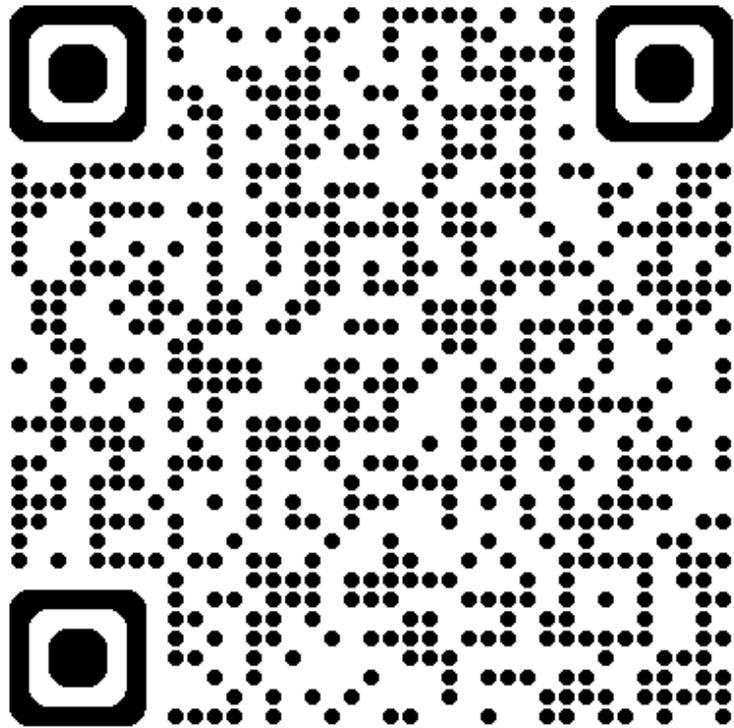
Contact neighborly@rilla.com,
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any specific questions

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Unlocking Growth Webinar Recordings and Resources



Survey



Upcoming Unlocking Growth Webinars

November 18/20

**Customer Financing
Best Practices**



December 2/4

**Broadly CRM
& Social Media
Best Practices**



December 9/11

**Weekend Work
Opportunities**



December 16/18

**TradeEngage/
Capturing
Adjacencies**



Thank You