



Unlocking Growth

A Neighborly® Webinar Series

March 2026

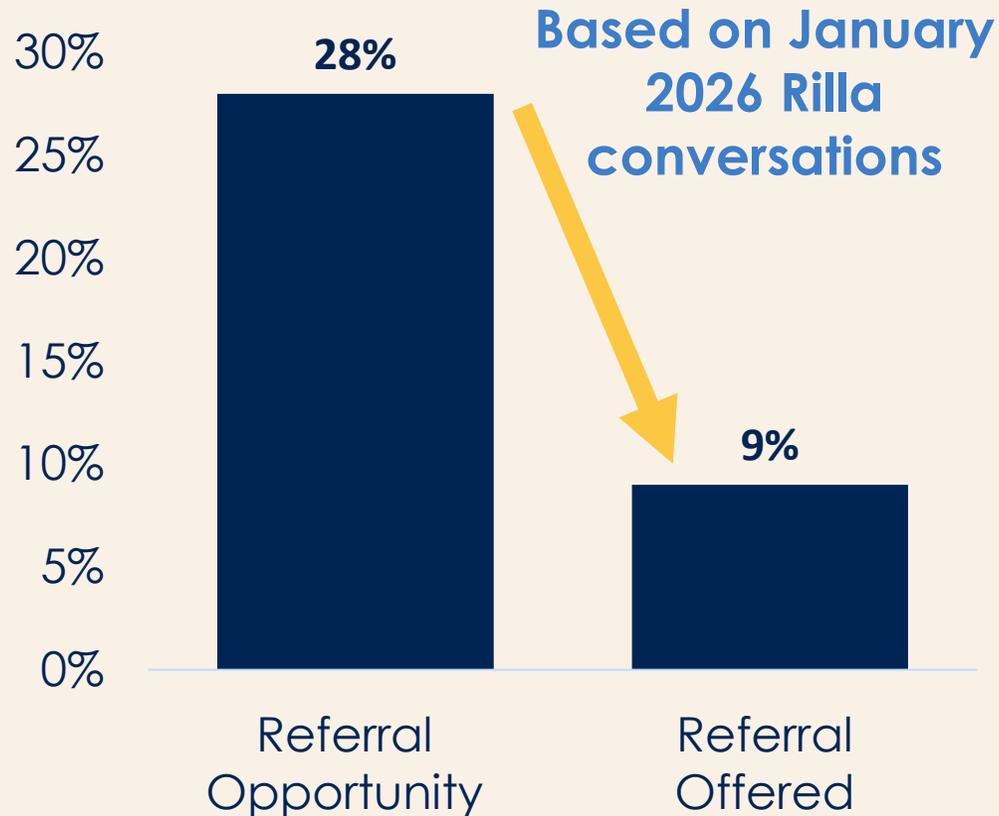
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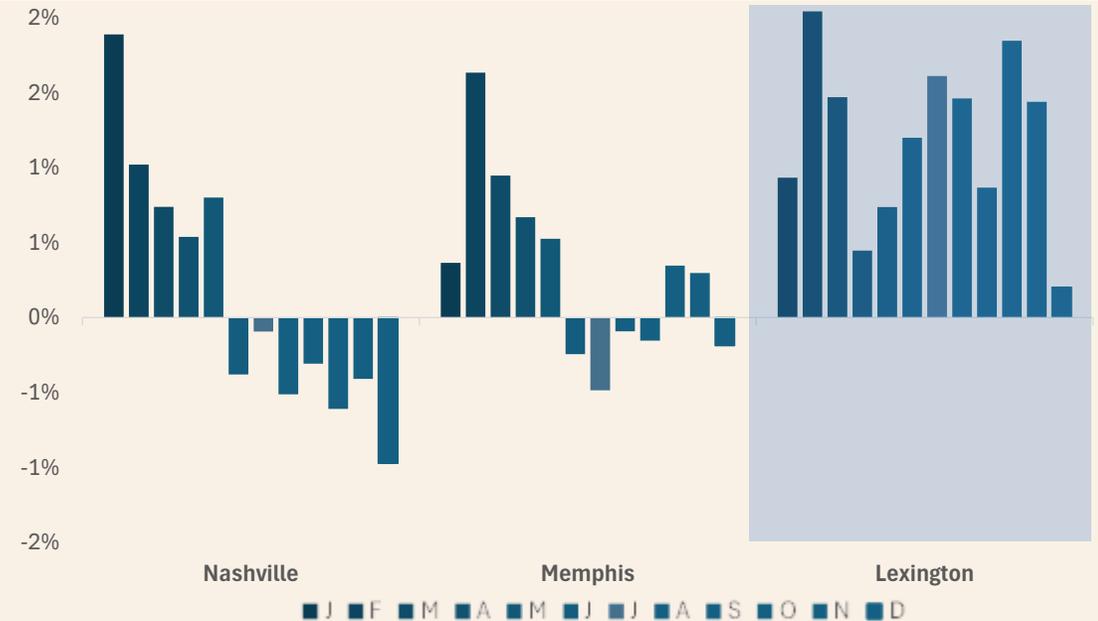
This information is being presented for informational purposes only. Nothing contained in this document should be construed as legal, financial or other advice. All content is of general nature and does not address the circumstances of any particular individual or entity. Each Franchise Business Owner shall at all times remain the sole employer of their own employees and shall make any and all decisions regarding the essential terms and conditions of their employees' employment with the locally owned and operated Franchise Business. Each Franchise Business Owner acknowledges and agrees that neither Neighborly nor any of its franchisor brands shall be deemed a joint employer with any franchise business owner for any reason.

Metric Minute | MBC (multi-brand customer) insight

28% of Mr. Rooter customers actively ask for a referral, but only 9% get one



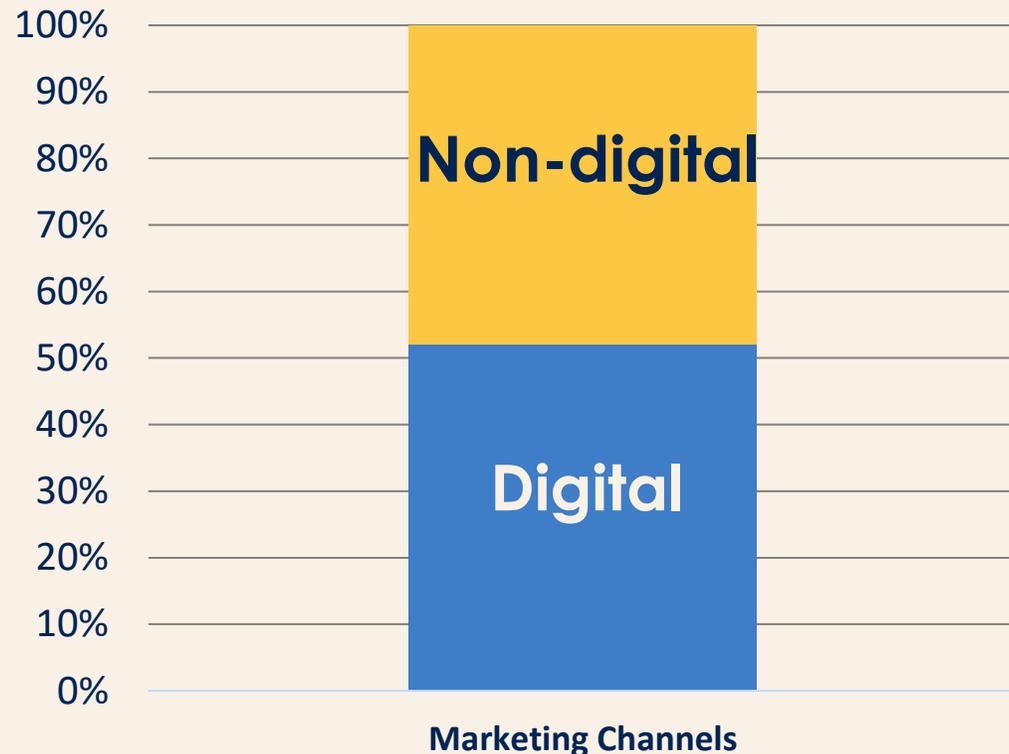
Monthly MBC Penetration rate vs. LY in top-performing MBC markets



- Nashville, Memphis, and Lexington were all top-10 HUB and MBC markets
- Lexington is out-performing in MBC penetration with the highest penetration of TradeEngage users

Reduce Google reliance | Balanced marketing strategy

Balanced strategy invests 48% in
Non-digital channels



Example CPL (Cost Per Lead) by
channel

Typical CPL (Cost Per Lead) by channel



National referral partnerships allow us to meet the customer's full need



And more being added each month



CMO: Zack Turturici

Zack Turturici is the Chief Marketing Officer of All My Sons Moving & Storage, the nation's largest privately owned moving company. Since 2019, Zack has risen through the ranks from Director of Virtual Sales to VP of Business Transformation to CMO, building scalable sales engines, sharpening conversion strategies, and fueling optimized revenue growth across 100+ markets nationwide. He brings a data-driven, customer-first approach shaped by prior roles at Stryker and Foot Locker, Inc.

We support customers beyond moving day

Every call closes with one more check-in, because the relationship does not end when the truck leaves. All My Sons uses that moment to make the next step easier, calmer, and more connected for the customer.

Everything starts with a move

Our care extends through the whole transition

Great move

A smooth, caring first experience.

Ask what is next

We uncover needs that follow the move.

Trusted referrals

Trade Engage connects customers to proven partners.



How CSRs ask the question naturally



CSRs keep the conversation simple, helpful, and customer-first. The goal is to open the door to the customer's next need, not to force a sale.

Confirm the move is covered



Close the main request first so the customer feels taken care of.

Ask the open referral question



Use the exact line at the end of the call to surface what comes next.

Connect to the right partner



Offer a trusted Neighborly brand or another Trade Engage provider that fits the need.

Suggested talk track:

“Before we wrap up, is there anything else we can help you with today? If you need help settling in, we can connect you with trusted partners.”



All My Sons Moving & Storage has **more 5-star ratings** than any other moving company in the country!

2026 NPS Score:
71

Founded in 1992, All My Sons now has **105 locations** across the US

Neli works with DIY customers over a video call to solve issues.

Referrals - when the customer can't:

- Do a virtual visit
- Complete the repair during a virtual appointment

Most likely referrals:

- Appliances
- Dryer vents
- Electrical
- Plumbing

Tech-to-tech support: by subscription or per call



Neighborly x Repipe Specialist Partnership

Repipe Specialist receives over \$30 million in re-piping and plumbing jobs annually that they cannot service. Through TradeEngage, these high-value jobs are routed as inbound referrals to Neighborly franchisees – no marketing spend required.

The Opportunity

- Repipe Specialist uploads jobs they can't service; TradeEngage routes them to qualified Mr. Rooter locations
- If you're a Mr. Rooter location that doesn't have the capacity to offer repiping services, Repipe Specialist will pay you a referral incentive of \$1,000–\$2,000 per closed job

Traction to Date

- 382 job invitations sent to 113 off-platform Mr. Rooter locations across the U.S.

Multi-Brand Expansion Opportunity

- Repipe is open to subcontracting drywall, painting, and interior cleaning after every job – natural fit for Mr. Handyman, Five Star Painting, Molly Maid, and Rainbow Restoration
- Getting off-platform Mr. Rooter locations signed up unlocks immediate, zero-cost inbound leads

We Want to Hear From You

TradeEngage is building a network of national partnerships to drive low-cost, high-quality leads to Neighborly franchisees. We're actively exploring opportunities across:

- Local & National Realtors
- Multi-Family Property Management – maintenance and renovation projects
- Other Potential Partnerships – tell us who you want to work with and if a local relationship can be replicated across the entire system!

Share Your Ideas

Scan the QR code or visit the link below to submit partnership ideas and feedback:

<https://lk0w4r473gw.typeform.com/to/Zpggad5z>

Contact Us

Andrew@tradeengage.com | brannon.morrison@nbly.com



Access these National Partnerships from the "Explore Partners" screen on TradeEngage

The screenshot displays the 'Explore Partners' interface on TradeEngage. On the right, a large graphic features the Neighborly logo and the text 'National Partnerships'. The main content area is titled 'Explore Partners' and includes a search bar with the placeholder 'Search by company name or keyword', a 'Search' button, and an 'Add Filters' link. Below the search bar, there are tabs for 'Pending Invitations', 'Affiliate Companies', 'National Partnerships Network' (which is selected), and 'Other Recommendations'. Two partnership cards are visible: 'All My Sons Moving & Storage' (category: Moving and Storage) and 'Neli Home' (category: Appliances). Both cards indicate they are 'Needs Generators Partner' and have a 'Top Referral Category' icon. Each card has a 'Connect' button. At the bottom right, there is a '+ Invite Partner' button. A dark sidebar on the left contains navigation options such as 'Home', 'Leaderboard', 'TradeEngage Team Messages', 'JOBS DASHBOARD', 'REFERRAL MATRIX', 'Explore Partners', 'Manage Partners', 'Messages', 'CUSTOMER REFERRALS', 'Campaigns', 'MANAGE MY WORKSPACE', and 'MANAGE MY ACCOUNT'.

Relative ROI of TradeEngage

TradeEngage is the lowest Cost Per Lead in almost any Scenario in which you receive 3 leads for every single lead you refer out

If you refer out 10 jobs/month from your CSRs there is no risk to sign-up for TradeEngage

Typical CPL (Cost Per Lead) by channel



\$15/lead with a 50/50 revenue split. Total lead cost = 10 × \$15 = \$150; after 50% split, net lead cost to franchisee = \$75. Total monthly cost = subscription + \$75.

The Economics: Why TradeEngage is a Smart Bet

Strategic Takeaway

TradeEngage should not replace digital marketing — it should **enhance it**.

It provides:

- Low-risk lead generation
- Referral-driven demand
- Free platform if you send 10-20 leads/month
- Customer referral solution included in offering
- Your technicians get paid more without any out of pocket cost to you
- Gets you exposure to 250k+ more owners/year
- Incremental opportunity outside paid media

Bottom Line:

TradeEngage is a **high-efficiency complement to the existing marketing mix** and represents one of the **lowest potential CPL opportunities available to franchise owners today.**

LEVERAGE LOW-COST MARKETING CHANNELS

LOCAL B2B REFERRALS

Build peer-to-peer referral partnerships with Neighborly and other companies across appliance retailers, carpet cleaning, roofing or any home service

Extend relationships to your techs, CSRs and other teams so they can refer and earn with instant payouts

NATIONAL PARTNERSHIPS

TradeEngage integrates into the call centers of national companies like All My Sons Moving & Storage, Neli Home, Repipe Specialists and more

Leads from these call centers are automatically sent to your local franchise and available only to paid members

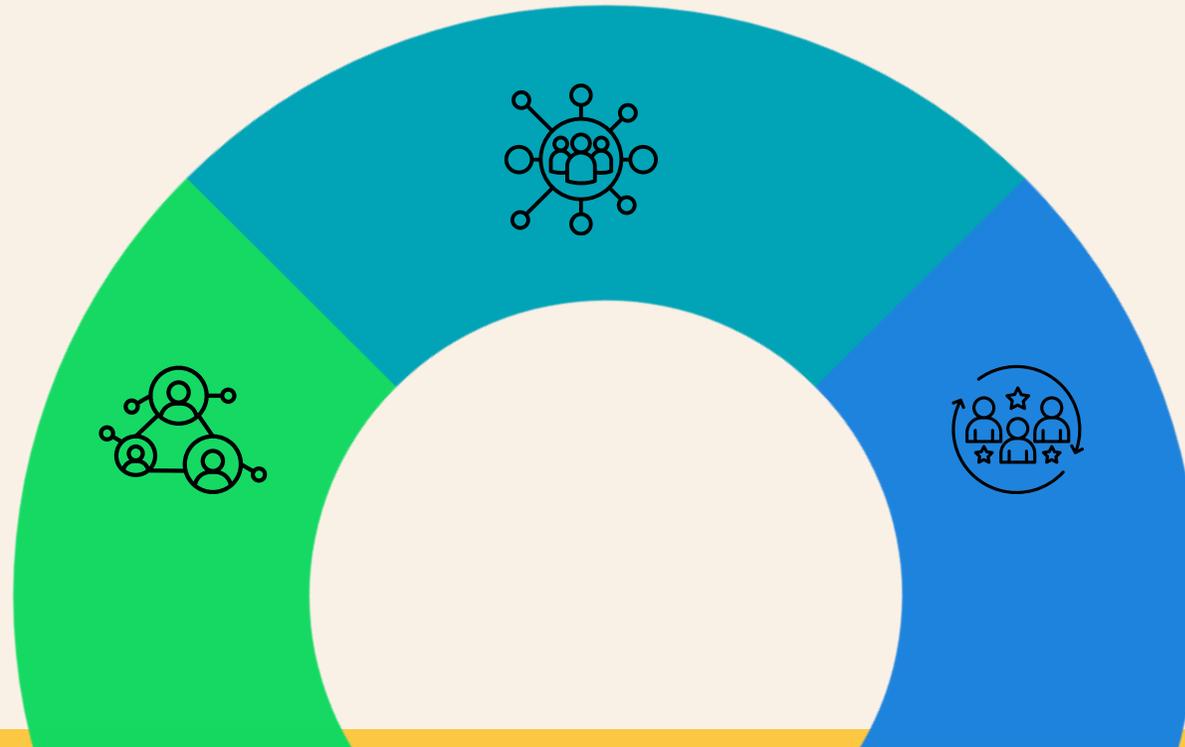
CUSTOMER REFERRALS

Have your customers refer you to their friends and family

Amplify organic behaviors by sending email and SMS campaigns to customers after a completed service

Instant affiliate links for all customers to post on social media

Performance-based rewards with instant payouts or gift cards



Join Today

\$150/mo

For owners with 2024
annual revenue < \$1.9M

\$300/mo

For owners with 2024
annual revenue \$2M+

Pricing includes bundled access to local partnerships, national partnerships and customer-to-customer referrals

- Unlimited referral partnerships
- Unlimited users - No seat limits
- Unlimited referrals - No rev share
- White-glove onboarding for you and your partners
- ServiceTitan + POS integrations (no incremental fee)
- Automated reporting & analytics
- Invites to sponsored events, prizes, contests

**Access to referrals from national partners,
only on TradeEngage!**

Scan Now

Onboard
(< 10 Mins)



Book a Call
with our Team



The Economics: Why TradeEngage is a Smart Bet

TradeEngage: Unlimited Lead Potential for a Fixed Monthly Cost

Platform is structured to provide low cost leads

Example Economics

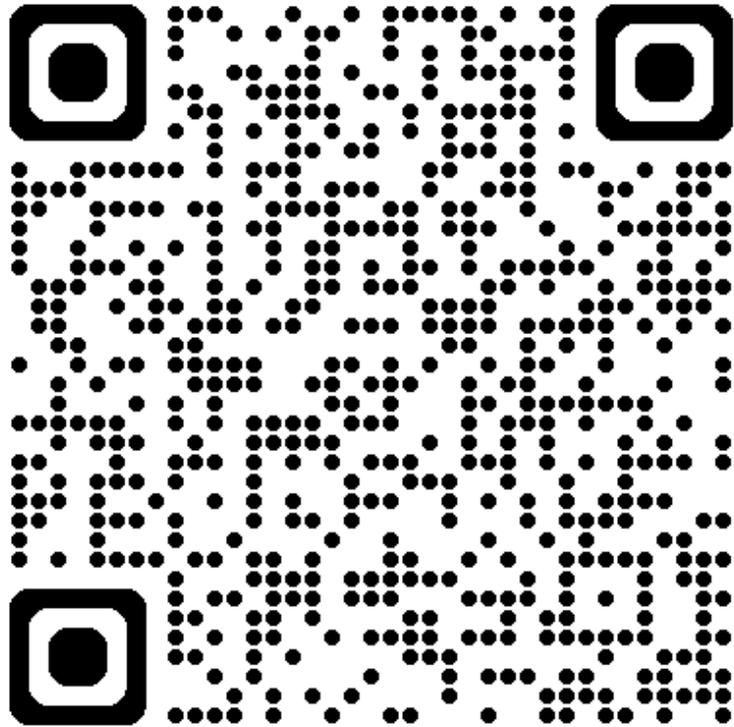
Breakeven Example:

You receive **2 leads per month from Trade Engage**, and the effective CPL (Cost Per Lead) is **lower than most paid channels. Platform can be free if you upload 10+ jobs to your partnership companies**

If you receive **5+ leads**, the CPL (Cost Per Lead) becomes **one of the lowest in your entire marketing mix**

Source	Cost Structure	Example Outcome
Pay Per Click	\$125 per lead	10 leads is \$1,250
Local Services Ads	Pay per lead	10 leads is ~\$1,100
Direct Mail	\$350–\$550 CPL	10 leads is \$3,500–\$5,500
Trade Engage	\$150/\$300 fixed monthly fee	Unlimited lead potential

Unlocking Growth Webinar Recordings and Resources



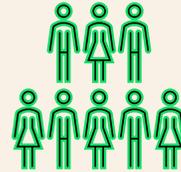
Survey



Upcoming Unlocking Growth Webinars

April 2, 1pm CT

Recruiting



Thank You