



## NEWS

FOR IMMEDIATE RELEASE:

April 3, 2008

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### **“Seattle Executives Launch Online Home Remodeling Community, HomeSavvi”**

SEATTLE / April 3, 2008 – In a concerted effort to simplify the home remodeling process, Seattle executives have rolled out HomeSavvi, an online community for homeowners planning a home improvement project. Co-founders Villette Nolon and Will Hartmann created HomeSavvi for the purpose of allowing homeowners and businesses to take advantage of new Internet-based social networking and project management tools to facilitate exchange of home remodeling expertise and services over the Internet.

“Remodeling accounts for 2% of the US economy and 40% of all residential construction and is expected to overtake new home construction by dollar volume within the next ten years,” said HomeSavvi CEO Villette Nolon. “HomeSavvi connects trade professionals with consumers who are in need of professional services and are ready to buy home improvement products and services.” The NAHB Remodelers Council estimates that Americans spent \$235 billion in home remodeling in 2007.

HomeSavvi allows professionals and retailers the ability to showcase products and services for the most popular remodeling jobs such as kitchen remodeling, bathroom remodeling, room additions, whole house remodeling, windows replacement, doors replacement, bathroom additions, finished basements, exterior siding, decks and roofing. Professionals and retailers can interact with homeowners with “Ask the Expert” forums, through podcasts, video casts and other social media.

The Seattle launch is the first in a series of market-by-market launches planned nationwide. HomeSavvi will rollout in Portland, San Francisco, Boston, Miami and Dallas markets by 2009.

#### **About HomeSavvi ([www.homesavvi.com](http://www.homesavvi.com))**

HomeSavvi is social network of homeowners, architects, contractors, interior designers and retailers. HomeSavvi offers online solutions for homeowners seeking expert advice, local resources and professional assistance with home improvement and remodel projects. HomeSavvi features a comprehensive remodeling resource directory, informative articles from trusted professionals, a forum where homeowners can meet local professionals and view their projects and the latest news about eco-friendly building products and energy efficient initiatives. The company’s banner advertising programs and email sponsorship opportunities help specialty product retailers and home improvement professionals showcase products and services and connect with consumers. HomeSavvi is a member of the Master Builders Association of King and Snohomish Counties (MBA), the National Association of Home Builders (NAHB) and the National Cabinet Makers Association (NCMA). Earlier this year, HomeSavvi was featured in a podcast at the 2008 Seattle Home Show.

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