



Porch is eager to make 2015 a huge year by fundamentally changing the way people care for their homes.

In January, Porch announced the closing of a \$65M Series B financing round. To date, Porch has raised \$100M in total funding. Over the next several months, Porch will use the funding to drive continued product innovation and operational excellence, in particular work to scale availability of the Porch App and features that make finding the best professionals a seamless and delightful experience.

NARI is investing in your success

As a NARI member, you can receive a year of the Porch Plus subscription (a \$420 value). Porch Plus provides you exclusive placement to connect with millions of homeowners actively searching for professionals on Porch. With Porch Plus, you receive: branding & leads, tracking your business and local market analysis.

What's next?

To claim your profile, visit the NARI member link on Porch.com: <http://bitly.com/Porch-NARI>.

Already on Porch? How a search works:

Searching for a pro on Porch factors in a few different values in order to show consumers the most relevant professional. These results are valued on search terms- (find what pro the customer is looking for) company type match-(match to company name) pro type match- (service type of pro the customer is looking for) and search location (customers proximity to the pro).

There are a few ways to improve your ranking on Porch:

Maximize your exposure on Porch.com: Increase your profile views with these 7 easy steps

1. **Headshot**
2. **Banner Photo**
3. **Detailed Project History**
4. **Company Description**
5. **Project Photos**
6. **Reviews**
7. **List All Services**

How to improve your search results as a pro:

There are a few ways to improve your ranking on Porch, showcasing 3+ projects, profile richness, having reviews, and displaying license status.