

APPENDIX II

Compilation of Postings from GlassDoor.com

- (1) “Sales reps are encouraged to stretch the truth to get one call closes [sic]. i.e. in weekly training meetings they will have you listen to call from a top rep. you hear people stretching the truth all the time, and managers running the meeting just say “stay away from using that term, try this instead.” Yet that top rep still gets the sale after it has gone through quality assurance somehow.” “Inside Sales” (entry dated May 15, 2016);
- (2) “You’re taught and expected to bend and omit the truth. For example, you’re expected to tell every prospect that there are a certain amount of leads available in their city even though it’s usually not true.” “Shady practices” (entry dated February 9, 2016);
- (3) “The managers will brag about how much they make and how good they are at committing fraud.” “Online Marketing Specialist/Outside Sales/Inside Sales” (entry dated April 22, 2016);
- (4) “They provide a script full of half truths that they expect you to steam roll the customer with.” “It’s just a numbers game with them.” (entry dated March 13, 2017);
- (5) “I was asked to lie to customers on several occasions.” “Brutal” (entry dated February 11, 2016);
- (6) “Tricking/withholding information from companies to get their money...Aren’t in business for the contractors, don’t want to help them grow their company, just want to make their money and on to the next.” “Scam” (entry dated October 30, 2017)¹
- (7) “Not a lot of integrity across the org -- reps are incentivized to find loopholes and do whatever they can to make sale...Back-end ops cannot keep up with sales growth – product does take advantage of many of the clients they purport to serve” See “Fan for a call-center, but don’t be fooled into expecting more.” <https://www.glassdoor.com/Reviews/HomeAdvisor-Reviews-E11291.htm> (entry dated October 11, 2016) (last visited 4/26/18);
- (8) “Target business/contractors that can little afford their services...Sales is told to sell by revenue target -- ***leads pour into customers account--credit card automatically charged.***

¹ Source for (1)-(6), <https://www.glassdoor.com/Reviews/Employee-Review-HomeAdvisor-RVW8965054.htm> (last visited 4/26/18)

- (9) “Possibly one of the most insidious business strategies in the U.S. *Get your pro customers to pay for bogus leads, create extensive Fear & Loathing among them*, manipulate everyone & instigate false confidence in your customers [their clients] while ripping everyone off. Incredible !” [sic]. See “The Art of Scamming your workers & customers, a Meta-Twofer” https://www.glassdoor.com/Reviews/HomeAdvisor-Reviews-E11291_P3.htm (entry dated October 1, 2016) (last visited 4/26/18);
- (10) “I really think this is a terrible company for what they do to their clients they *lie to you to tell contractors they are giving the leads they are selling up to 3 other contractors in their area and really is [sic] is much more* and they charge up wards [sic] of 60 dollars for each lead.” “Stop telling people they are doing a good thing when you know that you are ripping blue collar companies off!!” See “HomeAdvisor Monkey” https://www.glassdoor.com/Reviews/HomeAdvisor-Reviews-E11291_P17.htm?sort.sortType=OR&sort.ascending=false (entry dated October 27, 2015) (last visited 4/26/18); and
- (11) “Selling product primarily to contractors who cannot afford it, *and who receive bad-quality ‘LEADS’ [sic].*” “*The entire situation is a racket.* They are stealing money from the poor schmucks who sign up. Don’t coach your Sales Reps to sell through fear, and to ‘omit’ *crucial facts to the customers signing up.* That’s the same as lying.” See “Only Good for Putting Cold-Calling On Your Resume” https://www.glassdoor.com/Reviews/HomeAdvisor-Reviews-E11291_P20.htm?sort.sortType=OR&sort.ascending=false (entry dated March 12, 2016) (last visited 4/26/18).