

Frontdoor and Candu FAQ

What can you tell us about the Candu launch?

- We launched the Candu offering for appliances and in key Atlanta metro neighborhoods.
- Candu's free membership gives customers access to flat-fee appliance repairs, discounted replacements, and DIY content for quick fixes.
- Working backwards from customer problems, Candu is prioritizing transparency to build trust – flat-fee pricing that eliminates the guesswork of repair costs, service insights so customers can plan for expected repair time and replacement likelihood
- Customers can use our web-based service to book next-day service on their schedule with a Candu Pro, eliminating the hassle of finding a reputable contractor
- Customers receive our "Candu Will Do Guarantee" which provides a 6-month guarantee on flat-fee repairs.

What are the key value propositions for members?

- Transparency: flat-fee pricing and service insights for appliance repairs
- Savings: discounted replacements for appliances where repair isn't best solution
- Convenience: web-based contractor scheduling and next day service
- Education: DIY options where service visit shouldn't be necessary
- Peace of mind: Candu Will Do Guarantee
 - 6-month guarantee on repairs (flat-fee only)
 - vetted and quality-rated Pros
 - service quality promise: find another pro or refund
 - property damage advocacy: help filing claims, up to \$2,500 in damage protection

What are the key value propositions for contractors?

- They will receive more retail work
- They get jobs, not leads
- They are focused on doing the right thing for customers
- They get paid by us - no bad debt
- They will have better information to repair it right the first time

Why did you pick the name Candu?

- We felt that the name Candu better reflects our go to market strategy

Why are you using a membership?

- A membership allows us to provide a higher level of customer service by being an advocate throughout the end-to-end experience



- A membership better reflects the diversity of the offerings we have, including premium features like subscription packages, replacement options, and digitally-driven experiences

Finally, please check us out at www.canduhome.com to learn more about our service.