



Yard care revolutionized: lawn care and exterior maintenance services the easy way.



Press Packet

Good Stuff Inside.

1. Welcome letter
2. Company mission
3. Core values
4. The TaskEasy story
5. TaskEasy stats
6. Why and how to use TaskEasy
7. Customer benefits
8. Why people love us
9. Contact us

We Make Your Reporting Task... Easy!

If you're looking for an expert source on:

- Leveraging the sharing economy to create successful businesses
- Business management tools for service providers
- The lawn care industry
- New services benefiting small and local businesses
- Technology that elevates local landscaping entrepreneurs

Or if you're working on a story about:

- New ways to simplify home improvement jobs
- Safe and easy ways for homeowners to hire contractors online
- Why homeowners should only hire licensed and insured contractors
- Tech startups promoting local businesses

... TaskEasy can provide the expert information you need for your story.

To learn more, browse through this press kit or visit us at taskeasy.com. To schedule an interview or for any other media-related inquiry, please contact:

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PR Manager

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Company Mission

Our Mission

We are dedicated to making yard and lawn maintenance as convenient as possible. With our simple-to-navigate platform and app, homeowners, property managers, and businesses can easily and safely order landscaping services online with just a few clicks of a button. For lawn care service providers, we offer digital tools and back office support that improve efficiency and help grow their businesses. By working together in a collaborative, mutually beneficial ecosystem, we build stronger communities, fuel local economies, and make the world a bit more beautiful.

Our Guiding Principles

- 1. Efficiency.** Our customers deserve tools that help them save time and money, so we take the hassle out of bidding and scheduling yard maintenance services.
- 2. Fairness.** We believe in equitable pricing that benefits both the property owner and the service provider.
- 3. Social Good.** Our services and technology improve our customers' and service providers' quality of life, elevate communities and boost their local economies.

Core Company Values

#1: Stay Mindful

We are not indifferent. We are all responsible. We all take care. This takes focus and careful prioritization. We are part of a rapidly growing, responsive tech startup, so we keep things in perspective and spend our time and energy worrying about the right things at the right times.

#2: Be Transparent and Teachable through Harkness

We believe that being transparent is the best business practice and the quickest way to learn. If we make mistakes, we investigate them, study them, talk through them, and learn from them. We try new things, share our ideas, and value doing things right over being right. We collaborate, inspire, and encourage. We listen, entertain, and develop.

#3: De-escalate Confrontation with Kindness

We believe in adding positivity and kindness to everything we do. In today's world of confusion and chaos, we want people to remember to be nice to each other, and we do so by our own example. We are kind, helpful, and solution-oriented. We don't take things personally, and we remember to be kind and look for solutions instead of getting frustrated and shift blame.

#4: Keep It Fun, Creative, and Inclusive

We spice up everything we do. We turn tedium into play, we laugh and are not afraid to be weird. We believe that work isn't the opposite of play. Maintaining this kind of environment depends on our spirit of inclusion. We're all on the same team, and we all possess a valuable and unique voice. Harassment will not be tolerated. Bullying doesn't belong.

#5: Always Agile

We believe every employee should feel empowered to do the right thing. Each employee should feel responsible for solving problems end-to-end. We are committed to acting thoughtfully over acting procedurally. We value people who aren't afraid to be flexible. As a startup, we try things, gather data, and adapt. We embrace change instead of resisting it. We experiment, measure, reflect, adjust, and repeat.

The TaskEasy Story

TaskEasy's genesis was in solving a problem. Ken Davis was a property owner with a modest portfolio, dealing with the hassle of managing lawn care in multiple cities. He was sinking countless hours into finding and vetting lawn care specialists, and then auditing the work to verify performance. Ken also discovered that pricing was often not fair to either him or the lawn care provider, who felt they were "working two jobs," or "charging for travel and performing services for free." The entire services industry was plagued with inefficiencies, which caused unnecessary tension between customers and service providers. The whole process of finding and contacting professionals, arranging time for evaluations, and comparing bids was not only complicated and time consuming, but also frustrating for all sides involved.

As an entrepreneur with several successful ventures under his belt, Ken was in the perfect position to solve the problem. He began developing a method to make buying services for customers — and fulfilling services for landscaping professionals — as easy as buying products online. His proprietary, patent-pending solution established fair market pricing in the metropolitan areas throughout the United States, bypassing the sunk time on bidding and establishing contracts. The system lets customers buy vetted, insured, and guaranteed services instantly. Service providers are freed up to spend more time performing billable work, and less on back office functions like scheduling, bidding, marketing, billing, and collecting.

Ken founded TaskEasy around this innovative solution, and it launched to consumers in April 2013. Total investments of more than \$40 million have resulted in a state-of-the-art platform, which includes the website, financial system, support apps for both consumers and yard care providers, and strong network security. The result is a powerful ecosystem that automates and audits lawn maintenance services, manages exceptions, and provides reporting and accountability to clients.

Since launching, TaskEasy has mowed lawns and serviced yards in over 12,000 cities, and across all 50 U.S. states. TaskEasy works together with landscaping businesses in each area, supporting local industry with over 1,000,000 services performed to date. TaskEasy's network of screened and insured lawn maintenance vendors is the nation's largest.

TaskEasy Stats

Our business by the numbers (as of 2018):



Over 70,000 services performed per month



TaskEasy has performed jobs in over 12,000 cities across all 50 states and has coverage for more than 95 percent of the U.S. population.



TaskEasy has over 300 employees and a professional network of over 10,000 certified lawn maintenance service providers (with more coming on board every week).



TaskEasy's support center is open seven days a week to handle questions from customers and lawn care service providers alike.



Since opening for business in April 2013, TaskEasy lawn maintenance service providers have performed over 1,000,000 jobs.

Why and How to Use TaskEasy

TaskEasy takes the hassle out of booking of yard care and lawn maintenance.

- No more calling a long list of lawn care service providers
- No more comparing bids
- No more surprise pricing at the end of a job
- No more verifying insurance
- No more paper invoices
- No more worries

Currently, TaskEasy offers a number of lawn care and yard maintenance services, including:

- Lawn mowing
- Desertscaping
- Tree trimming
- Bush & shrub trimming
- Pet waste removal
- Mulch refresh
- Mulch install
- Aeration
- Fertilization
- Gutter cleaning
- Spring cleanup
- Fall cleanup
- Sprinkler repair
- Sprinkler activation
- Sprinkler winterization
- Pressure washing

Here's how it works:

1. Click. Answer a few questions about the service you need and trace your property to see an instant quote based on your home's actual square footage.
2. Book. No bidding, haggling or waiting for calls. Buy your service right away.
3. Relax. TaskEasy arranges your service and ensures the work is completed to your satisfaction.

Customer Benefits



Save Time

Finding and managing a service provider used to be time-intensive and frustrating. We've done the busy work, so help is just a click away!



No Haggling

Never haggle again. You'll get a fair, set price based on market demand.



Guaranteed Service

If you aren't completely satisfied, we'll make it right or refund your money.



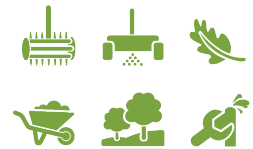
Licensed & Insured

Each TaskEasy lawncare provider must pass a screening check and carry insurance.



A Single System for Task Management

Our online platform provides a single ecosystem to coordinate and manage maintenance jobs, even if the properties are in different cities or states.



More Than Lawn Mowing

Customers can request custom tasks, including lawn aeration and fertilization, fall or spring cleanup, tree trimming, sprinkler repair, flowerbed restoration, debris removal, and more.

Lawn Care Provider Benefits



Automatic Payment

Lawn care providers get paid within days of job completion with no invoicing required and, with the payments deposited promptly and directly into our service providers' bank accounts; a huge improvement over the usual 30 to 60-day invoicing and payment process.



More Customers

No more cold leads or fruitless bid requests. We pair service providers with actual paying customers and help independent entrepreneurs and local landscaping businesses build



Powerful Online Tools

Our tools help lawn maintenance service providers easily access customers, paperwork, schedule details, and billing from any device.



Per-Job Insurance Option

Service providers can use their own insurance or use TaskEasy's per-job insurance. Every job is insured, protecting both the customer and the lawn care provider.



Say "Goodbye" to Bidding

Most lawn care professionals win only 25 percent of their bids. TaskEasy eliminates the bidding process, so lawn care specialists can get jobs without bidding hassles.



No Monthly Fees

TaskEasy takes a small percentage of each job performed, which means no monthly fees and no surcharges for service providers.

Contact Us

Want to learn more about our cutting edge technology? We'll dish it up for you!


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TaskEasy featured in a number of news outlets and blogs:

 **Utah Business**

 **Financial Analyst**

 **EY**

 **TC TechCrunch**

 **FORTUNE**

 **The Salt Lake Tribune**

 **BusinessWire**
A Berkshire Hathaway Company

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