

## Residential Contractors Profiting With New Tool: Home-Contractors-Directory Brings New Customers

*Residential contractors are saving time and money while attracting new customers by using a new website, <http://www.home-contractor-directory.com>. The site is a new twist on the tried-and-true yellow pages method of matching contractors with homeowners.*

For Immediate Release

HAMILTON SQUARE, N.J./EWORLDWIRE/July 13, 2007 --- Homeowners are increasingly shopping on-line for goods and services which has complicated contractors' efforts to attract potential customers. Many Web sites have sprung up, but contractors have struggled to find convenient and inexpensive ways of using the Internet to get new customers.

Home-Contractor-Directory.com (H-C-D) is a new twist on the tried-and-true yellow pages method of matching contractors with homeowners. It's an Internet contractor directory, cataloged by industry and state, that puts homeowners and contractors in control.

"The idea for the site was sparked by my own frustration when trying get storm damage on my home repaired," said Jane Jennings, founder of Home-Contractor-Directory.com. "I was swamped by contractors racing to get to me first, knowing that the same lead had been given to three or more of their competitors. That system didn't seem fair to contractors or homeowners."

For homeowners with a project, Home-Contractor-Directory.com provides a no-cost, hassle-free way to identify the home improvement contractors they want to contact. The site's detailed contractor profiles allow homeowners to make informed decisions when choosing a contractor.

For residential contractors, H-C-D offers customized profile pages that are optimized for search engines like Google, Yahoo and MSN and there are no ads for contractors to compete with. Having their own page allows home contractors to put their best foot forward - listing their services and qualifications and a link to their website.

Other sites make home improvement professionals pay for leads that are little value to them - jobs they have little chance of winning, small jobs or jobs that are too far away. With H-C-D, contractors are only contacted by those homeowners who are considering hiring them.

Businesses pay only a flat monthly fee to be listed in our contractor directory. There is never a charge for leads and so no incentive for H-C-D to provide useless contractor leads. Residential contractors are directly contacted by homeowners.

Home-Contractor-Directory.com proves a 21st century way for small residential contractors to advertise their services. Visit '<http://www.home-contractor-directory.com>' to learn more.

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