

## **New Showoff.com Empowers Homeowners to Visualize Home Improvement Projects**

Free online tool by VisApp now connects homeowners with suppliers, contractors

SARASOTA, Fla. (Date) Homeowners planning home improvement and landscaping projects can visualize their dream home and yard -- and avoid costly mistakes -- using the new [Showoff.com](http://Showoff.com), a free online tool. VisApp LLC recently launched an extensive new version of the already-popular site, which now connects homeowners with suppliers and contractors.

Almost 120 million homeowners are taking on landscaping, painting/wallpaper and carpeting/floor covering projects, according to consumer and media research firm [Scarborough Research](http://Scarborough Research). With Showoff.com, homeowners upload photographs of their homes and use free design tools to visualize projects, including landscaping, remodeling and interior design projects. Homeowners can choose just one project type or plan a comprehensive makeover for their home or yard.

The new version of the site also allows users to browse catalogs full of real-world products and review information on potential contractors who can help with designing and implementing homeowners' plans. More than 370,000 subscribers already use the free site for more than 112,000 individual projects. *PC Magazine* ranked Showoff.com the top home improvement application among [The Best Free Web Apps of 2011](http://The Best Free Web Apps of 2011) and 2010.

"If you're going to invest time and money -- and your heart and soul -- into home improvements, you want to envision the finished product. Showoff.com empowers homeowners to visualize their projects at the design stage, select products, share their vision with friends and family, and even request bids from contractors," said Showoff.com creator and VisApp founder Bobbie Ayers.

Showoff.com provides an Inspiration Gallery containing a catalog of homes and images representing different styles, colors, textures and products available in the marketplace. Homeowners upload their own photos, then select and change interior and exterior paint, doors, windows, exterior siding, columns, floor coverings, decks, landscape plants, fountains, patio furniture, and much more. Suppliers provide the product information and images, so homeowners can view real-world, brand products in their projects.

According to Ayers, the new Showoff.com connects homeowners with the professionals who can help them realize their designs. Homeowners can review qualifications and previous projects of contractors such as remodelers, landscapers and interior designers, among others. Homeowners also can request bids from contractors directly from within their own projects.

The new Showoff.com also includes enhanced design tools, such as the Color Schemer, which is not available in any other paint application, Ayers said. Homeowners select a main paint color, then view complementary colors from the color wheel for the ideal accent colors. Designers, home stagers and contractors save time by selecting a favorite base color from 16.2 million hues, then choosing up to three additional colors that coordinate with the base color. Color Schemer converts selected colors into HTML, CMYK and RGB formulas for ordering custom paints.

"The tools in Showoff.com are easy to use for the hobbyist, but sophisticated enough for the most discriminating professional designer or contractor," Ayers said. "Our goal is to make designing and planning a fun, creative pursuit, while empowering homeowners to make real-world buying decisions."

### **About VisApp, LLC**

VisApp LLC, based in Sarasota, Fla., is a leading developer of patented visualization technology that offers innovative and easy-to-use visualization software tools to individuals and businesses. VisApp's flagship application for homeowners, Showoff.com, lets users design and visualize home improvement projects, select from a catalog of suppliers' products available in the marketplace, and connect with suppliers and contractors. *PC Magazine* ranked Showoff.com the top home improvement application among [The Best Free Web Apps of 2011](http://The Best Free Web Apps of 2011) and 2010. VisApp also provides a lead generation service for contractors, and allows contractors and suppliers to host the Visualizer on their own websites for a fee. For more information visit the company's website at [www.visapp.com](http://www.visapp.com) or [www.showoff.com](http://www.showoff.com).

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