

## **Showoff.com Delivers Leads to Home Improvement Suppliers, Contractors**

Popular visualization app by VisApp now generates exclusive leads for builders, suppliers, landscapers and home remodeling contractors

SARASOTA, Fla. (Date) Showoff.com, the free online visualization tool for homeowners planning home improvement and landscaping projects, now generates exclusive leads for builders, suppliers, landscapers and home remodeling contractors. VisApp LLC recently launched an extensive new version of the site, which has more than 375,000 subscribers.

“Homeowners love using Showoff.com to visualize their dream home and yard. Now, with the new site, suppliers and contractors have a powerful new channel for presenting their products and services to consumers when they are in the middle of design and purchasing decisions,” said Showoff.com creator and VisApp founder Bobbie Ayers.

Almost 120 million homeowners are taking on landscaping, painting/wallpaper and carpeting/floor covering projects, according to consumer and media research firm [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 Showoff.com allows consumers to browse catalogs full of real-world products and review information on potential contractors who can help with designing and implementing homeowners’ plans. The design tools in Showoff.com are easy to use for the hobbyist, but sophisticated enough for professional designers or contractors. *PC Magazine* ranked Showoff.com the top home improvement application among [The Best Free Web Apps of 2011](#) and 2010.

Through Showoff.com, suppliers can sell their products, purchase leads, and host the VisApp Visualizer technology on their own sites to generate more leads for themselves, Ayers said. Suppliers provide product information and photographs for the Showoff.com Inspiration Gallery, a catalog of homes and images representing different styles, colors, textures and brand-name products available in the marketplace. The site allows consumers to select and change interior and exterior paint, doors, windows, exterior siding, columns, floor coverings, decks, landscape plants, fountains, patio furniture, and much more.

Contractors can use Showoff.com to display sample projects and provide information on qualifications and service offerings. The site allows consumers to request estimates from contractors directly from within their Showoff.com projects. There is no up-front investment for the Showoff.com lead-generation service. Contractors pay only for the leads they want, and receive qualified, exclusive leads that match their skills in their geographic areas. Contractors also can use the Visualizer to design for consumers.

In addition, Ayers recognized a trend among product manufacturers, who are seeking to reduce reliance on distributors by going directly to installers. Manufacturers can offer the Visualizer to certified affiliates as a benefit of being in the manufacturer’s network. The installer, who usually must earn certification by the manufacturer, uses the Visualizer to stimulate sales.

### **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](#) 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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