

## **Modernize Upgrades Messaging Platform for After-Hours Homeowner Communications**

*Connect enhances lead responses with text messaging and emails to win more business for our contractors.*

**Foster City, CA – October 10, 2022** – [Modernize Home Services](#) announces today upgraded capabilities in [Connect](#), the automated messaging platform that helps contractors grow their business by making it easier to follow up and engage with homeowners.

Providing timely responses is crucial for contractors to win homeowners' business. But since many consumers shop for solutions on evenings and weekends, contractors lose opportunities when their staff isn't available to respond.

Modernize made these improvements to help contractors better manage the 20% of homeowners' inquiries that arrive outside of regular business hours. With the new version of Connect, contractors can immediately respond to homeowners in their preferred medium to assure them they'll be helped when business opens.

"Speed to engagement with the homeowner is a critical component of the sales process," says Jeff Barnes, senior vice president of Modernize Home Services. "With the updated version of Connect, home services professionals will be able to respond and show immediate interest in project inquiries arriving outside of business hours. We're dedicated to helping professionals win more in today's fast-paced world, where business flows to the most responsive contractor."

### **Respond to after-hours leads**

The upgraded version of Connect helps professionals avoid losing out on leads by immediately communicating with homeowners regardless of whether their business is open. The product does this by sending automated messages that let homeowners know the contractor will be addressing their request as soon as the office re-opens. As a result, homeowners have a better experience, and the contractor can set more sales appointments.

### **Increase visibility and control of homeowner conversations**

The new Connect release also improves lead handling by making it easier and more convenient to see and control individual homeowner interactions. This helps reduce the frustrations of missing important conversations in overcrowded inboxes. The new release provides search and filtering for conversations by name, flags homeowner engagement across email and text messaging, and highlights homeowner contact information to enable immediate response by phone, text or email.

Connect is included for all leads from Modernize Home Services. Visit [Modernize.com/contractor-resources/Connect-by-Modernize](https://modernize.com/contractor-resources/Connect-by-Modernize) for more information.

### **About Modernize Home Services**

For 17 years, Modernize Home Services has been a leader in the home improvement and services industry, connecting homeowners with contractors and other home services professionals. Modernize.com operates in more than 15 high-value, high-consideration home segments, including new and replacement windows, solar installation, roofing, heating and air conditioning, siding, bathrooms and kitchens, new and replacement gutters, home security, and others. The business serves a network of more than 2,000 contractors and professionals across these segments.

Modernize Home Services is owned and operated by QuinStreet, Inc. (Nasdaq: [QNST](https://www.quinstreet.com)), a leader in providing performance marketplace technologies and services to the financial services and home services industries. QuinStreet is a pioneer in delivering online marketplace solutions to match searchers with brands in digital media. The company is committed to providing consumers with the information and tools they need to research, find, and select the products and brands that meet their needs.

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