

APPLICA provides more features than all of these competitors **combined**.

And at only \$39/month (or \$33.25/month with annual signup), APPLICA is a fraction of the cost.

competitor	service	cost	APPLICA's advantage
Constant Contact	emailing service	\$20-90/month	<ul style="list-style-type: none"> • APPLICA provides personalized home care reminders and articles as content for the monthly eNewsletters. • APPLICA's pricing is for unlimited subscribers. • Includes mobile app version.
BombBomb	emails selfie videos that you upload	\$69/month	<ul style="list-style-type: none"> • APPLICA also allows you to upload selfie videos. • APPLICA also includes personalized home care reminders and articles along with the videos to provide additional value to the homeowner.
Back To You Media	posts home care messages onto your Facebook page	\$99/month + \$129 setup	<ul style="list-style-type: none"> • APPLICA also posts home care tips, but also includes articles and videos. • Followers clicking on the postings go to the home professional's version of Home Wizard, where they can download mobile app, sign up for eNewsletters, see additional home care tips, and more.
HomeKeepr	mobile app that has the Realtor's local contractor recommendations, and basic home care reminders	\$20-50/month	<ul style="list-style-type: none"> • APPLICA also allows home professional to display their local contractor recommendations. • APPLICA's personalized home care reminders are infinitely more sophisticated and relevant to the homeowner's goals and situation.