



Innovative Online Marketplace Announces Ontario Expansion and Renoversity Launch

uknowa.com's radical approach to home renovation and repair jobs is now available to savvy homeowners throughout Ontario

Toronto – September 15, 2011 – uknowa.com today announced the Ontario-wide expansion of their free, renovation bidding engine and the launch of Renoversity, a set of blogs, articles and tools from industry professionals that assist homeowners at every stage during the renovation process. Previously only available to Toronto homeowners, uknowa, which makes it simple for anyone to find and evaluate a contractor, receive bids online, and hire the right professional with confidence, is now available to homeowners throughout Ontario. uknowa will launch and promote their province-wide expansion at the Fall Home Show to be held in Toronto September 22–25.

“uknowa arms customers with the information they need to make informed hiring decisions and save money on their renovation and repair jobs,” said Carlo Perez, uknowa.com founder and CEO. “We intend to be the go-to resource for homeowners throughout Ontario, whether they’re searching for information, prices or a reliable contractor for their renovation and repair jobs. We’re the answer to the question we all ask our friends when we need to hire someone to do a job: ‘Do uknowa’ good contractor?’ Like word of mouth on steroids, we don’t know just one person, we know the best everyone in town.”

Unlike the traditional approach that forces homeowners to wade through online search results and classified ads, uknowa allows homeowners throughout Ontario to post their renovation and repair jobs for vetted, interested and available local contractors. Homeowners can expect to receive multiple bids within 24 hours, allowing them to easily compare prices and be confident they are paying the right price for their job. uknowa eliminates the guess-work involved in pricing a job, along with the time-consuming exercise of searching for a contractor and inconvenience of back-and-forth phone calls.

Renoversity

Renoversity, the latest addition to the suite of services offered by uknowa.com, is a knowledge-base of articles, blogs and tools developed by industry professionals. The goal of Renoversity, led by Duane Grady, a construction industry professional with over 25 years experience, is to equip homeowners with the knowledge they need to make intelligent decisions. “Of the 1.9 million Canadian households that underwent home renovations in 2010, not only did 40% overspend,” said Perez, “many were unhappy with the quality of the work. The ‘shock and awe’ of the disaster reno might make great TV, but real homeowners want a resource that empowers them to make responsible choices at every step in their renovation, saving them money in the process.”

EcoENERGY

uknowa’s expansion is particularly timely considering the \$400 million the Canadian Government has set aside for the ecoENERGY Retrofit-Homes program that helps homeowners make their homes more energy-efficient. Homeowners who have a certified energy advisor perform a home evaluation and proceed with an eligible, energy-saving renovation, are eligible to receive up to \$5000 in grants, translating into savings in their renovation costs now, and energy expenditures later.

About uknowa

uknowa is a convenient and innovative online marketplace where homeowners find verified contractors. Without ever having to pick up the phone, homeowners can easily find the right contractor for their renovation and repair jobs. uknowa won second place for the best Venture Capitalist pitch at the 2011 International Startup Festival. (The festival drew applications from 120 startups from 12 countries.) Unlike online search engines and classified ad sites like Craigslist and Kijiji that require homeowners to dig through numerous listings, uknowa customers put their home renovation and repair jobs up for auction then let contractors come to them. uknowa was created by an experienced team of computer engineers and passionate entrepreneurs including Carlo Perez, Edwin Liang, Mario Filipas, Kim Ly and Denis Odorcic.

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