



Media Release: August 13, 2009

TrueLocal.com.au launches Get Quotes

Enabling consumers to make informed decisions easily and quickly

Australia's leading local search directory, truelocal.com.au today announced the launch of its new Get Quotes feature.

Powered by ServiceSeeking.com.au, the Get Quotes feature allows consumers to post details of a job or service they need, which can include anything from painting and decorating to wedding photography or tax returns. Businesses can then pitch for the job, including quoting a price, from which the consumer can choose the vendor that best suits their needs.

The service is free for consumers, and businesses pay a small fee for providing a quote.

Chief Executive for TrueLocal, John Allan said, "Consumers want to be able to find good businesses quickly and easily. Many want the option of either searching or calling a business directly, but others want to post their job online and have businesses come to them. The launch of Get Quotes on TrueLocal ensures we now cater for both types of consumer."

"The Get Quotes offering on truelocal.com.au is free and enables customers to make an informed decision and receive multiple quotes fast. Without all the running around."

"The Get Quotes system is great for businesses too – any TrueLocal registered business can view the jobs and decide on which jobs to quote. There is no upfront fee to join and the business only pays for the jobs they quote on," Mr Allan said.

Today's launch comes as a study conducted by research company, Core Data, found 95% of respondents would like the ability to make informed decisions and compare multiple businesses online before selecting a provider.

The survey of more than 1,200 people conducted from August 3-10 2009 also found:

- An overwhelming majority (91%) of respondents said the ability to provide one brief for a job online would make life easier when seeking quotes
- 70% of respondents are willing to spend less than an hour looking for good trade service providers
- 92% of respondents usually source two quotes before selecting a business with 50% usually sourcing three quotes
- 97% of respondents believe choice was important when selecting service providers
- Price (37%) is ranked as the most important factor overall when selecting a service provider closely followed by reputation (33%)



- More than two out of three respondents (68%) believe that views of other people are valuable when selecting a service provider
- The large majority (90%) of respondents will always keep the details of a service provider after a positive experience and 82% would always recommend them to their friends and family
- Negative experiences are also always shared with friends & family by 78% of the respondents. The large majority of respondents who used service providers in all categories had them come to their homes.

The Get Quotes feature, powered by ServiceSeeking.com.au, can be viewed on the TrueLocal homepage via the main navigation bar. Consumers can access the jobs they have posted and the associated quotes from their user profile.

Jeremy Levitt, Director of ServiceSeeking.com.au today welcomed the launch, “Get Quotes offers great value to TrueLocal customers thanks to ServiceSeeking.com.au’s unique business model. Businesses compete for work, often resulting in cheaper quotes for the customer or more work being done for the price quoted.”

“So now customers only need to describe what they need online and local businesses will quote. The big advantage is being able to compare a range of quotes and prices from local businesses without picking up the phone!”

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About TrueLocal:

Truelocal.com.au connects consumers with local businesses throughout Australia, and then allows you to share these experiences online with others.

As a leading Australian online business directory, TrueLocal offers:

- Free Business Listings on Yahoo!7 Local Search, Navman, Optus, Vodafone, 3, Virgin Mobile, Virgin Broadband and across the News Digital Media network.
- Free listing tool for local Australian businesses. Businesses are able to create their own local website with the option to add photos, logo’s, coupons and videos
- Focuses on finding relevant local businesses so customers can always find exactly what they’re looking for.

About ServiceSeeking.com.au

ServiceSeeking.com.au was founded in February 2007. Since its launch, customers from Australia have listed over \$75 million in projects catering to jobs in 20 major industries and over 400 industry subcategories. This unique tendering platform is revolutionizing the way Australians provide and seek services.