

# A-to-F safety grade for vetting contractors before you hire

Homeowners cannot easily judge whether a contractor is licensed, insured, and free of serious complaints, so they hire on gut feel and risk unsafe or unfinished work.

A-to-F safety grade for vetting contractors before you hire should be tested as a narrow first-win workflow for Homeowner about to hire a contractor for a major renovation.

HIGH DIFFICULTY

PAY-PER-REPORT FEE PLUS A SMALL-BATCH PACK FOR HOMEOWNERS COMPARING BIDS.

46/100

VALIDATION VERDICT / RETHINK

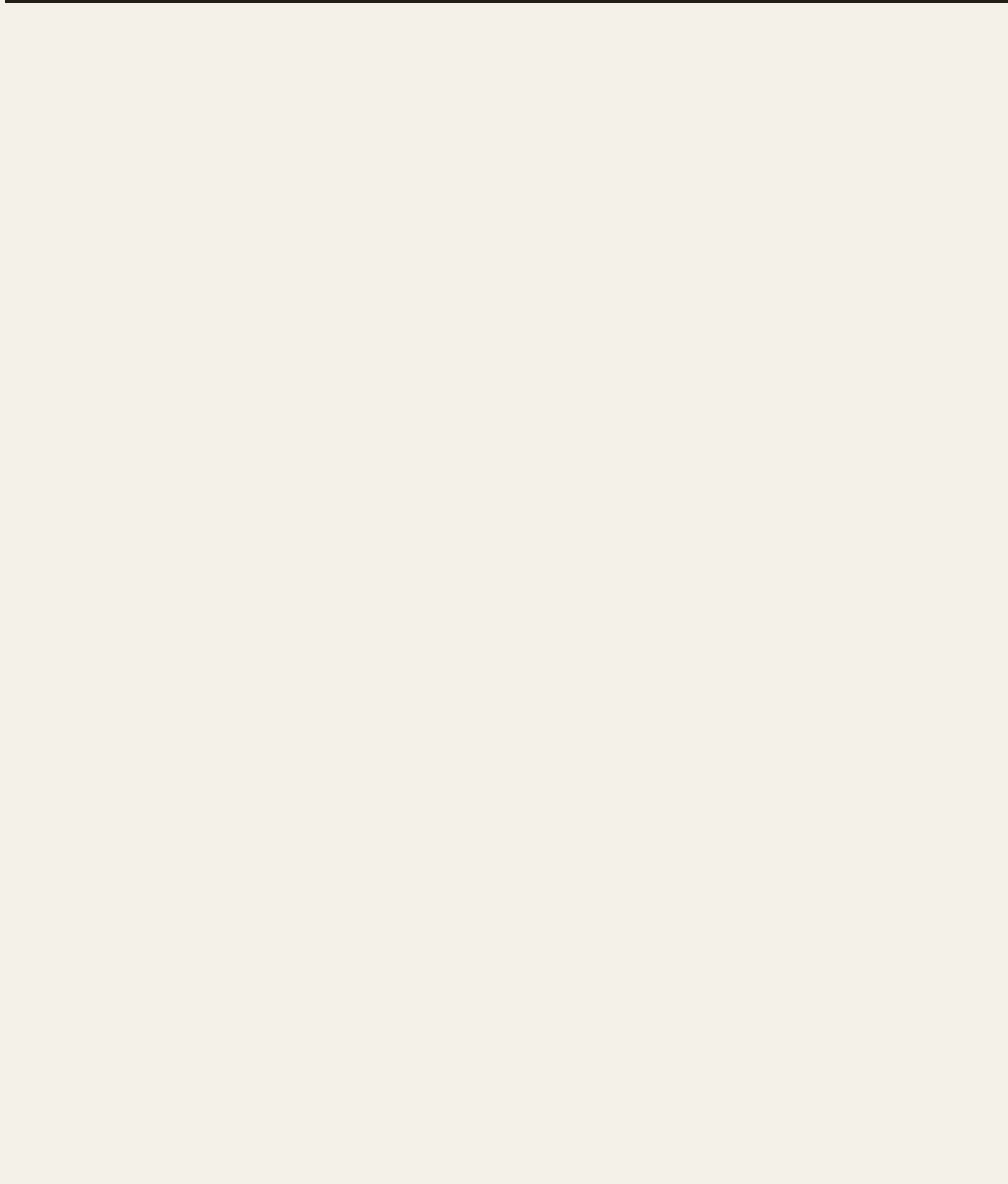
Validation is a weighted rubric, not a guarantee. Use the next validation step before building.

|            |                            |
|------------|----------------------------|
| Confidence | 42%                        |
| Lifecycle  | Crowding                   |
| Timing     | 23/100                     |
| Rubric     | INAV-VALIDATION-2026-06-04 |

CROWDING

Window closing

|                        |        |
|------------------------|--------|
| Demand signal          | 4.6/10 |
| Problem severity       | 5/10   |
| Willingness to pay     | 4.5/10 |
| Competitive saturation | 4.8/10 |
| Feasibility            | 4/10   |



#### VERDICT

## Rethink • 46/100

A-to-F safety grade for vetting contractors before you hire should be tested as a narrow first-win workflow for Homeowner about to hire a contractor for a major renovation.

#### THIS WEEK'S TEST

Manually grade fifty contractors from three states using public records and test whether homeowners hiring now will pay for a report before signing a contract.

#### KILL IT IF

Fewer than five qualified buyers agree to discuss the workflow after targeted outreach.

#### — READER DEMAND SIGNAL

## Would you build this? Would you pay?

One tap each — anonymous, one vote per question per day. Tallies update as readers weigh in.

### Would you build this?

Be the first to weigh in

### Would you pay for this?

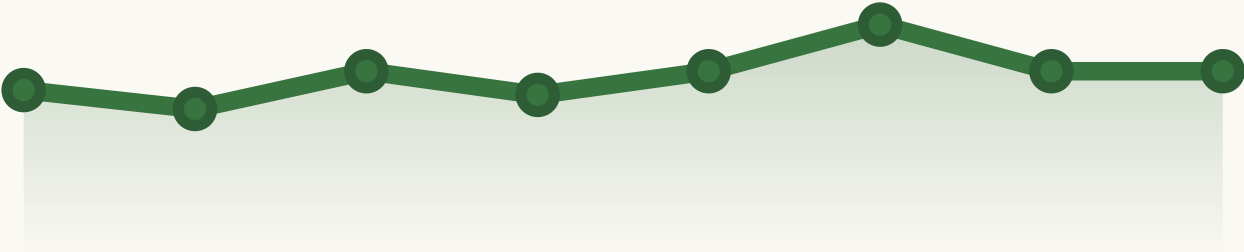
Be the first to weigh in

HOME-IMPROVEMENT CONTRACTOR VETTING

SIGNAL MODEL

## A-to-F safety grade for vetting contractors before you hire

A-to-F safety grade for vetting contractors before you hire should be tested as a narrow first-win workflow for Homeowner about to hire a contractor for a major renovation.



| Index | Value |
|-------|-------|
| 1     | 45    |
| 2     | 44    |
| 3     | 46    |
| 4     | 45    |
| 5     | 46    |
| 6     | 48    |
| 7     | 46    |
| 8     | 46    |

VALIDATION

46/100

Rethink

CONFIDENCE

42%

Editorial confidence

SCORE AVG

5/10

Scorecard average

PROOF

5/10

Proof signal average

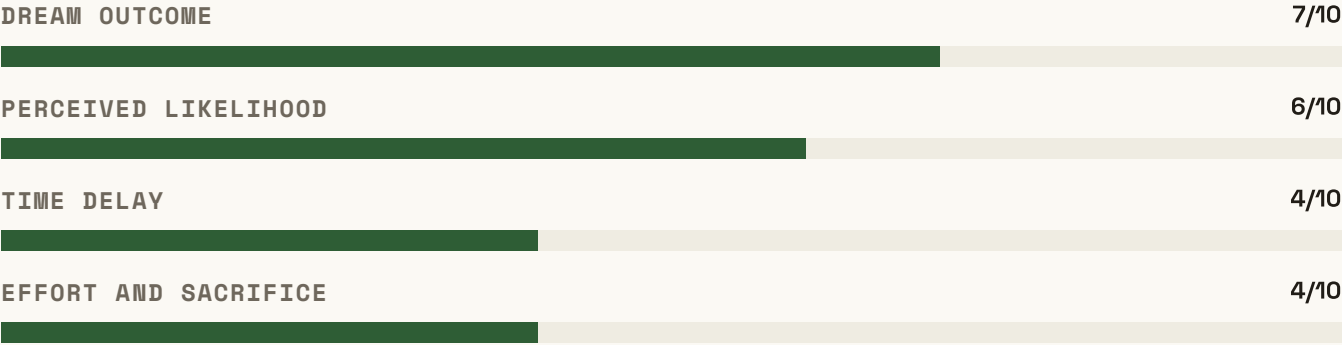
SCORE RADAR

Decision balance



VALUE EQUATION

Offer strength



MARKET MAP

Novel but unproven

CUSTOMER VALUE



High value plus high uniqueness deserves deeper research; lower uniqueness requires a clear distribution advantage.

VALIDATION FUNNEL

From pain to product.

|   |                                                                                                               |        |
|---|---------------------------------------------------------------------------------------------------------------|--------|
| 1 | <b>Buyer pain</b><br>Homeowner about to hire a contractor for a major renovation                              | 4.5/10 |
| 2 | <b>Concierge proof</b><br>Manually grade fifty contractors from three states using public records and test... | 5/10   |
| 3 | <b>Paid wedge</b><br>Concierge review or paid template                                                        | 5/10   |
| 4 | <b>Repeatable product</b><br>Pay-per-report fee plus a small-batch pack for homeowners comparing bids.        | 4.7/10 |

EVIDENCE HEATMAP

Signal intensity.

|                                                   |                                              |
|---------------------------------------------------|----------------------------------------------|
| <b>WHY NOW</b><br>4/10<br>Demand visibility       | <b>WHY NOW</b><br>4/10<br>Tooling readiness  |
| <b>WHY NOW</b><br>3/10<br>Budget clarity          | <b>WHY NOW</b><br>7/10<br>Competitive window |
| <b>PAIN</b><br>4/10<br>Repeated workflow friction | <b>MONEY</b><br>3/10<br>Budget hypothesis    |

URGENCY

5/10

Switching pressure

DISTRIBUTION

8/10

Reachable buyer language

Crowding (23/100): demand exists, but funded or visible competitors are compressing the window.

Deterministic stage assignment from re-check status, demand signals, complaint echo, and competitive saturation.

23/100

CROWDING

This opportunity is still accumulating lifecycle evidence.

2 matched company signals raise saturation.

Demand

50/100

Not old enough for a 30-day re-check yet.

Saturation

76/100

2 funded signals across 4 matched competitor signals.

Complaint echo

22/100

Complaint and trend echoes carry the timing call until adoption data matches this wedge.

# Evidence-backed idea-validation score.

The score uses a versioned 2026 rubric across demand, problem severity, willingness to pay, competitive saturation, and feasibility.

46/100

## Rethink

Rethink is the current validation verdict: problem severity is the strongest signal, while feasibility is the main evidence gap to close before scaling the build.

Rubric version: INAV-VALIDATION-2026-06-04 / generated July 27, 2026

### Demand signal

4.6/10

24% WEIGHT

Demand looks weak because the report has 2 source-backed signal(s), an editorial confidence of 42/100, and a defined buyer in Home-improvement contractor vetting.

- State licensing boards publish contractor license status and disciplinary actions homeowners rarely check.
- Target buyer: Homeowner about to hire a contractor for a major renovation

### Problem severity

5/10

22% WEIGHT

Problem severity is weak when the buyer pain, customer value, and dream-outcome scores are combined.

- Homeowners cannot easily judge whether a contractor is licensed, insured, and free of serious complaints, so they hire on gut feel and risk unsafe or unfinished work.
- State licensing boards publish contractor license status and disciplinary actions homeowners rarely check.

## Willingness to pay

4.5/10

20% WEIGHT

Willingness to pay is weak; the model has a monetization hypothesis, but it must still be proven through paid pilots or explicit pricing objections.

- Pay-per-report fee plus a small-batch pack for homeowners comparing bids.
- Manually grade fifty contractors from three states using public records and test whether homeowners hiring now will pay for a report before signing a contract.

## Competitive saturation

4.8/10

18% WEIGHT

Competitive room is reduced by 2 recorded alternative(s); the wedge must stay narrow and differentiated.

- Recorded alternative: Angi
- Competitive score rewards a narrow wedge, not absence of research.

## Feasibility

4/10

16% WEIGHT

Feasibility is weak for a high build if the MVP is limited to the first measurable workflow.

- Manually grade fifty contractors from three states using public records and test whether homeowners hiring now will pay for a report before signing a contract.
- Publishing graded judgments about named businesses creates defamation and accuracy exposure requiring sourced, transparent criteria.

## Next validation step

Manually grade fifty contractors from three states using public records and test whether homeowners hiring now will pay for a report before signing a contract.

# Seven days to a build / kill decision.

Derived from this report's own validation test, channels, offers, and kill criteria.

Each day has a threshold, so the week ends in a decision instead of a feeling.

## DAY 1

### Build the buyer list

List 50-100 named homeowner about to hire a contractor for a major renovation prospects from Community pain posts and Direct outreach — names, not categories.

**Threshold:** 50+ named, reachable buyers on the list.

## DAY 2

### Join the watering holes

Join and observe Reddit / forums, Launch communities, Review and alternative pages. Collect the exact words buyers use for this pain.

**Threshold:** 10+ verbatim pain quotes captured.

## DAY 3

### Send first outreach

Send the cold outreach template (below) to 15 buyers from the day-1 list, personalized with one detail each.

**Threshold:** 15 sent; 3+ replies of any kind.

## DAY 4

### Run buyer interviews

Hold 15-minute calls using the interview script (below). Listen for current workarounds and what they cost.

**Threshold:** 3+ completed interviews.

## DAY 5

### Run the report's validation test

Manually grade fifty contractors from three states using public records and test whether homeowners hiring now will pay for a report before signing a contract.

**Threshold:** Problem resonance: 5+ calls or 10+ detailed replies.

## DAY 6

### Make the smoke offer

Offer "Concierge review or paid template" at \$19-\$99 to every interviewed buyer. Manual delivery is fine — payment is the signal.

**Threshold:** 1+ pre-commitment (payment, signed LOI, or scheduled paid pilot).

## DAY 7

### Decide against the kill criteria

Score the week against this report's kill criteria, then take the stated next validation step: Manually grade fifty contractors from three states using public records and test whether homeowners hiring now will pay for a report before signing a contract.

**Threshold:** A written build / keep-testing / kill decision.

### Pass signal

Pass: thresholds on days 3, 4, and 6 are met — proceed to the next validation step with real buyer language in hand.

### Fail signal

Kill or rethink if the week confirms: Fewer than five qualified buyers agree to discuss the workflow after targeted outreach.

# Decision scorecard.

The report is structured to force a yes, no, or test decision instead of leaving the reader with a loose brainstorm.

|                                                                                                                                                                                                                                                                                    |      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| <div><div>Opportunity</div><div>NEEDS PROOF</div><div><div></div></div></div> <div>A-to-F safety grade for vetting contractors before you hire has an editorial confidence score of 42/100 before live buyer validation.</div>                                                     | 4/10 |
| <div><div>Problem</div><div>NEEDS PROOF</div><div><div></div></div></div> <div>Homeowners cannot easily judge whether a contractor is licensed, insured, and free of serious complaints, so they hire on gut feel and risk unsafe or unfinished work.</div>                        | 4/10 |
| <div><div>Feasibility</div><div>NEEDS PROOF</div><div><div></div></div></div> <div>A high build can work if the MVP stays limited to the first repeated workflow.</div>                                                                                                            | 4/10 |
| <div><div>Why now</div><div>STRONG</div><div><div></div></div></div> <div>State license boards and court records are increasingly available online, making it feasible to compile a clear safety grade from public-record signals that homeowners can't assemble themselves.</div> | 8/10 |

Revenue potential

\$250K-\$2M ARR potential if the wedge proves budget urgency and becomes a recurring workflow.

Execution difficulty

Execution is high; the main constraint is staying narrow enough for a first proof loop.

Go-to-market

Start with manual concierge output, direct outreach, and community proof before paid acquisition.

Founder fit

Best for an AI-assisted solo founder who can interview the buyer and ship a focused first version quickly.

1. Lead magnet

A-to-f Safety Grade For Vetting Contractors Before You Hire checklist

Free

Helps Homeowner about to hire a contractor for a major renovation audit the painful workflow before buying software.

Capture qualified leads and learn the buyer’s exact language.

2. Frontend offer

Concierge review or paid template

\$19-\$99

Delivers the first useful output manually before automation is trusted.

Validate urgency, workflow fit, and willingness to pay.

3. Core offer

A-to-F safety grade for vetting contractors before you hire focused SaaS

\$49-\$499/month

Turns the recurring manual workflow into a repeatable product loop.

Create the recurring revenue product after the narrow wedge survives tests.

4. Continuity

**Monitoring, benchmarks, and monthly reporting**

**\$99-\$1,000/year add-on**

Keeps the buyer engaged with ongoing proof, saved time, or reduced risk.

Increase retention and make the product part of a routine.

5. Backend offer

**Done-with-you setup, agency, or team rollout**

**Custom**

Adds implementation help, integrations, and workflow migration.

Capture higher-value accounts once the productized wedge is proven.

## Price-anchored revenue scenarios.

Derived from this report's "Core offer" offer-ladder stage (\$49-\$499/month). These are price-anchored scenarios, not market-size claims.

### Proof

**\$490-\$4,990 MRR****10 CUSTOMERS**

Ten paying customers proves willingness to pay and funds continued validation.

### Wedge

**\$2,450-\$24,950 MRR****50 CUSTOMERS**

Fifty customers in one niche makes the workflow the default in that circle and feeds referrals.

### Vertical leader

**\$12,250-\$124,750 MRR****250 CUSTOMERS**

A few hundred accounts in one vertical is a real business before any horizontal expansion.

### Break-even

At \$49-\$499/month, 1 customers cover the stated Local-first MVP budget: \$0-\$10K before paid acquisition. budget within a month; fewer if they land at the top of the range.

### Sizing the buyer universe

Size the buyer universe in one day: count homeowner about to hire a contractor for a major renovation reachable through the report's channels (directories, associations, communities) until the list stops growing — the test only needs the first 100 names, not a TAM estimate.

### Pricing benchmark

2 adjacent products recorded (0 strong). Position the price against what homeowner about to hire a contractor for a major renovation already pays in time or tooling, and verify each named alternative's public pricing during the sprint.

# Mixed reflexivity — execution over secrecy.

Does publishing this opportunity strengthen it or crowd it? low confidence.

**Publish or protect**

No dominant reflexivity signal. Publish the analysis, but note that execution speed and distribution matter more than secrecy here; revisit if the space shows saturation.

**Signals**

No dominant network or scarcity marker — a mixed case where execution speed and distribution matter more than secrecy.

|                                                                                                                                                                                                                                                                                                                                   |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| — EVIDENCE                                                                                                                                                                                                                                                                                                                        |  |
| Why now and proof signals.                                                                                                                                                                                                                                                                                                        |  |
| Why now                                                                                                                                                                                                                                                                                                                           |  |
| <div><div></div><div><div>Demand visibility</div><div>State licensing boards publish contractor license status and disciplinary actions homeowners rarely check.</div><div>Build only if the complaint repeats across interviews, posts, or existing workflow artifacts. <a href="#">ftc.gov</a></div></div><div>4/10</div></div> |  |
| <div><div></div><div><div>Tooling readiness</div><div>AI-assisted product work and managed infrastructure reduce the first-version cost.</div><div>The first release should automate one high-friction step rather than become a broad platform. <a href="#">usa.gov</a></div></div><div>4/10</div></div>                         |  |
| <div><div></div><div><div>Budget clarity</div><div>Pay-per-report fee plus a small-batch pack for homeowners comparing bids.</div><div>Ask for money during validation before building the full workflow. <a href="#">ftc.gov</a></div></div><div>3/10</div></div>                                                                |  |
| <div><div></div><div><div>Competitive window</div><div>The wedge is specific enough to test without claiming the whole market.</div><div>Position around one buyer and one measurable first-win outcome. <a href="#">ftc.gov</a></div></div><div>7/10</div></div>                                                                 |  |
| Proof signals                                                                                                                                                                                                                                                                                                                     |  |
| <div><div></div><div><div>Pain: Repeated workflow friction</div><div>State licensing boards publish contractor license status and disciplinary actions homeowners rarely check. <a href="#">ftc.gov</a></div><div>4/10</div></div></div>                                                                                          |  |

3/10

## Money: Budget hypothesis

Homeowner about to hire a contractor for a major renovation is the first group to test because the monetization path is: Pay-per-report fee plus a small-batch pack for homeowners comparing bids.

[ftc.gov](https://www.ftc.gov)

5/10

## Urgency: Switching pressure

Urgency becomes real only if the current workaround costs time, risk, money, or reputation every week.

[usa.gov](https://www.usa.gov)

8/10

## Distribution: Reachable buyer language

The first channel should be whichever source lane already contains the buyer's vocabulary.

[ftc.gov](https://www.ftc.gov)

Underserved segments

- Homeowner about to hire a contractor for a major renovation who still run the workflow in spreadsheets, generic docs, email, or chat threads.
- Small teams in Home-improvement contractor vetting that feel the pain weekly but are too narrow for broad incumbents.
- New adopters who need guided proof before committing to a larger platform.

Feature gaps

- A narrow workflow that reaches value without configuration-heavy onboarding.
- A buyer-facing proof artifact that shows time saved, risk reduced, or communication improved.
- A handoff path from manual concierge service to repeatable software.

Differentiation levers

- Use specificity as the wedge: one buyer, one workflow, one measurable result.
- Show proof earlier than broad competitors with before-and-after examples and small pilot data.
- Keep implementation lighter than incumbent suites or generic AI assistants.

Execution snapshot

|                                                                                                                                                                                |                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| Type                                                                                                                                                                           | Productized service                                        |
| Timeline                                                                                                                                                                       | 8-12 weeks                                                 |
| Budget                                                                                                                                                                         | Local-first MVP budget: \$0-\$10K before paid acquisition. |
| Initial offer                                                                                                                                                                  | Concierge review or paid template                          |
| Build only the first-win workflow for "A-to-F safety grade for vetting contractors before you hire" and keep research, setup, and exceptions manual until the wedge is proven. |                                                            |

**Weekly**

## Community pain posts

Use communities and forums where Homeowner about to hire a contractor for a major renovation already describe the painful workflow.

Problem teardown, interview ask, and short demo clip / 5 qualified calls or 10 detailed replies in 7 days

**Daily during validation**

## Direct outreach

Direct conversations are the fastest way to verify budget ownership and switching cost.

Concierge pilot offer with a manually prepared sample / 3 paid pilots, LOIs, or budget-owner follow-ups

**Bi-weekly**

## Searchable comparison content

Alternative and comparison pages reveal objections, pricing language, and buying intent.

Before-and-after page or alternatives memo for the exact workflow / Organic clicks, booked demos, or waitlist joins from comparison intent

**Once MVP is clickable**

## Launch directory

Launches test whether the promise is legible to people outside the first interview set.

Single-purpose demo and first-win story / 25% demo completion or 10 waitlist joins

## Alternatives, incumbents, and whitespace.

This section names likely workarounds and public players so the report can argue where the wedge is still open.

A-to-F safety grade for vetting contractors before you hire should be positioned against generic AI assistants, no-code workarounds, and any vertical incumbent that already owns Home-improvement contractor vetting. The opening is a narrower first-win workflow for Homeowner about to hire a contractor for a major renovation.

### ADJACENT

## Angi

product

Angi lists contractors with reviews and some background checks but optimizes for lead generation rather than an impartial, public-record-based safety grade.

### ADJACENT

## BuildZoom

product

BuildZoom surfaces contractor license and permit data but presents it as profiles rather than a single homeowner-friendly A-to-F safety grade.

### WORKAROUND

## Asana

Project management

Competes where the buyer can express the workflow as tasks, owners, and due dates.

### WORKAROUND

## Notion

Workspace and documentation

Competes when buyers can solve the pain with templates, checklists, and shared pages.

DIRECT

## ServiceTitan

Field service platform

Relevant to field service, HVAC, appliance repair, contractor, and service dispatch ideas.

DIRECT

## Clio

Legal practice management

Relevant to legal operations, records, intake, and compliance workflows.

## Whitespace

- A narrow workflow that reaches value without configuration-heavy onboarding.
- A buyer-facing proof artifact that shows time saved, risk reduced, or communication improved.
- A handoff path from manual concierge service to repeatable software.
- Use specificity as the wedge: one buyer, one workflow, one measurable result.
- Show proof earlier than broad competitors with before-and-after examples and small pilot data.
- Keep implementation lighter than incumbent suites or generic AI assistants.
- Own the specific buyer workflow instead of selling a broad AI assistant.

## Positioning moves

- Lead with the exact buyer: Homeowner about to hire a contractor for a major renovation.
- Show a proof artifact for: Manually grade fifty contractors from three states using public records and test whether homeowners hiring now will pay for a report before signing a contract.
- Name the generic-assistant workaround directly and explain what it misses.
- Offer concierge setup before promising a full platform.

Public source

**Angi**

<https://www.angi.com/>

Public source

**BuildZoom**

<https://www.buildzoom.com/>

Public source

**Asana**

<https://asana.com/>

Public source

**Notion**

<https://www.notion.com/>

Public source

**ServiceTitan**

<https://www.servicetitan.com/>

Public source

**Clio**

<https://www.clio.com/>

Public source

**Report source**

<https://www.usa.gov/state-consumer>

Public source

**Report source**

<https://www.ftc.gov/>

Who’s already moving in Field Trades

Public companies and funding signals the intelligence graph links to this vertical (related by keyword overlap — sized players, not direct competitors). Source: `/graph.json` .

FIELD SERVICE MANAGEMENT

\$625M

ServiceTitan

Operations software for contractors and field-service trades: scheduling, dispatch, quotes, jobs, and crew management.

IPO · 2024-12-12

## Segments, channels, and intent language.

The companion is also published as a standalone HTML page and Markdown file for research handoff.

### Primary audience

Homeowner about to hire a contractor for a major renovation is the first audience because the report already names a repeated pain, reachable channels, and a validation test that can be run before software is complete.

SAFETY WORKFLOW

GRADE VALIDATION

SAFETY AI

GRADE AUTOMATION

HOME-IMPROVEMENT

CONTRACTOR-VETTING

SAFETY-GRADE

PUBLIC-RECORDS

### First validation channels

- **Reddit / forums:** Post a problem teardown for Home-improvement contractor vetting and ask how people solve it today.
- **Launch communities:** Ship a narrow demo and watch which promise gets clicks.
- **Review and alternative pages:** Write an alternatives page that owns one narrow use case.
- **Community pain posts:** Problem teardown, interview ask, and short demo clip

## Execution-readiness scorecard.

The score turns the report into bottlenecks, accelerators, and a dated first-month launch plan.

# 36/100

### Research first

A-to-F safety grade for vetting contractors before you hire scores 36/100 for execution readiness. The recommended next step is Manually grade fifty contractors from three states using public records and test whether homeowners hiring now will pay for a report before signing a contract.

Execution scorecard is generated from report validation, confidence, feasibility, founder fit, and difficulty.

### Bottlenecks

- Publishing graded judgments about named businesses creates defamation and accuracy exposure requiring sourced, transparent criteria.
- Public-record coverage varies by state, so grades could be incomplete or unfair without clear data-coverage disclosure.
- A broad AI assistant can flatten differentiation unless the wedge is painfully specific.
- The first release can become a generic dashboard if the job is not named tightly.
- Needs real buyer access, not only desk research.

### First milestones

- 2026-07-27: Frame the wedge
- 2026-07-30: Interview 10 people who match the buyer persona.
- 2026-08-03: Ship a clickable demo or concierge workflow that produces the first useful artifact.
- 2026-08-10: Run one paid pilot or collect explicit pricing objections before automating the rest.

## Value equation, matrix, and ACP.

# Fit, roast, and kill criteria.

## 6/10

### Founder fit

A solo or AI-assisted founder with direct access to Homeowner about to hire a contractor for a major renovation.

### ADVANTAGES

- Can talk to the buyer before writing much code.
- Can ship a narrow first-win demo quickly.
- Can use local-first research artifacts to keep validation moving without a large team.

### GAPS

- Needs real buyer access, not only desk research.
- Needs proof of budget or repeated urgency.
- Needs a crisp wedge before broad product work starts.

### Roast

Interesting hypothesis, but it needs sharper demand evidence before build time.

### BLIND SPOTS

- Publishing graded judgments about named businesses creates defamation and accuracy exposure requiring sourced, transparent criteria.
- A broad AI assistant can flatten differentiation unless the wedge is painfully specific.
- The first release can become a generic dashboard if the job is not named tightly.

### HARD QUESTIONS

- Who wakes up already trying to solve this?
- What do they stop paying for or stop doing when this works?
- What proof would make a skeptical buyer trust it in one screen?
- What is the smallest paid version of this idea?

### Kill criteria

- Fewer than five qualified buyers agree to discuss the workflow after targeted outreach.
- No buyer can name a current cost in time, money, risk, or reputation.
- The first demo does not produce a clear next step, paid pilot, or specific objection.

## Next actions

- Write the one-sentence promise and test it in the strongest channel.
- Create the lead magnet and use it to recruit interviews.
- Build the smallest demo that proves the first win.

# Move from reading to testing.

Local-first handoff cards copy prompts or structured data without requiring an account.

BUILD THIS IDEA

Copy the focused build brief for a coding agent.

COPY

ROAST

Copy the critique lens and blind spots before committing time.

COPY

LANDING PAGE

Copy a landing-page brief based on buyer, pain, and validation.

COPY

BRAND PACKAGE

Copy positioning inputs for naming, messaging, and design direction.

COPY

## AD CREATIVES

Copy campaign angles for buyer-problem validation.

**COPY**

## EXPORT DATA

Copy structured JSON for a research engine, roadmap tracker, or another agent.

**COPY**

## FOUNDER FIT

Copy the founder-fit self-check before entering build mode.

**COPY**

# Outreach template and interview script.

Built from this report's buyer, pain language, and channels. Personalize one detail per message — these are starting points, not spam ammunition.

## Cold outreach message

QUESTION ABOUT SAFETY WORKFLOW

HOW ARE YOU HANDLING HOMEOWNERS CANNOT EASILY JUDGE WHETHER A CONTRACTOR IS LICE...

15 MINUTES ON A HOME-IMPROVEMENT CONTRACTOR VETTING WORKFLOW?

Hi {{firstName}},

I'm researching how homeowner about to hire a contractor for a major renovation handle this today: Homeowners cannot easily judge whether a contractor is licensed, insured, and free of serious complaints, so they hire on gut feel and risk...

I'm not selling anything yet — I'm testing whether "A-to-F safety grade for vetting contractors before you hire" is worth building, and I'd rather learn from people living the workflow than guess.

Would you trade 15 minutes for first access (and a say in what gets built) if it goes ahead?

{{yourName}}

**COPY MESSAGE**

## Buyer interview script

1. Walk me through the last time this happened: Homeowners cannot easily judge whether a contractor is licensed, insured, and free of serious complaints, so they hire... What did you actually do?
2. What does that workaround cost you — in hours, money, or risk — in a normal month?
3. What have you already tried or bought to fix it, and why didn't it stick?
4. If "A lookup that takes a contractor name/license and returns an A-to-F safety grade from license statu..." existed, what would have to be true for you to switch in the first week?
5. Who else feels this worse than you do — and would you introduce me?

## WHERE TO SEND IT

- Community pain posts — Problem teardown, interview ask, and short demo clip
- Direct outreach — Concierge pilot offer with a manually prepared sample
- Searchable comparison content — Before-and-after page or alternatives memo for the exact workflow
- Reddit / forums — Post a problem teardown for Home-improvement contractor vetting and ask how people solve it today.
- Launch communities — Ship a narrow demo and watch which promise gets clicks.

## Build and review prompts.

### Build prompt

Build a narrow MVP for "A-to-F safety grade for vetting contractors before you hire" for Homeowner about to hire a contractor for a major renovation. Preserve the evidence, build only the first-win workflow, include source links, and treat Manually grade fifty contractors from three states using public records and test whether homeowners hiring now will pay for a report before signing a contract. as the first acceptance gate.

### Review prompt

Review the "A-to-F safety grade for vetting contractors before you hire" MVP for over-breadth, unsupported claims, weak buyer proof, privacy risk, and missing validation instrumentation. Do not approve expansion until the kill criteria and success metrics are measurable.

gov-consumer / ftc.gov

#### **FTC - Hiring a Contractor**

The FTC publishes consumer guidance on vetting contractors and verifying licensing and insurance, the exact checks a safety grade systematizes.

gov-consumer / usa.gov

#### **USA.gov - State Consumer Protection**

USA.gov links to state consumer-protection and licensing resources, the public-record sources a contractor safety grade would aggregate.

## If this exact wedge isn't yours, these are adjacent.

Derived deterministically from this report's buyers, vertical language, and business model.

### Same problem, different buyer: Budget owner who feels the operational cost of the broken workflow.

The workflow pain in this report is not exclusive to homeowner about to hire a contractor for a major renovation. Budget owner who feels the operational cost of the broken workflow. faces the same friction with their own budget and urgency.

**First test:** Re-run day 3 of the sprint (15 outreach messages) against this buyer only, and compare reply rates before changing anything else.

### Same workflow, adjacent vertical: Government & Public Sector

This report's language already overlaps Government & Public Sector (agencies). The same first-win workflow usually transfers with new vocabulary and one changed integration.

**First test:** Rewrite the one-line promise for a Public Sector buyer and test it in that vertical's channels before building anything new.

Open that vertical's brief

### Same wedge, alternate model: a self-serve subscription tool

This report monetizes via "Pay-per-report fee plus a small-batch pack for homeowners comparing bids.". Once the manual service runs the same playbook three times, the repeatable part becomes the recurring product.

**First test:** Offer both versions on day 6 of the sprint and let the first pre-commitment choose the model.

# Where this report sits in the intelligence graph.

Links from the ontology layer. Declared links are explicit in the research record; inferred links are keyword overlap and labeled as such. Full graph at /graph.json.

EVIDENCE INDEPENDENCE 77/100

3 source domains, 7 evidence edges. Dominant family: local:data/regulatory-clock.json. Audit all provenance .

## Adjacent verticals

- Government & Public Sector

VALIDATE · 71/100

Change-order risk detector for landscaping contractors

Contractor operations

OPEN REPORT

VALIDATE · 71/100

Contractor onboarding checklist for small construction firms

Construction operations

OPEN REPORT

VALIDATE · 69/100

Warranty claim packet builder for appliance repair shops

Repair operations

OPEN REPORT

SHARED TAGS

Real-time business-closure alerts for asset buyers