

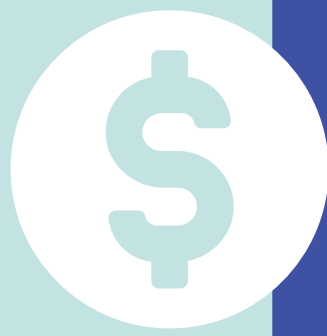
New survey data* reveals homeowners and renters are **ready for expert video consultations and support**

70% of respondents look to technology to help with building, renovation and maintenance projects



85% said talking to an expert makes them feel more confident

84% are more likely to make a purchasing decision stemming from expert advice



81% feel influenced by speaking to home experts

“
73% want an expert consultation with the convenience of digital. The future is smart video consultation solutions with home product and service experts.
”

— Guillermo Salazar, co-founder and CEO of IrisCX

63% miss work or rearrange their schedule for an in-person contractor visit



68% expect their home-related issue to be fixed in **3 hours or less**



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More than **15%** of **Gen Z** expect an issue to be resolved within **1 hour**

61% are using **technology to solve** home-related problems

68% said they would at least **double** their **DIY home projects** if there was a **virtual platform** to streamline the process



A more human experience™

*The survey of 1,000 American adults was conducted by Propeller Research in April 2023.