HOUNDLINK

CONNECTING LOCAL CUSTOMERS WITH LOCAL PROS.

How Houndlink works for your company

A plain-English guide for local trade contractors: what it costs, how leads reach you, and how to get started.

Houndlink connects local homeowners with local pros. Your company is probably already listed, for free. This guide shows how to claim that listing, how requests for quotes reach you, and what the optional Featured spot adds. There are no contracts on the free listing, and you only pay for a lead when you choose to unlock it.

Questions? Email **info@houndlink.com**

What Houndlink is

Houndlink is a local directory of home-service companies, organized by town and trade (roofing in Fort Smith, plumbing in Van Buren, and so on). Homeowners find companies, read their Google ratings, and ask for quotes. Each request goes to one company, not a long list of them, so you are not racing a dozen competitors for the same job.

- **Listings are free.** We build them from public Google business information: your name, address, rating and review count. Every listing links to its Google reviews.
- **Your main trade comes from Google.** It is set from your Google business profile and nobody can change it. Once you claim your listing, you can add up to 3 more trades (roofing plus siding, gutters and windows, for example) so homeowners find you in each one.
- **Ratings come from Google.** Nobody can edit or buy a rating, not you and not us.
- **Homeowners ask for quotes.** They pick a job, say when they need it, and describe the work. They must agree that their details are shared with the company that takes the request.
- **Houndlink does not promise jobs.** We send you homeowners who asked for a quote. Winning the job is up to you.

Three ways to be on Houndlink

	Listed	Claimed	Featured
Cost	Free	Free	$59 a month, or $49 a month on the 12-month plan
How you get it	Automatic, from Google	You claim your listing (about 2 minutes)	Choose it from your dashboard
Shows on your listing	Name, address, Google rating and reviews, Google reviews link	Same, plus the badge and the ability to edit your description, hours and services	Everything in Claimed, plus phone number, website, current specials, and a top spot
Requests you receive	None (no owner to receive them)	Direct requests from your page, and offers on general requests (see the next section)	All leads free: direct requests and a rotating share of general requests
Free leads	None	1 free lead each month, then you pay to unlock	Every lead is free
Limit	None	None	Max 5 companies per trade per town

Only Featured companies show a phone number and website. Everyone else is quote-only, so homeowners reach you through a request on Houndlink. That keeps requests flowing through one place and gives Featured members a real reason to be Featured.

How requests for quotes reach you

There are two kinds of request. Which one a homeowner sends depends on where they started.

1. Direct request: the homeowner picked your company

They were on your listing page and asked **you** for a quote. If you have claimed your listing, the request goes to you and only you.

- **Your first request each calendar month is free.** You get the homeowner's name, phone number, job, timing, where, and their note by email, and in your dashboard.
- **After that**, you get a short preview first: the job and the timing. You unlock the name and phone number with credits (prices in the credits section). You are charged when you unlock it, whether or not you win the job.
- **Featured companies** never pay: every direct request is free.
- If nobody unlocks a lead within **72 hours**, it goes back to Houndlink so we can follow up with the homeowner.

2. General request: the homeowner asked for a trade in their town

They did not pick a company, for example "roofing, Fort Smith." Here is who gets it:

If this town and trade has...	The request goes to...
Featured companies	**One Featured company**, rotating evenly. The company that has gone longest without a general request is next, so each Featured company gets a fair share.
No Featured company, but claimed companies	**Every claimed company in that trade** gets a preview. The **first one to unlock it** gets the homeowner's details. Everyone else is told it is taken and is **not charged**.
No claimed companies at all	It comes to Houndlink, and we follow up with the homeowner ourselves.

A request from a company page that is not claimed yet is handled as a general request. The company that was asked about does not receive it, because it has no owner on Houndlink.

What a lead email looks like

Preview (before you unlock)	Full lead (after you unlock, or when it is free)
Job, timing, town, and the price in credits. Example: "New roofing lead in Fort Smith. Job: Roof repair. Timing: ASAP. Unlock for 35 credits."	Name, phone number, job, timing, where, and the homeowner's note about the work. Call them soon: fast replies win jobs.

Credits and lead prices

You pay for leads with prepaid credits, so you are not charged a card fee on every small lead.

- **1 credit = $1.** A lead that costs $20 uses 20 credits.
- **Credits are sold in packs of 50** ($50 per pack). You can buy more than one pack.
- **Auto-recharge** is optional. When your balance falls under 50 credits, it buys another pack so you do not miss a lead. You can turn it off any time.
- **Free bonus credits** are sometimes added by Houndlink. They are spent first.
- **Credits are used only when you unlock a lead.** Your free monthly lead and Featured leads cost nothing.

Price per lead, by trade

The price depends on how large the typical job is. One company gets each lead, so it is never shared.

Price	Trades
$10	House cleaning, carpet cleaning, window cleaning, pressure washing, handyman, junk removal, landscaping, snow removal, pool service, window tinting, home inspection, dumpster rental
$15	Locksmith, air duct cleaning, interior design, irrigation, pest control, appliance repair, gutters, drywall, tile, chimney and similar
$20	Plumbing, electrical, painting, flooring, fencing, garage doors, tree service, septic, insulation, carports and pergolas
$25	Concrete, paving and asphalt, excavation, cabinets and countertops, decks, windows and doors
$30	HVAC, siding, water damage
$35	Roofing, remodeling
$40	Foundation repair, home builders, solar

Final prices for every trade are shown in your dashboard before you unlock a lead. If a trade is not listed above, the default is $15.

Bad lead? Report it.

If a lead has a fake phone number or is clearly outside your area, report it from your dashboard **within 48 hours**. Houndlink reviews it, and if we agree, your credits go back.

What Featured adds

Featured is for companies that want the best chance at new customers in their trade and town. Only **5 companies per trade per town** can be Featured, so a spot means something.

Featured benefit	What it means for you
Top of the page	You appear in a Featured section above everyone else on your trade and town pages.
All leads free	Direct requests from your page, plus a rotating share of general requests, cost no credits.
Phone and website shown	Homeowners can call you or visit your site straight from your listing. Other companies show neither.
Specials	Post a current offer on your listing (for example, a free estimate or a seasonal discount) with an end date.
Monthly report	A monthly email showing how many people viewed your listing and asked for quotes.
Badges	A Featured badge you can put on your own website and trucks (available in your dashboard).

Pricing

Plan	Price
Monthly	$59 a month. Cancel any time.
12-month plan	$49 a month, billed $588 once a year.
Extra towns	Each listing includes 3 towns, counting your home town. Extra towns are $7.99 a month on the monthly plan, or $5.99 a month on the 12-month plan.

- You manage your card and cancel from your dashboard. Cancelling ends Featured at the end of what you have paid for.
- If a payment fails, Featured continues while the payment is retried. It is removed only if the payment cannot be collected.
- Featured improves your visibility. It does not change your Google rating or review count, and it does not guarantee jobs.

Top Rated badge: any claimed company with a Google rating of 4.7 or higher and at least 20 reviews earns it automatically, no payment needed.

Getting started

Claiming takes about two minutes, and it is free.

1. **Find your listing**
   Search your company at houndlink.com, or go to your town and trade page.
2. **Click Claim this business**
   Enter your email address. If your email ends with your company website's domain (for example, you@yourcompany.com for yourcompany.com), we email you a 6-digit code right away. Claim codes are sent by email only.
3. **Enter your code**
   It works for 10 minutes. You are in. Houndlink sends you a sign-in link whenever you want to come back. There is no password to remember.
4. **Complete your listing**
   Add your description, hours, services and the towns you serve. Under What do you do?, add up to 3 more trades besides your main one. Check that your phone number and website are correct.
5. **Decide on credits or Featured**
   Buy a pack of credits when you are ready to unlock leads, or choose Featured and never pay per lead.

If your email does not match your website

Use the email that matches your company website if you can. If you cannot, ask for a claim review at **info@houndlink.com**. We will check that you are tied to the business, for example by looking at your website, your Google profile, or your license, and we will reply by email. Claiming a business that is not yours is not allowed.

Not listed yet?

Use **Add your business** on the site. We check that the company is real, then add it and email you. If you ask, we can make you the owner of the new listing.

Common questions

Question	Answer
Is the listing really free?	Yes. Being listed and claiming are free, and a free claimed listing includes one free lead each month.
Do I have to be Featured?	No. Many companies will stay on the free claimed listing and pay per lead only when they want a lead.
What if two companies unlock the same general request?	Only the first one gets it. The other is told it is taken and is not charged.
Do I pay if I do not win the job?	If you unlocked a lead with credits, yes, the lead price is for the homeowner's details, not the job. Your free monthly lead and Featured leads cost nothing.
Can I change or remove my listing?	You can correct your phone, website, hours and description yourself. To remove your company or disconnect an owner, email info@houndlink.com.

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Prices and rules in this guide were current when it was written and can change. The latest are always shown on houndlink.com and in your dashboard.