



**BETWEEN  
A  
ROCK AND A YARD PLACE**

clicksuasion<sup>™</sup>  
LABS



**RESEARCHERS**

**CYNDI FIFIELD**



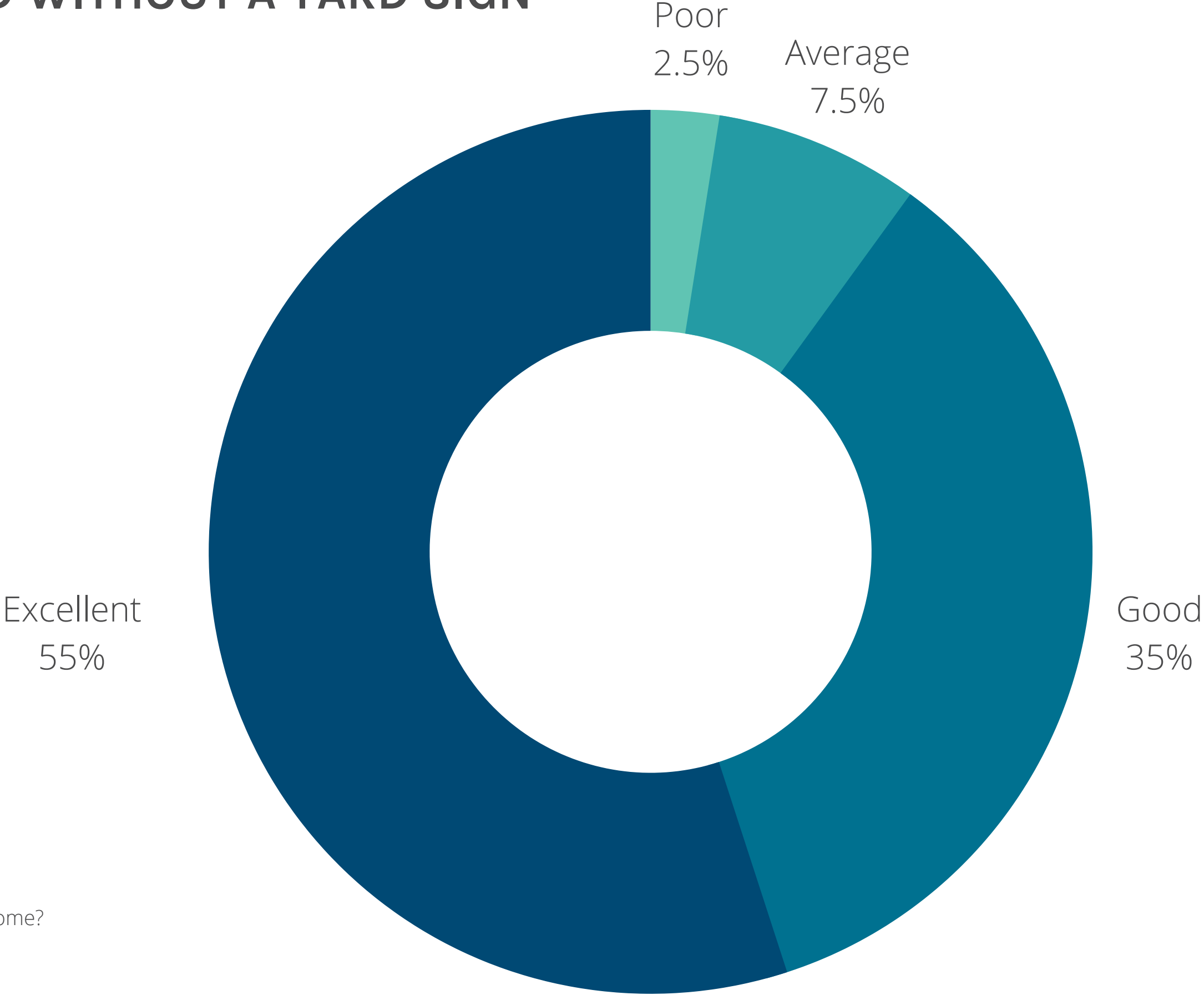
**KATANA LEMELIN**



**MICHAEL BARBERA**

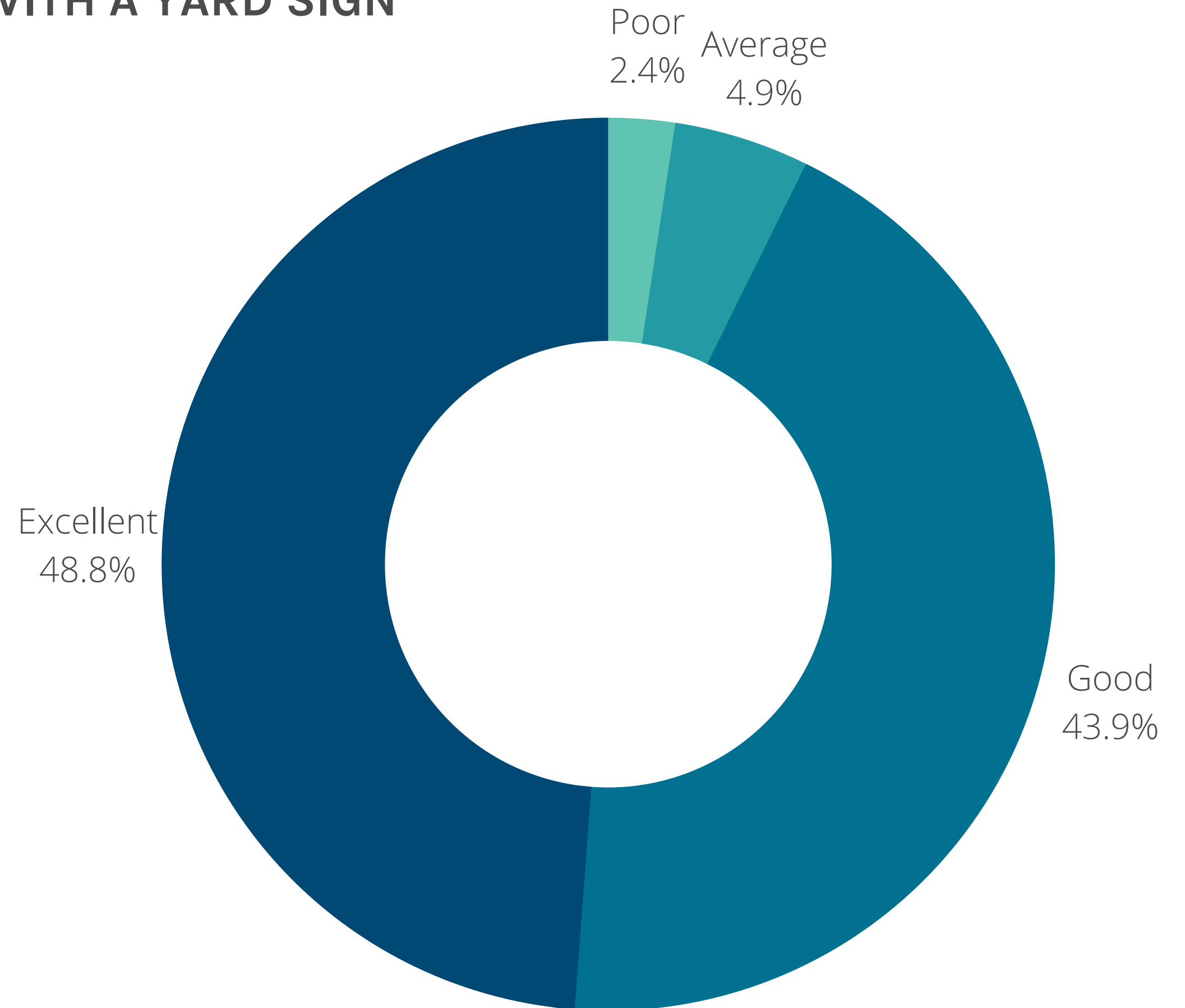


PERCEIVED RESPECT FROM BRAND WITHOUT A YARD SIGN



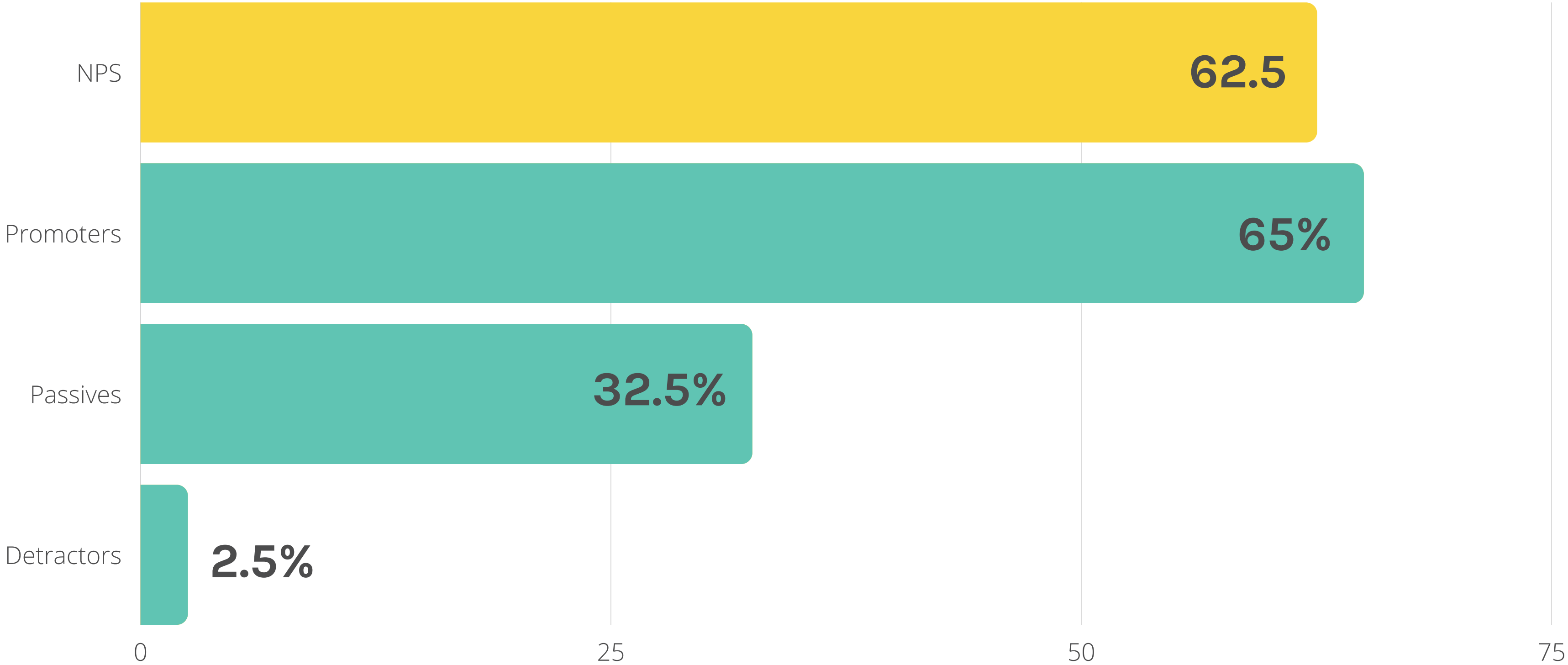
Q: What is the amount of respect this company placed into the care of your home?  
Source: Clicksuasion Home Services Survey (2019, 2020)

PERCEIVED RESPECT FROM BRAND WITH A YARD SIGN



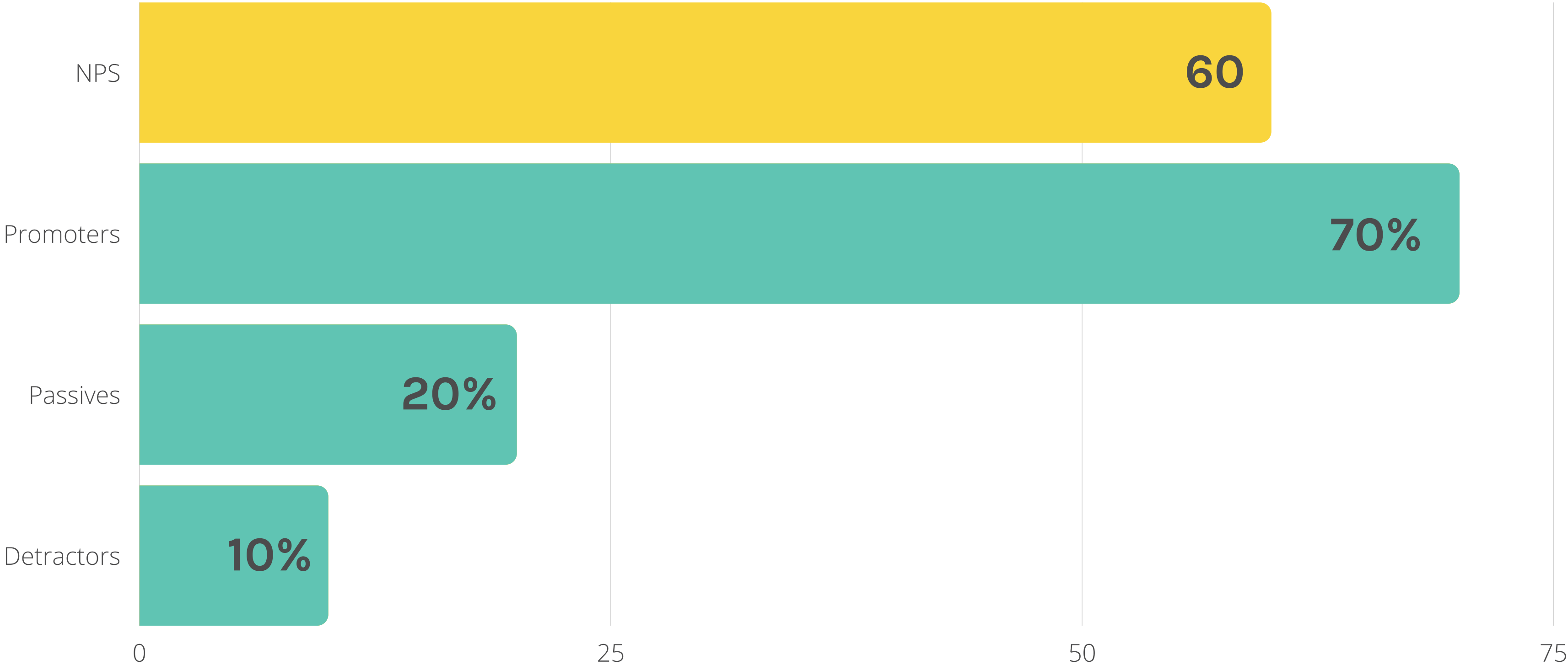
Q: What is the amount of respect this company placed into the care of your home?  
Source: Clicksuasion Home Services Survey (2019, 2020)

NET PROMOTER SCORE WITH A YARD SIGN



Q: How likely are you to recommend this service to a friend or colleague?  
Source: Clicksuasion Home Services Survey (2019, 2020)

NET PROMOTER SCORE WITHOUT A YARD SIGN



Q: How likely are you to recommend this service to a friend or colleague?  
Source: Clicksuasion Home Services Survey (2019, 2020)

WILLINGNESS TO PROVIDE POSITIVE FEEDBACK (WITH YARD SIGN)

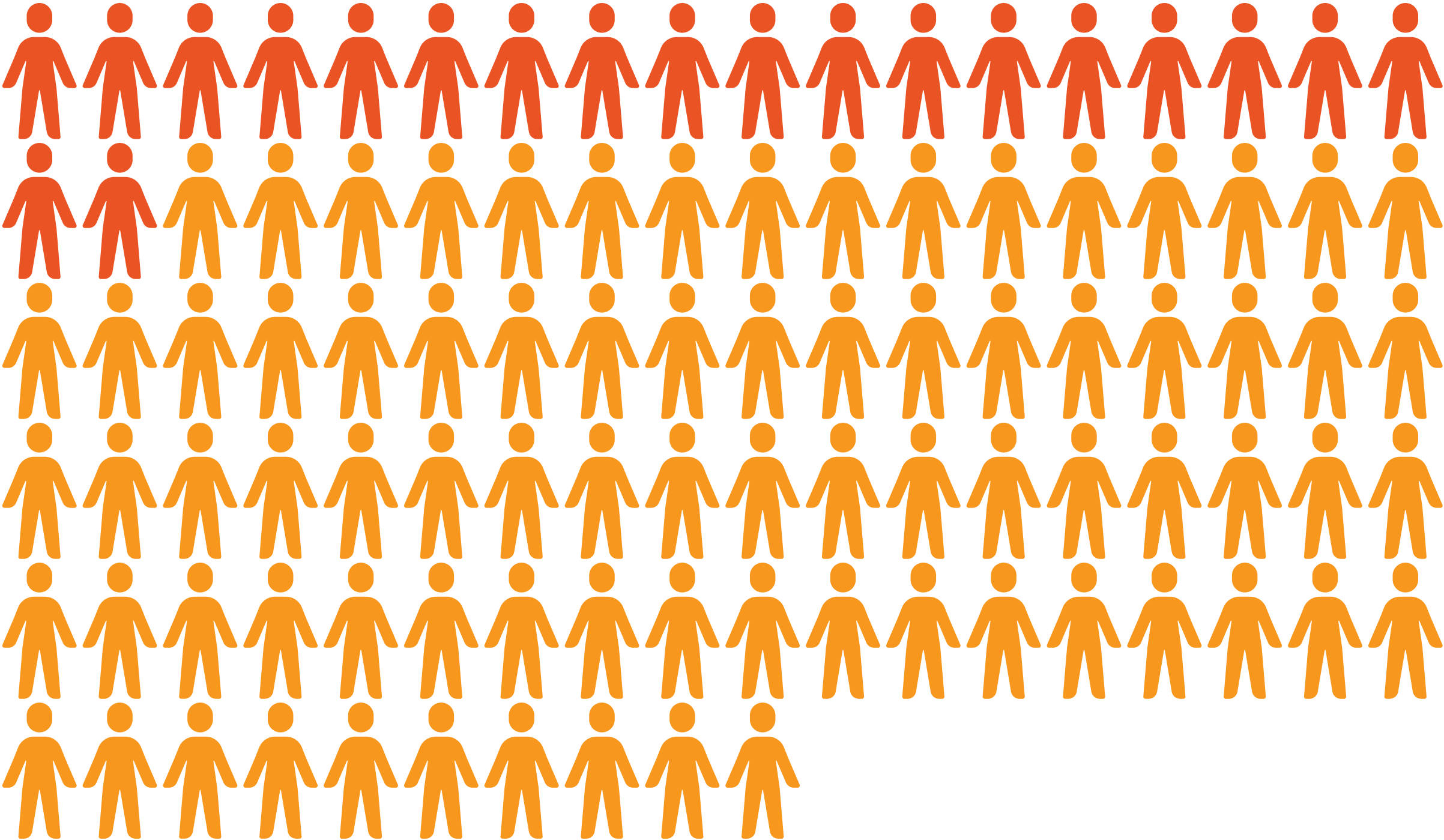


28%

n = 450  
Source: Clicksuasion Home Services Survey (2019, 2020)



WILLINGNESS TO PROVIDE NEGATIVE FEEDBACK (WITH YARD SIGN)



20%

n = 450  
Source: Clicksuasion Home Services Survey (2019, 2020)

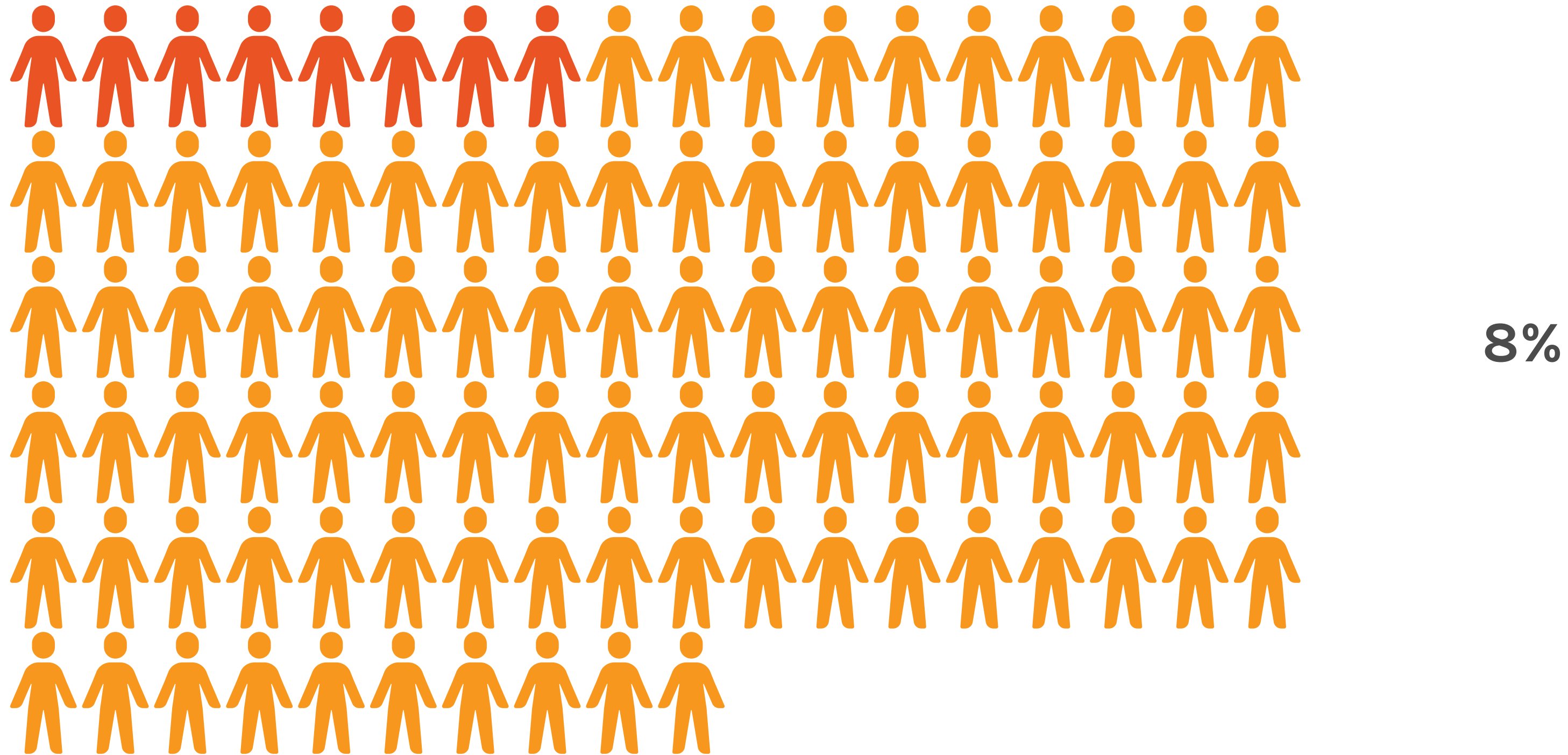
WILLINGNESS TO PROVIDE POSITIVE FEEDBACK (WITHOUT YARD SIGN)



26%

n = 450  
Source: Clicksuasion Home Services Survey (2019, 2020)

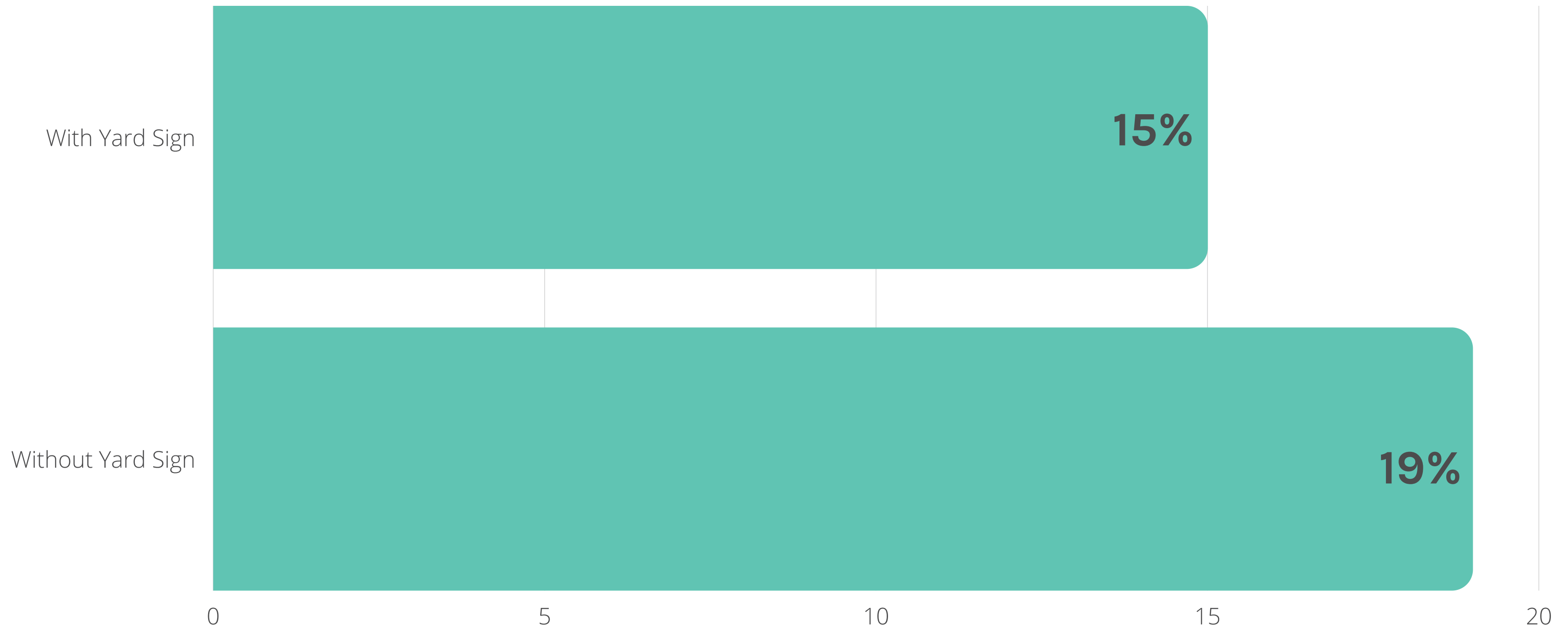
## WILLINGNESS TO PROVIDE NEGATIVE FEEDBACK (WITHOUT YARD SIGN)



n = 450

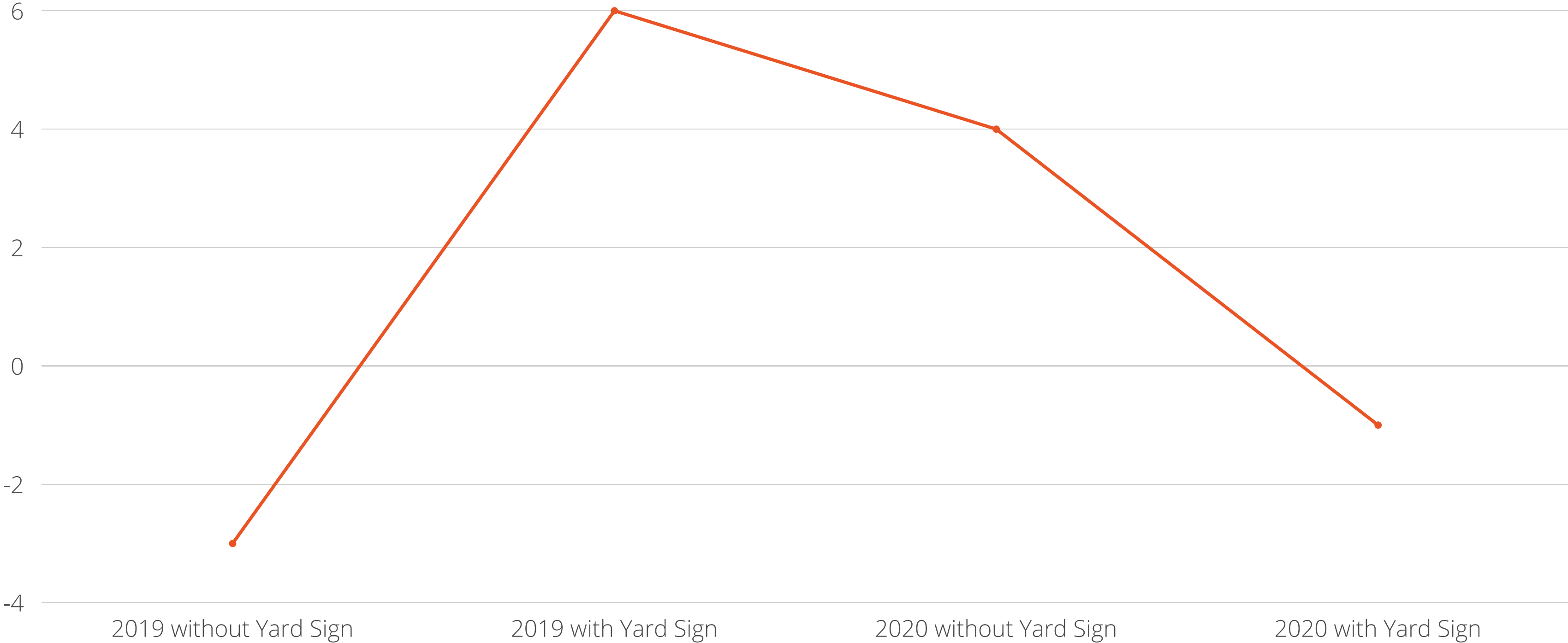
Source: Clicksuasion Home Services Survey (2019, 2020)

## ADDITIONAL SERVICES REQUESTED WITHIN 24-HOURS



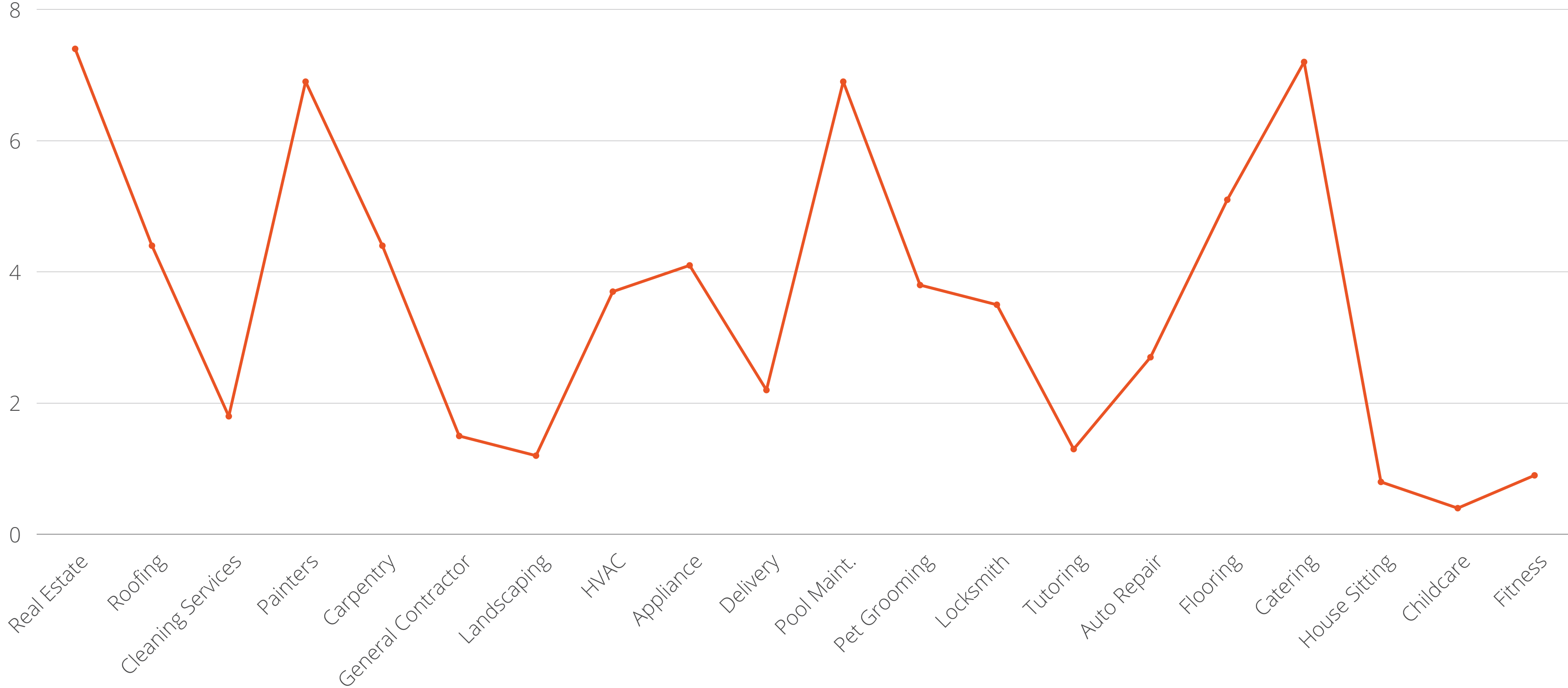
n = 410; when prompted via SMS to accept a future service  
Source: Clicksuasion Home Services Survey (2019, 2020)

# HOME SALE VALUES



n = 583; percentage of delta in original listing price and final sale price  
Source: Clicksuasion Home Services Survey (2019, 2020)

WILLINGNESS TO ACCEPT YARD SIGNS (BY INDUSTRY)



n = 16,484  
Source: Clicksuasion Home Services Survey (2019, 2020)

## DISCUSSION



### WHAT WE FOUND

Variance by Industry

Value & Price Correlation



### WHAT IT MEANS

Safety & Security

Prestige & Social Status



### LIMITATIONS

Single sign per home

Residential properties only



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