

## **Redbeacon Marches Eastward With Its Launch in Washington, D.C.**

Redbeacon Expands Its Innovative Online Local Service Finder to Washington D.C./Northern Virginia Area

**SAN MATEO, Calif.- February 1, 2011** —[Redbeacon](#), an online service allowing consumers to receive price quotes and book appointments online for virtually any local service, announced it has expanded to the Washington D.C. area. Starting today, D.C. area residents will join San Francisco and Seattle consumers in their ability to use Redbeacon to find the right service professional for their job and to book appointments online for over 230 services ranging from Carpet Cleaners to Electricians to Housekeepers.

Since launching in the Bay Area at the [TechCrunch50 Conference](#), where it won the grand prize in September 2009, Redbeacon has quickly taken off as an innovative solution for consumers to find the right service at the right price. When consumers request services on Redbeacon, they specify when and where they need the service and describe what they need done. Redbeacon notifies local businesses using a proprietary algorithm that takes into account location, availability, ratings, and recommendations from the consumer's own Facebook social graph. The Redbeacon database includes thousands of trusted local service professionals who will quote on users' job requests.

"The first cities in which Redbeacon has launched has shown what an incredible money-saving tool Redbeacon can be," said [Ethan Anderson](#), Co-founder and CEO. "On average, our users pay 40% less for local services just by using Redbeacon. The competitive bidding process really drives down the price."

Redbeacon also has an extremely high quality base of service providers. That's because businesses who receive high ratings from previous Redbeacon customers are more likely to match to future jobs. The reverse is also true: With Redbeacon's proprietary feedback system, the lowest performing service providers are virtually cut off from Redbeacon's customer base.

**About Redbeacon:**

Redbeacon is a revolutionary new approach to finding local services through the Internet. At [www.redbeacon.com](http://www.redbeacon.com), consumers request everyday services and receive price quotes from qualified local service professionals. They can compare price quotes, business profiles, credentials, and ratings and reviews before consumers booking their appointments online with the professional they like best.

The product was created by three seasoned Internet veterans from Google, Ethan Anderson, Yaron Binur and Aaron Lee, who saw the need to improve online local search. Redbeacon launched at the prestigious TechCrunch50 Conference, where it took the top prize in September 2009 and is funded by venture capital firms Mayfield Fund and Venrock.