

HomeWise Referrals, Inc

Connecting Business and Community

May 2015

www.MtVernon-LeeChamber.org

When Debbie Farson was ready to return to the workforce in 2002, she knew she needed more flexibility than her previous work as an insurance defense attorney would allow.

As a busy mom and homeowner in need of reliable, professional contractors for home improvement projects, Debbie discovered that there wasn't a service in the Alexandria area to help people like her. She also noticed that other homeowners she talked to were just as unsure as she was about how to hire a qualified contractor who would meet local licensing requirements. From this perceived need, her business was born.

Debbie incorporated under the name Home Solutions Connection in 2002, which became HomeWise Referrals in 2011. Debbie believes the name change "more clearly describes the full range of referral and 'smart home improvement practices education' services" her company offers.

In just three easy steps, HomeWise Referrals can help homeowners realize their home improvement dreams, big or small. Potential clients make contact by phone, email, or through a form on the website www.homewisereferrals.com.

Next, HomeWise Referrals combs through their extensive network of contractors, who have been fully vetted, to find as many as three options for clients to choose from.

And services don't stop there: HomeWise Referrals facilitates communication between clients and contractors and provides any needed advice to clients to ensure complete satisfaction in finished projects.

Home Wise Referrals diligently evaluates contractors before accepting them into their network. They check for a contractor's license, appropriate insurances and certifications, strong references and good BBB and consumer affairs histories.

Generally, network contractors must be in business five or more years before they are even eligible to join HomeWise Referrals network. Representatives from the company frequently visit completed jobs to view contractors' work. HomeWise has earned their solid reputation for outstanding service in the Alexandria area. In fact, they've been featured in publications like Washingtonian Magazine and the Mount Vernon Gazette as home repair experts.

HomeWise Referrals is different from other home services networks in a number of ways.

- The structure of their business model contributes to their objectivity. They do not accept membership, advertising, or lead fees from the contractors in their network. They get paid only by contractors, and only after the contractors have been hired by homeowners matched to them by HomeWise Referrals.



- Referrals are tailored to clients' specific projects. Contractors will have the necessary licensures and expertise in the specialty areas clients' projects necessitate.
- They are locally owned and operated. HomeWise Referrals knows the contractors they're recommending and is familiar with the neighborhoods their clients come from.

Company owner Debbie Farson has lived in Alexandria, VA since graduating from Georgetown University Law Center in 1989, minus a brief two-year period in Maryland about 12 years ago. Debbie and her family have resided in the Fort Hunt area since 2003. She and her husband, Steve, have three children: a son who is currently a freshman at WVU, a daughter who is a junior at West Potomac HS, and another daughter who is a 7th grader at Carl Sandburg MS.

Debbie Farson
HomeWise Referrals
(703) 360-8222
Debbie@homewisereferrals.com
www.homewisereferrals.com