

Model of Excellence Profile – RepairPal			
Company Name:	RepairPal Inc.	ICG#	22401
Address:	85 Federal Street, Second Floor, San Francisco, CA 94107		
Product Name:	RepairPal		
URL:	www.repairpal.com	President Name:	Art Shaw, CEO
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Locate – Buying Guides		<i>Business Model:</i> Advertising/Sponsorship – Paid Participation
	<i>Content Models:</i> Original Compilation – Advertiser-Supplied		<i>Distribution Model</i> Direct Response – Web-Based Direct Sales -- Captive
Company Overview	At a high level, RepairPal helps consumers find quality, trusted auto repair shops nationwide. But this brief description doesn't do justice to the rigor of its vetting process or its impressive repair price estimator, advice pages, tools to manage car maintenance, and a powerful mobile app.		
Product/Service Description	<p>Auto repair shops have long had a reputation (not entirely fair, but still present) of being sharp operators. RepairPal has set out to bring transparency and standards to the industry and help drive more business to those repair shops with strong skills and good ethics. The process starts with intense background, online reputation and customer satisfaction checks that all shops must pass before they are listed. Further, accepted shops have to agree to a 12-month guarantee policy and that their prices will conform to those in RepairPals' RepairPrice Estimator tool. Add user-generated consumer reviews to the mix to understand the incredible detail offered on each repair shop.</p> <p>The RepairPrice Estimator provides a range of locally-adjusted prices for hundreds of common car repairs. For traffic and user engagement, RepairPal also offers online appointment requests, detailed car repair advice pages, and an innovative "MyCar" tool to manage the health of your car and learn about relevant recalls.</p> <p>RepairPal easily trumps every site we have seen to date with regard to the level of diligence it performs on candidate auto repair shops before they are added to the database – far beyond the simple license verification and user reviews seen at most other sites. It's a truly impressive way to build confidence. Moreover, auto repairs shops must agree to standard warranty terms and even to keep their pricing in line with the RepairPal RepairPrice Estimator. Wrap this package up with in-depth consumer advice and car repair management tools (all available via a mobile app as well), and you can see why RepairPal is such a compelling business proposition.</p>		
Year Founded:	2007	BizDev Contact:	Kristen Stanton
Employees:	10 (est.)	Main Telephone:	800-969-9204
Profile Date:	7/10/13	Primary Market Served:	81 – Other Services
Ownership:	Private	Funding Source:	Venture Capital-Backed
MofE Class:	2013		