OHANA HELPS

THE BUSINESS BEHIND YOUR BUSINESS

100 WAYS TO BUILD A REAL HANDYMAN BUSINESS

Your business. Your customers. Your reputation. Your future.

01 YOUR BUSINESS. YOUR BRAND.

01 Own an independent handyman business - not an Ohana job.

02 Operate under your own business name and identity.

03 Publish a professional, personal booking website.

04 Show your photo, biography, and qualifications.

05 Customize your business logo, colors, and slogan.

06 Offer a branded introduction to your services.

07 Choose the services you are qualified to perform.

08 Define your cities, ZIP codes, and service coverage.

09 Set your own working days and availability.

10 Keep and grow relationships with your own customers.

MORE THAN A JOB. YOUR OWN BUSINESS.

Ohana combines professional infrastructure, real booking, ongoing marketing and customer records so you can focus on skilled work and build a business customers return to.

Get started at ohanahelps.com/pros

Eligible features depend on connected channels, consent and applicable program rules.

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02 LAUNCH WITH A BUILT-IN GROWTH ENGINE.

11 Guided application and business-launch process.

12 Structured setup instead of assembling software yourself.

13 A coordinated 30-day Grand Opening program.

14 Activate your existing professional and personal contacts.

15 Import eligible contacts through supported tools.

16 Preview and approve outreach to eligible recipients.

17 Launch with professionally presented offers and booking links.

18 Coordinate approved email, Google, and social launch activity.

19 Invite new contacts to join your customer network over time.

20 Build toward a full-time calendar from the first week.

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03 GOOGLE, SOCIAL, AND ONLINE VISIBILITY.

21 Connect a Google Business Profile during onboarding.

22 Use business and service pages for local discovery.

23 Publish eligible completed-job photos and work stories.

24 Request genuine Google reviews after completed service.

25 Build social proof with authentic before-and-after results.

26 Connect supported Facebook and Instagram accounts.

27 Connect supported LinkedIn and X accounts.

28 Publish approved content to connected, authorized channels.

29 Showcase seasonal promotions and completed work.

30 Build a stronger online reputation with every good job.

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04 REAL BOOKING. NOT PURCHASED LEADS.

31 Customers book actual appointments, not competing lead lists.

32 Instant customer quotes from a structured service catalog.

33 Quotes reflect the applicable local market rate.

34 Personal pages make booking your business straightforward.

35 Customers can book through Ohana online surfaces.

36 A professional phone booking channel is available.

37 Web/chat-assisted booking channels expand access.

38 Customers can choose an eligible preferred handyman.

39 Availability and service areas support appointment matching.

40 Service pages help customers choose what they need.

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05 AUTOMATED COMMUNICATIONS AND FOLLOW-UP.

41 Booking confirmation communications.

42 Customer appointment reminders.

43 Job-status communications and updates.

44 Customer payment-setup reminders where needed.

45 Email delivery through the connected company infrastructure.

46 Transactional SMS where recipients have opted in.

47 Consent-controlled business marketing messages.

48 Opt-out and suppression safeguards for outreach.

49 Unconverted-inquiry follow-up settings and workflows.

50 Past-customer and holiday marketing options.

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06 RUN THE JOB LIKE A PROFESSIONAL.

51 A centralized dashboard for your appointments.

52 A job detail page with the work scope.

53 A service history and job timeline.

54 Recorded arrival, work, and progress events.

55 Actual-time tracking for completed labor.

56 Documented service additions and scope changes.

57 Ability to record authorized discounts and adjustments.

58 Before-and-after photo evidence.

59 Documented customer sign-off and checkout.

60 Clear records that can help resolve misunderstandings.

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07 KEEP CUSTOMERS COMING BACK.

61 Customer accounts retain completed service history.

62 Customers can manage more than one property.

63 Property-based records make future work easier to plan.

64 Customers can return to their preferred handyman.

65 Repeat booking is easier with an existing account.

66 Offer eligible comeback visits when a job needs continuation.

67 Record and schedule legitimate warranty work.

68 Track prior photos, services, and job details.

69 Offer eligible recurring home-maintenance plans.

70 Build repeat business instead of constantly starting over.

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08 PAYMENTS, EARNINGS, AND PROTECTION.

71 Secure customer payment-card saving through payment providers.

72 Independent Stripe Connect Standard payout account.

73 Customer checkout integrated with job completion.

74 Service payout calculations handled by the platform.

75 Local pricing used in eligible estimates and billing.

76 One-hour minimum with 15-minute billing increments after.

77 Eligible premium-hours pricing for selected appointment times.

78 Automated fee and commission calculations by job source.

79 Customer cancellation policies and workflows.

80 Documented refund, adjustment, and payout records.

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09 PROMOTIONS, REFERRALS, AND PARTNERS.

81 Personal promotion codes for eligible customer offers.

82 Supported customer-savings choices for owned referrals.

83 Extra eligible compensation for business you bring.

84 Referral-partner programs with attributable bookings.

85 Partner dashboards, codes, and branded booking pages.

86 Strategic referral relationships and co-marketing.

87 Vendor-side strategic relationships with supplier businesses.

88 Eligible partner commission tracking and payouts.

89 Source-specific accounting for Ohana and partner bookings.

90 Options to promote your own business without buying leads.

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10 TRAINING, FREEDOM, AND SCALE.

91 Four guided interactive training modules.

92 Practice in the actual appointment workflow.

93 Business-growth coaching built into onboarding.

94 Tools for understanding weekly billable-hour targets.

95 Earnings estimates based on the actual local rate and mix.

96 A nationwide geographic and service-market foundation.

97 Update your service areas as your business moves.

98 Work as a self-employed independent professional.

99 No mandatory monthly handyman platform membership fee.

100 Grow your customer base, reputation, and earning potential.

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