

| | 1 | 2 | ALH Contracting |
|--|---|---|-----------------|
| Real Reviews (Google, Yelp, Houzz, etc.) | | | V |
| Good Reviews (4.5 or better) | | | |
| Has a Website | | | V |
| Bonus: Website is professional and has lots of content | | | |
| Has Social Media Accounts | | | |
| Bonus: Active Social Media with high engagement and recent posts | | | |
| Has a General Contractor License | | | |
| Has Insurance and Workers' Compensation | | | |
| Is Bonded | | | |
| Has own W2 employees, not subcontractors | | | |
| Employees are vetted with background checks | | | |
| Can pull permits | | | V |
| Has a clearly defined process from start to finish | | | |



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|--|---|---|-----------------|
| Offers free estimates | | | V |
| Has a list of past client references | | | V |
| Has pictures and videos of past completed projects | | | V |
| Has an in-depth, legally binding contract | | | V |
| Does not markup materials | | | V |
| Shares corporate discounts with clients | | | V |
| Provides receipts of purchased materials | | | V |
| Has a Project Manager on-site regularly | | | V |
| Good communication skills | | | V |
| No high-pressure sales tactics | | | V |
| Very experienced and has completed many projects | | | V |
| Has an engineer and architect in-house | | | V |
| Has a dedicated team of workers for each project | | | V |