

SETSALE

Homeowners buy what they understand.

A study of 40 U.S. homeowners comparing SetSale's Checkout Studio purchase experience against the legacy checkout format.

2.1x

75% vs. 35%

more homeowners could say what a UV air purifier does when using **Checkout Studio** vs. the legacy checkout.

Same equipment. Same prices. Same upgrades.

The only thing that changed was how the options were presented. Each homeowner saw one version and never knew the other existed.

Identified the problem a UV air purifier solves

Checkout Studio

85%

Legacy Checkout

45%

Comprehension score, out of 10

Checkout Studio

6.2

Legacy Checkout

3.2

% who felt they had enough information to decide

Checkout Studio

74%

Legacy Checkout

53%

What homeowners thought they were buying

Asked about the upgrade in their own words, moments after signing.

Legacy Checkout

"It shows things that you not ordinarily see with the naked eye."

"I would like UV light for helping with cooling the system for better performance and longevity of the equipment."

"Specific rays that filters the sun."

"I honestly do not remember seeing any add-ons."

Checkout Studio

"It helps decontaminate the cooling coil so that it doesn't get musty... and doesn't push any of that dirt/bacteria/mold into the air system."

"When UV lights are installed into a heating and cooling system they can kill bacteria in the pipes and make the air more pure."

"It prevents mold and bacteria on the coil."

Both groups rated the experience equally clear – 77% in each.

Key takeaway: Homeowners using the legacy checkout did not feel confused. They simply did not know what they had been offered. Asking a customer whether the quote was clear will never surface that.

Checkout Studio gives every homeowner a clear path from upgrades to payment and signature – so the value your techs build in the home is still there when it's time to sign.

40 U.S. homeowners on UserTesting.com, September 2026, each randomly assigned to a single checkout. Full methodology, question set and response data available on request.

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The quote homeowners wish they'd been sent.

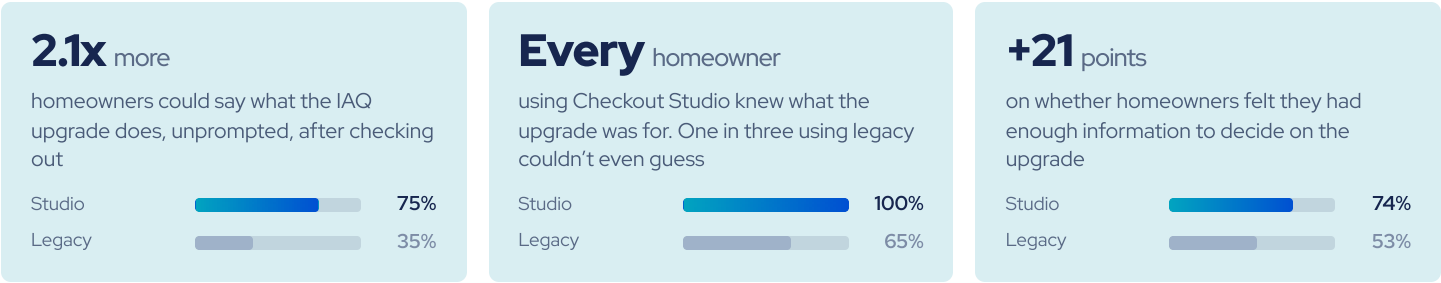
We showed homeowners both checkouts and asked which one they would want from the contractor bidding on their home.

8 out of 10 homeowners who compared both would rather get their quote in **Checkout Studio** than in the legacy checkout.

It explained the upgrades better and made it feel like I was in control.

Homeowner, reviewed both checkouts

On the legacy checkout "It felt rushed. This is a big purchase, and it felt like [buying] a toothbrush." Homeowner, reviewed both checkouts	On Checkout Studio "I would want my customers to see it so they feel like they're partnering with me." Homeowner, reviewed both checkouts
On the legacy checkout "Going immediately, so quickly, to checkout – I felt like I was being sold to, and not so much that they were interested in what my needs were." Homeowner, reviewed both checkouts	On Checkout Studio "It's a little easier to understand as someone who is not an expert in this field." Homeowner, reviewed both checkouts



It is not only that homeowners prefer it. **Homeowners rated both checkouts equally clear** – and only one of them left them able to say what they had just bought.

Across all 40 homeowners, the ones who understood the upgrade were the ones who felt sure about signing.

Two homeowner studies run on UserTesting.com, September 2026. 40 homeowners reviewed one checkout only, randomly assigned; a further 10 reviewed both. "Enough information to decide" is shown as a percentage of the rating scale. Full detail available on request.