

SETSALE

The quote homeowners wish they'd been sent.

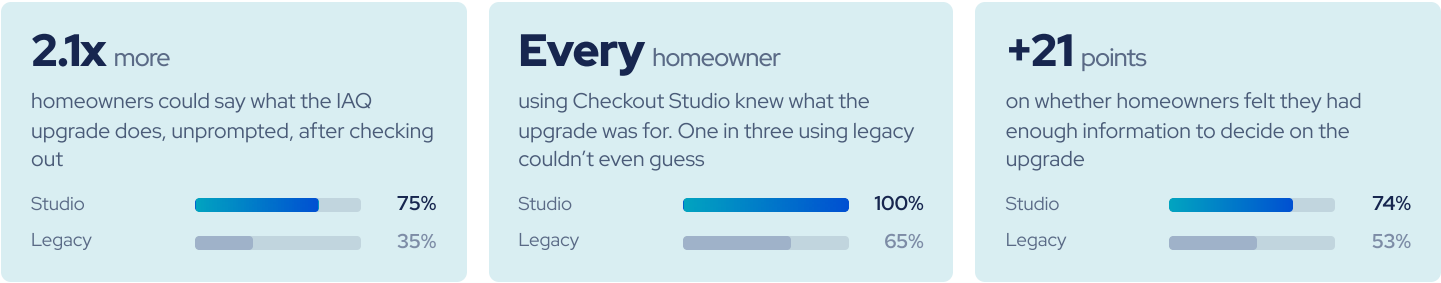
We showed homeowners both checkouts and asked which one they would want from the contractor bidding on their home.

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.