



TRANSDISCIPLINARY PROJECT CENTRIC LEARNING

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1. ABSTRACT :

HandyHub is an on-demand home service platform designed to address key challenges in the home maintenance industry, including unverified service providers, unclear pricing, and inefficient scheduling. By connecting homeowners with qualified and vetted professionals, HandyHub ensures transparency, reliability, and convenience. The platform's commitment to sustainability further enhances its value by promoting eco-friendly solutions and reducing carbon footprints. This study examines HandyHub's market potential, operational dynamics, and sustainability impact through a mixed-methods research approach, including surveys, interviews, and competitor analysis. Key findings reveal that consumers prioritize essential services such as home cleaning, plumbing, and electrical repairs, with a significant preference for transparent pricing and verified professionals. Additionally, the study explores HandyHub's ability to differentiate itself from competitors through its focus on local businesses, customer trust, and sustainability. The results suggest that HandyHub is well-positioned to capitalize on the growing demand for home services while promoting environmentally responsible practices. The research concludes with recommendations for further innovation and strategic growth to enhance user satisfaction and market share.

2. Keywords: HandyHub, on-demand home services, customer loyalty, digital platforms, home maintenance, service providers, sustainability, transparency, pricing, gig economy, eco-friendly solutions, market demand, service verification, customer trust, competitive landscape, technology integration.

3. Introduction:

Home maintenance is a crucial yet often daunting task for homeowners. Tasks such as repairing a leaking faucet, fixing electrical issues, or organizing regular cleaning can be time-consuming and frustrating, particularly when it comes to finding trustworthy service providers. Many homeowners face challenges such as ambiguous pricing, extended wait times, and unverified professionals, which can erode their confidence in the industry.

HandyHub aims to resolve these issues by providing a streamlined, user-friendly platform that connects homeowners with qualified, vetted local service providers. With just a few taps, users can arrange home services, access clear pricing information, and monitor their provider's arrival in real-time, making the entire experience efficient and stress-free.

In addition to convenience, HandyHub is founded on the principles of trust and transparency. Each service provider undergoes a thorough vetting process, which includes background checks, license verification, and analysis of customer ratings. This ensures that homeowners can confidently engage professionals who adhere to high-quality standards.

HandyHub is also dedicated to supporting local businesses. Unlike conventional service marketplaces that favor large corporations, HandyHub empowers independent professionals and small service providers by offering them consistent work opportunities without the burden of high advertising costs or unfair commission rates.

Sustainability is another fundamental aspect of HandyHub's mission. By promoting eco-friendly home solutions and connecting users with nearby professionals, the platform contributes to reducing carbon footprints and encourages environmentally responsible home maintenance practices.

This report presents a detailed analysis of HandyHub's vision, market potential, and operational strategy. It examines how the platform tackles significant industry challenges, utilizes technology to improve user experience, and promotes community-driven economic growth.

As the home services industry continues to evolve, HandyHub is leading the way by redefining how homeowners find and hire trusted professionals. With a commitment to quality, convenience, and sustainability, HandyHub is more than just a service platform—it's a game-changer for home maintenance. Through innovation and community empowerment, HandyHub is shaping the future of home services, making it easier, fairer, and more efficient—one service call at a time.

4. Review of Literature :

Klungseth and Blakstad (2016) examined the management of in-house cleaning services and its effect on the quality of service provided. **Nguyen (2021)** identified essential elements that affect consumer acceptance of home cleaning applications. The Small Business Development Center Network (2024)

reported an increase in demand for residential and commercial cleaning services in the aftermath of the pandemic. Zabada (2013) investigated various household cleaning techniques and the effectiveness of cleaning products. The International Journal of Scientific Development and Research (2019) underscored the importance of cleanliness, sanitation, and safety in the management of housekeeping. Collectively, these studies offer valuable insights into organizational frameworks, consumer behavior, and prevailing trends within the home cleaning industry.

The Centre for Internet and Society (2023) examined the influence of digital platforms on the working conditions of domestic workers in India, with a particular focus on Urban Company. The findings revealed that platform algorithms perpetuate social biases through their rating and filtering mechanisms. The study also noted the platform's dominance over service delivery, which restricts the autonomy of workers. Furthermore, it highlighted the lack of adequate grievance procedures for these workers. The report stressed that such design choices often mirror traditional power dynamics, disproportionately impacting marginalized laborers.

Gothankar et al. (2024) launched "HomeServe," an on-demand platform that connects homeowners with local service providers for various tasks, including cleaning, plumbing, electrical services, and landscaping. This platform utilizes advanced web technologies, such as geolocation and real-time communication, to improve user experience. A matching algorithm takes into account factors such as customer location, availability, service requests, provider ratings, and preferences to ensure the best possible matches. Additionally, a routing algorithm optimizes the travel routes for service providers by considering traffic conditions and distance, while a scheduling system coordinates appointments based on provider availability and customer preferences. The platform features user and service provider registration, service request management, payment gateway integration, and real-time communication, all supported by an intuitive interface and robust backend system.

Rathi (2022) presents a comprehensive overview of Housejoy, an on-demand home services platform based in Bengaluru, which was established in 2015 by Arjun Kumar and Sunil Goel. The company provides a variety of services, such as home construction, renovation, maintenance, beauty treatments, and essential deliveries. For the fiscal year 2019-2020, Housejoy reported a revenue of INR 136 crore, reflecting a fourfold increase compared to the previous year. The platform operates on a commission-based model, with pricing varying by service category. Despite facing challenges in the unorganized home maintenance sector, Housejoy continues to grow its technology-driven solutions to cater to a wide range of consumer needs.

Shivarudraiah (2024) notes that HomeTriangle, a leading provider of home services, has made significant enhancements to its digital infrastructure to improve user experience. The company's user-friendly app and website facilitate effortless service booking and real-time tracking. In light of the increasing demand for on-demand services, with 70% of consumers emphasizing speed and availability, HomeTriangle has leveraged technology to fulfill these requirements. The platform offers flexible scheduling, including evening and weekend appointments, and has broadened its service offerings to meet varied customer demands. Following the pandemic, there has been a 50% rise in the demand for home maintenance and improvement services, leading HomeTriangle to launch specialized cleaning and sanitization options. The company prioritizes health and safety by enforcing strict hygiene protocols and promoting contactless interactions. CEO Saritha Shivarudraiah emphasizes the aim of optimizing the service experience, ensuring that users can quickly access the services they need.

Dwivedi (2015) presents Timesaverz, a marketplace for on-demand home services established by Debadutta Upadhyaya and Lovnish Bhatia. This platform facilitates connections between consumers and qualified, vetted service providers for various tasks, including home cleaning, appliance repairs, plumbing, electrical work, carpentry, and pet grooming. By 2015, Timesaverz was operational in Mumbai, Pune, and Bengaluru, featuring a network of more than 1,000 service partners in these locations. The company's revenue for the fiscal year 2014-15 reached ₹1.5 crore, with plans to achieve profitability within three years. Despite facing challenges such as narrow operational margins and a fragmented services market, the founders sought to resolve the household issues encountered by nuclear families with limited support networks.

5. Objective of the Study:

The home services industry is evolving rapidly, driven by increasing consumer demand for convenience, transparency, and reliability. However, challenges such as unverified service providers, unclear pricing, and inefficient scheduling persist, affecting both customers and service professionals. This study aims to analyze the market potential, operational dynamics, and sustainability impact of HandyHub, an on-demand home service platform, to determine its effectiveness in addressing these industry challenges.

The key objectives of this research are:

1. **Assess Market Demand** – Examine consumer preferences, pain points, and willingness to adopt digital home service platforms.
2. **Evaluate Service Provider Experiences** – Identify challenges faced by gig workers and independent professionals in the home services sector, including income stability, working conditions, and platform policies.
3. **Analyze Competitive Landscape** – Conduct a comparative study of HandyHub's business model against existing competitors to identify key differentiators and areas for improvement.
4. **Measure Sustainability Impact** – Investigate how HandyHub contributes to environmental sustainability through optimized travel routes, reduced resource wastage, and the promotion of eco-friendly service options.
5. **Explore Business Growth Opportunities** – Identify potential areas for expansion, technological enhancements, and innovative service offerings that align with consumer trends and sustainability goals.

This study will employ a mixed-methods approach, incorporating surveys, interviews, competitor benchmarking, and sustainability impact assessments to provide comprehensive insights. The findings will contribute to refining HandyHub's business strategy, enhancing user satisfaction, and promoting sustainable home service solutions.

Research Methodology :

1. Research Design

This study employs a **mixed-methods research approach** that integrates both **qualitative and quantitative methods** to provide a comprehensive understanding of the market potential and environmental impact of HandyHub.

- **Exploratory Research:** This phase includes secondary research through literature reviews, competitor analysis, and expert opinions to establish a foundational understanding of the industry landscape and sustainability factors.
- **Descriptive Research:** The study then transitions to structured data collection through surveys, interviews, and case studies to quantitatively and qualitatively assess market potential and sustainability impact.
- **Impact Assessment:** This stage focuses on analyzing how HandyHub's services contribute to environmental sustainability by reducing carbon footprints, waste, and inefficient resource utilization.

By employing this **multi-stage approach**, the research ensures a **holistic and data-driven evaluation** of the HandyHub model.

2. Data Collection Methods

The research employs a combination of **primary and secondary data collection techniques** to ensure robust and reliable insights.

A. Primary Data Collection

Primary data will be gathered through **surveys, interviews, focus groups, and case studies**, providing first-hand insights from customers, industry professionals, and sustainability experts.

1. Surveys & Questionnaires

- **Target Audience:**
 - Homeowners, tenants, and individuals who actively use or are potential users of on-demand home services.
 - Service providers (gig workers, freelancers, home service professionals) to understand their experiences and sustainability concerns.
- **Survey Objectives:**
 - Identify customer pain points in home service management.
 - Measure willingness to pay for eco-friendly or sustainable service options.
 - Understand consumer expectations for convenience, pricing, and service quality.
 - Evaluate service providers' perspectives on sustainability practices.
- **Distribution Methods:**
 - Online platforms (Google Forms, SurveyMonkey).
 - Social media outreach (LinkedIn, Twitter, Facebook).
 - Direct email campaigns targeting potential users and service providers.

2. Interviews with Industry Experts

- **Participants:**
 - Industry professionals from the gig economy and home services sector.
 - Sustainability experts focusing on carbon footprint reduction in digital services.
 - Business executives from leading competitors such as TaskRabbit and UrbanClap.
- **Objective:**
 - To gain insights into challenges and opportunities in the on-demand home services market.
 - To explore potential sustainability integrations and their feasibility in the HandyHub model.

- To understand regulatory concerns and market trends shaping the industry.

3. Focus Group Discussions

- **Participants:** A diverse set of users from different demographics, including young professionals, families, and senior citizens.
- **Discussion Topics:**
 - Service expectations, pricing sensitivity, and trust in on-demand platforms.
 - Perceptions of sustainability in home services.
 - Factors influencing customer decision-making in choosing eco-friendly service options.

4. Environmental Impact Case Studies

- **Purpose:**
 - Compare the carbon footprint of traditional home services (in-person booking, manual coordination) with digitalized on-demand platforms like HandyHub.
 - Evaluate how optimizing travel routes, reducing paperwork, and efficient scheduling contribute to sustainability.
 - Identify key performance indicators (KPIs) to measure HandyHub's environmental benefits.

B. Secondary Data Collection

Secondary research plays a crucial role in supplementing primary data by analyzing existing reports, competitor benchmarks, and government regulations.

1. Market Reports & Industry Analysis

- Utilize published market reports from research firms (e.g., Statista, McKinsey, IBISWorld) to understand:
 - Growth trends in the gig economy and home service industry.
 - Consumer behavior shifts towards on-demand services.
 - Sustainability integration trends in service-based businesses.

2. Competitor Benchmarking

- **Objective:** Compare HandyHub's business model with competitors (TaskRabbit, Thumbtack, UrbanClap) to identify differentiation factors.
- **Key Analysis Areas:**
 - Pricing structures and service offerings.
 - Sustainability initiatives adopted by competitors.
 - Strengths and weaknesses in existing service models.

3. Sustainability Reports & Regulations

- Analysis of governmental and environmental policies affecting the gig economy and home service sector.
- Review of sustainability frameworks (e.g., carbon offset programs, eco-friendly certifications) relevant to HandyHub's model.

3. Data Analysis Methods

The research will employ **quantitative and qualitative analysis techniques** to derive meaningful insights from the collected data.

A. Quantitative Analysis

- **Statistical Tools:** Microsoft Excel, SPSS, or R for statistical computations and visual representations.
- **Techniques Used:**
 - **Descriptive Statistics:** To summarize survey data, including means, medians, standard deviations.
 - **Correlation & Regression Analysis:** To identify key demand drivers and pricing sensitivities.
 - **Market Demand Forecasting:** Based on historical trends and survey responses.

B. Qualitative Analysis

- **Thematic Analysis:** Identifying recurring themes from interviews and focus groups related to sustainability, user concerns, and service preferences.
- **SWOT Analysis:** Evaluating strengths, weaknesses, opportunities, and threats related to HandyHub’s business model.
- **Case Study Comparisons:** Contrasting HandyHub’s approach to environmental impact with traditional home service methods.

4. Ethical Considerations

Ethical integrity will be upheld throughout the research process to ensure reliability and fairness. Key considerations include:

- **Informed Consent:** All survey and interview participants will be informed of the purpose and scope of the study before participation.
- **Confidentiality & Data Protection:** Personal data collected will be anonymized and securely stored.
- **Transparency in Data Collection & Analysis:** Ensuring unbiased representation of findings, avoiding misinterpretation or exaggeration of results.
- **Proper Attribution of Secondary Sources:** Crediting all referenced reports and competitor data.

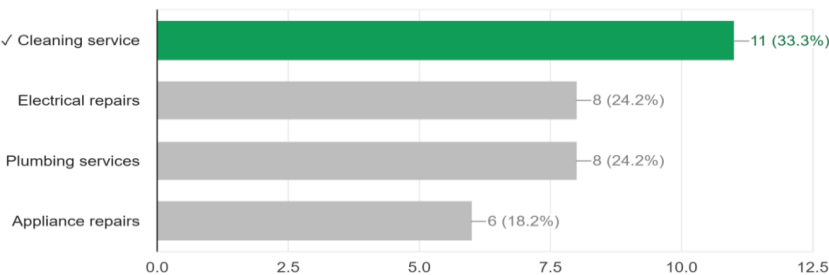
5. Limitations of the Study

While this research aims to provide valuable insights, certain limitations should be acknowledged:

- **Potential Bias in Survey Responses:** Respondents may provide socially desirable answers, affecting data accuracy.
- **Geographic Constraints:** The study may focus on specific regions, limiting its applicability to global markets.
- **Rapid Industry Evolution:** The gig economy and sustainability standards are evolving, which may impact long-term predictions.
- **Sample Size Limitations:** The study’s findings will depend on the sample size and diversity of participants.

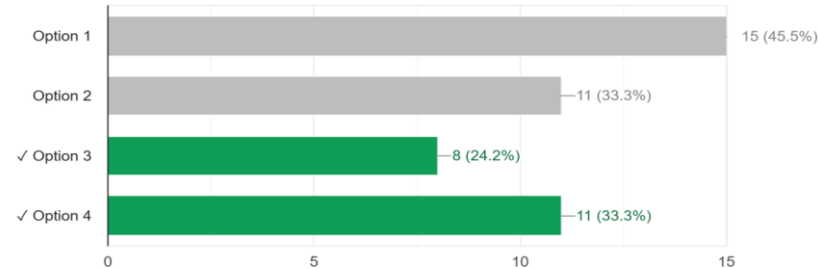
Data Analysis:

What are the most common types of home services requested by users on digital platforms?
11 / 33 correct responses



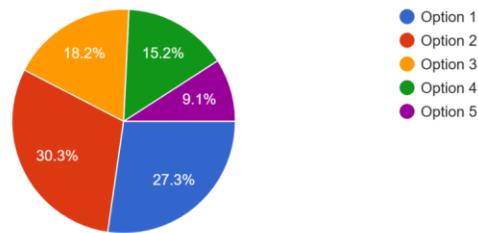
The graph shows that cleaning services are the most requested home service on digital platforms, accounting for 33.3% of the total responses, followed by electrical repairs and plumbing services at 24.2% each.

How does pricing transparency influence customer trust and satisfaction in home service platforms? i. Very important – I prefer clear pricing ii. Important – I book services based on quality, not price
1 / 33 correct responses



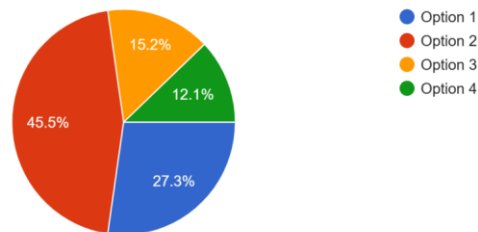
The graph shows that pricing transparency significantly impacts customer trust and satisfaction, with 45.5% of respondents considering it very important, while others prioritize quality over price.

What are the key challenges homeowners face when booking home maintenance services online? i. Finding reliable and verified professionals ii. Uncertainty iii. High cost iv. Poor customer support v. Other (Specify)
33 responses



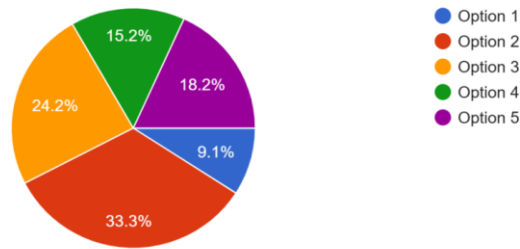
The graph shows that the most significant challenge homeowners face when booking home maintenance services online is finding reliable and verified professionals (30.3%), followed by issues with customer support (27.3%).

How important is the verification process of service providers in influencing customer decisions? i. Extremely important – I only book verified professionals ii. Important – I book based on immediate availability
33 responses



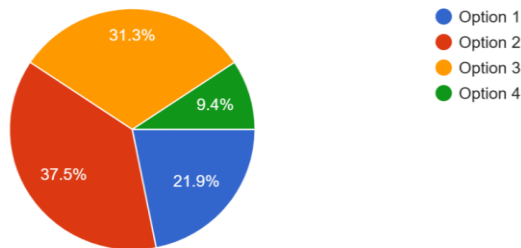
The graph highlights that 45.5% of respondents consider the verification process of service providers extremely important, while 27.3% also find it important but may prioritize other factors.

What factors contribute most to user retention on digital home service platforms? i. Consistently high-quality service ii. Competitive pricing iv. E...d booking process v. Loyalty programs and discounts
33 responses



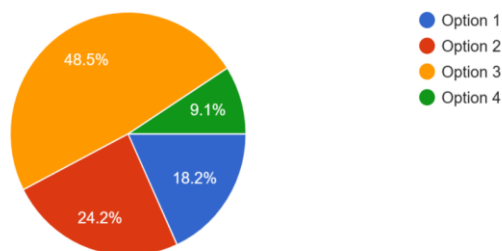
The graph shows that "Consistently high-quality service" (33.3%) is the most critical factor for user retention on digital home service platforms, followed by "Competitive pricing" (24.2%).

How has demand for home services changed in the post-pandemic era? i. Increased significantly – People rely more on digital services ii. Slightly i...ased – People prefer handling small tasks themselves
32 responses



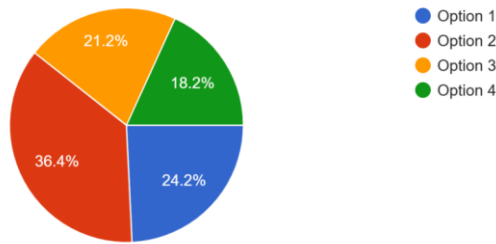
The graph indicates that post-pandemic, demand for home services has significantly increased (37.5%), with many people relying more on digital platforms.

What role does convenience play in a consumer's decision to use a digital home service platform? i. Essential – I book online to save time and effort ii....nt – I prefer booking directly with service providers
33 responses



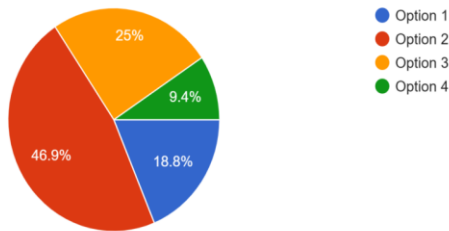
The graph shows that convenience is a significant factor in consumers' decisions to use digital home service platforms, with 48.5% considering it essential for saving time and effort. However, a notable 24.2% still prefer booking directly with service providers, suggesting convenience isn't the sole driver for all consumers. Additionally, a considerable portion (27.3% combined) fall into other categories, indicating varied preferences and motivations beyond just convenience.

How does digital marketing impact customer acquisition for home service providers? i. Greatly – I often book services through social media ads ii. S...iv. Not at all – I rely on personal recommendations
33 responses



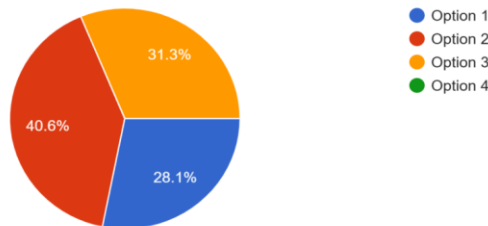
The graph indicates that digital marketing significantly impacts customer acquisition for home service providers, with 36.4% of respondents reporting it greatly influences their booking decisions through social media ads. However, a substantial 24.2% rely solely on personal recommendations, suggesting traditional methods still hold considerable sway. The remaining respondents are split between other impact levels, highlighting varied effectiveness and reliance on digital marketing across the consumer base.

How do different demographic groups engage with home service platforms? i. Young professionals (ages 18-35) use them frequently ii. Families (ages ...ssibility iv. Usage is similar across all age groups
32 responses



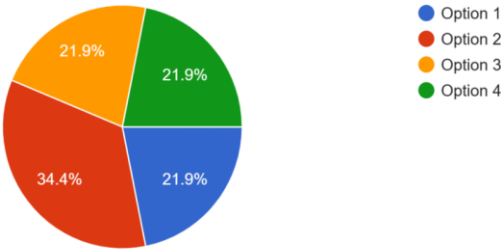
The graph reveals that families (option 2) are the most frequent users of home service platforms, with 46.9% of respondents indicating this demographic engages the most. Young professionals (option 1) also show significant usage at 25%, suggesting a strong adoption across younger demographics. However, a substantial 18.8% believe usage is similar across all age groups, indicating a potential lack of clear distinction in engagement patterns.

What are the emerging trends in home services, such as eco-friendly solutions or smart home maintenance? i. Increased demand for eco-friendly...and service tracking iv. No major trends observed
32 responses



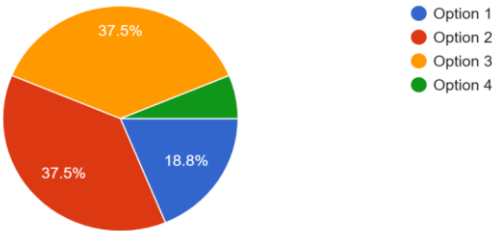
The graph highlights that smart home maintenance (option 2) is perceived as the leading emerging trend in home services, with 40.6% of respondents indicating this. However, eco-friendly solutions (option 3) are also a significant trend, capturing 31.3% of the responses. A notable 28.1% point towards other trends like increased service tracking (option 1), suggesting a diverse range of evolving preferences in the home services market.

What are the major challenges faced by independent home service providers in gaining visibility online? i. High commission fees from platforms ii.... of digital marketing knowledge iv. Other (Specify)
32 responses



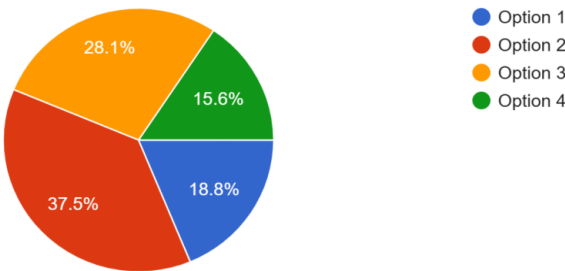
The graph reveals that lack of digital marketing knowledge (option 2) is the most significant challenge for independent home service providers in gaining online visibility, with 34.4% of respondents identifying it. High commission fees from platforms (option 1) and 'Other' challenges (option 4) are equally prevalent, each representing 21.9% of the responses. This suggests that while digital marketing skills are crucial, financial burdens and other unidentified factors also significantly hinder online visibility for these providers.

How do commission structures impact the participation of service providers in digital platforms? i. High commissions discourage providers from joinin...ommission structure does not affect participation
32 responses



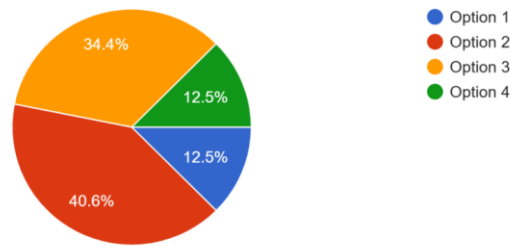
The graph shows the distribution of responses regarding the impact of commission structures on service provider participation in digital platforms. Options 2 and 3 each received 37.5% of the responses, indicating a strong split in opinion. Option 1 received 18.8% of the responses.

What incentives can improve service provider engagement and long-term retention on home service apps? i. Higher earnings and better commission ...grams iv. Performance-based rewards and bonuses
32 responses



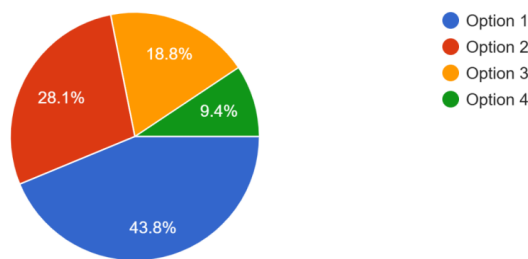
The graph illustrates the distribution of responses regarding incentives for improving service provider engagement and retention on home service apps. Option 2, focusing on higher earnings and better commissions, received the highest response rate at 37.5%. Option 1, likely related to programs or benefits, was also popular at 28.1%, while Options 3 and 4 received comparatively lower responses.

How do sustainability initiatives (such as eco-friendly services) impact customer decision-making in home maintenance? i. Very important – I prefer sus...rioritize price and convenience over sustainability
32 responses



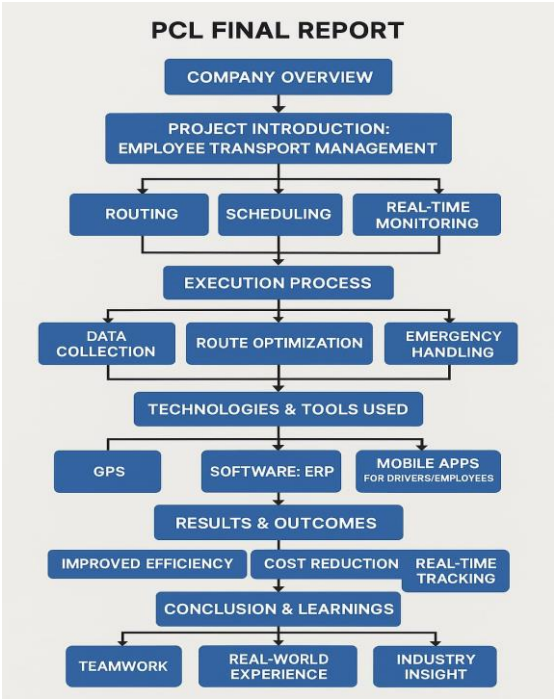
The graph depicts the distribution of responses regarding the impact of sustainability initiatives on customer decision-making in home maintenance. Option 2, suggesting customers prioritize price and convenience over sustainability, received the highest response rate at 40.6%. Option 1, indicating a preference for sustainable options, was also significant at 34.4%, while Options 3 and 4 each received 12.5% of responses.

What role does AI-based matching and geolocation tracking play in improving service efficiency and customer satisfaction? i. Very helpful – It reduces... Not useful – I prefer manual booking and selection
32 responses



The graph illustrates the distribution of responses regarding the role of AI-based matching and geolocation tracking in improving service efficiency and customer satisfaction. Option 1, suggesting AI is very helpful, received the highest response rate at 43.8%. Option 2, indicating a preference for manual booking, was also significant at 28.1%, while Options 3 and 4 received comparatively lower responses.

Flow chart:



Conclusion:

On HandyHub's Market Potential, Operational Strategy, and Sustainability Impact

HandyHub is an innovative on-demand home service platform that seeks to address major industry challenges, such as unverified service providers, unclear pricing structures, and inefficient scheduling. The research presented in the document provides a comprehensive analysis of HandyHub's market viability, operational framework, and sustainability initiatives, highlighting its competitive strengths and areas for potential improvement.

Market Potential and Consumer Preferences

The research findings indicate a substantial and growing demand for digital home service platforms, particularly in the wake of the pandemic. Consumers prioritize services such as cleaning, plumbing, and electrical repairs, with transparency in pricing and professional verification being the most critical factors in their decision-making process. The data reveals that 45.5% of users consider transparent pricing extremely important, while 30.3% identify finding reliable professionals as their biggest challenge when booking online services.

Convenience is another crucial factor, with 48.5% of respondents emphasizing the importance of saving time and effort through digital home service platforms. However, 24.2% still prefer booking services directly, demonstrating that while digital platforms are gaining traction, traditional service procurement methods still hold relevance.

Additionally, the research underscores that digital marketing plays a vital role in customer acquisition, with 36.4% of respondents influenced by social media ads, while 24.2% still rely on personal recommendations. This suggests that a hybrid marketing approach—blending digital outreach with word-of-mouth strategies—would be most effective for HandyHub.

Operational Strategy and Competitive Landscape

HandyHub's business model stands out due to its emphasis on local businesses and independent service providers, unlike competitors such as Housejoy, TaskRabbit, and HomeTriangle, which tend to operate at larger scales with corporate service providers. The platform's AI-based matching and geolocation tracking system received strong support from users (43.8%), showcasing the potential of technology-driven service allocation to enhance efficiency and customer satisfaction.

However, service providers face challenges such as high commission fees (21.9%) and lack of digital marketing knowledge (34.4%), which hinder their online visibility and profitability. Addressing these concerns by offering lower commission rates, better marketing support, and training for independent professionals could enhance provider participation and loyalty.

One of HandyHub's biggest competitive advantages is its commitment to consistent high-quality service, which was identified as the top factor for user retention (33.3%). This indicates that service standardization and customer trust are key differentiators in the home services market.

Sustainability and Environmental Impact

HandyHub integrates sustainability into its business model through optimized travel routes, eco-friendly service options, and reduced resource wastage. However, the study reveals a split in consumer attitudes toward sustainability. While 34.4% prefer sustainable options, a larger 40.6% prioritize price and convenience over eco-friendly practices. This suggests that while sustainability is a growing trend, it should be balanced with affordability and practicality to appeal to a broader audience.

HandyHub's focus on reducing carbon footprints through local service provider allocation and paperless transactions aligns with global trends toward greener business models. Yet, the platform must actively educate consumers on the benefits of eco-friendly services to drive higher adoption rates.

Challenges and Opportunities for Growth

Despite its strong market positioning, HandyHub faces several challenges:

1. Service Provider Engagement & Retention – 37.5% of respondents indicated that higher earnings and better commission structures are necessary for retaining skilled professionals.
2. Consumer Skepticism About Online Booking – A segment of users still prefers traditional service booking, indicating the need for enhanced trust-building measures, such as robust review systems, guarantees, and transparent pricing breakdowns.
3. Digital Visibility for Independent Providers – Many service providers struggle with digital marketing and visibility, which could be improved through platform-led promotional campaigns and skill-building workshops.

Opportunities for expansion include:

- Smart Home Maintenance Services, which 40.6% of respondents identified as the leading trend.
- AI-driven customer support and automated scheduling, further enhancing efficiency.
- Loyalty programs and membership benefits to improve user retention.

Final Thoughts

HandyHub is well-positioned to capitalize on the growing demand for home services while differentiating itself through trust, transparency, and sustainability. Its technology-driven approach, focus on local businesses, and emphasis on quality service give it a competitive edge. However, addressing challenges related to service provider retention, sustainability adoption, and consumer scepticism will be crucial for long-term success.

By continuously innovating and refining its business model, HandyHub has the potential to redefine the home services industry, making it more efficient, fair, and eco-friendly—ultimately setting new standards for digital home maintenance platforms.

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