

**Analysis of Proposed Consent Order to Aid Public Comment
, Docket No. 9407**

The Federal Trade Commission (“FTC” or “Commission”) has accepted, subject to final approval, an agreement containing a consent order from HomeAdvisor, Inc. (“HomeAdvisor”).

The proposed consent order has been placed on the public record for thirty (30) days for receipt of comments by interested persons. Comments received during this period will become part of the public record. After thirty (30) days, the Commission will again review the agreement and the comments received and will decide whether it should withdraw from the agreement and take appropriate action or make final the agreement’s proposed order.

This matter involves HomeAdvisor’s advertising and sale of its membership and leads products to home service providers. Count I of the complaint alleges HomeAdvisor violated Section 5(a) of the FTC Act by disseminating advertisements and marketing that miso(r)-2c 0007 Tw 24.5 0 yw

Count II of the complaint alleges that HomeAdvisor dissemin advertisements and marketing concerning the rate at which H paying jobs. Count III of the complaint alleges that HomeAd month of its mHelpDesk add-on subscription was free.

The proposed consent order includes injunctive relief violations and contains provisions designed to prevent Home. acts and practices in the future. The proposed consent order a up to \$7,200,000 to the Commission to be used for consumer

Provision I prohibits HomeAdvisor from making fals representations regarding its products. Provision I.A prohibit misrepresenting central characteristics of its leads, including t who intend to hire service providers soon, that they concern p providers’ stated task type and location preferences, and that submitted a request concerning home services directly to Hor prohibits HomeAdvisor from misrepresenting products as free HomeAdvisor from making any representation regarding the convert into paying jobs unless that representation is non-mis written materials in HomeAdvisor’s possession when the clai

Provision III pr
The first fund would ma
the practices at issue in C
payments of up to \$59.9

Count III of the complaint is dismissed with prejudice. 4-2 (m)-2 ad. 945m (pa)-945n.