



Angi Launches 'Angi Key' Membership to Unlock Savings on All Home Projects

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Members Save 20% on Hundreds of Projects All Backed by the Happiness Guarantee

DENVER, July 13, 2021 /PRNewswire/ -- Today, [Angi](#) (NASDAQ: ANGI) the leading and comprehensive solution for all home needs, is launching 'Angi Key,' a new membership service to help homeowners unlock easy, convenient and reliable home maintenance, improvement and emergency repair. Angi Key members receive discounts on hundreds of common household projects, as well as the ability to browse, schedule and buy home services just as simply as ordering take out, getting a ride or buying a product online. Angi Key members' projects are backed by the [Happiness Guarantee](#), which covers a project up to the full purchase price when you book and pay with Angi. Angi Key is Angi's latest initiative to deliver on its mission of providing value and convenience for homeowners so they can love where they live.

"It more than pays for itself with the time and money it saves me on each project." - Current Angi Key Member

Angi Key, known as the Angi Savings Membership during its beta phase, now comprises more than 100,000 members. Angi doubled--and is on track to triple--its membership base since last year, with members having collectively saved over \$5 million to date by turning to Angi first for their home maintenance and home improvement needs. Angi has found that existing customers who use Angi Key's annual subscription service return three times more than non-members to complete additional

home service requests.

For an annual cost of \$29.99, Angi Key members receive 20% off on hundreds of Angi Services, pre-priced projects consumers buy directly from Angi in just a few seconds, including plumbing, handyman work, electrical, lawn mowing, interior painting and more, all backed by the Happiness Guarantee. The Angi Key membership will be included—for no extra charge—as an added benefit to Angi Gold and Silver memberships. Angi Key members also have access to member-only exclusive perks, as well as fast and simple financing through Angi's partner Affirm.

"When I moved into a new home, I knew I was going to need help with all the projects on my to-do list, and I needed it to be convenient, safe and reliable," said Sierra Williams, an Angi Key Member in Atlanta, Georgia. "I had so many bad experiences in the past, but Angi made it easy. Everyone has been efficient and professional, and the reviews give me peace of mind about who I'm letting into my home. With a ton of projects to do, the membership just made sense. It more than pays for itself with the time and money it saves me on each project."

In a recent survey of millennials who bought homes during the pandemic, Angi found 56% of respondents bought homes requiring minor or major renovations and 46% are already over budget on renovations within their first year of home ownership. Across all demographics, homeowners are spending more on home maintenance, improvement and repairs each year, with the average homeowner investing \$13,138 in home projects throughout 2020, according to Angi's State of Home Spending Report. Based on that average, Angi Key members could save up to \$2,500 per year on their home projects.

"With Angi Key, we want to be the membership service for every American homeowner," said Oisin Hanrahan, CEO of Angi. "Angi Key is a way for us to reward the loyal customers that do their home projects with us. We have seen that those who participate in our membership offering often repeat services and, with the 20% discount, around 90% of homeowners see Angi Key pay for itself with their first purchase."

Angi Key is available today on the Angi [website](#) and the [Angi app](#).

About Angi

Angi (NASDAQ: ANGI) is your home for everything home—a comprehensive solution for all your home needs. From repairs and renovations to products and financing, Angi is transforming every touch point in the customer journey. With over 25 years of experience and a network of nearly 250,000 pros, we have helped more than 150 million people with their home needs. Angi is your partner for every part of your home care journey.

Angi Corporate Communications

Mallory Micetich
(303) 963-8352

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