



QuinStreet and Home Improvement Icon Bob Vila Announce Agreement

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Foster City, CA, April 24, 2019 (GLOBE NEWSWIRE) -- [QuinStreet, Inc.](#), a leader in performance marketplace products and technologies, and renowned home improvement expert Bob Vila, announced today a significant expansion of their long-standing partnership with [BobVila.com](#). The deal includes management of Bob Vila's Find a Pro Network, endorsement agency services, and expanded co-branded digital marketing support.



Bob Vila has long been at the forefront of home improvement through the popular shows *This Old House* and *Bob Vila's Home Again*, numerous books, and many high-profile broadcasting ventures. The partnership with QuinStreet Home Services will help increase BobVila.com's reach to a growing number of homeowners seeking remodeling help online. The partnership opens new avenues of opportunity for home improvement professionals everywhere, as well as top brands in the home marketplace.

QuinStreet Home Services has connected over 25 million homeowners with contractors across a wide array of home services. In addition, QuinStreet manages Bob Vila's extensive Find a Pro Network, a service where homeowners can search for qualified contractors and receive free competing price quotes. QuinStreet will expand the number of contractor services available, casting a wider net on the number of projects for which visitors can get help. QuinStreet technology will also help contractors who are interested in joining the network.

"With BobVila.com, the goal has always been to offer everyday people home improvement solutions they can trust and rely on," explains Bob Vila. "By growing our partnership with QuinStreet, we're expanding on that mission by helping home owners connect with some of the most trusted professionals and brands out there."

Through [BobVila.com](#), companies everywhere are able to leverage QuinStreet's unique performance marketing expertise, connecting them with homeowners seeking to complete their remodeling projects with verified and trusted businesses and professionals. QuinStreet will also seek endorsement opportunities for Bob Vila, matching QuinStreet clients and national home services brands with Bob Vila through strategic outreach. As a unique offering, QuinStreet and Bob Vila will be able to provide companies endorsement services combined with performance marketing that is measurable and effective.

"When you think of home improvement, you think of Bob Vila, so being a longtime partner of BobVila.com has been a great honor and we're excited for what's to come," adds James Sibley, Senior Director of QuinStreet Home Services. "The expansion of our partnership will give consumers, contractors and home improvement organizations even greater access to home improvement resources. And for brands looking to connect with homeowners in need of project help, they'll now have the opportunity to combine influencer marketing from a trusted home improvement spokesperson with performance marketing to deliver measurable results."

About QuinStreet, Inc.

QuinStreet, Inc. (Nasdaq: [QNST](#)) is a pioneer in delivering online marketplace solutions to match searchers with brands in digital media. QuinStreet is committed to providing consumers and businesses with the information and tools they need to research, find and select the products and brands that meet their needs.

About BobVila.com

Before his work on *This Old House*, *Bob Vila's Home Again*, and other broadcasting ventures, Bob Vila had his own residential remodeling and design business. Mr. Vila has authored 12 books on home remodeling and purchasing. Buildings, especially homes, are the foundation of his career. BobVila.com is an expansive and easy-to-use platform that helps people find solutions to their home improvement needs. It features how-to tutorials, informative and inspirational DIY articles, and useful discussion forums. Most importantly, BobVila.com is one of the most trusted resources for comparison shoppers looking to find competitive prices on their home improvement projects.

Website: <https://quinstreet.com>

Twitter: [@QuinStreet](#)

LinkedIn: <https://www.linkedin.com/company/quinstreet>

Liberty Communications for QuinStreet

Rick Judge, 415-429-5652

QuinStreet@libertycomms.com