



ServiceAlley Debuts 'Available Now!'

Free service offers consumers immediate access to local home service providers.

WASHINGTON, DC, July 17, 2013 /EINPresswire.com/ -- [ServiceAlley](#) today launched Available Now!, a tool that allows consumers to search for home service providers in six categories who are available immediately and nearby as determined by GPS location or zip code. Available Now! is free and can be accessed on www.servicealley.com or by downloading the ServiceAlley mobile app. Available Now! provider categories include cleaning, electrical, handyman, HVAC, locksmith and plumbing.

In addition to the debut of Available Now!, today marks the launch of ServiceAlley's new brand identity. The newly designed website also features Friendorsements, a new social recommendation tool that helps users [find home service providers](#) based on recommendations from people they know. Users are able to simultaneously submit a question on the ServiceAlley site and to their social networks to receive recommendations about providers from friends.

"With the new ServiceAlley, we believe that we're tackling the most important challenges for consumers trying to find home service providers – who can I trust and how can I find out who's available right away," said Tim Condon, Director of New Digital Ventures at The Washington Post and General Manager of Service Alley. "In a space like Home Services where trust is essential, adding a social layer to its traditional search is ServiceAlley's first step in rethinking how consumers discover their preferred providers."

ServiceAlley currently operates in the Washington, D.C., Raleigh, N.C., and Chicago, Ill. metro areas and has plans to roll out nationwide. ServiceAlley is built by The Washington Post. Available Now! is powered by nowNnear (nownnear.me). For more information, visit www.servicealley.com.

About ServiceAlley (www.servicealley.com)

ServiceAlley, built by The Washington Post, helps consumers find recommendations, ratings and [reviews for local home service](#) providers, free of charge. Through products such as Available Now!, Friendorsements and directory search, ServiceAlley aims to help consumers easily and confidently find a local home service provider.

###

Press release courtesy of Online PR Media: <http://bit.ly/13jsgzS>

Catherine Olsen
The Washington Post
202-334-7973
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/159112388>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.