Jake’s List Expands Customer Research Tools for Service Businesses Nationwide

Jake’s List Shifts Focus Toward Customer Research as Service Businesses Seek More Information Before Accepting Residential Jobs

AKRON, OH, UNITED STATES, October 5, 2026 /EINPresswire.com/ -- Nationwide platform gives service businesses a way to research customers and share customer experiences before taking on new work

AKRON, Ohio — October 2026 — Jake’s List, a nationwide online platform designed for service businesses, is placing increased emphasis on one of the most important decisions contractors make every day: determining whether a potential customer is a good fit for their business before accepting a job.

Traditionally, online review platforms have primarily given homeowners and other consumers the ability to evaluate service businesses. Jake’s List approaches the relationship from the other direction, giving service businesses a place to research customers and share their experiences with other businesses.

The company says the goal is to give service businesses additional information when evaluating potential residential work.

For a contractor receiving a call from a new homeowner, the decision to accept a job can involve more than determining the scope and price of the project. Contractors may also consider whether the customer has a history of payment problems, disputes, difficult job experiences or other issues that could affect the relationship.

Jake’s List allows participating service businesses to search for customers and review available customer information before deciding whether to accept a job.

The platform also allows service businesses to contribute their own customer experiences, helping create a database that can become more useful as more businesses participate.

“Service businesses have always been reviewed by their customers,” said Jake's List CEO. “We believe service businesses should also have an opportunity to share their experiences and research a customer before committing their time, labor and resources to a job.”

The company is particularly focused on contractors and other businesses that regularly work inside or around customers’ homes, including HVAC, plumbing, electrical, roofing, landscaping, remodeling, painting, flooring, cleaning, pest control, concrete, restoration, tree service and other residential service industries.

Research Before You Accept the Job

Jake’s List is encouraging service businesses to think of customer research as another step in the normal job-acceptance process.

Rather than waiting until a problem occurs, a contractor can potentially research a customer before providing a quote or accepting the work.

The company's model is built around three basic actions:

Search the customer.
Service businesses can research a potential customer before accepting residential work.

Review the customer.
Businesses can share their own experiences to help other service providers.

Make a more informed decision.
The information available through the platform can give service businesses another source of information when evaluating potential jobs.

Jake’s List says its basic service is available to service businesses at no cost.

The company is also encouraging contractors who have experienced payment issues, difficult customer situations or positive customer experiences to participate and contribute information that may be useful to other businesses.

As the platform expands, Jake’s List expects the value of its customer database to increase as more service businesses search for customers and contribute reviews.

“There's a simple question we're trying to answer for service businesses,” Jake said. “Before you take the job, wouldn't you want to know what other businesses may have experienced with that customer?”

Jake’s List is currently available nationwide.

About Jake’s List

Jake’s List is a nationwide online platform created for service businesses. The platform allows service businesses to research customers and share customer experiences, providing another source of information when businesses are considering residential jobs. Jake’s List is designed to help service businesses make more informed decisions about the customers they choose to work with.

For more information, visit jakeslist.com.

Media Contact
Jake’s List, LLC
Email: info@jakeslist.com
Website: www.jakeslist.com

Markus Sterle
Jake's List, LLC
info@jakeslist.com
Visit us on social media:
Instagram
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