



The Franklin Report, New York City 2002: The Insider's Guide to Home Services

Elizabeth Franklin

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THE FRANKLIN REPORT, a Manhattan-based print and on-line publishing company offering readers the most complete, inside information on top-ranked home service providers, announces the launch of its second edition of THE FRANKLIN REPORT: NEW YORK CITY, The Insider's Guide to Home Services (\$22.50, paperback, original).

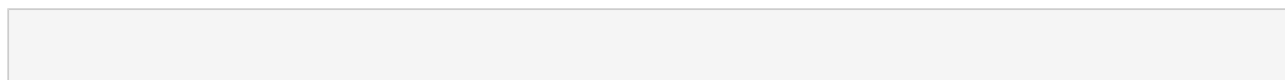
The first of its kind, this comprehensive, 480-page survey based on client reviews of the top home service providers in New York City provides ground-breaking information on home service companies and individuals who have achieved national recognition, as well as those who are considered well-kept secrets among industry "insiders." Also included are in-depth overviews on how to hire service providers in 26 home service categories ranging from architects to interior decorators to plumbers, and everything in between.

"Our mission is to simplify the task of choosing a home service provider by codifying the 'word-of-mouth' process consumers rely on, and to offer the community a chance to contribute to this on-going dialogue, both in print and on The Franklin Report website. Finding the right person for the job to work in your home can be a daunting experience; there are many choices, not all of them right for the job or the client. THE FRANKLIN REPORT and its regularly-updated website, has compiled reports on a select group of master artisans, technicians, interior designers, architects and craftspeople based on feedback from thousands of their clients," stated The Franklin Report founder and CEO, Elizabeth Franklin.

The profiles and evaluations which appear in the guide and on The Franklin Report website are based on in-depth interviews with clients, factual information culled from the service providers, consultations with industry insiders and experts, and surveys submitted through the website, email, phone, fax, and in person. All information is compiled into accessible, easy-to-understand entries that provide complete contact information, a description of services and specialties, a summary, and specific, anonymous comments from clients and industry peers. Each provider is then given ratings on a scale of 1 to 5, based on the following parameters: QUALITY, COST, VALUE, RECOMMEND. "We went to exhaustive lengths to ensure that the information provided comes from verifiable and reliable sources, and conducted follow-up interviews when any questions arose. And as a company policy, we only publish the consensus view, and disregard unsubstantiated information." Franklin said.

"The result," Franklin continued, "is a guide to the most reliable, prominent, and professional home service providers that no home owner or home rented should be without."

The Franklin Report is committed to an aggressive publishing schedule, and is rolling out several other city survey guides, the first being Chicago which was released in September, 2001. The next city plans include Los Angeles, Houston, Dallas, Atlanta and San Francisco. "As additional city surveys are published, existing guides will be thoroughly updated and released," Franklin further stated. The website will be updated regularly.



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