

# Partnership Backgrounder

*Anticipated questions on NailThePrice + Thumbtack — May 28, 2026*

## Q01

### **How does NailThePrice generate cost estimates for more than 26,000 pages?**

Cost estimates are calculated from publicly available data: Bureau of Labor Statistics labor rates, Census Bureau cost-of-living indices, NOAA climate data, and municipal permit fee schedules. The NailThePrice Local Cost Model applies city-specific multipliers to national averages, producing a localized estimate for each of 90 project categories across 289 U.S. cities. Prices are not crowdsourced from users or contractors. The model is the source, and it is the same for every page.

## Q02

### **What does the trades credential add to the platform?**

Direct field experience shapes the editorial content on every electrical project page. I've worked in the electrical trade since 2010 and held a Minnesota Journeyworker A license (#AJ703617) since 2016. That experience surfaces in the project pages: what jobs actually cost, what shortcuts cause problems later, which panel brands are red flags, and when homeowners are being pushed toward unnecessary work. Other categories (plumbing, HVAC, roofing) are covered with the same data-driven methodology but without a personal credential.

## Q03

### **Why is the Thumbtack integration different from a typical affiliate link?**

The integration embeds Thumbtack's pro listings directly into each NailThePrice cost page, with zip-code targeting and project category mapping. Homeowners can browse local pros, see verified reviews, and request quotes without leaving the page. Thumbtack escalated my application from their standard affiliate program to a direct partnership.

## Q04

### **What does the 30% revenue share look like in practice?**

NailThePrice receives 30% of partnership net revenue for leads generated through the integration, with payment terms net-30 after each monthly billing period. Thumbtack charges service professionals per qualified contact, not per booking, and NailThePrice's share is a percentage of those Pro fees.

## Q05

### **What is the AI search traction the release references?**

NailThePrice has earned hundreds of citations in Bing AI-generated answers since April 2026, with volume accelerating month over month. Bing's Webmaster Tools AI Performance dashboard shows the trend; specific numbers are available on request. The content structure — localized, data-driven, expert-authored — is designed to surface in AI-generated answers across major platforms.

**Q06****How is NailThePrice different from Angi or HomeAdvisor?**

Angi and HomeAdvisor are lead-generation platforms. NailThePrice is an information platform. Every page provides a complete cost answer first, with a path to find a professional second. The cost data is not gated behind a quote form, and the pricing methodology is disclosed on every page.

**Q07****What categories does NailThePrice cover?**

Eight categories: electrical, plumbing, HVAC, roofing, exterior, interior, windows and doors, and insulation. Within those: 90 project types ranging from EV charger installation to whole-house repipes to roof replacements.

**Q08****How are estimates kept current?**

Cost data is updated against BLS Occupational Employment and Wage Statistics releases and Census Bureau cost-of-living index updates. The site is regenerated from data files on each update cycle, and each page carries a visible 'last updated' date.

**Q09****What is the company structure?**

Kovalik Digital L.L.C., a Minnesota limited liability company, is the publisher. NailThePrice is one of three properties operated by Kovalik Digital. The company is a one-person operation: Matt Kovalik is the sole founder and editorial director.

**Q10****What other properties does Kovalik Digital operate?**

TradePrepped (tradeprepped.com), covering trade and professional licensing requirements across all 50 states and DC, and PromoNight (getpromonight.com), a free web and mobile app tracking promotional events at professional sports games across MLB, NBA, NFL, NHL, MLS, and WNBA.

**Q11****What is next for NailThePrice?**

Continued expansion of project categories and city coverage, additional partnership integrations beyond Thumbtack, and deeper editorial content on the electrical project pages backed by Kovalik's field experience.