

## **Setter Raises \$10 Million Co-Led by Sequoia and NFX to Make Home Maintenance Invisible**

*Toronto-Based Company Now Available for Homeowners in San Francisco Bay Area*

Toronto and San Francisco — November 1, 2018 — Setter, your personal home maintenance service, today announced it has secured \$10 million in Series A funding co-led by Sequoia Capital and NFX, with participation from Hustle Fund, to expand across North America. This brings the company's total funding to \$12 million following a \$2 million seed round from Sequoia, Hustle Fund and Avichal Garg last year. Jess Lee, partner at Sequoia, will join the Setter Board of Directors and Pete Flint, managing partner at NFX and founder of Trulia, will serve on the Board in an advisory capacity. Setter also announced that it is now available to homeowners in the San Francisco Bay Area, adding to the current availability in Toronto.

"We created Setter to help busy homeowners enjoy their homes and worry less about the logistics of home maintenance," said Guillaume Laliberté, co-founder and CEO of Setter. "Our mission is to create a home maintenance experience that is so convenient and reliable that it becomes invisible. We are thrilled for this next chapter as we expand into the San Francisco Bay Area with the support of Sequoia, NFX and Hustle Fund on this journey."

### **Your Personal Home Manager**

Setter uniquely connects each homeowner with their personal Home Manager via the Setter mobile app, available on iOS and Android. Setter's expert Home Managers provide a seamless single-point-of-contact experience that:

- makes it easy to book over 100 home maintenance and repair services, ranging from window cleaning and landscaping to installing a new furnace and replacing countertops
- takes care of the entire process, from finding and vetting the right professional to scheduling and managing the job to completion and payment
- gives expert advice and recommendations on home care before homeowners even have to think about it

"Homeownership is both a joy and a burden. Maintaining a home can be time consuming, frustrating and overwhelming," said Jess Lee, partner at Sequoia. "Home maintenance is a \$700 billion market ripe for change, and Setter has built a delightful, seamless experience for homeowners that removes the hassle and gives you your time back. We're excited to help introduce Setter to the rest of North America."

### **Unparalleled Peace of Mind**

Setter represents the next level of home maintenance that goes beyond simply connecting homeowners to professionals. Combining the human expertise of Home Managers with proprietary technology that learns from every job allows Setter to ensure that the job is done right every time, giving clients an unparalleled peace of mind.

"In home maintenance, consumers often find themselves dealing with inconsistent service, variable pricing, multiple points of contact, and outdated businesses," said Pete Flint, Managing Partner at NFX and Founder of Trulia. "Compared to other consumer service industries, the home maintenance industry feels increasingly out of date. Consumers are frustrated, and they deserve better. We believe Setter is the right team and product to transform home maintenance, delivering customers with the experience they want, need, and expect."

To learn more about Setter, visit [www.setter.com](http://www.setter.com) or download the iOS or Android app to join.

### **About Setter**

Founded in Toronto in 2016 by David Steckel and Guillaume Laliberté, Setter is the one-stop home maintenance and repair service that allows homeowners to focus on living. With its leadership having more than a decade of home building and renovation experience, Setter believes that the home maintenance process is broken and should become so reliable and convenient that it becomes invisible.

Setter is backed by Sequoia Capital, NFX and Hustle Fund. For more information, visit [www.setter.com](http://www.setter.com) or download the iOS or Android app on your smart device.

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