

Aggregator Strategy (Urban Company etc.)

Home & Repair Services

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a strategy for aggregator platforms (Urban Company, Justdial, Sulekha, NoBroker) — when to use them for volume, the commission and rating economics, meeting their standards, and building your own direct channel so you are not dependent — so aggregators help rather than trap you. Use it to decide aggregator use. For direct acquisition use the Local Marketing Plan.

Purpose of this tool & output

Use aggregators without becoming dependent

How the output is used

Use aggregators without becoming dependent — an aggregator strategy (Urban Company etc.) that uses them for fill while building your own base.

Important cautions

Aggregators give volume but take commission and own the customer; use them to fill capacity while relentlessly building your own direct customer base (repeat, referrals) so you are not dependent on paying commission forever.

Companion documents

- Local Marketing Plan
- Google Business Profile & Local SEO
- Digital Ads (Google / Meta) Plan
- Social Media & Content Plan
- Society & Community Marketing
- Lead-to-Booking Conversion

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.