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Snowbird Home Service Directory for Providers

Build an online directory connecting seasonal Florida residents ('snowbirds') with local home watch, lawn care, and maintenance businesses. Service providers pay a monthly subscription to be listed and gain visibility. This creates a trusted platform where local home care businesses can find clients.

In plain English

Many seasonal Florida residents (snowbirds) need reliable local businesses to care for their homes while they're away, but finding them can be hard. This project creates a simple online directory where these residents can easily find trusted home watch, lawn care, and maintenance services. Businesses pay a subscription to be listed, gaining direct visibility among a targeted audience.

Key numbers

\$150-\$600 TO START	5-10 HOURS / WEEK
3-5 in 1 month FIRST CUSTOMERS	1-3 months BREAK-EVEN

Local competitors

8-20 similar businesses nearby (estimate)

The market lacks a dominant, niche-specific directory for snowbird home services. Competition primarily comes from broad online directories, informal local networks, and individual service provider marketing efforts, none of which fully address the unique needs of snowbirds or the providers serving them.

Generic Online Directories (e.g., Yelp, Google Maps)

nbplus.com/business/generic-online-directories-eg-yelp-google-maps-florida

Strengths: High visibility, broad reach, existing user base for reviews.

Weaknesses: Not niche-specific, difficult to filter for 'snowbird' services, businesses get lost in noise, less trust for absentee homeowners.

Local Classifieds / Facebook Groups

nbplus.com/business/local-classifieds-facebook-groups-florida

Strengths: Community-driven, often free/low cost, direct communication.

Weaknesses: Unverified providers, lack of professional vetting, difficult to search/organize, inconsistent quality and reliability for homeowners not physically present.

Individual Home Service Websites/Flyers

nbplus.com/business/individual-home-service-websitesflyers-florida

Strengths: Full control over branding, direct client contact, often established local reputation.

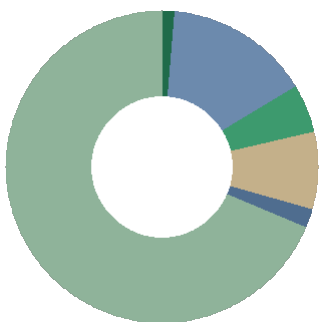
Weaknesses: Limited reach, high individual marketing effort, difficult for snowbirds to find multiple options or compare services efficiently.

👤 Who it fits

This project is ideal for someone with development/IT or no-code skills looking to build a B2B subscription catalog for home services in Florida, addressing a clear local market need.

💰 Startup budget

Up to \$1,000 for initial MVP and marketing materials.



■	Domain name registration (1 year) — \$15 (1.5%)
■	No-code platform subscription (e.g., Softr, Bubble - 3 months) — \$150 (15%)
■	Basic logo design / branding assets — \$50 (5%)
■	Local marketing flyers / business cards — \$80 (8%)
■	Payment gateway fees (initial transaction costs) — \$20 (2%)
■	Contingency fund — \$685 (68.5%)

🔍 First demand check

Create a simple landing page outlining the directory concept. Share it with 10-15 local home service businesses to gauge interest in paid listings and collect email leads. Conduct brief interviews with a few snowbird residents about their challenges finding services.

👤 Local reality check

Florida has a significant snowbird population, creating a consistent, seasonal demand for home watch, lawn care, and maintenance. Local businesses struggle with inconsistent marketing and finding this specific demographic. Current solutions (Google Maps, local classifieds) are fragmented and lack specialized filtering for absentee homeowners, confirming a strong unmet need for a dedicated, trusted platform.

Milestones

- **MVP directory live with core functionalities** — By day 7
- **Payment gateway integrated and tested** — By day 10
- **First 5 paying service providers onboarded** — By day 14

14-day plan

Day 1-3

- Define target cities/areas within Florida and service categories.
- Select and set up no-code platform (e.g., Softr + Airtable for database).
- Design core directory structure and provider profile page layout.

Day 4-7

- Implement user registration/login for providers and basic dashboard.
- Develop search and filtering functionalities for service categories and locations.
- Create initial landing page content highlighting benefits for service providers.

Day 8-11

- Integrate subscription payment gateway (e.g., Stripe) for provider listings.
- Develop an onboarding guide and FAQ for new service providers.
- Start outreach to 5-10 local home service businesses for beta testing/feedback.

Day 12-14

- Gather feedback from beta providers and make necessary adjustments to the platform.
- Prepare local marketing materials (flyers, social media posts) for launch.
- Soft launch the directory to a wider local audience and begin active provider acquisition.

Tools to use

Softr (frontend for directory) · Airtable (backend database) · Stripe (payment processing) · Canva (marketing materials, logo design) · Google My Business (local SEO)

Week-one goal

Secure 5-10 email sign-ups from local home service businesses interested in being listed.

Watch-outs

- Low provider adoption: Fix by offering initial free trials, direct outreach, and clearly communicating the value proposition of reaching snowbird clients.
- Lack of trust/quality concerns: Fix by implementing a provider vetting process (e.g., license verification) and a user review system for transparency.

- Competition from generic platforms: Fix by hyper-focusing on the 'snowbird' niche, offering tailored features, and building a strong local community.