




1

The Skilled Labor Gap is Widening


PATH TO PRO

IMMEDIATE NEED	LONG-TERM SHORTAGE
<p>94% of professional contractors are struggling to find skilled labor</p>	<p>41% of current construction workers are set to retire by 2031</p>
<p>61,000 new hires needed in construction per month</p>	<p>4.1M trades jobs projected to open in the next 10 years</p>
<p>300,000 skilled trades jobs available today</p>	

² Bureau of Labor Statistics Occupational Employment Projections, 2023-2032; monthly Job Openings report, August 2024; 2 Spring 2024 HBI Construction Labor Market Report; 3 Consumer Insights Survey May 2020; 4 Spring 2024 HBI Construction Labor Market Report; 5 Path to Pro Network Engaged Pros through Q2 2024. (Customer Record, Adobe Analytics, FP&A); ~106K Pros compared pre R52 and since their first view of P2PN, with sales 6 weeks of sales data since first view, spend above \$2000 in sales and 5+ transactions in R12 INTERNAL USE

2

A Complete Ecosystem for the Next Generation of Trades



Our Mission: Reduce the barrier to entry for the next generation of trades professionals and provide Pros access to ready-to-hire candidates

GENERATE INTEREST

PathtoPro.com

One-stop-shop resource that builds awareness and interest in skilled trades, equipping parents, educators, and community members with helpful tools & information

TRAIN FOR JOBSITE

Path to Pro Skills Program

Free, self-paced, on-demand training for entry-level trades prospects to build foundational knowledge

CONNECT TO PROS FOR HIRE

Path to Pro Network

A proprietary labor marketplace and job board directly linking skilled trades candidates with hiring Pros

3

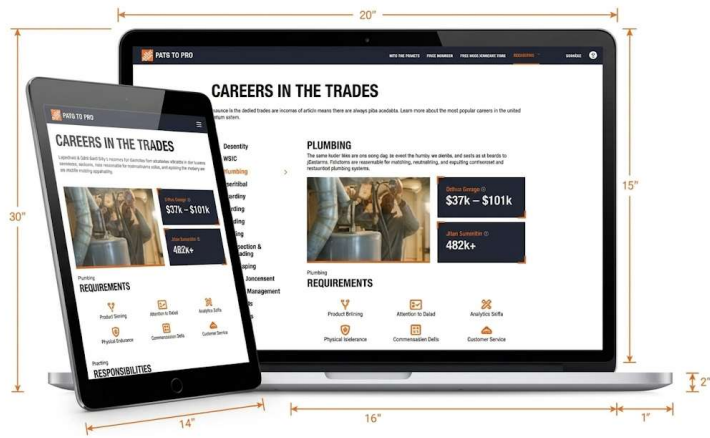
INTERNAL USE

3

PathtoPro.com: Generate Interest



Launched in 2021 (and fully translated into Spanish), PathtoPro.com provides realistic, actionable information on trades careers and why the industry is a wealth creating opportunity



Countering the College Narrative

Lower Barrier
Trade school costs less than **30%** (often **15-20%**) of a traditional 4-year degree

Higher Ceiling
43% of trade school graduates earn more than college graduates

Entrepreneurial Potential
23% of construction workers own their own business

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INTERNAL USE

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PathtoPro.com: Career Mapping Tool

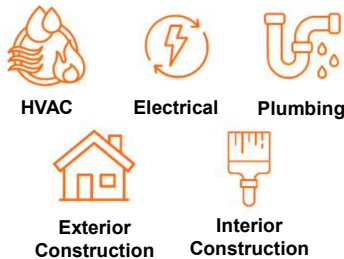
COMING SOON



A dynamic tool spanning **key skilled trades areas**, offering insight into the skills, salaries, and advancement pathways tied to high-opportunity jobs

1 Explore 5 Trade Areas

Browse high-demand skilled trades roles



2 Review Career Details

Click role to reveal salary ranges based on local market conditions & employers, plus required skills and training



3 Build & Share Your Path

Visually connect entry-level roles to mid and senior-level positions; save a custom URL to share with educators / advisors

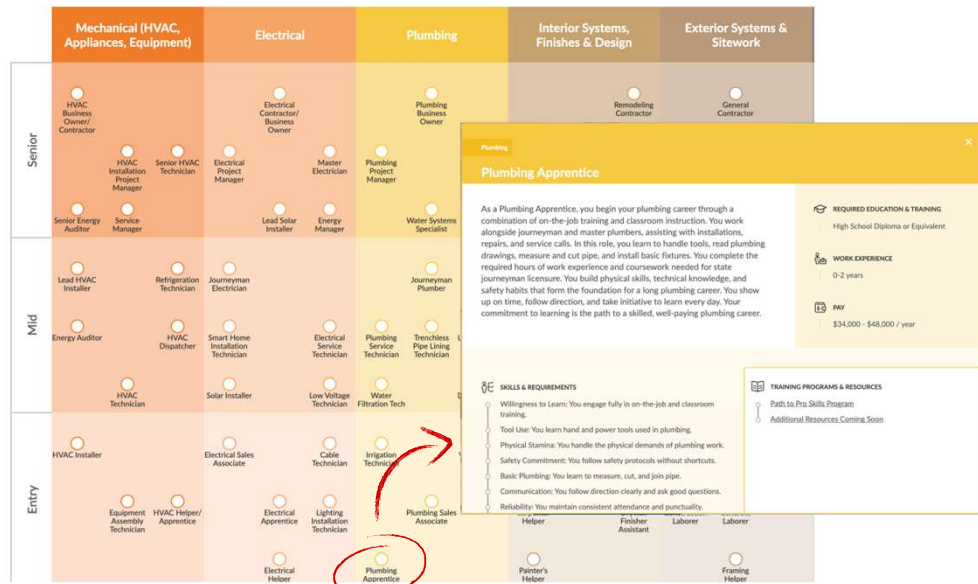


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INTERNAL USE

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PathtoPro.com: Career Mapping Tool



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INTERNAL USE

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Path to Pro Skills Program: Train for Jobsite



WHAT YOU LEARN

Skills Basics

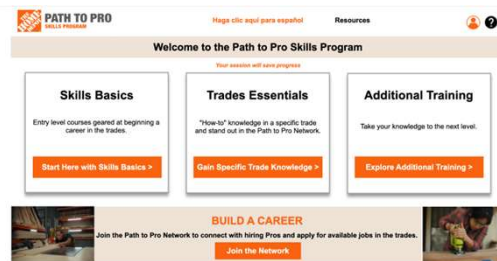
Entry-level fundamentals including jobsite safety, tools, construction materials, team building, and communication skills

Trades Essentials

Specific "how-to" knowledge in trades, allowing candidates to earn badges and stand out to employers

HOW YOU LEARN

- 100% Free entry-level training
- Self-paced, virtual content
- Integrated quizzes and assignments to track progress



7

INTERNAL USE

7

Path to Pro Network: Connect to Pros



For Jobseekers

Create FREE profiles showcasing qualifications, resumes and work portfolios

Search for local opportunities and apply to jobs with a single-click

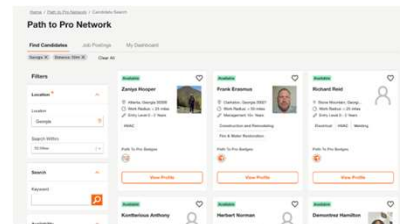
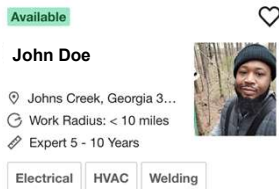
Ability to connect with hiring Pros

For Hiring Pros

Exclusive, FREE access to a community of more than 170,000+ (and growing) skilled tradespeople

Search by location, experience, and trade types

Post jobs for FREE using ready-made templates, making it easy to create and manage postings



8

INTERNAL USE

8

Real Results: Closing the Gap in the Field



9

INTERNAL USE

9

How You Can Help Build the Future



1

Explore

Visit PathtoPro.com

Explore trade resources, including free training and employment opportunities available in your community

2

Integrate

Add Path to Pro resources into your existing network, community outreach and marketing efforts.

3

Partner

Work with Path to Pro to build brand affinity and share with partners to spread the word to parents, schools and jobseekers

Learn More at PathtoPro.com



10

INTERNAL USE

10