

My Dream Home Registry

My Dream Home Registry, LLC
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Founded

April 2005 by
Kristin Hannah, Owner of Design
Firm Hannah Interiors and
Brian Waspi, Entrepreneur

Incorporated

November 2006 in Arizona

Integrated Website Launch

July 2007

Audience & Occasions

Weddings, Baby Showers, Bar &
Bat Mitzvahs, Retirement,
Birthdays

Charity

1% of all revenue goes to the
Fuller Center For Housing

My Dream Home Registry allows couples to register for ANYTHING in their home, especially those big-ticket items. Paint, flooring, contractors, and furniture are just the beginning. By combining some of the web's most popular interactive features, mydreamhomeregistry.com allows couples to completely customize their gift registry centered on individual rooms in their home. They can share plans, upload images and ideas, and involve their guests in the process from start to finish.

Friends and family can purchase gift "units" for a given room starting at just \$10. When a sufficient amount of money is raised, the couples pay any vendor, retail store, or service provider they choose. Need a plumber, new sofa, or new baby room? Done. Complete freedom for users to make their own decisions on the items they really need, not just what a particular store happens to offer. The best part is that now everyone can get involved via the Internet with building and designing their friend or family's dream home together!

History

Hannah Interiors deals with a large group of younger clientele, many of whom are just getting married or having a baby. The request for helping their clients create their gift registries has become increasingly popular...overwhelming in fact.

However many problems arose when dealing with traditional gift registries available today:

- Not everyone wants to buy from the large department stores
- Boutique stores or other special finds are not available to use in a registry
- No cash back policy for returned items limited choices to items from that store
- Exact sizes, color schemes, etc. needed to be known before having the baby or design the home
- Clients could not ask friends & family to purchase a large ticket item as a gift
- There were few other choices for people who already had the pots and pans & the home essentials
- Who has time to go to 10 different stores looking for gift options while trying to plan everything else

After trying the different options, and doing research about what was available, the idea for a new concept in gift giving was born; one that successfully avoids the above pitfalls while accommodating everybody involved.

Charity

Marketplace:

Each year in the US:

There are approximately 2.5 Million weddings.¹

Over 4 Million babies are born.¹

Nearly 1.5 million new homes are built.²

US homeowners spend approximately \$150 Billion on home improvements.³

The United Nations estimates that over a billion people around the world live in substandard housing.

My Dream Home Registry has established an ongoing contribution of 1% of all revenue to the Fuller Center for Housing. This is not one percent of the website's service fee, but 1% of all gross receipts. The vision of the Fuller Center for Housing is to eliminate substandard housing worldwide. In doing so they bridge political and cultural differences, build stronger communities, and create stronger more healthy families.

My Dream Home Registry provides a platform for people to come together and help build dream homes. The Fuller Center for Housing is a non-profit helping the less fortunate do the same. My Dream Home Registry is proud to sponsor such a noble and worthwhile cause.

Service Fees

When creating the business model, the founders had a choice: offer the site for free and accept money from advertisers to keep it going, or charge a small transaction fee to users. It was decided that no money would be accepted from any advertisers and the registry service would be built in the spirit of unbiased consumer choice giving users the complete freedom to make their own purchasing decisions.

As the site allows users to openly discuss any product or service provider, accepting money from advertisers would require censoring of these open dialogues and counter productive to the spirit of the site.

My Dream Home Registry charges a 9% service fee on funds contributed to a registry. Thankfully, this is less than the cost of shipping and tax for a "traditional" registry gift, and a good bargain as it covers all:

- Credit Card and Merchant Fees
- Direct Deposit Fees
- Banking Surcharges
- Postage
- Toll-Free Customer Support
- Site Maintenance
- Professionally printed notification/enclosure cards

1. National Center for Health Statistics (NCHS) www.cdc.gov/nchs
2. US Census Bureau Construction Statistics www.census.gov/pub/const/bpann.pdf
3. Harvard Joint Center for Housing Studies Estimate www.jchs.harvard.edu