

## **The Dragon's Den Effect: HomeSav.com has a 3000% increase in traffic after Dragon's offer to invest.**

Sub-title: HomeSav.com's appearance on CBC's Dragon's Den on March 21<sup>st</sup> increased their website traffic by 3000% as people from across Canada were flooding the site from the moment the episode began.

The exposure from the show has a track of boosting start-up businesses with increased sales, new distributors, and a multiply in customer acquisitions. This was exactly the case for HomeSav.com when it was featured on the CBC hit show Dragons' Den. Last Wednesday, an impressive 1.5 million viewers tuned in to watch entrepreneurs pitch their businesses for a shot at an investment from business moguls Bruce Croxon, Jim Treiving, Kevin O'Leary, Arlene Dickinson and Robert Herjavec.

HomeSav.com, the fastest growing Canadian home decor online shopping club (flash sale site) selling branded home décor, furniture and lifestyle products at up to 80% off pitched to the Dragon's that night.



Marketing maven, Arlene Dickinson called HomeSav.com “the real deal” and internet mogul Bruce Croxon said, “I am impressed how buttoned down these guys at HomeSav are.” After co-CEO's Aliza Pulver, Allan Fisch and Alex Norman presented their products and business model, Kevin O'Leary & Jim Treiving teamed up and tried to make an offer to invest into Homesav. Arlene Dickinson cut Kevin O'Leary off, calling him “a greedy pig”. Bruce Croxon then teamed up with Arlene with Arlene to out-bid Kevin and Jim, telling the Homesav team “don't take an offer from these two dinosaurs Arlene and I are very interested in making an offer. Take the

progressive offer that we're making". After a brief consideration, The Homesav.com team accepted the offer from Bruce and Arlene who were the more internet and marketing savvy Dragons.



The episode was filmed 9 months ago, when Homesav.com were had only 45,000 members. That member-base has now grown to over 200,000. "The Dragons loved our business" says co-CEO and founder Allan Fisch. "We didn't know what to predict in terms of traffic to our website and new customer acquisitions from being on national television on such massively followed show. When the numbers came, we found out that we had a 3000% increase of website traffic overnight.



Alex Norman, co-CEO says, “When we were on Dragons’ Den we predicted \$1,000,000 in sales within a year and in just over 9 months we have far surpassed that number. It’s the Dragons’ Den Effect.”

In addition, concurrent with airing HomeSav’s Dragons’ Den episode, we would like to announce that Homesav.com is launching a section on our site, HomeSav Shops, where third party vendors with unique and branded home décor, furniture and lifestyle products will be able to list their products on our website. We are doing this so that we can enable our members to discover the largest array of products for the home, sourced either by our expert buyers, from the best brands and artisans in the home and lifestyle space.

## About HomeSav.com

HomeSav.com is one of the fastest growing flash sale sites for luxury home décor, furniture and lifestyle products for North American homes at up to 80% percent off retail price. With a free sign-up on the site, members get access to daily sales events each morning, introducing new brands and products that are available in a limited quantity and for a limited time. HomeSav is a one-stop Product Discovery Engine for consumers across North America to find the best home decor and lifestyle products, in terms of design, price and functionality. Our goal is to give people a deeper and more personalized connection to the products they choose to bring into their lives. Every featured product is curated by HomeSav's strong buying team or guest designers and is accompanied by a detailed description and high resolution images, taking the guess work out of furnishing and buying product for your home, so that consumers know exactly what they're paying for. HomeSav.com products include home decor, furniture, art, kitchen, outdoors, gadgets, seasonal, and family related luxury home accessories. If you are interested in becoming a vendor or partner please contact Allan (dot) fisch (at) homesav (dot) com.

Membership is free and shoppers can register at <http://www.HomeSav.com>.

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