



# THE FRANKLIN REPORT

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## ON THE JOB

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It's standard procedure to check a contractor's references, but tracking down past clients can be difficult and time-consuming. The Franklin Report, a regional "insider's guide to home services," checks the references for you, if you happen to live in New York, Chicago (Editions for Los Angeles, Atlanta, among other locations, will be launched in the coming year.)

Modeled after the popular Zagat's restaurant guides, The Franklin Report—available in book form and at [www.franklin-report.com](http://www.franklin-report.com)—dishes out overviews of local vendors in nearly 40 categories, ranging from plumbers to architects. Clients rate each on quality, cost, value, and how highly recommended they come, and then offer individual assessments.

Some of these firsthand appraisals lack detail, and there's little in the way of brutal honesty—no "They ruined my lawn!" for instance. Still, the guide is a valuable homeowner resource, especially for anyone who's ever had to ask, "Can you recommend a good air-conditioning repairman?"—D.D.

