

2025 REPORT

Contractor+

The graphic features a man in a dark blue long-sleeved shirt with 'CONTRACTOR+' on the chest, standing with arms crossed. To his left are three smartphone screens displaying the Contractor+ app interface. Above the screens is the Contractor+ logo and the text 'REDEFINING CONSTRUCTION: INVEST IN A FUTURE BUILT ON COLLABORATION'. Below this is 'Trusted By 35,000+ Contractors!' and logos for various construction-related services. At the bottom left are two award badges: 'High Performer WINTER 2024' and 'Users Love Us'. At the bottom are five star ratings from Google Play, Apple Store, Capterra, GetApp, and Software Advice.

LETTER



Dear investors,

Thank you for your continued support and belief in Contractor+. Your backing has helped us grow revenue, launch major new features, and roll out Contractor+ v2. We're building something meaningful for contractors everywhere, and your involvement makes a real difference. As we expand our platform, improve performance, and introduce new capabilities, we're excited to keep you updated on our progress. We appreciate you being part of this journey and look forward to achieving even more together.

We need your help!

We'd love your support in a few key areas as we continue scaling Contractor+. Warm introductions to contractors, service businesses, and industry partners help us accelerate adoption. Connections to strategic investors are equally valuable as we expand our product ecosystem. And your continued participation in future raises

will directly support new feature development, platform enhancements, and the ongoing rollout of Contractor+ v2.

Sincerely,

Justin Smith

CEO

Liam Bowers

Board member

Muhammad Arsalan

CFO

Roshanlal Sethia

CTO

Michael Demler

Board Member

How did we do this year?

REPORT CARD



☺ **The Good**

Revenue up 35% with stronger margins as marketing spend dropped nearly 50%.

Launched Contractor+ Books, Contractor+ Local & Build Pro Community, expanding our SaaS ecosystem.

Released Contractor+ v2 with major speed, UI, and workflow upgrades across the app.

☹️ The Bad

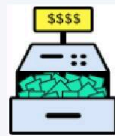
Cash tightened as we invested heavily in growth, but disciplined spend kept operations stable.

Operating loss remained, though improved meaningfully as revenue scaled and margins strengthened.

V2 rollout caused short-term strain, but the upgrade delivered major speed and reliability gains.

2025 At a Glance

January 1 to December 31



\$645,629 +35%

Revenue



-\$309,668

Net Loss



\$1,131,840 +22%

Short Term Debt



\$0

Raised in 2025



\$142,704

Cash on Hand

INCOME

BALANCE

NARRATIVE

● Revenues ● Profit



Net Margin: -48%

Gross Margin: 100%

Return on Assets: -165%

Earnings per Share: -\$0.05

Revenue per Employee: \$23,912

Cash to Assets: 76%

Revenue to Receivables: 2,672

Debt Ratio: 626%

 Audited_Financial_Statements_-_Contractor_Plus_FY25.pdf

We ❤️ Our 491 Investors

Thank You For Believing In Us

Patrick Benoit	Chad Clark, MD	Teddy Lyons	Ash Kumra	Ike Khan	Jeff Garcia
Govind Ventures	Daniel Ginter	Frédéric LAUDE	Shaun Weaver	Andre Miranda	Johnson Hor
Antonio D'souza	Prahasith Veluvolu	Andrew Jorgensen	Bruce Collins	Johnny Evans	Tom Dolezal
Justin Bean	Bryan Tan	Brian Belley	Alfonso Aduna	Rodney Mcghee	Patrick O'Brien Boling
Roderick Herron	Armah David	Duke Duncan	Juan Jackson	Lance Recker	Zachary Hansen
Mark Skoskiewicz	Paul J KOSTEK	Joseph Apger Sr.	Jacob Lehman	Hugo BN	Anthony Rotolo
Antonello Loddo	Tom Wright	Jason Koelker	Supun Halangoda	Erin Jones	Michael Fied
Ian Davidson	Brandon Schlichter	Hatem Rowaihy	Badal Haider	Richard Terry	Nikki Magee
Matson Breakey	Russell Murphy	Steven Alexander Littaua	Kapeesh Bhagavathula	Chaim Yoel	Charles Reuter
Tsogoo T	Jung Manopath Kuan	Andre Harrell	George Simons	Muhammad Arsalan	Juan Edward WILLIAMS
Khuzema A. Savai	Leonard Grover	Lorenza Eason	Fernando Bonilla	Pramod Rustagi	Nathan Argenta
Carole F Carlson	Murali Kuppa	Mark Bruckner	Kurt Grela	Heather Eason	Hassan Boutinkhar
Jérémie Bouchard	Chris Butterfield	Chris O'Brien	Valdimar Geir Halldórsson	Tracey Ninivaggi	Margo Spilde
Spike Cohen	Petru Seracin	Chris Davidson	Bart Altman	Evan L	Nathan McBeath
Gershon Bialer	Amarinder Grewal	Chris Kibbe	Soufou Saechao	Luis Antonio Dominguez	Trevor Ghylin
Mallory Oschner	Darshak M Patel	Jorinda Vide	Shane Lease	Rushi Ukani	Olivier Wullen
Yash Bathia	Chi Zeng	William Wayne Sutton	Eric Goodson	Raul Rojas	Derick Moggahla
Michelle Logan	Virginia Carlson	E. Frischhut	Todd Prince	Justus Read	Elijah Langhorne
Eric Wahlers	Errol Frank	Jerome Russ	Melissa Lewis	Jon Everitt	David Gonzalez
Strowbiz LLC	Britney Viramontes	Jeff Allen	Thomas Nicholson	Jeff Krier	Kandi Clark
Keith Guerin	John Brown	Derrick Love	Lloyd Jackson JR	C&S Wood Design	William Diaz
Rogelio Quezada	Manuel E. Lugo Recart	David H Peelle	Billy Ramundo	Sam Noriega	Timothy Overthe Hill
Vladimir Calugaru	LD Freeman	Thomas Punnamattathil	Anton Snegirev	Frank Santos	Raed Junior Abu Kartomy
James Bailey	Gina Carr	Rosemary Mahony	Tridonna Bullock	Adam Sternberg	Keshia Stansbury
Ian Karamira	Saul Costa	Patrick Vesco	Kavit Haria	Karl Friedrich	Matloob Siddiqi
Mark Noland	Glenn Burney	Scott Allison	William Farris	Timo Mulder	Justina Acquah
Cody Rutherford	Michael E Babbitt	Richard S Arena	Babek Sandhar	Surya Satyavolu	Jennifer Buchanan
Peter Barnett	Sean Kazmierczak	Kyle Shipp	Mr. Jordan	Don Goff	Raj Thiagarajan
Michal Todorovic	Steven Rychetnik	Amin Mutaal	Paul Kapsar	Frank Besse	Michael Amoroso
John Frederick Adderholdt	Conrad Brooks	Adam Sampson	Igor Tsukerman	Calvin Einar Mein	Sanjay Pinnock
Ahmed Esbai	Caleb Naysmith	Gerard Armstrong	Majed Rashed Alblooshi	Noah Posner	Srikant Chellappa
Joseph Francis	Paul Lovejoy	Garrett Barnes	Cynthia Crooks	Grigore B. Hreniuc	Randy R Osborn
Hemdeep Dulthummon	Albert Masseur	Scott G Azure Sr	James Oxley	Daniel Carrier	Brandon Sims
Matthew H	Isaac Johnson	Pattie Mercadante	Shawn Turner	XAOS Tech	Moonshot DisruptX
Matthew Fouts	Rakesh Sharma	Jared Ottley	Sherman Sung	Ryan Wiswesser	Abdulmalik Almasoud
Yeshene Singh	Ryan Schempp	Stefan Knoppers	Michael Sommerer	Phillip Junior D. Yu	Damien BOYE
Edwin Archer	Berléand Fanny	Nicola Lopes Da Cruz	F L	Chad Cranfill	Baptiste Develey
Don DeChant	Anait Garushyants	Hersh Choksi	Eric Hensley	Ryan Liu	Nikolas Charpa
Antonio Hipolito Martinez	Jonathan COEFFIC	Dylan Cain	Oli Martin	Troy Hale	Daniel OLeary
Jessica Moon	Jorge Duarte	Sam Williams	Patrick Daum	Allister Gibbons	Jon Hipp
Chris B	Nishant Shivdas Bochare	Sadi Pajaziti	Kris Kopp	James Padovano	Matthew Wareham
Zunaid Suleman	Nicholas Richard Morello	Adrian Pena	Damien De Klerk	Michael S.	Serhii Shpirna
Quang Nguyen	Michael Reeves	Johnathon Workman	Mohamed R Ali	Chandra V	Chris Kerr
Mohammad Sammak	Rachel Leah Klein	Glen Wogen	Grady Frickey	Phillipppe Benmussa	Patrick Hamann
Saritza Graham	Bhanu Nuthakki	Daniel Potzler	Larry Sutherland	Brian Trapp	Kenneth Mulkeen
Valisa Murray	Mayron Romero Martinez...	Zarko Zivkovic	Scott Tinder	Mike LaBrash	Juan Gomez
Jesse Henderson	Dusan Pjevalica	Scott Winkel	Ellie Smith	Tullio Ossa	Simeon Vialva
Rodolfo Enumerables	Cole Price	Jacob Williams	Kevin Lee	Amir Muhammad Henry	Abe Bairuti
Randy Wills	Charles Kung	Mandar Mirashi	Vincent Mach	Roy Vieviorka	Anthony Smith
Melinda White	Randall A Hamerly	Ramon Ferguson-Walker	Sandy Toth	Richard Moore	Sandy Geyer
Zahed Hossain	Kishore Anjaneyulu	Gerald Currier	W Kim Colich	Ramprasad Jembu...	Veena Shahi
M S	Brad Gaffke	Matt Pallakoff	William J Gallagher	Dennis Billings	Janet Kay Herring
Andrew Corn	Sam Leeson	Yudah Schwartz	Walter Beck	Jacob Jedryszek	Avinash Kustagi
David Nicholas Rosa	Ahmed Almatrooshi	John Szymanski	Suhas ROGIYE	Jonathan Hendrickson	Ar Raheem Muhammad
Aurélien LESAGE	Suchai Gumtrontip	A William Keller IV	Nico Sachse	Jason Rigby	Andrew Whitehill
Martin Nwosu	William Harner	Garry Polley	David Hefley	Lukas Sekerak	Chris RAMEY
Kumara Velan Suppiah	Benjamin De Rienzo	Max KIEJDAN	Lukas Graf	Stephen Maurice Samaan	Mike Demler
Badr Naif Alotaibi	Michael Bellenir	Hector A Rodriguez	Gabriel Paravisini	Laith Hawley	Joseph Chase
Maurice Byrd	Richard Quizon	Timothy Maifert	Hilary Wimer	Vijay Mali	Adam Plude
Joseph Malebranche	Edward Kelly Medlock	Tim Hoffman	Anthony Gabino	Dave Panzera	Robert D'Annibale
Aloysius Fernandes	Stanley A. McPherson	Dru Nguyen	Zyrek Castellino	Jing Cai	Johnathan Skaggs
Zachary Noonan	Angela Skaggs	Tim Stiller	Shawn Lessor	Frank Peart	John W Morris
Brian Smolens	Merry Goodman	Nicholas Paul Cullinane	Vallery Jackson	Andrew Handy	Francisco Concepcion
Bradley Thomas Holz	Richard Dowell	Richard Runyan	Carlos Rivera	Rene Dominguez	Pamela Kay
Jason Petrovich	Preneur Services	Daniel Alexander Duarte	Generals Repair	Michael Bonanno	Jeremy Snyder
River Jangda	Daisja Mae	Stephanie DiCarlo	Tod Reynolds	Marcell Benkes-Toth	Tre' Martin
Jb Roofing &...	Johnnie Waldon	Ryan McEntee	Shane Such	Veysel OZKILIC	Jason Garrett
Ayanna Francis	Matthew Ohlwein	Suhail Kharouba	CM Soltero	Glenn Ribble	Julio Cortes

Thank You!

From the Contractor+ Team



Justin Smith  **in**

CEO

Justin grew up working with his mother, a licensed contractor in Central Ohio. He started his first business at 13 (Verta.net), began his career as a web developer, and managed a handyman business with 35 employees for 7...



Roshan Sethia **in**

CTO

Roshan managed an IT servicing business for 10 years. He met Justin in 2009, where they collaboratively built an SEO software startup that was later acquired by WebDev.com. They've worked together since.



Liam Bowers **in**

Board Member

Liam is an expert in cybersecurity, defense and technology. He served as co-founder & CEO of Bluestone Analytics, where he led the company...



Mike Demler

Board Member

Mike has 10+ years of software development experience, having built and successfully exited a software company in the hospitality industry,...



Charlie O'Brien

Business Development Manager

Charlie joined us straight out of McGill, conducting demos with prospective customers, managing our ongoing cold outreach strategy, and our sales...



Brandon Schlichter

Strategic Advisor

Brandon is well known as the creator behind Investment Joy, with a collective 5.5m followers in the real estate and investment niche. He has...



Michael Fied

Strategic Advisor

Michael is a tried and true entrepreneur. He is the founder and CEO of the definitive name in Web Development - WebDev.com. He...



Ryan Pineda

Strategic Advisor

Ryan has flipped over 550 properties and owns over 500 rentals. He has an intimate understanding of how contractors and REI's network. He no...

Details

The Board of Directors

Director	Occupation	Joined
Michael Demler	Investor & Software Engineer @ San Diego Startups	2024
Roshanlal Sethia	CTO @ Contractor Plus. Inc.	2020
Justin Smith	CEO @ Contractor Plus, Inc.	2020
Liam Bowers	Investor @ Teel Mountain Capital	2024

Officers

Officer	Title	Joined
---------	-------	--------

Muhammad Arsalan	CFO	2021
Roshanlal Sethia	CTO	2020
Justin Smith	CEO	2020

Voting Power ?

Holder	Securities Held	Voting Power
Roshanlal Sethia	2,500,000 Common Stock	39.9%
Justin Smith	2,850,000 Common Stock	45.5%

Past Equity & Loan Fundraises

Date	Amount	Security	Exemption
12/2020	\$6,753		Other
10/2021	\$113,527		4(a)(6)
05/2023	\$94,317		4(a)(6)
12/2023	\$55,000		Section 4(a)(2)
07/2024	\$50,000		Regulation D, Rule 506(c)
08/2024	\$433,831		4(a)(6)

The use of proceeds is to fund general operations.

Convertible Note Outstanding

Issued	Amount	Interest	Discount	Valuation Cap	Maturity
12/07/2023	\$55,000 ?	9.75%	25.0%	\$8,100,000	06/06/2025 ?
07/10/2024	\$50,000 ?	9.75%	25.0%	\$8,100,000	06/06/2025

Outstanding Debts

Lender	Issued	Amount	Outstanding	Interest	Maturity	Current?
Justin Smith ?	12/30/2020	\$6,753	\$6,753 ?	0.0%	11/30/2021	Yes

Related Party Transactions

None.

Capital Structure

Class of Security	Securities (or Amount) Authorized	Securities (or Amount) Outstanding	Voting Rights
Common	10,000,000	6,292,995	Yes
Warrants:	0		
Options:	1		

Form C Risks:

Both ends of the fragmented market we're working to consolidate are extremely competitive. Competition in many cases may be more capitalized and efficient than we are at GTM.

Our future success depends on the efforts of a small management team. The loss of services of the members of the management team may have an adverse effect on the company. There can be no assurance that we will be successful in attracting and retaining other personnel we require to successfully grow our business.

The expanded use of AI-enhanced field service management is a trend that could reshape our market, potentially impacting our competitive positioning and operational efficiency .

The potential of a looming recession poses a substantial risk to our sector, with continued demand for field services, especially from the retail sector, likely to add pressure in a volatile economic environment

Our company acknowledges several key market trends that present both opportunities and risks in the field service management (FSM) sector. The global FSM market is experiencing significant transformations, driven by emerging trends such as the increased adoption of contactless, cashless, and self-service technologies. These innovations are setting new standards in our industry, offering enhanced flexibility and convenience for both workers and customers . We are committed to adapting our strategies in response to these trends, but investors should be aware that such market dynamics could influence our revenue growth, market position, and profitability. The ability to respond effectively to these trends while managing the associated risks will be critical to our success in this evolving market landscape

Sustainability is also a significant trend in the FSM sector. The drive towards more sustainable service and maintenance practices, which prolong the viable lifetime of products and assets, may necessitate adjustments in our business model and operations . Despite these challenges, the FSM market is expected to grow robustly, with a forecasted global CAGR of 19.2% through 2027.

Description of Securities for Prior Reg CF Raise

Additional issuances of securities. Following the Investor's investment in the Company, the Company may sell interests to additional investors, which will dilute the percentage interest of the Investor in the Company. The Investor may have the opportunity to increase its investment in the Company in such a transaction, but such opportunity cannot be assured. The amount of additional financing needed by the Company, if any, will depend upon the maturity and objectives of the Company. The declining of an opportunity or the inability of the Investor to make a follow-on investment, or the lack of an opportunity to make such a follow-on investment, may result in substantial dilution of the Investor's interest in the Company.

Issuer repurchases of securities. The Company may have authority to repurchase its securities from shareholders, which may serve to decrease any liquidity in the market for such securities, decrease the percentage interests held by other similarly situated investors to the Investor, and create pressure on the Investor to sell its securities to the Company concurrently.

A sale of the issuer or of assets of the issuer. As a minority owner of the Company, the Investor will have limited or no ability to influence a potential sale of the Company or a substantial portion of its assets. Thus, the Investor will rely upon the executive management of the Company and the Board of Directors of the Company to manage the Company so as to maximize value for shareholders. Accordingly, the success of the Investor's investment in the Company will depend in large part upon the skill and expertise of the executive management of the Company and the Board of Directors of the Company. If the Board Of Directors of the Company authorizes a sale of all or a part of the Company, or a disposition of a substantial portion of the Company's assets, there can be no guarantee that the value received by the Investor, together with the fair market estimate of the value remaining in the Company, will be equal to or exceed the value of the Investor's initial investment in the Company.

Transactions with related parties. The Investor should be aware that there will be occasions when the Company may

encounter potential conflicts of interest in its operations. On any issue involving conflicts of interest, the executive management and Board of Directors of the Company will be guided by their good faith judgement as to the Company's best interests. The Company may engage in transactions with affiliates, subsidiaries or other related parties, which may be on terms which are not arm's-length, but will be in all cases consistent with the duties of the management of the Company to its shareholders. By acquiring an interest in the Company, the Investor will be deemed to have acknowledged the existence of any such actual or potential conflicts of interest and to have waived any claim with respect to any liability arising from the existence of any such conflict of interest.

Minority Ownership

An Investor in the Company will likely hold a minority position in the Company, and thus be limited as to its ability to control or influence the governance and operations of the Company.

The marketability and value of the Investor's interest in the Company will depend upon many factors outside the control of the Investor. The Company will be managed by its officers and be governed in accordance with the strategic direction and decision-making of its Board Of Directors, and the Investor will have no independent right to name or remove an officer or member of the Board Of Directors of the Company.

Following the Investor's investment in the Company, the Company may sell interests to additional investors, which will dilute the percentage interest of the Investor in the Company. The Investor may have the opportunity to increase its investment in the Company in such a transaction, but such opportunity cannot be assured.

The amount of additional financing needed by the Company, if any, will depend upon the maturity and objectives of the Company. The declining of an opportunity or the inability of the Investor to make a follow-on investment, or the lack of an opportunity to make such a follow-on investment, may result in substantial dilution of the Investor's interest in the Company.

Exercise of Rights Held by Principal Shareholders

As holders of a majority-in-interest of voting rights in the Company, the shareholders may make decisions with which the Investor disagrees, or that negatively affect the value of the Investor's securities in the Company, and the Investor will have no recourse to change these decisions. The Investor's interests may conflict with those of other investors, and there is no guarantee that the Company will develop in a way that is optimal for or advantageous to the Investor. For example, the shareholders may change the terms of the articles of incorporation for the company, change the terms of securities issued by the Company, change the management of the Company, and even force out minority holders of securities. The shareholders may make changes that affect the tax treatment of the Company in ways that are unfavorable to you but favorable to them. They may also vote to engage in new offerings and/or to register certain of the Company's securities in a way that negatively affects the value of the securities the Investor owns. Other holders of securities of the Company may also have access to more information than the Investor, leaving the Investor at a disadvantage with respect to any decisions regarding the securities he or she owns. The shareholders have the right to redeem their securities at any time. Shareholders could decide to force the Company to redeem their securities at a time that is not favorable to the Investor and is damaging to the Company. Investors' exit may affect the value of the Company and/or its viability. In cases where the rights of holders of convertible debt, SAFES, or other outstanding options or warrants are exercised, or if new awards are granted under our equity compensation plans, an Investor's interests in the Company may be diluted. This means that the pro-rata portion of the Company represented by the Investor's securities will decrease, which could also diminish the Investor's voting and/or economic rights. In addition, as discussed above, if a majority-in-interest of holders of securities with voting rights cause the Company to issue additional stock, an Investor's interest will typically also be diluted.


Restrictions on Transfer

The securities offered via Regulation Crowdfunding may not be transferred by any purchaser of such securities during the one year period beginning when the securities were issued, unless such securities are transferred:

to the issuer;

to an accredited investor  ;

as part of an offering registered with the U.S. Securities and Exchange Commission; or

to a member of the family of the purchaser or the equivalent, to a trust controlled by the purchaser, to a trust created  for the benefit of a member of the family of the purchaser or the equivalent, or in connection with the death or divorce of the purchaser or other similar circumstance.

Valuation Methodology for Prior Reg CF Raise

The offering price for the securities offered pursuant to this Form C has been determined arbitrarily by the Company, and does not necessarily bear any relationship to the Company's book value, assets, earnings or other generally accepted valuation criteria. In determining the offering price, the Company did not employ investment banking firms or other outside organizations to make an independent appraisal or evaluation. Accordingly, the offering price should not be considered to be indicative of the actual value of the securities offered hereby. The initial amount invested in a Convertible Note is determined by the investor, and we do not guarantee that the Convertible Note will be converted into any particular number of shares. As discussed in Question 13, when we engage in an offering of equity involving Stock, Investors may receive a number of shares of Preferred Stock calculated as either the conversion price equal to the lesser of (i) 75% of the price paid per share for Equity Securities by the Investors in the Qualified Financing or (ii) the price equal to the quotient of the valuation cap of \$8,100,000.00 (the "Valuation Cap") divided by the aggregate number of outstanding shares of the Company's stock as of immediately prior to the initial closing of the Qualified Financing (assuming full conversion or exercise of all convertible and exercisable securities then outstanding, but excluding the shares of equity securities of the Company issuable upon the conversion of the Notes or any other debt). Because there will likely be no public market for our securities prior to an initial public offering or similar liquidity event, the price of the Stock that Investors will receive, and/or the total value of the Company's capitalization, will be determined by our board of directors. Among the factors we may consider in determining the price of Stock are prevailing market conditions, our financial information, market valuations of other companies that we believe to be comparable to us, estimates of our business potential, the present state of our development and other factors deemed relevant. In the future, we will perform valuations of our units that take into account, as applicable, factors such as the following:

unrelated third party valuations;

the price at which we sell other securities in light of the relative rights, preferences and privileges of those our results of operations, financial position and capital resources;

current business conditions and projections;

the marketability or lack thereof of the securities;

the hiring of key personnel and the experience of our management;

the introduction of new products;

the risk inherent in the development and expansion of our products;

our stage of development and material risks related to our business;

the likelihood of achieving a liquidity event, such as an initial public offering or a sale of our company given the market conditions and the nature and history of our business;

industry trends and competitive environment;

trends in consumer spending, including consumer confidence;

overall economic indicators, including gross domestic product, employment, inflation and interest rates; and

the general economic outlook.

We will analyze factors such as those described above using a combination of financial and market-based methodologies to determine our business enterprise value. For example, we may use methodologies that assume that businesses

operating in the same industry will share similar characteristics and that the Company's value will correlate to those characteristics, and/or methodologies that compare transactions in similar securities issued by us that were conducted in the market.

Company

Contractor Plus, Inc.

Delaware Corporation

Organized February 2020

27 employees

1317 Edgewater Drive

Suite 719

Orlando FL 32804 <https://contractorplus.app>

Business Description

Refer to the Contractor+ profile.

EDGAR Filing

The Securities and Exchange Commission hosts the official version of this annual report on their EDGAR web site. It looks like it was built in 1989.

Compliance with Prior Annual Reports

Contractor+ is current with all reporting requirements under Rule 202 of Regulation Crowdfunding.

All prior investor updates

You can refer to the company's updates page to view all updates to date. Updates are for investors only and will require you to log in to the Wefunder account used to make the investment.

Show Less 