



DIRECTORY



VALUES DRIVEN



INDIANAPOLIS

COMMUNITY PERKS



TheHealeyFarm.com/**CommunityPerks**



PROBLEM STATEMENT



Small businesses in **Indianapolis** struggle to stand out in a crowded market.

Families want to shop local — but without trusted connections, they often turn to impersonal platforms like Yelp or Google.

Meanwhile, traditional advertising is expensive, unpredictable, and rarely delivers meaningful community connection.

The result? Missed connections, lost revenue, and communities that feel less connected than they could be.



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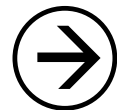
PROBLEM SOLUTION



Community Perks was created to bridge the gap between families and values-driven local businesses.

- **Curated & Trusted** – Unlike generic platforms, Community Perks highlights businesses that share our commitment to faith, family, and community.
- **Affordable Exposure** – Starting at just \$25/year, small businesses get real visibility without the heavy costs of traditional advertising.
- **Direct to Families** – Through school, church, and community partnerships, we connect you directly with a growing number of households who want to shop both values-driven and locally.
- **Easy & Effective** – Simple listings, clear perks, and built-in promotion through email and social media campaigns.

The result: Businesses gain loyal customers, families save money, and communities grow stronger.





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MARKET OPPORTUNITY



- **A Growing Demand for Local** – Families increasingly want to shop small and support values-driven businesses over impersonal national chains.
- **Under-Served Market** – Current platforms like Yelp and Google don't deliver the trust and alignment Indy families want.
- **Affordable for All** – Low-cost listings make Community Perks accessible to startups, side hustles, and established local businesses alike.
- **Built on Partnerships** – Schools, churches, and community networks provide a natural launchpad for rapid word-of-mouth adoption.

The Takeaway: The opportunity lies in connecting purpose-driven families with trusted businesses through a platform designed for values, not algorithms.





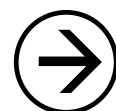
BUSINESS MODEL



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Community Perks operates on a subscription-based listing model designed to be affordable for any size business.

- **Basic, Enhanced, and Premium Listings** – flexible tiers that let businesses choose the visibility and features they need.
- **Founding Member Rates** – early adopters lock in discounted pricing while shaping the future of the directory.
- **Sustainable Growth** – revenue from listings goes directly back into promotion, outreach, and partnerships — expanding the directory's reach for every member.
- **No Hidden Fees** – simple, transparent pricing so local businesses know exactly what they're investing in.

The Heart: Businesses pay a small annual fee, families save with exclusive perks, and the community thrives.



INDIANAPOLIS DIRECTORY



Community Perks isn't an idea — it's already live and growing.

Our directory showcases trusted, values-driven businesses across Indianapolis, from family-owned lawn care to creative local shops. Each listing highlights what makes them unique and the exclusive perks they provide to families.

- ➔ Families can browse businesses with confidence.
- ➔ Businesses gain visibility in a curated, purpose-driven space.
- ➔ Partnerships begin forming right away.

Already trusted by early adopters like H3 Lawn Care Services — proof that Community Perks connects real businesses with real families.

Community Perks Directory Premium Member Listings



Taylor Keston
Miskin Mischief Clothing Co.
Miskin Mischief makes kids' clothing that stands out — original designs, playful prints, and individuality in every stitch.
[View Perk](#)



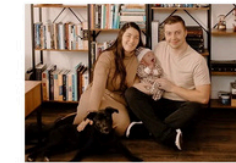
The Hendersons
H3 Lawncare Services
The Hendersons operate H3 Cubed Lawn Services, a local lawn service built on hard work, hustle, and hard work.
[View Perk](#)



Sheila Healey
The Bread Barn™
Led by Sheila Healey, The Bread Barn™ specializes in artisan sourdough breads, cookies, and farmhouse-inspired baked goods crafted with high-quality ingredients.
[View Perk](#)



Layne Pass
Superior Water Treatment
Water Softeners & Drinking Water Systems. Service for all water softeners & reverse osmosis systems — selling only the best Proud Kinetics dealer.
[View Perk](#)



Layne Pass
Theriot Plumbing and HVAC
We specialize in top-notch residential services, including bathroom fixtures, drain cleaning, backflow testing, furnace repair, AC installation.
[View Perk](#)



Spencer Hoffman
Hoffman Farmers Insurance
As Hoffman Farmers Insurance, Spencer Hoffman specializes in protecting what matters most — your home, your family, and your business.
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Jason Long
Electricity
Power
[View Perk](#)



The Houli's
Company Name
Business
[View Perk](#)



A Healthier Lawn. A Happier Home.

A trusted lawn care service in Franklin Township delivering more than sharp yards, but consistently great customer service and a satisfaction guarantee.

- Family-owned and community-minded
- Reliable, friendly service you can count on
- Routine mowing, trimming, edging & clipping removal
- Attention to detail that sets them apart

Their reputation as a hardworking, respectful family makes them a joy to work with, and they bring excellence to every yard they maintain.

Community Perks!

Sign up for a seasonal lawn care package agreement and receive 1 free service as a welcome to the H3 Lawncare family.

Call Chris at 713-865-1728 to unlock your "Community Perks" savings today!



**OFFER A PERK
BUILD A CONNECTION**
Every business in Community Perks provides a perk to our values-driven families.

Perks can take many forms from 5–20% off a service, to a free consultation, or even a bonus add-on that fits your model.

YOU DEFINE THE PERK
The goal is simple: create goodwill, attract new customers, and deepen trust with families in the community.



SOCIAL PROOF

Christopher

"We trust the Healeys to bring a unique, creative directory to life in short order. It was an easy decision to bring our lawn care business onboard as a founding member."



H3 Lawn Care Services, **Owner**

Taylor

"This directory supports small business growth by assisting owners in getting their information into the hands of the right people!"



Minikin Mischief Clothing Co., **Founder**

Spencer

"I needed something affordable to keep customers coming to my agency. Glad Community Perks shares my values."



Farmers Insurance, **Agent**





LISTING OPTIONS

BASIC

- Listed in the Community Perks Directory
- Business name, service category, and perk/discount
- Address, phone, and contact info
- One annual update included

💡 *Start here to be seen and trusted as part of Indy's values-driven directory.*

ENHANCED

Everything in Basic, plus:

- Logo & branding front and center
- Expanded description & mission statement
- Website & social links
- Unlimited updates
- Photos/graphics for visual appeal

💡 *Upgrade to tell your story and build trust at a glance.*

PREMIUM



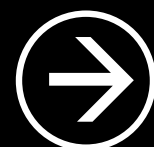
Everything in Enhanced, plus:

- Top-of-category placement
- Premium styling
- Highlighted in seasonal promotions
- Priority placement in social campaigns

💡 *Be seen first. Be chosen first. Own the top spot. Stand out as a trusted leader in your category.*



OUR COMMITMENT



At **Community Perks**, we believe local businesses deserve more than visibility — they deserve **trust** and **connection**. We **champion** Indy businesses that put **families first**, **build trust** with curated listings, and **create affordable exposure** without high costs.

As a woman-owned, family-led business, we're committed to **stronger families**, **thriving businesses**, and a **community that wins** together.



OUR TEAM



Community Perks is powered by the Healey Farm family and partners who share a vision for connecting values-driven families with trusted local businesses.

Brett Healey – Community builder & strategist; vision and growth

Sheila Healey – Woman-owned leadership; operations & customer experience

Mason Healey – Youth entrepreneur; grit & purpose

Conor Williamson – Creative storyteller; captures the mission



Brett Healey



Sheila Healey



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Mason Healey



Conor Williamson





HOW TO GET LISTED...



Getting Started is Simple

1. **Go** to website | TheHealeyFarm.com/CommunityPerks
2. **Select** listing type
3. **Purchase** online
4. **Complete** the secure form link sent automatically after checkout
5. **Finalize** & approve listing



THANK
YOU.



■ GET IN TOUCH
WITH US

STRATEGIC PARTNERSHIPS

FAITH-BASED & COMMUNITY ANCHORS

Community Perks is built on a three-legged stool: Employers, Employees, and Businesses.

By partnering with schools, churches, colleges, and faith-based organizations — trusted anchors with large, values-driven populations — we expand reach and deliver meaningful benefits for all.

The Result: A sustainable ecosystem where employers promote, employees save, and businesses grow — all aligned by shared values and lasting community impact.

Employers

- Offer Community Perks as a free, value-added employee benefit.
- Boost retention and morale through real household savings
- Support local business growth while reinforcing mission

Schools, Churches, Colleges,
Community Anchors

Employees & Constituents

- Unlock exclusive perks that make every paycheck go further.
- Save on everyday services from trusted local providers
- Feel supported by their employer's investment in community-driven value

Businesses

- Gain new customers through ready-made networks
- Build credibility with families predisposed to shop values-first
- Gain credibility through employer-backed promotion that drives both trust and growth.

