

APPENDIX K

Sarah Soule

Sarah Soule is the CEO of Home Solutions, a \$200 million marketing and technology company based in Charlotte, focused on helping homeowners connect with trusted service providers. She brings deep expertise in digital customer acquisition, performance marketing, and strategic partnerships across a range of industries including home services, education, and financial services.

Prior to leading Home Solutions, Soule spent 11 years at Red Ventures, where she ran several different business units — including the online education marketplace business. In that role, she led a team that connected over 250,000 students annually with online education providers, driving significant enrollment growth for university partners and building one of the largest independent platforms for higher education marketing. Her work at Red Ventures focused on scalable acquisition strategies and building deep, long-term partnerships — skills she now brings to the home services category.

Soule holds a BA from James Madison University and an MBA from Georgetown University.