

Hiring people on-demand

Service Marketplaces

Ever hired a freelancer on Upwork or booked a handyman via TaskRabbit? That's a peer-to-peer service marketplace in action. In this model, individuals offer services (digital or in-person), and others hire them through your platform. Service marketplaces can range from local, on-demand services (house cleaning, dog walking) to global freelance offerings (graphic design, programming gigs).

Key Features of a Service Marketplace

- **Service Listings or Profiles:** Depending on your approach, you might have *providers create profiles* outlining their services, or allow *customers to post jobs* that providers bid on. In either case, you need a structured way to present what's being offered: description of service, pricing or rate, location (if applicable), etc.
- **Search & Filtering / Matching:** A client should be able to find providers by category, location, availability, or other filters (e.g., "show me house cleaners in Chicago with 5 star ratings"). Alternatively, if using a job-post model, providers should be able to browse open jobs and filter those that fit their skills.

- **Booking/Scheduling System:** If services are on-demand or scheduled, integrate a calendar or scheduling requests.
- **Secure Payments & Escrow:** No one wants to chase down invoices or deal with no-shows. Your marketplace should take payment from the client upfront and hold it until the work is completed.
- **Ratings, Reviews, and Verification:** Just like other marketplaces, trust is paramount. After a task or project, both parties should leave ratings/reviews. Over time, these build a reputation so users can gauge who's reliable.



Pro Tip

Start by deciding whether your service marketplace will focus on a specific niche or offer a broad range of services. A niche approach (such as tutors or home cleaning) allows for more targeted features and marketing. Then curate your first group of providers by personally inviting trusted freelancers or skilled contacts. This ensures early users have a reliable experience. Closely monitor initial bookings and gather feedback from both customers and providers to identify improvements.