

SMART SUPPORT PLAN FOR RENTERS

Rebuttals

What does the product offer?

- 24 – 7 -365 technical support if any of your electronic devices stop working. Just call one number and a tech pro will help you get things working again. It's like having a technology expert at your fingertips!
- this protection reimburses you up to **\$1,000** a year for the repair or replacement of surge-damaged items like your computers, TVs, tablets, even your gaming system if you have one
- You also get up to \$500 toward your renters insurance deductible should you ever need to file a claim

REBUTTALS

R1. NOT INTERESTED

IF SURGE RELATED:

I'm not sure if you know that there are over 25 million lightning to ground strikes a year. The last thing you want to do is pay full price for a new TV, computer, tablet or any other device damaged by a power surge. This plan actually reimburses you up to \$1,000 for the repair or replacement of any covered item. And that's just the start...

IF RENTERS INSURANCE DEDUCTIBLE RELATED:

To be honest, a fire, burglary or other unintended damage could happen at any time. That's why you have renters insurance. We'll reimburse you up to \$500 for your deductible to help keep your out-of-pocket expenses to a minimum. And that's just the start...

IF TECHNICAL SUPPORT RELATED:

Quick question: have you ever had a computer virus, lost internet connection or tried to install a printer or smart TV and just couldn't figure it out?

IF YES: Well that's why this plan is perfect for you. No matter what problem you're having with your electronics, you have 24/7 technical support right at your fingertips. This way you can be up and running quickly instead of spending hours trying to get things working. And that's just the start...

IF NO: Well your modem, router, TV or any device could stop working at any moment. No matter what problem you're having you'll have 24/7 technical support right at your fingertips. This way you can be up and running quickly instead of spending hours trying to get things working. And that's just the start...

IF NON-SPECIFIC:

Honestly, **[Mr./Ms.][Last Name]/[Sir/Ma'am]**, this plan is so important to have because it can save you thousands of dollars and many hours of frustration trying to get your electronics up and running. Plus, it helps make sure you and all your devices are always connected. And the best part is, no matter where you move and decide to rent, this plan goes with you!

R2. IT COSTS TOO MUCH/TOO EXPENSIVE.

I understand **[Mr./Ms.][Last Name]/[Sir/Ma'am]**, and I know what it's like to have to watch your budget. This plan can save you a lot of time and money. If one of your devices is damaged due to a power surge, you can save up to \$1,000 when replacing it. You **also** get up to \$500 toward your renters insurance deductible. That's **[\$1,000/\$1,500]** in savings right there. Plus you also get 24/7 technical support which often cost more than \$1,000 a year!. If you think about it, it's a lot smarter to pay \$19.99 a month instead of having to come up with hundreds or thousand dollars to replace a burned out device or enroll in a technical support program, right?

R3. I ALREADY HAVE A SURGE PROTECTION PLAN.

I understand [Mr./Ms.][Last Name]/[Sir/Ma'am]. But many of these plans don't include the kind of coverage that this plan does, like reimbursement of up to \$1,000 for repair or replacement. Or 24/7 technical support and up to \$500 reimbursed for your renters insurance deductible.

Since a surge can happen at any time, the best thing to do is compare your current plan to the protection of our Smart Support plan just to make sure you're getting the best protection at the best possible price.

R4. I HAVE SOMEONE WHO CAN FIX IT

IF SURGE RELATED:

The problem is, when an electronic device is damaged by a power surge, the internal components are usually fried. That means you'll most likely need to get the item replaced... and that could cost a lot of money. This plan actually reimburses you up to \$1,000 for the repair or replacement of any covered item. And that's just the start...

IF TECHNICAL SUPPORT RELATED:

That's great. But what if the person isn't available... or it's the middle of the night? What if they don't have the software or applications to fix the root cause of the problem? With our 24/7 support, you'll always have technical support right at your fingertips so you can get everything up and running right away. Plus, no matter where you move and decide to rent, this plan goes with you!