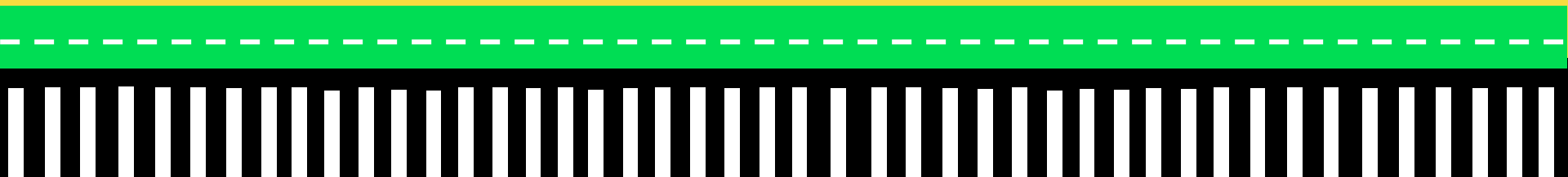


FLO PON






+ WATER

ESSENTIALS



AGENDA

PARTNER

-  **CINCH HOME SERVICES**
-  **CINCH WATER ESSENTIALS**
-  **BIG THINGS TO REMEMBER**
-  **WARRANTY ENROLLMENT**
-  **SCRIPTING REVIEW**



TRAINER

**CINCH
ROCKS!**



WHO IS CINCH HOME SERVICES?



-  Cinch is a home warranty company that offers a variety of home protection plans.
-  A home protection plan helps customers control the cost of their home repairs. Our protection plans covers items such as air conditioning, heating, plumbing, electrical, and appliances.

35 + years
in business

18,000 + independent
skilled service providers

800 + employees
and growing

WHAT CINCH HOME SERVICES DOES



Customer requests service online, by phone, or with Amazon Alexa

Pre-qualified Technician is scheduled

The Technician will repair the covered item. If it can't be repaired, it will be replaced — all for just a low deductible

CINCH WATER ESSENTIALS

**YOU CAN
NOT BE
SERIOUS!**



CINCH WATER ESSENTIALS

\$19.99/Mo.
\$250 Deductible

**1st Month Free
Promotion**

**30 Day Review,
Billed on Day 60**

**Only offer if SP is
available**



Protects customer's major home appliances and systems when they break down.



No limit to the number of claims than can be placed. However, is it subject to terms and conditions.



Network of **18,000** + pre-screened technicians.



6-Month Workmanship Guarantee.



NO inspection required and covers any age, make, or model of covered systems. Subject to terms and conditions.



Covers unknown pre-existing conditions.



24/7 Live Help by calling toll-free number or at my.cinchhomeservices.com



Discounts on appliance purchases.

\$19.99/Mo.
\$250 Deductible

**1st Month Free
Promotion**

**30 Day Review,
Billed on Day 60**

**Only offer if SP is
available**



\$25 Filter Credit – One-time credit customers can use towards an A/C filter.



Locksmith Service

- Reimbursement of \$50 when the customer locks themselves out of their home and locksmith service was necessary to gain access.
- Only reimbursed for a one-time occurrence.



Homeowners Insurance Deductible Reimbursement

- Reimbursement of up to \$500 when customers have to pay a homeowner's insurance deductible.
- One claim per 12-month period.

CINCH WATER ESSENTIALS COVERAGE

- Clothes Washer (5)
- Dishwasher (5)
- Refrigerator w/Icemaker and Water Dispenser (5)
- Attic Fan (unlimited)
- Ceiling Fan (unlimited)
- Central Vacuum (5)
- Door Bell (5)
- Electrical System (unlimited)
- Garage Door Opener (5)
- Lighting Fixture (unlimited)
- Smoke Detector (unlimited)
- Sump Pumps (unlimited)
- Faucet (unlimited)
- Garbage Disposal (5)
- Hot Water Dispenser (5)
- Plumbing System (unlimited)
- Toilets (unlimited)
- Whirlpool/Jetted Bath Tubs (unlimited)
- Water Heater (5)
- **PLUS some additional things...**



CINCH WATER ESSENTIALS WELCOME KIT



Welcome to Cinch.

Your plan number
11188297

Congrats, Juan!

With Cinch Home Services, you've made protecting your home a whole lot easier.

Your new Essential Water Plan will be active on 03/02/2020. Enclosed are the documents with all the specifics — including your agreement as well as what's covered.

When your plan becomes active, all the extra benefits on the right will kick in. After we receive your first payment, we'll send you an email with instructions on how to redeem your \$25 filter credit.

Take a minute to register your plan at my.cinchhomeservices.com so you can request service, check coverage and more — anywhere, anytime. If you have any questions, you can always call us at (844) 627-6010.

We know your home is important to you — and when problems arise, we're committed to making solutions a snap. It's all part of the plan.

Sincerely,

Cinch Home Services



Quick account access

Request service, review coverage and more at my.cinchhomeservices.com



Appliance discounts

Exclusive savings on brand-name appliances when you're ready to upgrade



180-day guarantee

Peace of mind with covered repairs guaranteed for six months



Lockout protection

Put \$50 back in your pocket after your next locksmith service



Up to \$1,000 back¹

Get reimbursed for your insurance deductible



Coverage summary

HomeSure of America, Inc.
P.O. Box 550247
Fort Lauderdale, Florida 33355-9967

Plan number
11188297

Price
\$19.99/monthly

Deductible
\$250.00

Plan Limit
\$15,000

Request date
02/01/2020

Effective date
03/02/2020

Expiration date
03/01/2021

Plan holder
Juan Singers

Covered property
321 Singers Road
Albany, WI 53502

Essential Water Plan coverage

Plumbing System Electrical System Refrigerator Clothes Washer Dishwasher Water Heater

• Up to \$1,000 Homeowners Insurance Deductible Reimbursement (1 claim per 12 month period)

Need service? Go to my.cinchhomeservices.com or call (844) 627-6010.

State/Other specifics

CANCELLATION is amended to add the following: In any and all cases of cancellation, the amount of claims paid will not be deducted from any refund that may be due. Any refund of unearned contract fees will be based on a pro-rata formula.
THIS WARRANTY IS SUBJECT TO LIMITED REGULATION BY THE OFFICE OF THE COMMISSIONER OF INSURANCE Requesting and Receiving Service, Item 1, the last sentence is deleted in its entirety and replaced with the following: All repair and/or replacement work covered by this Agreement must be performed by an authorized contractor and approved by us. You may not be reimbursed for any costs associated with repairs and/or replacement work performed. Requesting and Receiving Service, Item 3, is deleted in its entirety.

- Customer receives Welcome Kit in the mail within 7-10 business days.
- The Welcome Kit provides additional information about the warranty coverage in addition to their warranty number, monthly price, deductible amount, and effective date.

CANCELLATION RULES



POOPAYE

CANCELLATION PROCESS



Cancel within 30 Days – Customers can cancel coverage and will not be billed.

Cancellation After 30 Days No Claims: Customers can cancel, and billing will stop. Cinch may exercise a \$25 processing fee.

Cancellation After 30 Days Claims Paid: Customers can cancel, and billing will stop. Cinch may charge a \$25 processing fee. The customer would be responsible for the lesser of the remaining premium for the rest of the year or the amount of the claim whichever is less.



WARRANTY ENROLLMENT - AGENT INTAKE PAGE



**TIME TO
ENROLL THE
CUSTOMER
INTO THE
WARRANTY**

WARRANTY ENROLLMENT - AGENT INTAKE PAGE

Pull up agent intake URL:

<https://partners.cinchhomeservices.com/fusion>

Under the FLO Section:

- Enter agent name or ID
- Select the appropriate product
- Click on button “Continue to Step 2”

The screenshot shows the 'Enrollment - Step 1' page for Cinch Home Services. The page is divided into two main sections: 'Cinch On Demand' and 'FLO'. The 'Cinch On Demand' section contains a form with an 'Agent name or ID' input field, a 'Select product - monthly price/deductible' dropdown menu, and a green 'Continue to Step 2' button. Below this section is a note: 'Not available to customers in AK, and HI'. The 'FLO' section is highlighted with a red border and contains a similar form with an 'Agent name or ID' input field, a 'Select product - monthly price/deductible' dropdown menu, and a dropdown menu showing 'Cinch Water Essentials (\$250 Ded) / 30 Day Wait (First Month Free)'. At the bottom of the page, there is a green 'Continue to Step 2' button.

Continue to Step 2

WARRANTY ENROLLMENT - AGENT INTAKE PAGE

Enter the customer and payment information:

- Under “Property Address” make sure to obtain the customer’s physical address. **NO** P.O. boxes!
- You may add a different billing/mailling address by checking the “Billing/Mailing Address” box.
- Choose the billing timeframe and enter the customer’s payment information.
- Click on the check boxes **AFTER** you have read the “Permission to Bill” disclosures verbatim in the script. And the customer has given you an affirmative “Yes o r Ok” to enrolling.
- Click on the “Next” button.

Please enter your information

*Required fields

Contact information:

First name *

Last name *

Phone number *

Email *

Property address:

Address 1 *

Address 2

City *

State *

ZIP *

Billing options:

Cinch Water Essentials (\$250 Ded) / 30 Day Wait

Monthly \$19.99 (plus applicable taxes)

Annual \$239.88 (plus applicable taxes)

Payment method

Credit card

Checking or savings account

Name on card *

Card number *

Card type *

Security code *

Expiration month *

Expiration year *

* Customer authorized monthly billing to the credit card provided.

* Customer was advised that they will be billed when coverage begins.

* Customer was advised that he/she can cancel anytime by calling 844-249-9474.

Next

WARRANTY ENROLLMENT - AGENT INTAKE PAGE

Review the Order Summary:

- Review the information on the screen with the customer such as the address, monthly pricing, etc.
- If you need to make changes, you can click on the “Edit” button to go back.
- Click on the “Place My Order” button to proceed to the confirmation page.

Order summary!
Review and complete your order

Effective date: 08-20-2020 Expiration date: 08-19-2021 Plan: Cinch Water Essentials (\$250 Ded) / 30 Day Wait

Customer information [Edit](#)

test test
123 test dr
nashville, TN 37214

Cinch Water Essentials (\$250 Ded) / 30 Day Wait Plan

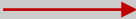
Plan details

QTY	Details	Monthly Cost
1	Base coverage	\$19.99

Payment method: Credit Card

Subtotal: \$19.99
Tax: \$0.00

Total: \$19.99
Total Plan Price: \$239.88
Plan Deductible: \$250

 [Place My Order](#)

WARRANTY ENROLLMENT - AGENT INTAKE PAGE

Review the Order Confirmation:

- Inform the customer they will receive an email confirmation for enrolling into the warranty within the next 24 hours.
- The confirmation email will include the enrollment summary information and the plan/contract number.
- A contact number will be generated and you will enter that in Zoho to set up the service job.

Note: Make sure to refresh the page before you take the next call.

Warranty number: 11322435	Effective date: August 20, 2020	Expiration date: August 19, 2021	Plan: Cinch Water Essentials (\$250 Ded) / 30 Day Wait
-------------------------------------	---	--	---

Welcome to Cinch

A summary of your plan is below for your reference. You'll receive a confirmation email within the next 24 hours and your plan documents should arrive in the mail within the next 7 to 10 days.

Billed: 19.99 per month	Property Address: 123 test dr nashville, TN 37214
-----------------------------------	--

Covered Items:

- Clothes Washer
- Dishwasher
- Refrigerator
- Central Vacuum
- Electrical
- Attic Fan
- Ceiling Fan
- Door Bell / Chime
- Garage Door Opener
- Plumbing
- Garbage Disposal
- Hot Water Dispenser
- Sump Pump
- Toilet
- Water Heater
- Whirlpool
- Smoke Detector
- Homeowners Insurance Deductible Reimbursement - \$1000

BIG THINGS TO REMEMBER





I
MAKE
THE
RULES





I
BREAK
THE
RULES


BIG THINGS TO REMEMBER


 Cinch Water Essentials 1st month free offer is not available in AK, HI, IA, MA.


 An email address is required for the customer to get the \$25 Filter Credit.

 Water essentials will only be offered when a SP is available.

 You must follow the script **exactly as it is written**.

 If the customer is calling in from a wireless number, we must obtain the customer's consent to use automated technology to call, text, or send prerecorded messages. If the customer says "No," we should try to obtain a land phone number.

 Disclosures in the Verification Section of the script must be read verbatim.

 Customers must provide an affirmative response to the offer (**Yes or Ok**) before enrolling the customer. Otherwise, you must go back and get an affirmative response (Ex: "May I take that as a yes?").



SCRIPT REVIEW & PRACTICE

LUK AT TU!

 cinch

Dul Bi do hana
pai kan la boda
doi

