



bolt access + Cinch Home Services Cinch Home Services Training Guide



Agenda

- 01 **Meet Cinch**
Who is Cinch Home Services?
- 02 **Home Warranty vs. Homeowners Insurance**
What are the differences of each?
- 03 **Why Sell a Cinch Home Warranty**
How does it benefit you and your customers?
- 04 **Cinch Home Warranty Plans Overview**
What are the specifics of the home warranty plans?
- 05 **Cinch Home Warranty Enrollment Process**
How do you enroll customers in a Cinch warranty?
- 06 **Best Practices**
What are some suggestions on how to offer a home warranty?



Who is Cinch Home Services?

An award-winning home warranty company, on a mission to help homeowners avoid costly repairs. Our plans cover items like air conditioning, heating, plumbing and electrical systems, and appliances.

What sets us apart:

- 40+ years of industry experience
- 100% usage (every contract holder files at least one claim)
- 180-Day Workmanship Guarantee
- Homeowners Insurance Deductible Reimbursement
- Emergency Lodging Reimbursement



17
Stevie® Awards
in 2021



What is a Cinch Home Warranty?

A Cinch Home Warranty is an annual service agreement that helps cover the cost of repairs and replacements of certain appliances and in-home systems when breakdowns occur due to everyday wear and tear or from old age.

Depending on the plan, customers can cover:

- **Major Appliances**, including washers, dryers, stoves, refrigerators and more
- **Heating and Cooling Systems**
- **Electrical System**, including anything tied to fuse box and all wiring for outlets, light fixtures and more
- **Plumbing System**, including water, sewer, and gas lines, garbage disposals, toilets, faucets and more



Differences Between Homeowners Insurance and Home Warranties



A **home warranty** covers the cost of repairs and replacements of certain **appliances and systems** in homes caused by everyday wear and tear, or from old age.

✓ Heating/Cooling Systems

✓ Electrical System

✓ Appliances

✓ Plumbing System

Homeowners insurance pays for accidental **damage** to a **property** due to fire, weather, theft, and some natural disasters. It may also offer protection from liability claims should someone be injured on the property.

✓ Storm Damage

✓ Water Damage

✓ Fire Damage

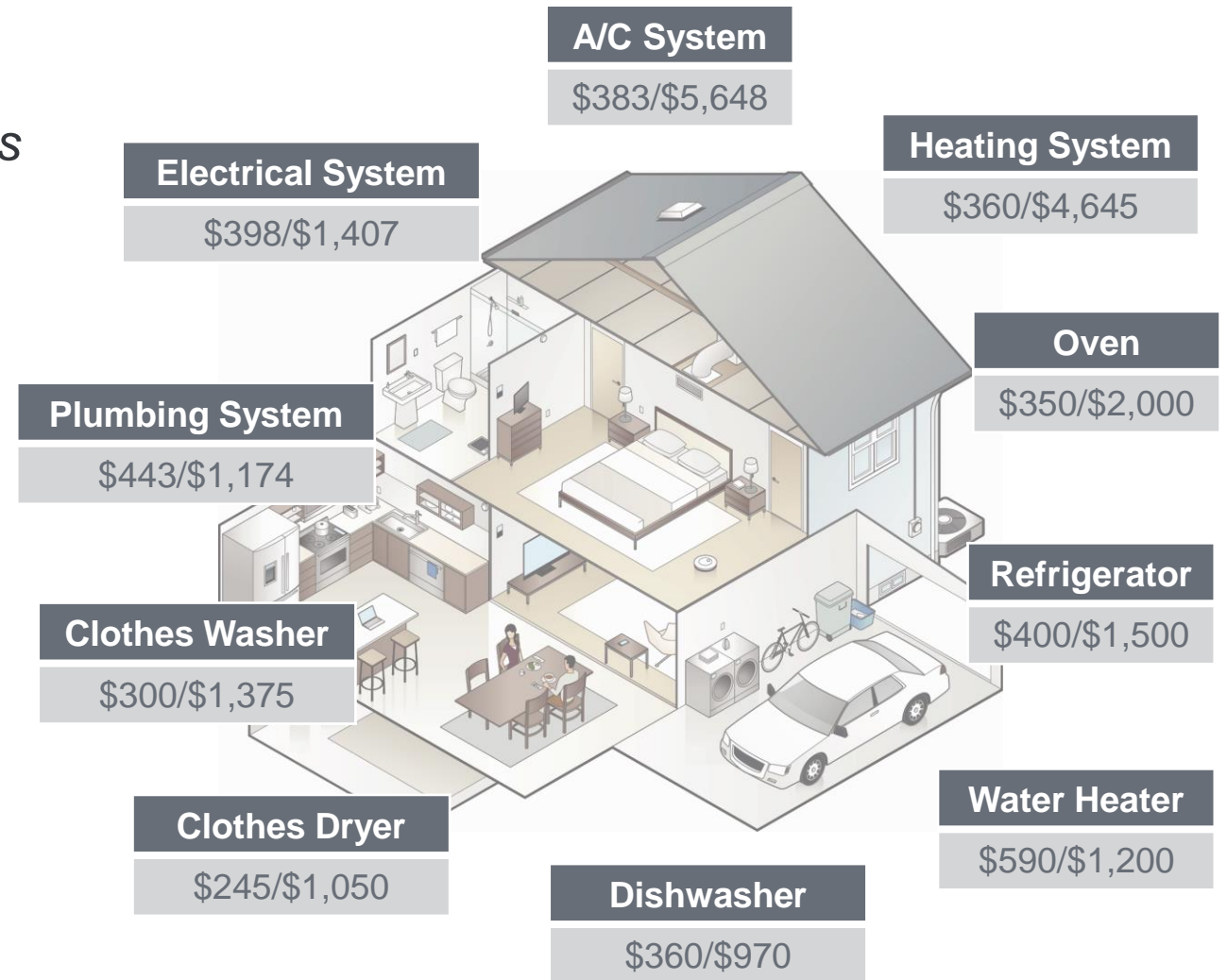
✓ Theft

Why is a Home Warranty Needed?

Of the 120M total U.S. homes, only 5M have coverage despite the devastatingly high costs of repairs and replacements.

The #1 regret among new homeowners:
The unexpected costs for maintenance and repairs.

2 in 5 U.S. homeowners would face **significant financial struggle** from an unbudgeted home expense of \$400, and nearly 60% cannot cover a \$1,000 expense.



Average Out-of-Pocket Replacement Expenses

Source: Zillow, 2019. The U.S. Federal Reserve, May 2012; Bankrate 2019, Statista 2019, House Logic

Two Plans to Choose From



Cinch Complete Home Plan

- A/C & Heating Systems
- Electrical Systems
- Plumbing Systems
- Appliances



Cinch Water Essentials Plan

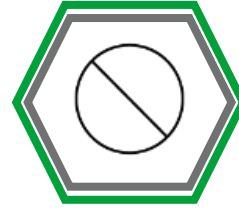
- Water Heater
- Electrical System
- Plumbing System
- Clothes Washer
- Refrigerator
- Dishwasher

ADDITIONAL PLAN BENEFITS:

- ✓ 180-day Workmanship Guarantee
- ✓ \$25 A/C or Refrigerator Filter Credit
- ✓ Emergency Locksmith Reimbursement
- ✓ Discounts on appliance purchases
- ✓ Emergency lodging reimbursement up to \$1,200 (one claim per year) *Only available with Complete Home Plan
- ✓ Homeowners Insurance Deductible Reimbursement up to \$1,000 (one claim per year)

*Plans not available in: AK, HI, IA, MA, UT

Cinch Home Warranty Features and Benefits



No age or model restrictions
Covers any age, make or model of covered systems and appliances†



Nationwide repair and replacement coverage



24/7 service requests (online or by phone)



180-day workmanship guarantee
Covered repairs guaranteed for six months



30-day review period

† Subject to terms and conditions

Additional Features and Benefits (Continued)



Situational coverage

Protects against rust, corrosion and lack of maintenance

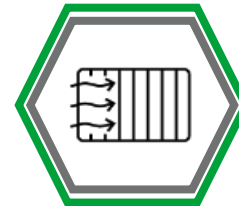


Coverage for unknown pre-existing conditions



Locksmith service

Reimbursement of \$50 a year when member is locked out of their home



\$25 filter credit

\$25 credit towards an A/C or refrigerator filter once per year

Additional Features and Benefits (Continued)



Homeowners Insurance Deductible Reimbursement

Reimbursement of up to \$1,000 once a year when customers must pay a homeowners deductible.



Emergency Lodging Reimbursement

Reimbursement of up to \$1,200 once a year when customers have a sudden breakdown of the only A/C or furnace if the unit hasn't been repaired 24 hours after the initial call. ***Only available with the Complete Home plan.**

Cinch Home Warranty Plans Pricing and Deductible

COMPLETE HOME

\$52.⁹⁹/monthly

\$635.⁸⁸/yearly

\$150 Deductible
(Due when claim is placed)

WATER ESSENTIALS

\$19.⁹⁹/monthly

\$239.⁸⁸/yearly

\$250 Deductible
(Due when claim is placed)

1st Month Free
Promotion

*Promotion is not available in: AK, HI, IA, MA, UT

Complete Home Plan Coverage

Major Systems

- 5 A/C Systems
- 5 Heating Systems
- 5 Water Heaters
- Electrical Systems
- Plumbing Systems



Home Systems

- Toilets
- Whirlpool/Jetted Bathtubs
- Faucets
- Smoke Detectors
- Sump Pumps
- Ceiling Fans
- Attic Exhaust Fans
- 5 Garage Door Openers
- 5 Doorbells
- Lighting Fixtures



Appliances

Covers 5 of each appliance up to \$3,000 each

- Clothes Washers/Dryers
- Ranges/Ovens/Cooktops
- Refrigerators w/ Ice Maker
- Dishwashers (built-in)
- Central Vacuums
- Garbage Disposals
- Trash Compactors (built-in)
- Microwaves (built-in)
- Freestanding Ice Makers
- Hot Water Dispensers



Water Essentials Plan Coverage

Major Systems

- 5 Water Heaters
- Electrical Systems
- Plumbing Systems



Home Systems

- Toilets
- Whirlpool/Jetted Bathtubs
- Faucets
- Smoke Detectors
- Sump Pumps
- Ceiling Fans
- Attic Exhaust Fans
- 5 Garage Door Openers
- 5 Doorbells
- Lighting Fixtures



Appliances

Covers 5 of each appliance up to \$3,000 each

- Clothes Washer
- Refrigerator w/ Ice Maker
- Dishwasher (built-in)
- Central Vacuum
- Garbage Disposal
- Hot Water Dispenser



Pricing, Deductible, Payment Options, & Plan Materials Details



Annual plans with automatic renewals

The Cinch Home Warranty is for a 12-month term. Customers will continue to be billed each month/year unless they cancel.



Annual Plan Pricing Options

Monthly means members will see a recurring charge to their payment method. The monthly charge will be billed roughly around the same time each month.

Yearly means the member will be billed once a year, which covers them for a 12-month period. They will be charged every year around their anniversary date in one lump sum for that year.



Deductible

When a member places a claim, a deductible will be collected at that time. The deductible helps pay for the service technician to come out and repair/replace the item(s), and it helps cover the cost of parts.



Payment Options

- Debit/Credit or Checking/Savings
- Visa, Mastercard, American Express, and Discover are accepted.
- Cinch does not accept gift cards.



Plan Materials

Customers will receive a confirmation email immediately after enrolling. And a welcome kit is mailed and should arrive within 10-15 days.

More Billing and Cancellation Details



Billing Date

30-Day Review Period

1st Month Free Monthly: Customers will be billed the monthly amount on day 60. The plan will go into effect 31 days after that (referred to as the “review period”).

1st Month Free Yearly: Customers will be billed the full yearly amount on day 30. The yearly amount is the annual rate of the plan minus one free month. The plan will go into effect 31 days after that (referred to as the “review period”).



Cancellation

If customers cancel the plan during the 30-day review period, they will receive a full refund. After that, the customer is subject to the Cinch Home Warranty cancellation terms.

Note that customers may cancel any time after the review period and billing will stop. However, if the customer has made a claim, they would be responsible for the lesser of the remaining premium for the rest of the year or the amount of their claim.

Coverage by Property Type

✓ Covered

Property must be used solely for residential purposes:

- Single family residences
- Condominiums
- Townhouses
- Villas
- Manufactured homes (see eligibility requirements)

Manufactured homes eligibility:

- Has been constructed within 10 yrs. of the effective date of the agreement
- Must be permanently secured to the ground on land owned or located in a division operated similar to a condominium, where maintenance is provided

✗ Not Covered

- Mobile homes
- Multi-family residential property of more than two units
- Any dwelling used in whole or in part for commercial purposes including non-profit organizations
- Homes listed or registered in any historical register, including without limitation to the National Register of Historic Places

Additional Coverage Options – Premier Upgrade Package (PUP)

Additional coverage such as the **Premier Upgrade Package** can be added to the customer’s Cinch Home Warranty plan for an additional monthly or annual cost.

What is PUP?

- The Premier Upgrade Package enhances the base Cinch warranty coverage.
- Just like many home warranty companies, Cinch’s plans excludes paying for charges or upgrades due to code or regulatory requirements. Cinch’s plans only cover the repair or replacement of covered items due to wear and tear or old age.
- PUP covers items such as code upgrades, permits, duct/electrical/plumbing modifications, reclaim of refrigerant, etc.

<p>Compliance Requirement</p> <ul style="list-style-type: none"> • PUP must be offered to ALL Florida residents enrolling in the Complete Home plan. However, it can be added to anyone enrolling in a Cinch plan through the online enrollment portal. • If the customer chooses not to add PUP at the time of enrollment, it can be added within 30-days of their effective date by calling Cinch’s toll-free number. 	<p>Why PUP Must it Be Offered to Florida Residents?</p> <p>Effective in January 2020, Florida regulations (Statute 634.346) mandated that home warranty companies offer voluntary coverage to consumers to cover the cost of upgrading a A/C or heating unit due to the Florida code requirements.</p>
<p>Coverage: Covers up to \$1,000 per claim Up to 2 claims per year</p>	<p>Monthly/Annual Cost: \$12⁵⁰/mo. or \$150⁰⁰/yr.</p> <p><small>*PUP is not eligible for promotional pricing. If it is added to a Cinch Home Warranty plan, the customer will be billed on day 30 for the monthly or annual amount.</small></p>

Additional Add-Ons Options

Additional add-on items can be added to Cinch’s Home Warranty plans for an additional monthly or annual cost.



What are some examples of additional add-ons that may be available?

- Pool with heater
- Spa with heater
- Pool/Spa combo
- Septic Tank
- Outside Gas, Sewer, or Water Line
- Water Softener

Do you need to offer these optional coverages on your calls?

No, but if the customer asks if Cinch covers these types of items, you can say “yes” and let the customer know how to have them added to their warranty plan after enrolling.

How can these types of add-ons be added to a Cinch Home Warranty plan?

If a customer wants to add additional coverage to their Cinch Home Warranty plan, they must call Cinch’s toll-free number within 30-days of their warranty effective date.

How are add-ons billed?

Add-ons are not eligible for promotional pricing. If added to a Cinch Home Warranty plan, the customer will be billed on day 30 for the monthly or annual amount.

The Cinch Claim Experience



01

Customer calls Cinch or goes online to place a claim 24/7

my.cinchhomeservices.com



02

Customer pays a deductible at the time the claim is placed



03

A service technician is sent out to repair or replace item(s)



Placing a claim is a Cinch!



Enrollment Process



Cinch Home Warranty Enrollment – bolt access Portal

Search Existing Customer

OR

Add New Customer

* First Name: * Last Name:

* Email: * State:

* Zipcode:

Click Continue after adding customer info

Cinch Enrollment Process

4 easy steps



01

Agent enters the customer's enrollment information into the Cinch online enrollment portal.



02

Once the enrollment information is submitted, the Letter of Authorization (LOA) will be automatically emailed to the customer to e-sign.



03

Customer e-signs the LOA.



04

Signed LOA is sent to Cinch where the customer is immediately enrolled, and a welcome email is sent within a few minutes.

Important Enrollment Reminders



- ✓ Be sure to utilize the Sales Guide during your sales offer and the enrollment process. It will help ensure that the required information is disclosed and presented to your customers. The Sales Guide is located on the Cinch enrollment portal as a resource.
- ✓ Cinch plans are not available in AK, HI, IA, MA, and UT.
- ✓ The Premier Upgrade Package (PUP) must be offered to all Florida residents enrolling in the Complete Home plan.
- ✓ Plans are only available to homeowners.

Cinch Enrollment Portal Introduction – Main Page

From the Cinch enrollment portal, you'll be able to enroll your customers into one of the Cinch plans and access resources materials.

Start an Enrollment:

Agent Enrollment Page
Bolt Insurance

*

*

*

Access Resource Materials:

To pull up a resource, click on the green hyperlink for each resource.

Agent Resources

- [Sales Guide](#)
- [Enrollment Guide](#)
- [Coverage Comparison](#)
- [FAQs](#)
- [Objections and Rebuttals](#)
- [Training Guide](#)

Customer-Facing Resources

- [Complete Home Product Sheet](#)
- [Water Essentials Product Sheet](#)

Enrollment Portal Introduction – Agent Resources

Agent Resources

Sales Guide
Enrollment Guide
Coverage Comparison
FAQs
Objections and Rebuttals
Training Guide

Customer-Facing Resources

Complete Home Product Sheet
Water Essentials Product Sheet

Resources are available to support you with everything from understanding Cinch’s plan(s) all the way through the sales and enrollment process.

In addition, you’ll have access to customer-facing product sheets which can also be used as a sales tool.

Agent Resources:

Sales Guide

The sales guide helps you remember what information needs to be disclosed or read to the customer throughout the sales and enrollment process

Enrollment Guide

Provides step-by-step instructions for the enrollment process

Coverage Comparison

Provides a comparison chart for what is covered with the Complete Home vs. Water Essentials plan.

FAQs

Provides additional information about the plan and will help you answer commonly asked questions

Objections & Rebuttals

Provides suggestions on how to overcome the most common rebuttals

Training Guide

Full training deck provides in depth product knowledge, steps for enrolling, and sales tips.

Customer-Facing Resources:

1-Page Product Sheets

Provides details about each Cinch plan and can be shared with your customers!

Sales Guide – In Depth Review

Agent Resources

Sales Guide ←
Enrollment Guide
Coverage Comparison
FAQs
Objections and Rebuttals
Training Guide

Customer-Facing Resources

Complete Home Product Sheet
Water Essentials Product Sheet

- Cinch recommends that you utilize the Sales Guide resource located on the enrollment portal when presenting the Cinch plans and as you are going through the enrollment process.
- It will guide you on when and how to position the Cinch plans during your calls and will also serve as a reminder as to what information must be disclosed during the enrollment process.
- Over the next few slides, you will learn how to use it.



Bolt Insurance Sales Guide

CINCH TALKING POINTS

During Underwriting and Discount Questions:

Do you happen to know the age of your home's major appliances and systems such as your A/C, water heater and refrigerator?

OK. Based on what you've shared, it looks like you'd benefit from supplemental home protection from our partner Cinch Home Services. It covers your appliances and systems from breakdowns regardless of how old they are. And the best part is, Cinch is offering a free month when you enroll into one of their plans.

During review of Bundle Offers:

Would you like to hear about an added layer of protection?

We have an exclusive partnership with Cinch Home Services. Their Complete Home Plan in particular is one of the best home warranties in the country and can potentially save you thousands of dollars when your home appliances and systems break down and need to be repaired or replaced. This is a great way to round out your [homeowners](#) insurance.

OR

Our most protected customers combine their [homeowners](#) insurance policy with a comprehensive home warranty. Let's get started on identifying the appropriate level of coverage to round out your protection.

OR

Your [homeowners](#) policy has you covered when the big things happen. Now let's make sure we extend your coverage to alleviate the headaches when your HVAC or appliances breakdown.

Not Interested in Insurance:

Would you like to potentially save thousands of dollars this year? (Response to "Yes", "Why?", etc.)

Well, we have an exclusive partnership with Cinch Home Services. Their Complete Home Plan is one of the best home warranties in the country and can save you a lot of money when your home appliances and systems break down and need to be repaired or replaced.

Sales Guide – Cinch Talking Points



1

During Underwriting and Discount Questions:

It's important to ask questions during the underwriting process that will help you when you as you make the recommendation for the Cinch warranty.

Example 1:

Do you happen to know the age of your home's major appliances and systems such as your A/C, water heater and refrigerator?

Example 2:

Based on what you've shared, it looks like you'd benefit from supplemental home protection from our partner Cinch Home Services. It covers your appliances and systems from breakdowns regardless of how old they are. And the best part is, Cinch is offering a free month when you enroll in one of their plans.



1

During the Review of Bundle Offers:

Can be used as you are reviewing bundling options with your customers.

Example 1:

Would you like to hear about an added layer of protection?

We have an exclusive partnership with Cinch Home Services. Their Complete Home Plan in particular is one of the best home warranties in the country and can potentially save you thousands of dollars when your home appliances and systems break down and need to be repaired or replaced. This is a great way to round out your homeowners insurance.

Example 2:

Our most protected customers combine their homeowners insurance policy with a comprehensive home warranty. Let's get started on identifying the appropriate level of coverage to round out your protection.

Example 3:

Your homeowners policy has you covered when the big things happen. Now let's make sure we extend your coverage to alleviate the headaches when your HVAC or appliances breakdown.

Sales Guide – Cinch Talking Points Continued



Not Interested in Insurance:

If the customer has decided not to set up a policy with you or says they need to think about it. You can still position a Cinch home warranty plan on your calls.

Example 1:

*Would you like to potentially save thousands of dollars this year? (**Response to “Yes”, “Why?”, etc.**)*

Well, we have an exclusive partnership with Cinch Home Services. Their Complete Home Plan is one of the best home warranties in the country and can save you a lot of money when your home appliances and systems break down and need to be repaired or replaced.



Plan Benefits and Features:

As you are presenting one of the Cinch plans, utilize the list of features and benefits to provide information about the plan.

Sales Guide – In Depth Review



1

Plan Presentation Disclosures

Make sure to disclose the following information as you are presenting a Cinch plan to your customer:

- State the full plan name [i.e.: Cinch Complete Home or Cinch Water Essentials].
- Disclose there is a 30-day review period before coverage begins.
- Disclose the monthly or annual price amount found in the Cinch enrollment portal. And that the plan will auto renew unless the customer decides to cancel.
- Disclose the deductible amount of [\$XXX] is due at the time a claim is placed.
- Disclose the one-month free offer (if available)



2

Data Collection:

As you are enrolling the customer in the Cinch enrollment portal, be sure to capture and confirm the following customer information:

- Customer's full name
- Email address
- Phone number
- Property address
- Separate mailing or billing address (if needed)



3

Billing Option Disclosures

Determine if the customer wants to be billed monthly or annually.

Disclose the appropriate billing terms:

If Monthly: Disclose that unless the customer calls Cinch to cancel within the next 30-days, their annual coverage will begin 31 days from today and with the one month free offer the monthly fee of [\$XX.XX (*disclose amount from portal*)] plus any applicable taxes will be automatically billed to the payment method they select approximately 60-days from today and then every month for 12-months.

If Annual: Disclose that unless the customer calls Cinch to cancel within the next 30-days, their annual coverage will begin 31 days from today and the amount of [\$XXX.XX (*disclose amount in portal*)] plus any applicable taxes will be automatically billed to the payment method they select approximately 30-days from today and then on the anniversary of their contract start date or the next business day thereafter.

Sales Guide – In Depth Review Continued



4

Premier Upgrade Package (PUP) Disclosure & Other Optional Services

- The Premier Upgrade Package must be offered to all Florida residents enrolling in the Complete Home plan. It can also be offered to other states or with the Water Essentials plan.
- Read the PUP offer language.
- Add it to their plan in the portal or let them know it can be added within 30-days from their effective date.
- If the customer asks about additional coverage for items like a pool, spa, septic tank, etc. tell the customer they can call Cinch to add these items to their plan within 30-days of their effective date.



5

Payment Capture:

In the Cinch enrollment portal, capture the payment information – Credit card, ACH, Debit Card (Visa, Mastercard, AMEX, and Discover)



6

Agent Disclosures Confirmation Check Boxes:

In the Cinch enrollment portal, check the boxes after you have read all the required disclosures. If the customer says “no” to any of them, no enrollment.



7

Call Close Disclosures:

Once you have clicked on the “Place My Order” button in the Cinch portal, stay on the phone with the customer to share sales close information on the screen. You’ll also want to ensure they received the LOA email from Cinch and e-sign the agreement.

Enrollment Process – Getting Started

1. Your bolt access members producer code will pre-populate with your agent email and the customer’s property zip code.

Agent Enrollment Page
Bolt Insurance

SAIS9 *

sais9@epos.com *

78731 *

Submit


Agent Resources
Sales Guide
Enrollment Guide
Coverage Comparison
FAQs
Objections and Rebuttals
Training Guide

Customer-Facing Resources
Complete Home Product Sheet
Water Essentials Product Sheet

2. Click Submit

Enrollment Process – Selecting a Plan

PLAN SELECTION

Select a product  *

Submit to continue

1. Use the drop-down box to select the plan

2. Click Submit to continue

Type in the following information:

- Customer’s First/Last Name
- Phone Number
- Email Address

Contact information:

First name *

Last name *

Phone number *

Email *

04 Enrollment Process – Capturing Property Address

1. Type in the customer's property address.

Note: If the mailing or billing address is different than property address, check the appropriate box and type in the mailing or billing address.

Property address:

Address 1 *

Address 2

City * State

 TX

Customer mailing address is different from property address

Billing address is different from property address

Address *

Address 2

City * State * ZIP *

 AL

Enrollment Process – Billing Options & Offering PUP

1. Under billing options, select monthly or annual.

2. If a customer is enrolling in the Complete Home Plan, the Premier Upgrade Plan (PUP) must be offered to all customers whose property resides in the state of Florida. This is a compliance requirement!

*PUP can also be added to all plans in all other states.

Billing options:

Complete Home

Monthly \$52.99 (plus applicable taxes)

Annual \$635.88 (plus applicable taxes)

Premier Upgrade Package:

Additional coverage up to \$1,000 per claim. [Read more...](#)

Monthly \$12.50

To add PUP to the warranty plan, click in the check box.

Click **Read More** for a description of PUP.

06 Enrollment Process – Collecting the Payment Info.

- 1. Select a payment method.
- 2. Collect the credit/debit card or savings/checking account payment information.



(Pre-paid cards are not accepted)

Payment method

Credit card
 Checking or savings account

Name on card *

Card number *

Card type *

Security code *

Expiration month * Expiration year *

Account number *

Routing number *

Account type *

Checking

Read the disclosure information in each check box to the customer. If the customer consents to being enrolled, click in each box, then click **Next**.

- Claims: You have a 30-day waiting period to start coverage from date of enrollment. If you have a claim, the deductible amount is \$150 and is due when a claim is placed..
- (MONTHLY BILLING) Unless you call to cancel the [Complete Home/Water Essential] plan within the first 30 days from enrollment, the amount of [\$XX.XX – add \$12.50 for PUP if selected] plus applicable taxes will be automatically billed after the 60 days, which includes the first month free, to the selected payment method you provided today and every month after that. The Premier Upgrade package only at \$12.50 plus any applicable taxes will begin being billed 30 days from today. (ANNUAL BILLING) –Unless you call to cancel within the first 30 days from enrollment, the amount of [\$XXX.XX – add \$150 for Premier Upgrade package if selected] plus applicable taxes will be automatically billed after 30 days to the payment method you provided today and then on the anniversary of your agreement start date or the next business day thereafter.
- Automatic Renewal: Your warranty is a 12-month auto-renewal term. If you do not cancel prior to the expiration of the 12-month term, you will be automatically billed [\$XXX each month/ \$XXX annually] or then-current rates. You can cancel at any time by calling [Complete Home at 1-844-324-5688] or [Water Essentials at 844-627- 6010]. GET A CLEAR YES BEFORE PROCEEDING

Next

Enrollment Process – Order Summary Screen

1. Review the information on the Order Summary Screen with the customer, including any applicable taxes.

2. Click **Place My Order**, if everything is accurate

Order summary!
Review and complete your order

test test
123 test street
round rock, TX 78665

Complete Home Plan

Plan details

QTY	Details	Monthly Cost
1	Base coverage	\$52.99

Premier Upgrade Package

QTY	Details	Monthly Cost
1	Additional coverage up to \$1,000 per claim.	\$12.50

Payment method: Credit Card

	Subtotal: \$65.49
	Tax: \$0.00
	Total: \$65.49
	Total Plan Price: \$785.88
	Plan Deductible: \$150

Place My Order

Enrollment Process – Confirmation & E-Sig. Documents

Once the confirmation screen appears, the electronic Letter of Authorization (LOA) has been emailed to the customer.

1. Make sure the customer received the LOA and e-signs it.
2. Tell the customer they will receive their welcome materials via mail within 10-15 days.
3. Provide the customer with Cinch's toll-free number.

Click **Start A New Order** to refresh the screen for the next enrollment.

E-SIGNATURE DOCUMENTS SENT

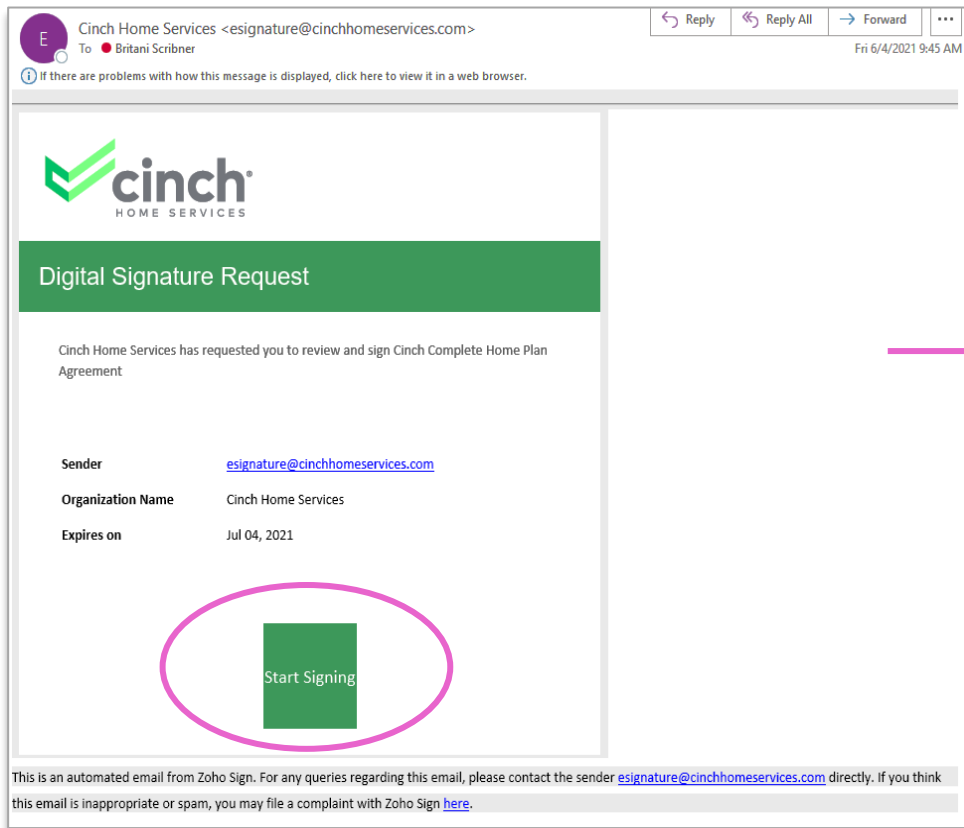
1. The customer will receive an email from Cinch which will prompt them to e-sign the letter of authorization to complete the purchase of the home warranty. If the customer does not e-sign the LOA, they will not be enrolled.
2. Once the e-signature is completed, the contract is created, and the customer will receive a confirmation email with a link to register their account online and review the terms and conditions.
3. Within 10-15 days from e-signing the authorization letter, the customer will receive a welcome kit in the mail which includes terms and conditions, coverage details, and limitations.
4. You can also provide your customer with Cinch's toll-free number to call if they have any questions or choose to cancel the coverage. (Complete Home 844-324-5688) or (Water Essentials 844-627-6010).

[START A NEW ORDER](#)

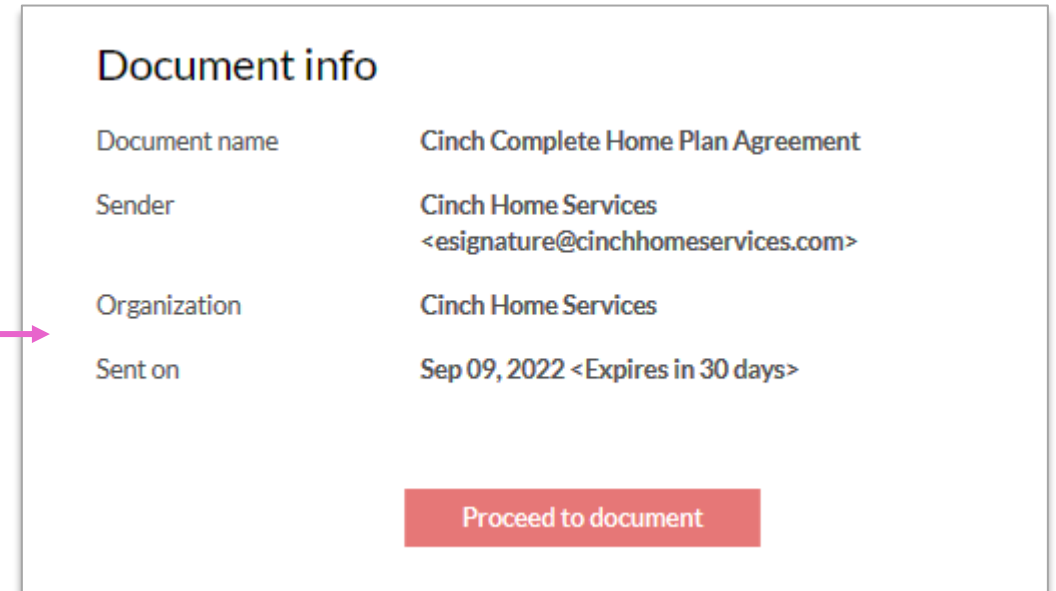
Note: Customers have 30 days to review and sign the agreement. After 30-days, the agreement is cancelled.

Signing the LOA

1. Customer receives an email from Cinch and will click **Start Signing** to begin the e-sign process.



2. On the next screen click, the customer will click **Proceed to document**.



11

Signing the LOA - Continued

The LOA will pull up for the customer to e-sign on their computer.

1. Check the box

I confirm that I have read and understood the "Electronic Record and Signature Disclosure" and consent to use electronic records and signatures.

Agree & Continue

2. Click Agree and Continue

Cinch Home Services, Inc. Disclosures and Purchase Verification

Below is a summary of the Cinch Home Services, Inc. ("Cinch") home warranty plan you elected to purchase from your agent: BOLT ACCESS

Cinch Complete Home Plan, summary for property address
123 test street, round rock, TX, 78665

- Covers over 25 of your main home systems and appliances including your heating, cooling, electrical and plumbing systems and your major kitchen and laundry appliances; optional coverage may be purchased for things like swimming pools, spas and the Premier Upgrade Package that covers permits, code upgrades and more.¹
- Access to discounts on appliance purchases and a \$25 credit you can use towards A/C filters.
- Homeowners insurance deductible reimbursement up to \$1,000; one claim per twelve (12) month period.^{2,4}
- Emergency lodging reimbursement up to \$1,200; one claim per twelve (12) month period.^{3,4}
- Any repair/replacement should be covered by Cinch.⁵ Service fee is \$150
- This is an annual contract, you may cancel at any time,⁶ which will be billed monthly at \$65.49

There are a few exceptions and limits to your home warranty plan, and they are detailed in your service agreement. Once Cinch receives this enrollment request, your welcome materials and service agreement will be sent via mail to your property address. You may call Cinch's toll-free number 24/7 with any questions. Also, you may access your service agreement online any time at my.cinchhomeservices.com

I agree and understand that:
By signing this electronic verification, I authorize Cinch to charge my card, plus any applicable tax, monthly. Billing will begin 60 days after this signed verification is received and processed by Cinch. My monthly billing date will be indicated in my service agreement. I've read, understand, and agree to all disclosures provided herein. **I understand this billing authorization is in effect for twelve (12) months and is subject to automatic renewal. I may cancel my home warranty plan at any time by calling (844) 324-5688.**

Customer name: test test
Monthly charge: \$65.49
Last 4 digits of payment method: 1111

Yes, I agree to the above and provide my electronic signature below as confirmation:

* Enter Customer Full Name * Enter Date

* **IMPORTANT PLEASE ACT NOW!** You must electronically sign this document to verify that you wish to purchase the home warranty plan detailed above.

4. Click in the box where it says Enter Date and the current date will populate

3. Click in the signature box to type first and last name

5. Click Finish at the top of the page to submit the LOA

Finish

You've successfully filled all fields. Click Finish to complete.

Customer Confirmation Email

Once the LOA is signed, the customer is immediately enrolled and receive their welcome email within minutes.

The email includes includes their:

- Coverage Start Date
- Monthly Fee & Billing Start Date
- Registration Link to Set Up an Account
- Plan Number
- Deductible Amount
- Cinch's toll-free number
- A Google link to rate their shopping experience

The image shows a screenshot of a welcome email from Cinch Home Services. The email content is as follows:

cinch
HOME SERVICES

Welcome to Cinch Home Services

Hi Test Test,

Thank you for signing up for Complete Home. Your coverage begins on 10/09/2022 and the first payment of \$65.49 will automatically be charged to your payment method on file on 11/09/2022. A summary of your plan is below.

Please take a minute to register for [MyAccount](#) now so you can confirm your information, see your terms and conditions and manage your plan anywhere, anytime. In the next 14 days, documents with all the details about your coverage should arrive in the mail.

Sincerely,
Cinch Home Services

Your coverage details

Plan number:
12327695

Coverage start date:
10/09/2022

Monthly fee:
\$65.49

Deductible:
\$150 per claim

Covered property:
123 test street
round rock, TX 78665

If you have any questions, you can reach us 24/7 at [\(844\) 324-5688](tel:844-324-5688).

Please rate your shopping experience!
Thank you for choosing us and taking a moment to leave us a review. It really helps out other customers.

[Review us on Google](#)

Annotations in the image include:

- A pink box around the first three list items (Coverage Start Date, Monthly Fee & Billing Start Date, Registration Link to Set Up an Account) with an arrow pointing to the yellow highlighted paragraph in the email.
- A pink box around the last three list items (Plan Number, Deductible Amount, Cinch's toll-free number) with an arrow pointing to the 'Your coverage details' section.
- A pink box around the last list item (A Google link to rate their shopping experience) with an arrow pointing to the 'Please rate your shopping experience!' section.

bolt access & bolt Producers Confirmation Email

- Once the LOA is signed, a confirmation email will be sent to you the producer.
- bolt access will also receive a copy for tracking purposes.



Cinch Best Practices

01 Identify Opportunities

Listen and ask questions to uncover opportunities to offer a warranty

02 Make a Recommendation

Make a product recommendation and tie it into the customer's needs

03 Be Prepared for Objections

Share stories, demonstrate the value, educate the customer



Best Practices – Listening and Asking Questions

The opportunities are there to offer a home warranty, you just need to...



Listen for Customer Cues

- Purchasing a new home
- House is older
- Budget conscious
- Wants the best coverage
- Owns multiple homes
- Brings up recent home issues that have occurred

&

Ask Questions to Uncover the Need

“How old would you say your vital home systems are...like your plumbing, electrical, A/C, heating?”

“Do you have a plan in place for when major systems and appliances break down due to wear and tear?”

“Are you familiar with what a home warranty is?”

“What concerns you most about owning a home?”

If owns multiple homes: *“How do you deal with maintenance and repairs that come up?”*



Best Practices – Making a Recommendation

Example 1

“Owning a home is exciting but it can also come with unexpected costs or expenses. That’s why we recommend a Cinch Home Warranty to all our customers. It compliments your homeowners insurance and covers things your homeowners policy won’t.

The Cinch Complete Home warranty covers major items in your home like you’re A/C or heating unit, plumbing or electric system, and appliances when they break down due to normal wear and tear.

When something breaks down, you’d pay a deductible of \$150 to have a pre-screened technician come to your house and either repair or replace the covered item saving you potentially lots of money.

Does this sound like something you’d be interested in?”



Best Practices – Making a Recommendation Continued



Example 2

“You mentioned that staying in budget is a top priority. I’m sure you know that a repair of a major system or appliance could cost hundreds, and a full replacement could cost thousands. That’s why we’ve partnered with Cinch Home Services to offer you a home warranty plan that will help protect your budget when these things happen...”

Example 3

“Based on the information you’ve shared with me today about your home... I think it would be a good idea to also protect major systems within your home such as your A/C, heating, plumbing and electrical, and appliances. When these items break down, it can cost hundreds to repair them and thousands to replace them. If you had Cinch Home Warranty plan, it could help pay most of the bill for you...”

Example 4:

“In addition to providing homeowners and auto policies, we have now partnered with Cinch to provide our customers a home protection plan. When any of your major systems or appliances in your home break down and need to be repaired or replaced, a Cinch home warranty plan will help you financially by paying most of the bill for you...”

Best Practices – Overcoming Objections

General rules of thumb to overcoming objections...



Rule 1: Share a Story

“My A/C unit just recently went out on me. Unfortunately, I had to pay for a full replacement which cost me thousands of dollars. If I had a Cinch warranty at that time, it would have saved me a lot of money because more than likely the \$200 deductible would have covered everything.”



Rule 2: Demonstrate the Value

“Most service technicians charge anywhere from \$100-\$200 an hour and that’s just to diagnose the issue. Your deductible helps cover both parts and labor. And, if you were to have to pay a homeowners deductible for any reason, the Cinch warranty would reimburse you up to \$1,000 a year.”



Rule 3: Educate the Customer

“Keep in mind your homeowners insurance doesn’t cover breakdowns of major systems and appliances in your home. That’s why it’s important to have this type of protection.”

An objection handling resource is available on the Cinch enrollment portal.