



**COLDWELL
BANKER® HOME
PROTECTION PLAN
WELCOME KIT**

**COLDWELL
BANKER** 

**HOME
PROTECTION
PLAN**

Administered by

AHS AMERICAN
HOME SHIELD®

DEAR REAL ESTATE PROFESSIONAL,

It is my pleasure to welcome you to American Home Shield®, administrator of the **Coldwell Banker® Home Protection Plan** and to thank you for teaming with us to meet your clients' home protection plan needs. At AHS, we pride ourselves on partnering with real estate professionals to offer sensible, affordable protection against unexpected covered repair costs for your clients and to bring added value to the service you already provide. Like you, we strive for excellence and we share your goals of building repeat and referral business.

Home protection plans are win-win solutions for you and for your clients. By selecting AHS, you've made a smart choice for many reasons:

- A **Coldwell Banker® Home Protection Plan** can help provide homeowners with **relief from the hassles and expenses** of unexpected breakdowns associated with home systems and appliances.
- A **Coldwell Banker Home Protection Plan** can save you from involvement after deals close, because **homeowners will call us when something breaks instead of calling you.**
- Home protection plans can help you **increase customer satisfaction** and foster long-term relationships with your clients.
- We send only **approved and independently insured contractors** to your clients' homes and monitor them to ensure that they continue to meet your standards.
- Our knowledgeable **Account Executives are valuable resources** and are always available to assist you if you have a question, problem or need marketing assistance.

We're proud to be America's leading choice for home protection plans serving you and your clients. Enclosed is a useful guide that explains how to use the **Coldwell Banker Home Protection Plan** and outlines some additional benefits. This is just one of many helpful resources we have to help you with your business. Please contact your Account Executive to find out more or visit us at www.ahswarranties.com/coldwellbanker. We look forward to working with you!

Sincerely,



Tracy E. Berger, CRB

VP Business Development, RE Sales
American Home Shield

As a real estate professional, you strive to deliver the highest service value possible, distinguish yourself in the marketplace and build business. A **Coldwell Banker®** Home Protection Plan can help you do all that – and more!



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HELP AT YOUR FINGERTIPS...

PHONE IN APPLICATION
1-866-797-4788

APPLICATION ON THE WEB
www.ahswarranties.com/coldwellbanker

FAX APPLICATION TO
1-800-329-2478

PHONE IN A SERVICE REQUEST
1-866-501-6966

SERVICE REQUEST ONLINE
www.ahswarranty.com

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WHAT IS A HOME PROTECTION PLAN?



A home protection plan is a service contract that covers the repair or replacement of many of the most frequently occurring breakdowns of home system components and appliances.

Home protection plans should be considered for single family homes, new construction homes, condos, vacation homes, townhouses, foreclosure properties and multi-unit properties such as duplex/triplex/fourplex. Other than new construction, which covers years two through five, home protection plans last one year, starting at the date of closing.

WHY DO YOUR CLIENTS NEED A HOME PROTECTION PLAN?

Almost **6 in 10** homeowners serviced heating, cooling and ductwork, appliances, main electrical panel, plumbing or pool systems over the last year.¹ On average, the replacement cost for heating, cooling and ductwork, appliances, plumbing, and main electrical panel is **\$786**.¹ Home protection plans can help your clients avoid high repair and replacement costs on covered items, protecting their investment and their pocketbook.

DOES IT PAY ?

We love when homeowners use their home protection plan so they see the value in the protection and customer experience we provide. We spent over **\$28,002,599** in 2008 honoring our service promise. Your customers will thank you for including a **Coldwell Banker®** Home Protection Plan on their home.

ITEMS	AVERAGE REPAIR COST*	AVERAGE REPLACEMENT COST*
Clothes Dryer**	\$110	\$449
Clothes Washer**	\$88	\$509
Dishwasher	\$164	\$423
Oven/Range	\$162	\$569
Refrigerator**	\$157	\$985
Air Conditioner	\$368	\$2,069
Furnace	\$270	\$2,671
Water Heater	\$104	\$587
Main Electrical Panel	\$131	\$475

* As reported in the survey *A Study of Homeowners' Appliance and Home System Service Experiences*, Decision Analyst (2008) and reprinted with their written permission. Further reproduction is expressly prohibited. **Remember, your Coldwell Banker Home Protection Plan covers the repair or replacement of many system and appliance breakdowns, but not necessarily the entire system or appliance. Please refer to your contract for details.**

** These items are additional options that must be added in order to be covered.

HOW DOES A HOME PROTECTION PLAN HELP A LISTING?

A recent study of real estate transactions found that homes with a **Coldwell Banker** Home Protection Plan sell*...

- **An average of 23 days faster**
- **An average of 4% higher at closing**
- **.63% Closer to the list price**

Consider that the average listing price was \$479,125 and .63% of that is \$3,018! That makes a difference.



WHY AMERICAN HOME SHIELD?

AHS® is the right choice in case things go wrong. Home protection plans are our core business and our commitment to customer service is a priority.

It is our goal to provide your clients with the best service experience so they will come back to you for repeat business and send you referral business. You also have the confidence of knowing that AHS will be there for your clients long after the sale has closed.

HOW DOES A COLDWELL BANKER® HOME PROTECTION PLAN WORK?

When a covered item breaks down, homeowners can request service online at www.ahswarranty.com or by calling 1-866-501-6966 to speak with a professional customer service representative. We're here 24 hours a day, 7 days a week, 365 days a year to accept your clients' service requests. After a service request is received, one of our approved and independently insured contractors will contact the homeowner to schedule a time to diagnose the problem. A low Trade Service Call Fee, for each contractor of a different trade requested, is due when the contractor arrives to diagnose the problem.² Once repair or replacement is complete and if we have your client's proper e-mail address on file, AHS will send

a follow-up survey to measure customer satisfaction regarding the service performed.

"Since the switch over to AHS, our office has not only seen an increase in number of sellers wanting to purchase the products offered, but also the number of buyers that want to purchase (if the sellers aren't offering). The product sells itself with all the great options available to both the buyer and seller. The Service Agreement is second to NONE and with such low deductibles the owners can easily see the benefit to them over the first year. In fact, I have had several clients renew the product after the first year!"

- B. Mehlhorn, Real Estate Professional

» DID YOU KNOW?

AHS currently provides more than 1.3 million home protection plans nationwide, and the average customer makes more than 2 service requests a year.



QUESTIONS AND ANSWERS

HOW DO YOU ENSURE MY CLIENTS ARE SATISFIED WITH THE SERVICE?

It is our goal to work with all of our customers to provide service excellence. Once the repair or replacement is complete, AHS will e-mail a follow-up survey to measure customer satisfaction regarding the service performed.³

If there is a question or problem with the service, AHS will work to remedy the situation and to ensure that all parties are satisfied with the end result. Please advise them to call 1-866-501-6966 and let us know, or call us yourself.

WHAT IS A TRADE SERVICE CALL FEE?

A Trade Service Call Fee is the amount due when a contractor visits a home. Each type of breakdown falls into a trade category. For example, a leaky pipe qualifies as a plumbing breakdown, while a broken dishwasher is an appliance breakdown. Since it may require more than one contractor or several unrelated trips to the house by the same contractor, (one to fix the pipe, another to fix the dishwasher) there is a fee due for each trade a service call covers. It is perfectly acceptable to report more than one breakdown at a time. Additional fees may apply if the repairs fall into different categories.²

HOW DO I KNOW THE SERVICE CONTRACTORS ARE QUALIFIED?

We know that you want only professionals of the highest caliber in your clients' homes. Our network of over 11,000 approved and independently insured contractors are monitored and graded by our customers to help ensure satisfaction.

WHAT ABOUT REO AND FORECLOSURE PROPERTIES?

It may not be possible for buyers to conduct inspections in REO, foreclosure and short sale situations, making a home protection plan an even stronger service and marketing tool.

HOW CAN THIS HELP MY RELOCATION CUSTOMERS?

For homeowners moving into a new area, access to the AHS national network of approved and professional contractors can be an invaluable resource. Just knowing who to call in the event of a breakdown is very reassuring.

"I have encouraged many of my sellers to put AHS Home Warranties on their properties when listing them. It has been especially helpful for those listings that are either estate sales, owned by older homeowners who are downsizing, or for those houses which are priced on the borderline of affordability for the marketplace. It has often meant the difference between a deal sticking together during inspection and one going "south" with both sides arguing about an older furnace, for instance. In addition, I have seen more and more buyers of my listings actually using the home warranty for repairs, which means they find value in the program."

- B. Ostroth, Real Estate Professional



BENEFITS

A Coldwell Banker® Home Protection Plan is a win-win solution for everyone involved in a real estate transaction, including you!

FOR SELLERS, A COLDWELL BANKER HOME PROTECTION PLAN:

- adds value to listings and may help homes sell faster
- improves marketability of homes
- distinguishes listings from others on the market
- boosts buyer confidence
- helps protect the home while it is on the market
- helps remove worry about costly, covered repairs and can reduce after-sale liability

FOR BUYERS, A COLDWELL BANKER HOME PROTECTION PLAN:

- helps provide relief from unexpected, covered breakdown hassles
- can mean repair solutions instead of repair stresses
- can bring an expedited repair process on covered items
- gives access to the AHS network of approved and independently insured contractors
- makes requesting service easy either online or over the phone – 24 hours a day, 365 days a year

FOR REAL ESTATE PROFESSIONALS, A COLDWELL BANKER HOME PROTECTION PLAN:

- reduces post-closing involvement and helps lessen liability
- can help you build business through increased referrals
- can increase client satisfaction
- helps save time and allows you to focus on your next closing
- adds a partner by putting an AHS Account Executive on your team

A SPECIAL OFFER FOR NAR MEMBERS

American Home Shield is the only home warranty company that is a member of NAR’s REALTOR Benefits® Program. As our special offer to NAR members, you will receive a \$50 discount on your purchase of the AHS Home Warranty for your own home or any additional residential properties you own!⁴ Get the same great coverage that you offer your clients everyday.

To take advantage of this special offer from AHS, visit www.ahswarranty.com/nar or call 1-866-627-7253.



HOW SHOULD I POSITION A **COLDWELL BANKER®** HOME PROTECTION PLAN?

Your clients look to you for expert advice on all real estate matters. By recommending home protection plans, you demonstrate that you have their best interests at heart, even after the deal closes.

You can tell your clients that purchasing a **Coldwell Banker** Home Protection Plan is a wise decision whether they are buying a home or selling a home. Your clients will quickly realize that you care and want to help them protect their investment. They'll appreciate your willingness to go the extra mile for them.

Many thoughtful real estate professionals choose to purchase the **Coldwell Banker** Home Protection Plan themselves as a client gift to thank them for their business. In addition to being an appreciated goodwill gesture, a home protection plan gift can save you from dealing with post-sale issues and can help reduce your liability.

HOW DO I PLACE AN ORDER?

Placing an order is easy. Visit our website at www.ahswarranties.com/coldwellbanker or you can call us at **1-866-797-4788**. You can also manage your home protection plans online, using your **"My Account."** From within your **"My Account,"** you can enter a new application, enter and edit closing information, view a listing summary, cancel a listing, manage your e-mail preferences and much more.

WHAT RESOURCES ARE AVAILABLE TO ME **ONLINE?**

When visiting www.ahswarranties.com/coldwellbanker you will find many benefits that will help you manage your home protection plan business. From the website, you can process home protection plan applications, order and download free marketing materials and applications and download information on how to position a home protection plan to your clients. You can also link to **"My Account"** which allows you to enter and edit closing information, view your listing summary, cancel a listing and manage your e-mail preferences.

WHAT IF I HAVE **ADDITIONAL QUESTIONS?**

Our professional Account Executives can be valuable business partners and are eager to help you serve your clients with excellence. They're always available to you with answers, advice and marketing assistance. Feel free to contact them at any time or you can learn more at www.ahswarranties.com/coldwellbanker.



ADDITIONAL RESOURCES

MARKETING MATERIALS

AHS is pleased to offer you many complimentary marketing materials available through your Account Executive or online at www.ahswarranties.com/coldwellbanker. Some of our most popular tools are:

- **Smart Ideas to Sell Your Home** – brochure filled with helpful home care tips along with coupons for the ServiceMaster® Family of Brands. Everything your clients need to get their home ready to sell!
- **Tips for a Happy Home** – brochure filled with home care tips for homeowners. Includes a slit for your business card.
- **Open House Tent Cards** – table tent card to display at an open house indicating that the home includes a **Coldwell Banker®** Home Protection Plan.
- **Sign Riders** – add this to your “For Sale” sign and promote the fact a **Coldwell Banker** Home Protection Plan is included on the property.

- **Buyer and Seller Flyer** – educates buyers and sellers on the benefits of home protection plan coverage from **Coldwell Banker**.
- **Listing Certificate Doorhanger** – farming tool that can be used door-to-door or by mailing to solicit new listings.

WHY SHOULD I PROVIDE ALL MY CLIENT'S CONTACT INFORMATION?

If your client's e-mail address is on file, AHS will send an e-mail confirmation verifying their service request has been received by a contractor. Once a repair or replacement is complete, AHS will follow-up via e-mail and phone with the homeowner to ensure their satisfaction with the service received.

Your client will receive helpful seasonal maintenance tips and quarterly newsletters. Towards the end of the client's contract term, AHS will also follow-up with your client for renewal opportunities.

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SERVICE REQUEST
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*Study conducted in conjunction with a large national real estate firm. Results verified by Cannon & Company, a third party accounting firm. Data compiled from such firm's residential real estate listings that closed between 1/1/07 and 03/31/08 (158,197 total listings).

¹As reported in the survey *A Study of Homeowners' Appliance and Home System Service Experiences*, Decision Analyst (2008) and reprinted with their written permission. Further reproduction is expressly prohibited.

²Not all home system components and appliances are covered. Please read the enclosed contract that details specific coverages, exclusions, and limitations. A Trade Service Call Fee applies to the initial visit by a contractor for each covered trade. This initial fee covers any additional contractor visits required for the same breakdown within 60 days of original service date. Additional charges may apply to some repairs and replacements. AHS may provide cash back in lieu of repair or replacements in the amount of AHS's actual cost to repair or replace such item, which in most cases may be less than retail pricing. System components and appliances: a) will be replaced with units having comparable features, not necessarily the same dimension, color, and/or brand; b) must malfunction due to normal wear and tear during the contract term; and c) designated by the manufacturer as commercial are not covered. Refer to contract for state specific cancellation provisions.

³As long as we have your customer's proper e-mail address on file.

⁴This offer applies only to residential properties owned by NAR Members. This cannot be used for sales purposes for customers and is not valid on renewals. Offer applies to AHS Traditional Home Warranty in Hawaii. This offer is for new customer, first year and not in conjunction with any other offer from American Home Shield. Limited time offer.

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