

**MOST COMMON OBJECTIONS & REBUTTALS****I'm not interested.**

**Ask:** Is there any particular question you have about this offer?

I'm sure you know that a repair of a [system/appliance/system or appliance] could cost hundreds, and a full replacement could cost thousands (depending on the item). You may not be worried about a new product breaking down right away, but a Cinch Home Warranty covers not only any recent purchase but also the rest of your home's [systems/appliances/systems and appliances], as long as they are currently in working order. That's why it's a good idea to have protection like the Cinch Home Warranty that could help pay most of the bill for you.

In addition, each of the plans come with a \$50 locksmith reimbursement service, a 180-day workmanship guarantee, and a \$25 discount on refrigerator or HVAC filters. Plus, if you enroll today, your first month is free!

Depending upon the plan you choose, the cost works out to just \$1.70 per day. Wouldn't you agree that that's a small price to pay for the peace of mind and convenience the coverage and benefits provide?

**The cost is too high (monthly pricing and/or deductible).**

**Ask:** Other than the monthly fee/deductible amount, are there any other concerns you have?

I'm sure you know that a repair of a [system/appliance/system or appliance] could cost hundreds, and a full replacement could cost thousands. That's why it's a good idea to have protection like a Cinch Home Warranty that could help pay most of the bill for you. When things break down, Cinch steps up. Their pre-screened service pros will be there to keep your home up and running and you worry-free.

**I need to think about it.**

Having information right in front of you helps you make the best decision. That's why I can help enroll you today, send out the information, and then give you enough time to look everything over to decide if it meets your needs. You'll have 30 days to review before your coverage begins. If you decide you don't want to protect your home, you can call the toll-free number to cancel during the next 60 days, and you will not be charged.

- **Customer still wants to think about it:** I understand you want to think about it; however, your appliances and systems only get older with time...and can fail without notice. Wouldn't you agree that signing up now gives you the peace of mind that your most valuable asset is fully protected?
- **Still no:** If you change your mind and decide you are interested, you can call me back any time to enroll, or you can also enroll online.

### **I've had bad experiences with home warranties.**

As you probably know, a home warranty helps cover the cost of a repair or replacement of an item, and all home warranties can't cover everything.

Cinch Home Warranty offers additional coverage that some home warranties don't, such as costs for permits, code upgrades, disposal of equipment and a lot more. We would just simply add this coverage to your plan.

We give you 30 days to review everything. If you see things that aren't covered, you can always call to cancel within that timeframe, and you will not be charged. Why not take a look at our Cinch Home Warranty and see how much more we cover over previous warranties you've had, okay?

### **I have someone who can fix it.**

That's great that you have someone around to help you with things.

Keep in mind: The person fixing it will probably still have to buy parts. That alone could cost hundreds of dollars. With the Cinch Home Warranty, you're covered for labor and parts as stated in your plan details up to your plan's limits. And what if your fix-it person isn't available? Cinch will help find a solution!

Why not look at the information we'll send you just to see all the savings and benefits you get? If you don't think it's for you, just give Cinch a call to cancel within the next 30 days, and you will not be charged.

### **I already have a home warranty.**

That's great. But keep in mind that many home warranty plans don't include the kind of coverage that the Cinch Home Warranty plans provide, such as a 180-day workmanship guarantee and protection from rust, corrosion, and unknown pre-existing conditions.

Since your home [systems/appliances/systems and appliances] are turning another year older, the best thing to do is compare your current warranty to the Cinch Home Warranty to make sure you're getting the best protection, okay?

### **I have brand new systems/appliances that have a manufacturer's warranty.**

Depending upon the plan you choose, the Cinch Home Warranty plans would be for all your [appliances/systems]—not just the new item(s).

Plus, it often covers what a manufacturer's warranty doesn't. For instance, most manufacturers' warranties cover the cost of parts but don't cover labor. The Cinch Home Warranty not only protects all of the covered [systems/appliances/systems and appliances] in your home, but it also covers parts and labor up to your plan's limits.

### **I don't want to be charged today**

You have the 30-days to review everything in writing. So, if for any reason during that time you decide the service is not right for you, just call Cinch's toll-free number to cancel and you won't be billed.

Plus, think about the peace of mind you'll have moving forward covering all existing [appliances/systems/appliances and systems] in your home regardless of the age, make or model.

## **I don't believe in extra service protection programs.**

At first, many of our customers thought the same thing. And then their [appliances/systems/systems and appliances] broke down and needed to be replaced.

Since they had a Cinch Home Warranty to help pay the bill, they didn't have to worry about paying a huge bill and destroying their budget.

So why don't I go over some details about Cinch's plans so you can see how it can save your budget too?