

SALES SCRIPT SUPPORTING INSURANCE CAMPAIGN

CLIENT:	PORCH INSURANCE
CAMPAIGN:	PRCHINSAGT
BILLING TYPE:	ACH/Debit/Credit/Other
PRODUCT 1:	Complete Home – PON (30-day review) + \$1,000 HIDR
PRICING:	\$69.99 w/\$125 Service Fee

IMPORTANT NOTES:

1. No Rebuttal States: AK, ID, NC, SC
All Other States: 2 Rebuttals Maximum
2. Cinch Warranties plans are not available in: AK, FL, and HI. 1st month free offer not available in IA, MA, and TX.
3. Available to homeowners only
4. An email address is required for enrollment
5. 100% adherence is required within the underlined and **bolded** sections.
6. Ensure **FORCED HOLD** or **CALL INTRODUCTION** tells the customer that this call will be recorded for quality control purposes.

TRANSITION TO OFFER: PROBING QUESTIONS

Choose any probing question in order to introduce the Complete Home Plan:

- By the way, do you know what a home protection plan is?
- One last question: How old would you say your home systems are... like your plumbing, electrical, heating and air conditioning?
- Before you go, I have to ask: would you say the appliances in your home are more than two or three years old?

OFFER:

Choose any/all the points listed to present the plan.

Change wording that best suits your voice/tone and the current customer.

Underlined and bold sections must be disclosed to the customer (TSR)

COMPLETE HOME:

I'm sure you know that when appliances or systems in your home break down, it can cost hundreds to thousands of dollars to repair or replace them. That's why we're now offering our customers the **Complete Home plan powered by Cinch Home Services.**

- **This plan protects more than 25 of your most important systems and appliances, including your electrical and plumbing.**
- When something breaks down, just place a claim online or on the phone and a pre-screened pro will come to your home to take care of the problem.
- You can get **reimbursed up to \$1,000 a year on your homeowner's insurance deductible should you have to file a claim.**
- The plan also reimburses up to **\$1,200 a year** if for some reason you and your family must stay at a hotel or motel due to a broken AC unit or furnace.
- **At the time you place your claim, you pay a low \$125 service call fee that should take care of the entire repair or, if needed, a full replacement of the covered item.**

- You'll have 30 days to review the plan to make sure it's right for you.
- **And the best part is – you get the first month free! DO NOT MENTION IF CUSTOMER IS IN: IA, MA, OR TX**

INTEREST GAUGE:

Choose any of the questions below to gauge customer's interest:

- How does that sound?
- What do you think?
- Sound good so far?
- Wouldn't it be great to have your most important systems and appliances covered so you know you're budget is protected?
 - **IF YES:** Go to **OFFER DETAILS**
 - **IF NO:** Provide a rebuttal unless the customer is in a non-rebuttal state (**AK, ID, NC, SC**)

OFFER DETAILS

Read Verbatim and Speak Slowly

Underlined and bold sections must be disclosed and information confirmed (TSR)

1ST MONTH FREE

- **The Complete Home Plan is just \$69.99 a month plus applicable taxes. Remember, you have 30 days from today to make sure the plan works for you then your coverage starts on day 31.**
- **Plus, you'll get your first month free! That means you actually have 60 DAYS until your first payment is due. That's TWO MONTHS AWAY!**

NO 1ST MONTH FREE (CUSTOMER IS IN IA, MA, OR TX):

- **The Complete Home Plan is just \$69.99 a month plus applicable taxes. Remember, you have 30 days from today to make sure the plan works for you then your coverage starts on day 31. This means you'll have 31 days before your first payment is due!**

I just need some information before we can get things started, okay?

IF YES: Go to Data Capture

IF NO: Provide a rebuttal unless the customer is in a non-rebuttal state (**AK, ID, NC, SC**)

DATA CAPTURE

Read Verbatim and Speak Slowly

Make sure to get a clear "YES" to all questions, i.e. I need a clear Yes please...

Underlined and bold sections must be disclosed and information confirmed (TSR)

Only after the customer provides a clear YES

1. Confirm customer's full name
2. Confirm or capture email address (required for enrollment). No email, no enrollment.

3. Confirm or capture phone number. If customer provides a wireless number, you must disclose that:
 - a. **Cinch Home Services may occasionally call, text, or send prerecorded messages using automated technology for the purpose of introducing new products or status on a claim.**
 - b. Get the opt in from customers
 - c. **Remind customer that he/she is not required to provide this consent to make a purchase today.**

Confirm or capture property address

4. Confirm or capture separate mailing/billing address (if needed)

BILLING DISCLOSURES

Read Verbatim and Speak Slowly

Make sure to get a clear "YES" to all questions, i.e. I need a clear Yes please...

Underlined and bold sections must be read verbatim (TSR)

1ST MONTH FREE:

Unless you call to cancel within 30 days from today [enter today's date], your Complete Home coverage will begin and stay active for one year unless you choose to cancel. This coverage is also eligible for automatic yearly renewal.

In addition, the monthly fee of \$69.99 plus applicable taxes will be automatically [billed/debited] 60 days from [today/tonight], then every month thereafter to the payment method you will be providing during this call, okay?

NO 1ST MONTH FREE (CUSTOMER IS IN IA, MA, OR TX):

Unless you call to cancel within 30 days from today [enter today's date], your Complete Home coverage will begin and stay active for one year unless you choose to cancel. This coverage is also eligible for automatic yearly renewal.

In addition, the monthly fee of \$69.99 plus applicable taxes will be automatically [billed/debited] 31 days from [today/tonight], then every month thereafter to the payment method you will be providing during this call, okay?

GET A CLEAR YES BEFORE PROCEEDING

PAYMENT METHOD CAPTURE

Read Verbatim and Speak Slowly

Make sure to get a clear "YES" to all questions, i.e. I need a clear Yes please...

Underlined and bold sections must be captured or disclosed (if necessary) (TSR)

Ask the type of payment method – credit card, ACH, Debit Card

Follow the intake page flow when capturing Billing Method

- a. If name on card is different than caller's: Are you an authorized card user?

IF YES: Continue

IF NO: I'm sorry but for your own protection I can't process a card with a different name. Do you have another card with your name on it? Or is the card holder available? If not, we need a card with your name on it or we can also use a checking account.

CAPTURE AND INPUT CITY OF BIRTH

PERMISSION TO BILL

Read Verbatim and Speak Slowly

Make sure to get a clear "YES" to all questions, i.e. I need a clear Yes please...

Underlined and bold sections must be read verbatim (TSR)

As a Complete Home Plan customer, you authorize Cinch Home Services to [bill/debit] the [credit card/debit card/checking account/savings account] you provided [today/tonight] to pay the monthly amounts. In the event a charge is returned or declined, your protection will most likely be cancelled.

And as I mentioned before, if you need to place a claim, a \$125 service call fee will be due at the time you place your claim.

You may cancel at any time for any reason by calling Cinch Home Services at 1-844-324-7219.

Lastly, if a claim is placed before the cancellation of your plan, you'd be responsible for the remainder of the annual premium or the amount of the claim, whichever is less. There may also be a \$25 cancellation fee charged at Cinch's discretion.

[Mr. /Ms.] [Last Name], with the understanding of the billing terms I just read, do I have your authorization to process your purchase?

PLEASE CONFIRM BY PROVIDING A CLEAR YES

CLOSING

Read Verbatim and Speak Slowly
Must Be Read to All Contacts Even If He/She Has Hung Up
Underlined and bold sections must be disclosed (TSR)

SALES CLOSE

Just a reminder, you'll receive your welcome letter within the next 15 days with all the features and benefits of the Cinch Complete Home Plan , so keep an eye out for an envelope with a green Cinch logo.

You'll also receive a confirmation email within the next few minutes. Once you receive it, you can use your contract number to register your accounts online at my.cinchhomeservices.com and check coverage, terms and conditions and lots more.

If you have any questions, please call Cinch Home Services at 844-324-7219.