



The Zebra Sales Guide

PLAN PRESENTATION DISCLOSURES

Disclose the following information as you are discussing any of the Cinch home protection plans with your customers.

1. State the full plan name [i.e.: Cinch Complete Home].
2. Disclose there is a 30-day review period before coverage and billing begins.
3. Disclose the monthly price of [\$XX.XX] or annual plan price of [\$XXX.XX]. And the plan will auto renew unless the customer decides to cancel.
4. Disclose the deductible amount of \$150 is due at the time a claim is placed.

DATA COLLECTION:

1. Confirm or capture customer's full name, email address, phone number, property address, separate mailing, or billing address (if needed).

BILLING OPTIONS 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, the monthly fee of [\$XX.XX] plus any applicable taxes will be automatically billed to the payment method they select approximately 30-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, the amount of [\$XXX.XX] 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.

PREMIER UPGRADE PACKAGE (PUP) DISCLOSURE & OTHER OPTIONAL SERVICES:

The Premier Upgrade Package must be offered to all Florida residents enrolling in the Complete Home plans. PUP can also be added to any of these plans for non-Florida residents.

PUP Offer Language: Although the plan you've chosen covers your most important [i.e.: Systems or Appliances], sometimes problems arise that can't be covered by typical home warranties. Things like non-covered contractor fees, removal and disposal of equipment, electrical and plumbing permits, code upgrades and more. That's why Cinch recommends their Premier Upgrade Package. It helps protect your budget against these kinds of costs, up to \$1,000 per claim and up to twice a year. And the best part is, it's just \$10 more a month.

If Florida resident also read: This optional protection provides coverage in accordance with Florida Statute 634.346 which helps maintain compatibility and operating efficiency requirements of the A/C manufacturer.

- If the customer chooses to add it to their plan, check the box in the portal.
- If the customer chooses **not** to add it to their plan, let them know it can be added within 30-days from their effective date.

OTHER ADD-ONS (Pool, Spa, Septic Tank, etc.):

If the customer asks about additional coverage for these types of items, tell the customer they can add them by calling Cinch within 30-days from their effective date.

PAYMENT METHOD CAPTURE:

Capture payment information – Credit card, ACH, Debit Card (Visa, Mastercard, AMEX, and Discover)

AGENT DISCLOSURES CONFIRMATION CHECK BOXES:

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

CALL CLOSE DISCLOSURES

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

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 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 chose to cancel the coverage. (Complete Home 844-324-5688).