

Partner:	MooveGuru
Campaign:	MGURUAGT
Billing Type:	ACH/DDA (Bank-BNK), Credit card, Debit card
Plans:	<ul style="list-style-type: none"> Essentials Water Plan - \$19.99/mo. - Homeowners Surge Protection - \$9.95/mo. – Homeowners & Renters
Deductible:	<ul style="list-style-type: none"> Essentials Water - \$250 Surge Protection - no deductible
Optional Service:	<ul style="list-style-type: none"> Premier Upgrade Package (PUP) - \$10.00/mo.
Promotion:	\$25 Reward Card for Essentials Water and Surge Protection Plan

COVER PAGE:

IMPORTANT NOTES:

1. No rebuttal states: AK, ID, NC, and SC, all other states 2 rebuttals maximum
2. Cinch Essentials Water Plan state exclusions: AK, HI, IA, & MA
3. Surge Protection state exclusions: AK, CA, GA, HI, IA, MA, ME, MS, OH, OR, TX & VT
4. Surge Protection must be offered to all Florida residents per Florida code requirements.
5. Data Capture, Permission to Bill, and Billing Disclosures must be read verbatim

PLAN DETAILS

Highlight the available plan features and benefits before providing pricing. Must disclose the name of the plan, coverage, deductible and when it is due, review period, then the plan pricing.

Cinch Essentials Water Plan state exclusions: AK, HI, IA, & MA

CINCH ESSENTIALS WATER PLAN

Since the condition of your new home's systems and appliances is uncertain, we have a plan to help cover costs when they break down...

- It's called Essentials Water Plan and it covers your plumbing and electrical systems, fridge, water heater, dishwasher, and clothes washer.
- When any of the covered items stop working, just place a claim online or on the phone and a service pro will come to your home to take care of the problem.
- At the time you place your claim, you only pay a \$250 deductible which should take care of the covered repair or even replacement, if needed. Exclusions and limitations may apply.
- This plan also reimburses you up to \$1,000 a year on your homeowners insurance deductible if you file a claim.
- And just for enrolling, you can get a \$25 Reward Card to use at your favorite retailers and restaurants. And it's yours to use whether you keep the plan or not.
- This annual plan is just \$19.99 a month and you have 30-days from today before billing begins to review the protection and decide if it's right for you.

Sounds good right?

- **If yes:** Continue to Surge Protection Cross-sell
- **If no:** Go to the appropriate rebuttal or Surge Protection Down-sell

CROSS-SELL

Offer when the customer has agreed to enroll in the Essentials Water Plan. Must disclose the name of the plan, coverage, pricing, and the review period.

Surge Protection state exclusions: AK, CA, GA, HI, IA, MA, ME, MS, OH, OR, TX & VT

\$2,000 SURGE PROTECTION OFFER

I also wanted to make sure you're protected when a power surge damages your electronics or appliances...

- This Cinch Surge Protection Plan reimburses you up to \$2,000 a year when a surge-damaged electronic or appliance covered by the plan needs repair or even replacement.
- Since this is a reimbursement plan, you can use any repair person you'd like and just for enrolling, you can get a \$25 Reward Card that you can enjoy whether or not you keep the plan.
- This annual plan is only \$9.95 a month and you have 30 days from today before billing begins to review the protection and make sure it meets your needs.

Sounds good right?

Downsell

Offer when the customer is not going to enroll in the Essentials Water Plan. Must disclose the name of the plan, coverage, pricing, and the review period.

Surge Protection state exclusions: AK, CA, GA, HI, IA, MA, ME, MS, OH, OR, TX & VT

\$2,000 SURGE PROTECTION OFFER

There is another plan that helps keep your budget protected when a power surge damages your electronics or appliances...

- This Cinch Surge Protection Plan reimburses you up to \$2,000 a year when a surge-damaged electronic or appliance covered by the plan needs repair or even replacement.
- Since this is a reimbursement plan, you can use any repair person you'd like and just for enrolling, you can get a \$25 Reward Card that you can enjoy whether or not you keep the plan.
- This annual plan is only \$9.95 a month and you have 30 days from today before billing begins to review the protection and make sure it meets your needs.

Sounds good right?

OPTIONAL SERVICES

Offer when the customer has agreed to enroll in the Essentials Water Plan. Must disclose the name of the plan, coverage, pricing, and the review period.

Surge Protection must be offered to all Florida residents per Florida code requirements.

PREMIER UPGRADE PACKAGE (PUP)

Although your Essentials Water Plan covers your plumbing and electrical systems, 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 we're offering customers the essential 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 \$10.00 more a month.

If Florida residents: 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.

Would you like me to add this to your plan?

If no: If you change your mind, just call Cinch to have it added to your warranty plan. You will have up to 30-days from your effective date to add this optional coverage.

DATA CAPTURE

Must read the (EWC) consent language in this section.

I just need to gather some information:

I need to confirm the spelling of your full name.

What is your primary phone number?

What email address would you like me to send your confirmation to?

What is your property address?

Is your mailing address the same as the property address?

Cinch Home Services may occasionally have product and service promotions that may be of interest to you. Do you consent to receive calls, text messages and emails from Cinch Home Services about our services and offers, including the use of automated technology, artificial or pre-recorded voice, at the telephone number and/or email address provided? This consent is not required to make a purchase. Do you approve?

PERMISSION TO BILL

This section of the script must be read verbatim and prior to capturing the payment information. Also, must obtain a clear yes to move forward.

CINCH ESSENTIALS WATER PLAN

Cinch will send you a welcome kit within 10 to 15 days from today that includes your plan details with terms, conditions, qualifying events, limitations, and exclusions.

• If email provided:

You'll also be receiving a confirmation email shortly. Just register your plan at my.cinchhomeservices.com so you can review your plan details with terms, conditions, qualifying events, limitations, and exclusions right away.

- **If Utah:** Be advised that in addition to any right to otherwise revoke an offer, you, the purchaser, have until midnight of the third business day after the receipt of the welcome kit or 30-days from today, to cancel this agreement, whichever is later. If you cancel during this period, you will not be charged. Cancellation must be in writing and sent to P.O. Box 811720, Boca Raton, FL 33481 1720. If you have questions about the Essentials Water Plan, you may call 844-249-9474.

If you need to place a claim, the deductible amount of \$250 will be due at the time you place it.

Your benefits start 30-days from today, as does the monthly billing of \$19.99 plus any applicable taxes, which will be charged to the payment method you provide and every month, thereafter. If a charge is returned or declined, your protection will be cancelled. This coverage is for one year and will automatically renew at the then-current fee unless you cancel. And remember, you can cancel at any time by calling 844-249-9474 or going online at my.cinchhomeservices.com.

All fees paid prior to cancellation are non-refundable. If you cancel after placing a claim, you'd be responsible for the potential \$25 cancellation fee as well as the remainder of the annual premium or the amount of the claim, whichever is less. Cancellation of the next payment may not be implemented before the next scheduled charge occurs.

With the understanding of the billing terms I've just read, do I have your authorization to process your enrollment in the Cinch Essentials Water Plan?

(Must get a clear yes)

SURGE PROTECTION PLAN

Since you made a great decision to help protect your appliances and electronics with Surge Protection, I have just a few additional things to go over regarding your Surge Protection Plan.

Cinch will send you a welcome kit within 10 to 15 days from today that includes your plan details with terms, conditions, qualifying events, limitations, and exclusions.

• If email provided:

- You'll also be receiving a confirmation email shortly. Just register your plan at my.cinchhomeservices.com so you can review your plan details with terms, conditions, qualifying events, limitations, and exclusions right away.

- **If Utah:** Be advised that in addition to any right to otherwise revoke an offer, you, the purchaser, have until midnight of the third business day after the receipt of the welcome kit or 30-days from today, to cancel this agreement, whichever is later. If you cancel during this period, you will not be charged. Cancellation must be in writing and sent to P.O. Box 811720, Boca Raton, FL 33481 1720. If you have questions about the Essentials Water Plan, you may call 844-249-9474.

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With the understanding of the billing terms I've just read, do I have your authorization to process your enrollment in the Surge Protection Plan?

(Must get a clear yes)

BILLING METHOD CAPTURE

How would you like to pay for your coverage?

Cinch can debit it directly from any checking or savings account. Or they also accept all major credit card and debit cards. Since this is an annual subscription, we don't accept gift cards.

Which one would work best for you?

- **Credit or Debit Card**

- **Capture full name on card** – What is the full name on that card? **Can't process with a different name.**
- **Capture card number** – What is the number on that card?
- **Capture security CVV code** – What is the security CVV code on that card?
- **Capture expiration date** – What is the expiration date on that card?

- **Checking / Savings Account**

- **Capture routing number** – What is the routing number?
- **Capture account number** – What is the account number?

SALES CLOSE

Must disclose when the welcome materials/confirmation email will arrive and Cinch's toll-free number.

[Customer Name], your [Essentials Water] [Surge Protection] Plan welcome materials should arrive within 10-15 business days.

- **If email provided:**

You'll also be receiving a confirmation email shortly, please make sure to check your SPAM folder.

If you have any questions about your [Essentials Water] [Surge Protection] Plan, just call 844-249-9474.