

BUILDER MARKETING TOOLBELT

Using your warranty to build sales

SOLD



PWSC
HOME EXPERTS

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How Do Buyers Determine Credibility & Quality?

Here are the top 5 responses.

Warranties don't sell homes... but they do build trust.

77.4%

Talking to a past client

75.7%

Asking for a warranty

69.9%

Visually inspecting homes

63.4%

Comparing with other homes

51.3%

Asking for literature

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New home buyers are finding plenty of reasons to be nervous in today's housing market.

- Rising home prices
- Limited housing supply
- Longer build times
- Fear of inflation or recession

An insured warranty document is the perfect way to give skittish buyers tangible proof of important, but intangible, reassurances.

- Commitment to quality
- Customer service
- Experience
- Reputability

By marketing your 10-year insured warranty from PWSC, you highlight the warranty and performance standards as the cornerstone of your relationship with your home buyers. This focus helps build trust and sell homes. It also provides the foundation to manage customer expectations after buyers move into their new homes.

Over 89% of new home buyers say they would like their builder to provide an insured warranty, but only 30% of new homes sold have one.

**That's a 60%
gap just waiting
to be filled!**

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Recommended warranty language for your website:

We Provide our Buyers with a Builder's Limited 10-Year Insured Warranty

Feel Confident and Secure in Your New Home

Every [Builder Name] home comes with an express 10-year insured Builder's Limited Warranty that is clear and specific. Our warranty document provides detailed quality standards, with specific tolerances for homes built and enrolled in our program. While most builders will promote their quality, we go one step further and put our promises in writing with an insurance-backed warranty. Our warranty document identifies what is covered and for how long, in concise and easy to-understand language.

Our warranty program consists of a 10-year written warranty, backed by strong insurance. There are 3 distinct warranty periods:

- Year 1: Workmanship and Materials
- Year 1-2: Major Systems: "Inside the Wall" Coverage
- Years 3-10: Structural Elements

We have partnered with Professional Warranty Service Corporation (PWSC) to administer this warranty which is backed directly by Steadfast Insurance, a member of Zurich North America Group. PWSC, a leader in home builder warranties for nearly 30 years, and Zurich, and insurance provider known for its strength, size and quality standards, are proven partners who reflect our level of professionalism, concern for homeowners, and commitment to deliver the very best in home construction and customer service.

Contact us today for more information or for a copy of our 10-year insured warranty program.

[Builder Contact Info]

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Helpful links and other ideas:

- ❑ Add a PWSC logo or other branding to the warranty section of your website (see pages 7-8)
- ❑ Embed the PWSC Interactive House on your site (code found on page 9)
- ❑ Embed the PWSC Signature Warranty video (see page 10)
- ❑ Promote your warranty program and your website with blogs, drip marketing emails, and social media posts (page 11)
- ❑ Add downloadable marketing pieces or sample documents (See page 12 for more about our digital and print marketing options)
- ❑ Add a link to our claims center: <https://www.pwsc.com/claims-builder-warranty/>
- ❑ Check out the PWSC Knowledge Center for additional [Homeowner Resources](#) and [Blog Posts](#) to use.
- ❑ Review the [Builders Marketing](#) section of the PWSC Knowledge Center for more insights and ideas!



Logos

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Standard – Light Background



Standard – Dark Background



All Black



All White



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Want to include more of the PWSC brand in your marketing? Borrow our colors, fonts, and icons for your warranty messaging!

Colors:







Primary <i>Orange</i> #ED5625 C1 / M82 / Y98 / K0 R238 / G86 / B38 PANTONE 7579 C		Secondary <i>Navy Blue</i> #17263F C94 / M82 / Y47 / K51 R22 / G37 / B63 PANTONE 289 C	
Accent <i>Cream</i> #FFF6EC C0 / M3 / Y6 / K0 R255 / G245 / B236 PANTONE 2309 C	Accent <i>Blush</i> #FDD6C0 C0 / M18 / Y22 / K0 R253 / G214 / B192 PANTONE 7513 C	Accent <i>Periwinkle</i> #D9E2EF C13 / M6 / Y2 / K0 R217 / G226 / B239 PANTONE 7513 C	

Fonts:

Large & Standard Headers – Cormorant Garamond

Subheaders & Body Copy – Proxima Nova

Common Icons:

Our warranty is insured 	Our warranty is transferrable 	Our warranty does not have any claims filing fees 	Year 1 coverage 	Year 2 coverage 	Years 3-10 coverage 
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Use this simple code to embed the PWSC Interactive House (one of our most popular features!) on your website!



PWSC INSURED WARRANTY COVERAGE

Professional Warranty Service Corporation is the leading provider of new home warranty products and warranty administration services. Our mission is to administer the most rock-solid, comprehensive, easy to understand home warranty solutions available nationwide.



PWSC WARRANTY COVERAGE	FOUNDATION TO FRIDGE	YEAR ONE	YEAR TWO	YEARS THREE - TEN	HOMEPRO SYSTEMS & APPLIANCES
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OPTION 1: Default

```
<iframe src="https://pwsc.com/interactive-house/index.html"></iframe>
```

OPTION 2: Width and Height Defined

```
<iframe id="interactive-house" src="https://pwsc.com/interactive-house/index.html" width="1110" height="641" allowfullscreen="" frameborder="0"></iframe>
```

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There are several ways to utilize our Signature Warranty Video!

- Click the image above to go to our Youtube channel or visit the following link to access the video directly.
 - **Youtube**
- Follow the following links below to access the .mov or .mp4 files directly
 - **.mov file**
 - **.mp4 file**
- **Contact Us!**

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Occasionally, a home builder will tell us they don't want to talk about their warranty because they believe it will prompt more warranty requests and claims. However, discussing your warranty program early and often helps buyers better understand what's covered, what's not, and how to work with their builder to resolve the issue. Setting those expectations up front prevents escalated warranty claims and promotes buyer satisfaction.

You can use blogs, social media posts, or drip marketing email campaigns to get the word out about your warranty, whether you are promoting to potential buyers and nurturing your relationship with past buyers.

Below is a sample blog post to help get you started. This message can also make a great marketing email!

Blog Post Title: What Should You Expect From Your Home Builder's Warranty?

Title Tag: 10-Year Insured Builder's Limited Warranty

Meta Description: When selecting your home builder, don't forget to ask these important warranty questions. A great warranty program not only protects your investment, it's also the sign of a high-quality home builder!

Keywords: questions to ask a home builder, home builder warranty services, structural warranty program, warranties for new homes

Post:

There is a lot to think about when selecting the right partner to help you build your dream home! From location and price to features and quality, you probably have a long list of questions, but one topic you may not consider is the home builder's warranty.

Unless you are a home builder yourself, it can be hard to know what makes a builder's warranty reliable or not. Use this short list of questions (and the answers you'll want to hear) to navigate the conversation.

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Post Continued:

How long is the home warranty?

Commonly accepted best-in-class warranties often follow this timing.

- 1 Year: Workmanship and Materials
- 2 Years: Major Systems, aka “Inside the Wall” Coverage
- 10 Years: Structural Elements

How is coverage defined?

This is a critical question to ask to confirm that you and your builder have the same understanding of what is covered, especially for major structural items. Many warranties say they provide coverage when failure of a major load-bearing element has caused a home to become “unsafe, unsanitary, or unlivable”. This nebulous language can leave coverage up to an opinion and lead to nasty legal battles.

The best warranty protection comes from warranty language that defines specific standards and tolerances for each structural element.

Is the warranty insured? If so, what is the quality of the insurance?

Many builders choose to back their own warranty obligations. For small items, this is rarely a problem, but major structural defects or defects that are found in multiple homes can exceed the builder’s ability to cover those issues. When a builder defaults, homeowners can end up holding the bag. One way to alleviate this concern is to insure the warranty with a third-party provider.

Not all third-party warranty programs are created equal. Be sure to ask any potential builder you interview about the quality of their warranty partner. Is the program fully insured or just backed by a risk retention group? Make sure the builder can provide an insurance certificate showing that they are named on their own policy.

Are their deductibles or “claims filing fees”?

This may seem like a silly question, but many home builders use insured warranty programs that require homeowners to pay a fee to submit a claim.

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Post Continued:

Is the warranty transferrable?

In the U.S., the average length of home ownership is about 7 years. That means there's almost always some warranty remaining when a new home is sold the first time. A transferrable warranty is a great way to add value to your home when the time comes to make your next move.

What happens if I disagree with a warranty decision?

Building a new home is exciting, and it can be difficult to think about things going badly in the future. It's rare, but disagreements between builders and homeowners can happen. When things don't go as planned, this extremely frustrating time can be made much worse by expensive and time-consuming legal processes. Even when the agreement with your builder includes a thorough arbitration clause, the costs can add up quickly (average costs per party are \$750-\$1,250). Ask your builder about their dispute resolution plan and whether any of their arbitration costs are coverage by their warranty insurance.

###

Whether you are considering [builder name] or not, we hope you have found this information helpful. If you think [builder name] might be the right fit for you, here are a few quick facts about our warranty program.

- Our warranty program follows the recommended 1, 2, and 10-year guidelines.
- We use specific standards and tolerances to define coverage. Feel free to request a complete copy of our warranty.
- We have partnered with Professional Warranty Service Corporation to provide our customers with a warranty insured through Steadfast by Zurich, a leading global insurance company.
- There is never any deductible or fee to submit a claim.
- Our warranty is fully transferrable to subsequent homeowners, and there is no fee to complete the transfer.
- The program includes a detailed dispute resolution process. The arbitration filing fee is \$80, the lowest in the industry.

The [builder name] team is fully committed to building high-quality homes and protecting those homes for years to come. Contact us at [email] or [phone] to learn more.

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We offer a variety of print and digital marketing items! Your account manager will help you get started with your initial marketing flyers.



When you're ready to order more, just send an email to:

marketing@pwsc.com

Don't forget to copy your account manager!

We also offer digital warranty booklets and a homeowner maintenance manual!



Thank you for choosing PWSC.

We are committed to ensuring you feel as happy and confident about choosing PWSC as your home for warranties as your buyers feel in their homes. Contact us any time for questions or support.



Account Manager

Sales Representative

General Support

customersupport@pwsc.com
<https://www.pwsc.com/contact/>
800-850-2799