

A large red arrow pointing to the right, positioned to the left of the main heading.

## 6 reasons why you should always include a home warranty.

Make sure you're getting the most out of every sale by including a home warranty. It can give your clients one less thing to worry about – and help you keep the sale on track by protecting your client's budget against the expense of unexpected covered breakdowns. Fewer inconveniences for them can mean a stronger client relationship for you – and a better experience for everyone.

### 1 > **WARRANTIES CAN HELP YOU WIN MORE LISTINGS –**

Including HSA<sup>SM</sup> Home Warranties can help listings stand out from other homes on the market. Adding a home warranty as part of your concierge service model can also help you stand out from other agents. As a closing gift, paying for the Seller Coverage Option\* or the entire warranty adds unique value to the service you provide.

### 2 > **STRONGER CLIENT RELATIONSHIPS, STRONGER REFERRALS –**

Strong client relationships are the best way for real estate professionals to gain referral business. HSA Home Warranties can be valuable tools in creating happy clients by helping transactions go smoothly and by offering budget protection for covered breakdowns of home system components and appliances after closing.

### 3 > **RISK MANAGEMENT –**

Retaining a signed acceptance or waiver of home warranty coverage for each client may help mitigate risk management issues. If a client elects home warranty coverage and a covered item needs repair or replacement, buyers will contact HSA<sup>SM</sup> and not you. This may help protect the client relationship and your commission, and frees you to move on to the next closing.

Explore more reasons on back. ▶

## 4 > BUDGET PROTECTION FOR BUYERS IN LOW INVENTORY MARKETS –

In low inventory markets, successful closings become more important than ever for agents. Low inventories can sometimes drive housing prices up, thus making it necessary for buyers to put a larger chunk of their savings into down payments. This leaves little or no cash for unexpected covered household repairs after move-in. The budget protection that a home warranty provides can help offset those covered costs.

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## 5 > HELP SELLERS WITH HOME INSPECTIONS –

An HSA Home Warranty with the Seller Coverage Option\* helps protect a home while it's on the market. This can help control costs during the sale, while reducing the amount your client has to invest into a home that they're leaving. In addition, a home warranty may help keep closings on track should a covered breakdown occur. It may also minimize negotiations in the event that covered items pass inspection, but may have been noted in the inspection as having limited life expectancy. Plus, no home inspection is required for HSA to issue a home warranty contract.

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## 6 > HELP WITH MULTIPLE OFFERS –

Multiple offers can be challenging for sellers, buyers and real estate professionals. Paying for an HSA Home Warranty and including the Seller Coverage Option\* can help a buyer make their offer stand out. In addition, the home is protected between contract acceptance and closing, while the seller gets the benefits of home warranty coverage at no cost.

Get started today at [onlinehsa.com](https://onlinehsa.com) or call **800 367 1448**

All HSA Home Warranties are subject to limitations and exclusions. Please see individual plans for details.

\*Seller Optional HVAC Coverage is limited to a combined \$1,500 aggregate maximum during the listing period.

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