

TOP 4 QUESTIONS



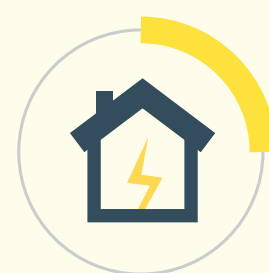
ABOUT 3RD PARTY ADMINISTERED BUILDER WARRANTY PROGRAMS

1.

DO HOME BUILDER WARRANTIES HAVE FINANCIAL VALUE?

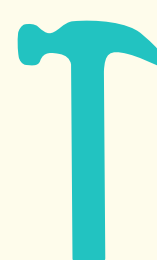
Yes. Structural home warranties shield builders against the financial and legal risks of potential construction defects.

25% of homes will show some sort of structural distress over their lifetime



DO HOME BUILDER WARRANTIES HAVE FINANCIAL VALUE?

\$42,000



Average cost to investigate and repair a structural failure

DO HOME BUILDER WARRANTIES HAVE FINANCIAL VALUE?

U.S. warranty companies have paid more than **\$574 million in claims** in the past year



2.

DO I NEED THEM IF MY COMPETITORS DON'T HAVE THEM?

Yes. Builder home warranties can give builders a competitive edge while enhancing their reputation.

Just **36%** of home sellers offer home warranty incentives



That leaves roughly **2 in 3** new homes without insurance-backed warranties

DO I NEED THEM IF MY COMPETITORS DON'T HAVE THEM?

78%

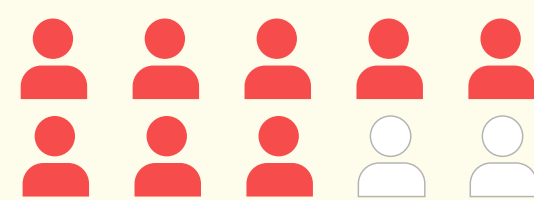
of home buyers prefer an **independent warranty company** to serve as their advocate

3.

DO HOME BUYERS REALLY CARE ABOUT THEM?

Yes. Home buyers love the fact that a structural home warranty protects them in case their home has a defect.

8 in 10 buyers favor a warranted home



DO HOME BUYERS REALLY CARE ABOUT THEM?

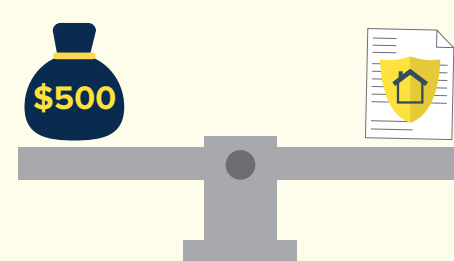
6 in 10 ★★★★★

homeowners believe a structural warranty indicates a higher quality home



DO HOME BUYERS REALLY CARE ABOUT THEM?

67% say a home warranty is worth more than \$500 to them



4.

DO HOME WARRANTIES INCREASE SALES?

Yes. A home warranty adds an attractive incentive for buyers, increasing sale prices and helping homes sell faster.

SOLD **94%**

of buyers are more likely to purchase a new home with a structural warranty

Homes with warranties spend **11 fewer days** on the market, on average



\$2,000+

A warranty can increase sale prices by more than **\$2,000**



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Sources: pwsc.com, warrantyweek.com, nar.realtor, sibcycline.com, nahb.org, dsnews.com

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