



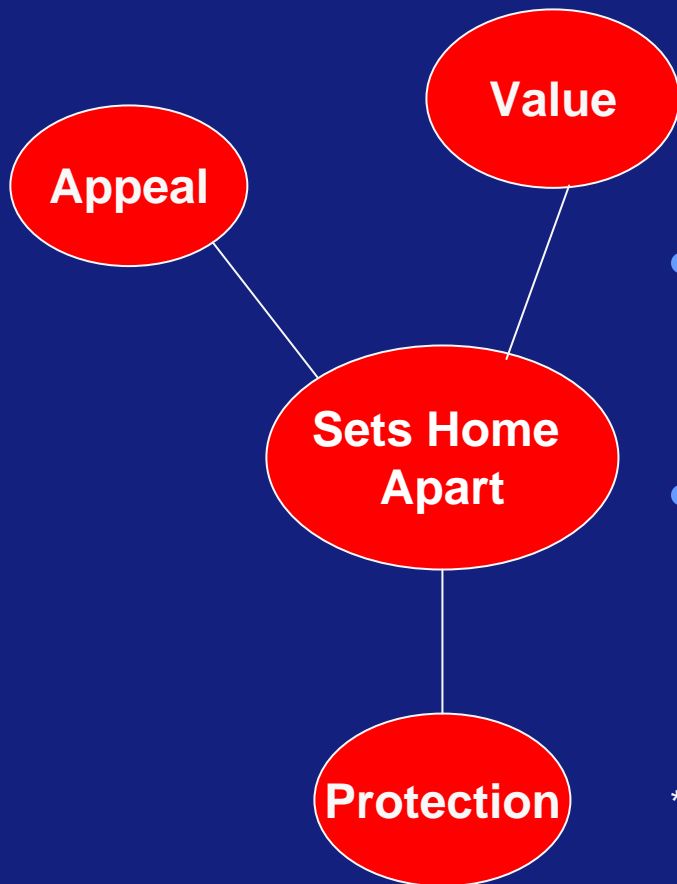
# Did you know that a **LandAmerica Home Warranty** . . .

- Help sell homes faster and for more \$\$\$
- Provides marketing materials at no cost to the seller / listing agent
- Provides a negotiating and buyer retention tool to the selling agent

# A LandAmerica Home Warranty benefit all parties after the close . . .

- Seller receives liability protection
- Buyer is ensured peace of mind because of help provided by an independent 3<sup>rd</sup> party with respect to failures of systems and appliances
- Real estate agent benefits from a follow-up / referral tool

# Home Warranty benefits **BUYER**

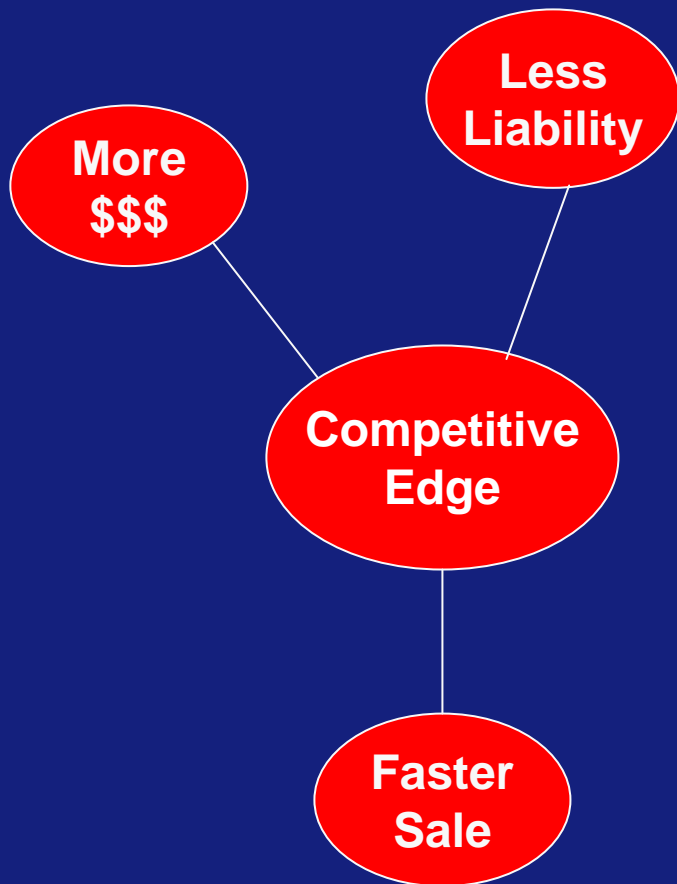


- More than 80% of buyers say that Home Warranties are “most appreciated service” of real estate agents\*
- A vast majority of after-sale mechanical problems are covered after closing
- Provides peace of mind to buyers, who receive approximately two service calls during the first year after close\*\*

\*Based on surveys by Gallup and others

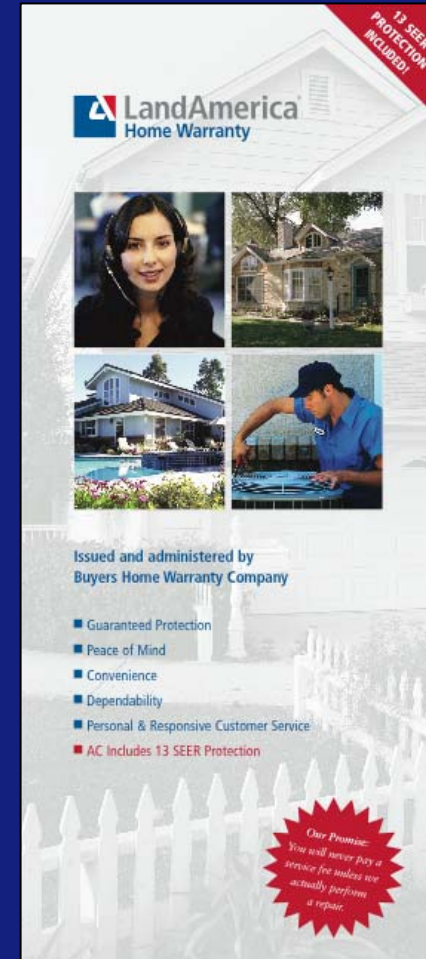
\*\*This number is based on industry statistics provided by the National Home Service Contract Assn.

# Home Warranty benefits **SELLER**



- An advantage when selling older homes
- Shifts potential liability from seller to a third party
- Can include cost of warranty (approx. \$350) into listing price
- Including our Home Warranty helps reduce downward price negotiation based on the age of appliances and mechanical systems

# FREE Marketing Materials



# Sign Rider

- Attaches to most “For Sale” signs
- Gives the home more curb appeal

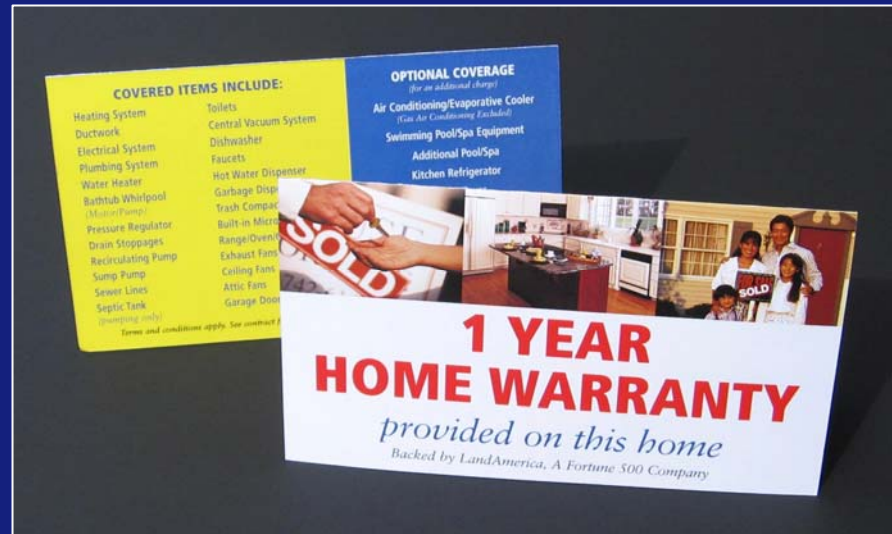


LandAmerica<sup>®</sup>  
Home Warranty

**I N C L U D E D**

# Table Tent

- Placed at entry to give potential buyer a “snapshot” of items that are covered



# Hang Tags

- Attach temporarily to covered systems and appliances
- Can be removed after the Open House or while an appliance is in use
- Each tag reminds buyer this home is warranted—and that builds value



# System & Appliance Labels

- Self-adhesive labels can be permanently affixed to covered systems and appliances





# Negotiating Tool to help make the sale

- When buyer makes a low offer, real estate agent can respond with: “Raise the offer by \$xxx, and we will guarantee the home” (via the Home Warranty)
- In older homes, buyer is less likely to reduce the offer to compensate for the possibility of having to replace systems or appliances, even though they were still working at close

# Follow-Up Tool continues to help real estate professionals

- A Service Notice—with anniversary date of sale and name & phone number of buyer—is emailed to real estate agents whenever a client receives services
- Provides opportunity to initiate follow-up call and seek referrals
- Remember, a Home Warranty contract averages approx. two service calls during the first year



Mary Smith  
Your Local Realty Company  
123 Spring Road  
Anytown, USA 60298

## *Service Notice*

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*It is our policy to inform Brokers and Agents when service is provided on a contract that came to us through your company.*

We provided service on the following address on 3/6/06 totaling \$330.00.

6430 Riverside Drive, Anytown USA 60298

This service was provided on the following: **Garage Door Opener**

## *FYI*

Our records show the Anniversary Date of this sale is 4/16/06.  
You might like to use this opportunity to follow up with  
Bill and Betty Jones at: (701) 555-1234.

To place another order you can:  
Call: 888 874-2074  
Fax: 888 217-9051  
Order online: [www.landamwarranty.com](http://www.landamwarranty.com)

*Thank you for the opportunity to serve you!*

# A LandAmerica Home Warranty

- Could help sell homes faster and for more \$\$\$
- Will provide marketing materials at no cost to seller or listing agent
- Will give selling agent a negotiation and buyer retention tool
- Benefits all parties after the close—seller gets liability protection and buyer gets peace of mind along with an independent 3<sup>rd</sup> party support system

# LandAmerica Home Warranty

... the perfect tool to sell homes faster, at a higher price, with fewer after-sale problems.

