First Connect Agent marketing email about Tend

Subject: Now available: Coverage for failures due to wear and tear.

Dear Client,

It happens more than you would think. Key equipment in your home fails. Like the old water heater starts to leak. Often homeowners expect that their homeowners insurance would cover the cost to repair or replace it.

While home insurance covers unexpected damage from fire, floods, storms, and the like, it specifically excludes inevitable breakdowns caused by age and use, wear and tear.

But, I have good news for you!

Just as you protect yourself with insurance from events you hope never happen, protect yourself from costly repairs that will eventually occur.

I want to protect your whole home from all damage and repairs. That’s why I now offer home essentials coverage from Tend to protect your home systems and equipment from wear and tear failures.

Tend is unique as it allows you to choose your own provider and provides clear coverage limits - at a lower cost and greater value than similar but more restrictive plans. If you want to know more about Tend Home protection, please click on the link below:

[https://partner.mytend.com/home/[your agency link extension]](https://partner.mytend.com/home/%5byour%20agency%20link%20extension%5d)

You can also give me a call at [phone number] or email me at [email address], and let me make sure your home is fully protected, even from wear and tear breakdowns.

Yours,

[Name]