



How to Position Tend During for Insurance Agents

WHO

- Current and potential homeowners insurance policy holders
 - Propose in every new homeowners insurance or renewal conversations with clients
- Real Estate Professionals
 - Position as a value add for their clients and also a way to expedite the closing of any deal
- Clients filing a homeowners claim
 - Should be viewed as an upsell opportunity and to inform clients they are not covered for wear and tear
- Property Investors or Managers
 - Offer as a solution to help flatline and prevent future spikes in expenses. Ability to cover multiple units (one policy per unit)

HOW

- Company Website
- Embed landing page widget into company website as an offering to clients
- Email Marketing Blasts
- Insert partner link into email copy for clients to review and sign up
- Distribute Co-Branded Collateral
- Editable collateral available in resource page
- Outgoing Client Correspondence
- Insert landing page or any relevant collateral to educate clients on Tend Home plans

WHY

- Recurring commission source
- 12% first year and 9% beyond year 1 while policy is active
- Mitigate service calls
- Prevent unnecessary homeowner's insurance claims

Have questions? Email us at partner@mytend.com