

Talk Tracks

Slide 1:

An Enhanced New Home Warranty for Builders & Homeowners: Meeting the Moment for Builders and Homeowners

Thanks for this opportunity to speak with you today. I am so excited to be here and am proud to introduce the Enhanced Warranty Booklet from 2-10 Home Buyers Warranty (2-10 HBW).

At 2-10, our commitment is to our builders. We know you work hard to build quality homes, and we take pride in protecting you, your business, and your reputation by providing the highest-quality service and warranty coverage available. You build it, we'll back you up, and together, we build the confidence that sells homes.

You can see our commitment to builders in our Enhanced Warranty Booklet. We've designed it to take our industry-leading new home warranty coverage and deliver it with an ease of use that provides you and your homeowners the best protection and the best possible experience.

Simply put, the Enhanced 2-10 Warranty Booklet is built to offer even better experiences for you and your homeowners, and meet the moment at a time of rapidly changing expectations.

Slide 2 – The Why:

We are Committed to Backing You Up:

Expectations among builders and homeowners change quickly. We're committed to meeting the moment for you and your homeowners.

Before we get into the specifics of what changed, I want to take a few minutes to discuss why we've updated our warranty booklet, and the approach we've taken.

2-10 is far and away the Industry leader in 3rd party new home warranties. We already offer the most widely used warranty booklet in the country—which covers 1 in 5 new homes in the US--so why change?

We're proud of our accomplishments, but that doesn't mean we can't support you better. That doesn't mean we don't have an opportunity to help make your lives easier. And it certainly doesn't mean we don't have the ability to strengthen the protection we provide for you and your reputation.

We know you are challenged every day to build the best home you can, do it as fast as you can, sell it as quickly as you can, and then take your profit and move on to the next one. Our Enhanced Warranty Booklet is designed to help support you in these challenges. We reimagined the way it's written and laid out to help save you time and money. We've added a lot of features to set better expectations and minimize noise from homeowners. And we've taken your feedback to help homeowners understand their responsibilities more clearly. We've done all this because we want you to be able to focus on what you enjoy—building great homes—knowing we're here to back you up.

Slide 3 – The How:

We are Committed to Backing You Up:

You Asked, We Listened.

So that's a bit of the "why" behind our Enhanced Warranty Booklet. Now I want to take a few minutes to talk about our approach, and how we went about reimagining it.

The most critical step was listening to you. Feedback from our builders and members of the building community is core to everything we do, and it was a huge driver in how we thought about warranty booklet. You told us what sections of the booklet you appreciate and use regularly. You mentioned the challenges that arose when looking for a given topic or attempting to decipher specific language. You pointed out the parts that caused the most homeowner confusion. You provided your wish list for what you'd hope to see in the future.

We took all of your comments, all of your suggestion, all of your feedback, and used that as the foundation to build our Enhanced Warranty Booklet. Building on that, we went in and examined every word and every aspect of this Booklet. We met as a team for countless hours with our subject matter experts and carefully considered the most appropriate layout, language, and imagery to make this booklet the easiest for you and your homeowners to use and understand. We thought through how we could set clear expectations, so all parties know what's covered and how to handle any given situation and provide a better user experience.

And, again based on your feedback, were very deliberate in ensuring the coverage you know and depend on has been preserved and bolstered. We also took a deep look at opportunities in which we could strengthen our warranty coverage in this booklet to deliver even stronger protection.

At the end of this process, you'll find our Enhanced New Home Warranty Booklet allows you to:

- Access and provide improved experiences
- More easily use and understand the Booklet
- Offer enhanced maintenance guidance to increase homeowner knowledge

Slide 4:

Enhanced Experiences to Support Your Continued Success

It's important for me to highlight that the coverage and guidelines you know and trust from 2-10 have not changed. Overall, the enhanced New Home Warranty Booklet will include the same coverage you know and trust.

Perhaps the biggest addition to the Enhanced New Home Warranty Booklet is the inclusion of the 2-10 Home Maintenance Guide. This is something that many of our Builder Members requested to help homeowners understand their responsibilities as homeowners. Our Builder Members believed would be extremely valuable in terms of setting expectations and explaining the responsibilities homeowners have regarding home maintenance.

Additionally, we've inserted a link to an even more comprehensive digital Home Maintenance Guide, which will allow you to provide added value to your clients. This digital Home Maintenance Guide is available 24/7 to your clients, includes an easy-to-navigate layout, and will help your homeowners take the fullest advantage of their coverage while instilling a sense of pride in homeownership through home maintenance.

Finally, we redesigned the New Home Warranty Booklet to make it easier to use and understand. The Enhanced New Home Warranty Booklet offers a sleek, intuitive layout combined with easy-to-understand language, making it simpler to find and interpret specific coverage. It also includes more imagery, iconography, and graphical representations to help address common homeowner questions. We did this to help minimize confusion, provide a great experience, and limit unnecessary homeowner calls directed to builders.

Slide 5:

**An Enhanced New Home Warranty for Builders & Homeowners:
Meeting the Moment for Builders and Homeowners**

When I started my presentation, I mentioned that our Enhanced Warranty Booklet is all about our commitment to our builders.

To me, and the entire team at 2-10, this is critical to us. We take it seriously and work every day to provide the absolute best user experience we can.

Here's the Enhanced Warranty Booklet – let me show you how to navigate this Booklet and where you can find the coverage you need in order to protect your homes. Another critical piece I'd like to share with you is this Quick Reference Guide, which goes over everything I've just explained.

As you can see from what we covered today, the Enhanced 2-10 New Home Warranty Booklet allows you to access and provide improved experiences, more easily use and understand the Booklet, and offer enhanced maintenance guidance to increase homeowner knowledge—all to help protect your profits, promote your quality, and plan for your future.

We're proud to meet the moment for you and your homeowners.