

The ERA Home Protection Plan® Customer Experience



Why real estate professionals should include an ERA Home Protection Plan®, administered by American Home Shield® (AHS) on every residential property:

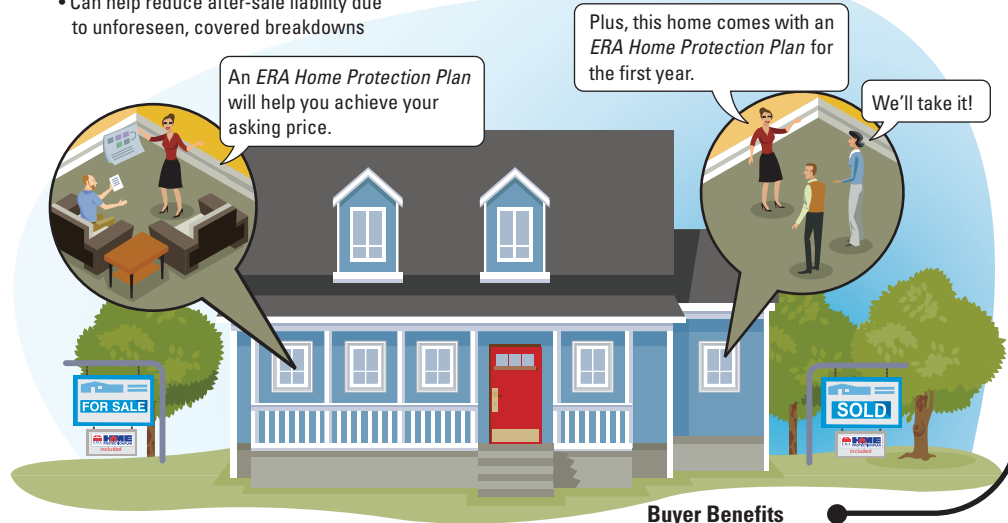
- Helps reduce time on the market
- Helps justify the asking price
- Provides liability protection
- Distinguishes you from your competition
- Reduces post-sales issues
- Increases your referral and repeat business
- Backed by an industry-high customer retention rate
- Supported by a local AHS Account Executive

As a real estate professional, what should I do?

- Be able to explain the ERA Home Protection Plan coverage and the service process
- For sellers, present the ERA Home Protection Plan at listing
- For buyers, request an ERA Home Protection Plan as part of the buyer offer
- Order FREE marketing materials by visiting www.ahswarranties.com/era
- Collect complete customer contact information for the ERA Home Protection Plan application
- Verify all information is correct at closing

Seller Benefits

- Can help homes sell 23 days faster*
- Helps protect home during the listing period
- Can help reduce after-sale liability due to unforeseen, covered breakdowns



Buyer Benefits

- Helps protect their largest investment
- Avoids potentially high, covered repair costs
- Receives hassle-free service

- Name
- Mailing Address
- Phone Number
- Email Address



At Closing

The ERA® sales associate ensures they have accurate contact information on the buyer. Accurate contact information helps to ensure a great customer experience.

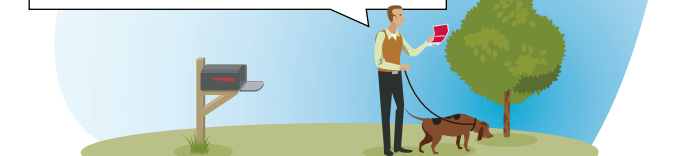


Move into New Home

Once the buyer closes on their home, they can depend on AHS to repair or replace items that are covered under the Home Protection Plan.



Contract package is sent approximately two weeks later.



Homeowner Receives Contract Package

Homeowner receives an American Home Shield contract package with instructions for service requests, how to update their contact information and detailed information on what's included in their ERA Home Protection Plan.



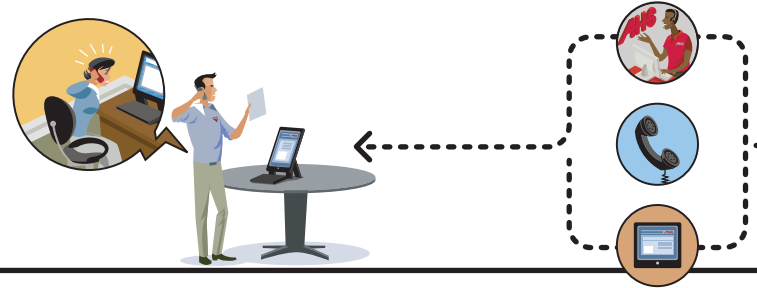
Renewal

AHS values a close customer relationship, and will follow-up for customer satisfaction and renewal opportunities via mail, email and phone.



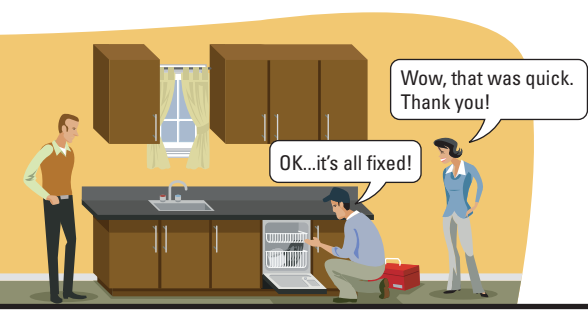
Covered Item Breaks Down

- Request service by:
- Calling (866) 247-7900 to speak with a highly-trained AHS customer service representative or
 - Using the automated voice system or
 - Visiting www.ahsservice.com



Local Service Contractor

Upon request for service, AHS will contact a pre-screened service contractor. Contractor will contact the homeowner to schedule a mutually convenient appointment during normal business hours.



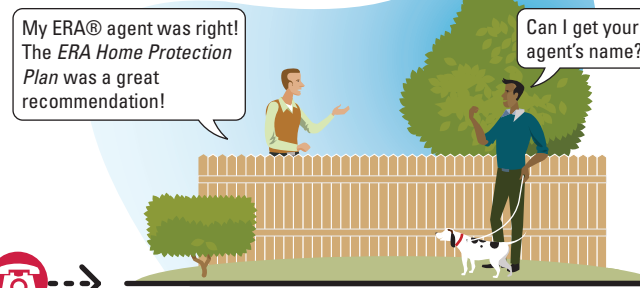
Diagnose and Repair Problem

Contractor will diagnose the problem, call AHS to confirm that it's covered in the contract, then repair or replace covered item. Contractor will notify AHS when complete.



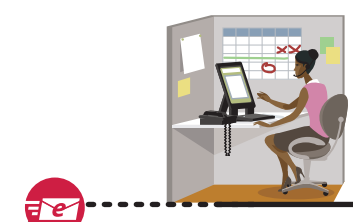
Follow-Up

Once repair or replacement is complete, AHS will follow-up via email and phone with the homeowner to ensure their satisfaction with the service received.



Referrals

In recommending the ERA Home Protection Plan, satisfied homeowners will refer the real estate professional to their friends and family.



AHS Confirmation

AHS will send an email confirmation to the homeowner verifying their request has been received by a contractor.



Trade Service Call Fee

A low trade service call fee, per trade, is due when the contractor arrives to diagnose the problem.

*Study conducted in conjunction with a large national real estate firm. Results verified by Cannon & Company, a third party accounting firm. Data compiled from such firm's residential real estate listings that closed between 01/01/07 and 03/31/08 (158,197 total listings).

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