



## ADDITIONAL RESOURCES

### MARKETING MATERIALS

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AHS is pleased to offer you many complimentary marketing materials available through your Account Executive or online at [www.ahswarranties.com/era](http://www.ahswarranties.com/era). Some of our most popular tools are:

- **Smart Ideas to Sell Your Home** – brochure filled with helpful home care tips along with coupons for the ServiceMaster® Family of Brands. Everything your clients need to get their home ready to sell!
- **Tips for a Happy Home** – brochure filled with home care tips for homeowners. Includes a slit for your business card.
- **Open House Tent Cards** – table tent card to display at an open house indicating that the home includes an ERA Home Protection Plan®.
- **Sign Riders** – add this to your “For Sale” sign and promote the fact an ERA Home Protection Plan is included on the property.

- **Buyer and Seller Flyer** – educates buyers and sellers on the benefits of home protection plan coverage from ERA®.
- **Listing Certificate Doorhanger** – farming tool that can be used door-to-door or by mailing to solicit new listings.

### WHY SHOULD I PROVIDE ALL MY CLIENT’S CONTACT INFORMATION?

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If your client’s e-mail address is on file, AHS will send an e-mail confirmation verifying their service request has been received by a contractor. Once a repair or replacement is complete, AHS will follow-up via e-mail and phone with the homeowner to ensure their satisfaction with the service received.

Your client will receive helpful seasonal maintenance tips and quarterly newsletters. Towards the end of the client’s contract term, AHS will also follow-up with your client for renewal opportunities.