

# WHAT IS A HOME PROTECTION PLAN?



A home protection plan is a service contract that covers the repair or replacement of many of the most frequently occurring breakdowns of home system components and appliances.

Home protection plans should be considered for single family homes, new construction homes, condos, vacation homes, townhouses, foreclosure properties and multi-unit properties such as duplex/triplex/fourplex. Other than new construction, which covers years two through five, home protection plans last one year, starting at the date of closing.

## WHY DO YOUR CLIENTS NEED A HOME PROTECTION PLAN?

Almost **6 in 10** homeowners serviced heating, cooling and ductwork, appliances, main electrical panel, plumbing or pool systems over the last year.<sup>1</sup> On average, the replacement cost for heating, cooling and ductwork, appliances, plumbing, and main electrical panel is **\$786**.<sup>1</sup> Home protection plans can help your clients avoid high repair and replacement costs on covered items, protecting their investment and their pocketbook.

## DOES IT PAY ?

We love when homeowners use their home protection plan so they see the value in the protection and customer experience we provide. We spent over **\$4,154,211** in 2008 honoring our service promise. Your customers will thank you for including an ERA Home Protection Plan® on their home.

ITEMS	AVERAGE REPAIR COST*	AVERAGE REPLACEMENT COST*
Clothes Dryer**	\$110	\$449
Clothes Washer**	\$88	\$509
Dishwasher	\$164	\$423
Oven/Range	\$162	\$569
Refrigerator**	\$157	\$985
Air Conditioner	\$368	\$2,069
Furnace	\$270	\$2,671
Water Heater	\$104	\$587
Main Electrical Panel	\$131	\$475

\* As reported in the survey *A Study of Homeowners' Appliance and Home System Service Experiences*, Decision Analyst (2008) and reprinted with their written permission. Further reproduction is expressly prohibited. **Remember, your ERA Home Protection Plan covers the repair or replacement of many system and appliance breakdowns, but not necessarily the entire system or appliance. Please refer to your contract for details.**  
\*\* These items are additional options that must be added in order to be covered.

## HOW DOES A HOME PROTECTION PLAN HELP A LISTING?

A recent study of real estate transactions found that homes with an ERA Home Protection Plan sell\*...

- An average of **23 days faster**
- An average of **4% higher at closing**
- **.63% Closer to the list price**

Consider that the average listing price was \$479,125 and .63% of that is \$3,018! That makes a difference.