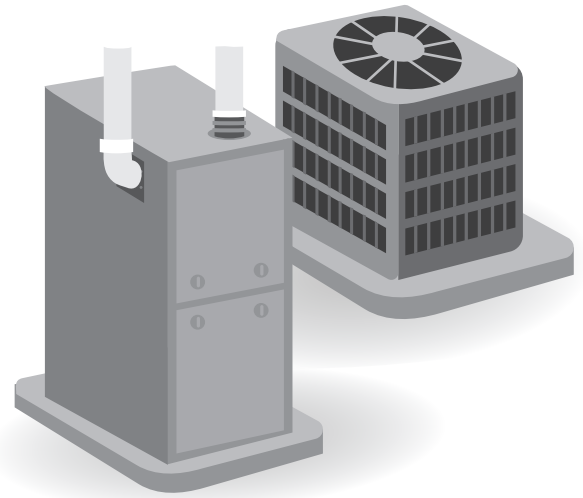




Why sell extended service agreements?

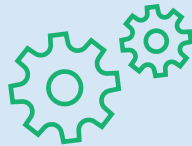
Building your business and customer satisfaction with labor protection from AIG.

AIG labor protection plans are a great way to add revenue to your business without requiring additional equipment inventory or overhead costs. While the systems you install provide a product, including an extended service agreement provides a lifetime customer relationship. By including labor protection from AIG with your original proposal, your customer recognizes an added benefit rather than the feeling of an added cost at the end of the sales process.



5 YEARS

Time allowed to sell
extended service agreement
after installation



Most consumers
bought one component
vs buying a complete
HVAC system.¹

14 DAYS

Claims paid within
two weeks

73.9%

of consumers made their
HVAC purchase after
consulting at least one
online review site.¹



At 37.5%, Google was used more than all other
review platforms¹



Those who don't research online reviews most
often contact a contractor they've had success
with previously or from a word-of-mouth
recommendation from family and friends¹



By attaching labor coverage to all our work, the consumer can see the value we're adding by choosing us.



Once I broke it down and could see the value, I knew right away applying extended service agreements to all of our projects was a good fit for our company.



One of the top questions asked by consumers is clarification of their warranty coverage²

Program benefits:

- Service revenue ensured for the duration of the plan
- Contracts are backed and insured by a highly rated underwriter
- Plans are fully transferable to new homeowners, which is an added benefit when consumers are putting their homes on the market
- Multiple reimbursement rate options available
- User-friendly portal for sales and claims

83% of consumers ranked something other than cost as their top priority when deciding their HVAC purchase¹

38% of consumers ranked reliability as their top priority in choosing HVAC equipment¹

56% of people do not have enough savings to cover an unplanned expense of \$1,000³

Revenue from extended warranty programs helps build your business outside the dependence on frequency of individual installations or service calls. Customers understand repairs can be expensive and unexpected. Labor protection plans are a great way to protect your customers' budgets while also getting their equipment professionally serviced. From these positive experiences comes trust, relationships and recommendations.

¹ 2022 PickHVAC.com Annual Survey for Residential HVAC Market

² Call Center Statistics

³ Bankrate.com survey, January 2022

