

Maximize Value and Trust with Extended Warranties

Why Extended Warranties Matter

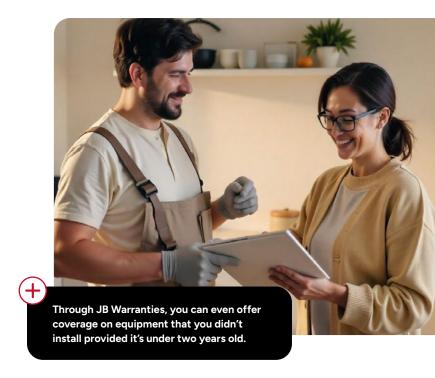
In the competitive home services industry, extended warranties are more than just an upsell—they're a strategic advantage. They increase customer loyalty, protect your bottom line, and enhance your company's valuation. CertainPath partner JB Warranties offers members in HVAC, Plumbing, and Electrical best-inclass coverage that benefits both contractors and homeowners, with features designed to grow your business and simplify operations.

Train Your Team to Offer Warranty Options Effectively

- Frame warranties as an investment in peace of mind and long-term savings.
- Use relatable examples: "It averages to \$80/year for 10 years of protection."
- Bundling warranties with club memberships ensures regular visits, trust-building, and repeat business.
- Position warranties as value-added, not a hard sell.
- Start small with a 2 or 3 year warranty and then you can earn trust and renew later (this also allows you to adjust the labor rate later on as your labor costs rise).
- Present warranties as part of a "goodbetter-best" quote structure to increase acceptance and trust.

Extended Warranty Benefits for Homeowners

- Peace of Mind: Protection from unexpected repair costs.
- **2** Full Transferability: Warranties transfer for free when homes are sold.
- **3** Flexible Coverage Terms: Options from 1 to 12 years with renewable warranties that allow them to stagger their investment.
- 4 No Deductibles or Penalties: Unlimited repairs due to mechanical failure, no hidden fees.





Thinking About Self-Insuring?

Many contractors consider self-insuring warranties. Here's why that's a risk:

- Legal Risks: It is illegal in some states to offer your own warranties without proper licensing and regulatory oversight.
- Financial Risks: Without a compliant deferred revenue strategy, you risk being underfunded when a claim arises.
- Valuation Impact: Self-insured liabilities reduce your business value and deter buyers.

An external third-party administrator, like JB Warranties, will handle the risk, compliance, and accounting so you can focus on serving your customers.

Build Long-Term Business Value

Warranties and memberships are recurring revenue streams that boost your company's value in the eyes of potential buyers.

Extended Warranty Benefits for Your Business

- **1 Differentiate Your Brand**: Stand out from competitors by offering industry-leading warranties.
- 2 Increase Revenue: Increase your average ticket through warranty bundling.
- **3** Perfect Companion for Clubs: The requirement for maintenance makes a club membership the perfect pair for an extended warranty.
- 4 Retain Customers: You become the exclusive service provider for the duration of the warranty, creating long-term customer relationships.
- **5 Boost Business Valuation**: Warranties and memberships contribute to business valuation, an essential factor if you plan to sell to PE or other buyers.

Increase Valuation: Buyers and PE firms value recurring contracts and customer stickiness.



Retain Ownership of the Home: With JB Warranties, you're the only authorized to service the warranty, making you indispensable.

Adapt with Growth: Adjust labor rates at renewal to keep pace with your operating costs.





JB Warranties: Your Partner in Growth

JB Warranties makes implementation and management seamless:

- **Equipment Coverage**: HVAC equipment, tanked and tankless water heaters, whole home generators can all be covered.
- Fast Claims Processing: Reimbursements typically in 14 days or less.
- Custom Labor Rates: \$85 to \$300/hour, adjustable over time with renewable plans.
- Flexible Plans: Labor-only or Labor Plus packages with parts and refrigerant allowances.
- Integrated Technology with ServiceTitan through the JB360 platform.
- White-Glove Support with virtual or on-site Sales onboarding and dedicated customer success managers.

