

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-in-class 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 "good-better-best" quote structure to increase acceptance and trust.

Extended Warranty Benefits for Homeowners

- 1 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.



Through JB Warranties, you can even offer coverage on equipment that you didn't install provided it's under two years old.

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.

Ready to Grow Your Business?

**Getting started is simple.
Contact JB Warranties today:**

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 [Learn more about JB360](#)