

# HOW TO OFFER THE HMS<sup>®</sup> HOME WARRANTY TO HOME SELLERS

## 1 Understand what Home Sellers need to know about the HMS Home Warranty:

“What is the HMS Home Warranty?” The HMS Home Warranty provides coverage against mechanical failures, due to wear and tear, of major systems and appliances in their home, coverage not provided by most homeowner’s insurance.

How will the HMS Home Warranty help a Home Seller?

- Value: A warranted home stands out from “as is” homes and is more attractive to Buyers, especially first-time home buyers.
- Protection: The HMS Home Warranty provides coverage for the seller during the listing period. Payment is not due until home closes.
- Savings: Provides protection against costly, unknown repairs during the listing period.
- Peace of Mind: Ensures that a closing is not delayed due to a covered system or appliance failure.

## 2 How will offering the HMS Home Warranty benefit me, the Realtor<sup>®</sup>?

- 8 out of 10 Buyers prefer to buy a warranted home. *(Source: Gallup Poll)*
- Provides protection before, during and after the sale.
- When a covered failure occurs, your client will contact HMS, not you. HMS is a financially stable warranty company with over 30 years of experience in working with Real Estate Professionals and Homeowners.

- Offering the HMS Home Warranty to every Seller every time ensures compliance with Fair Housing.
- Your goal is to gain repeat and additional business. The best way to do that is to ensure that your client is satisfied during and after the transaction.

## 3 When should I offer the HMS Home Warranty to my client?

- The warranty should be part of your marketing strategy to attract sellers through our free HMS Marketopia tools: flyers and emails.
- At the listing presentation as part of your marketing plan to attract buyers.
- Remember to revisit the listing periodically and convert the warranty before closing.

## 4 Start Today: Offer the HMS Home Warranty to every Seller every time. Log on to [hmsmarketopia.com](http://hmsmarketopia.com) to access free marketing tools and to enroll and convert warranties online.

