



Let clients know your value.

Let your home buyers know your listings include an HSASM Home Warranty. By doing so, you're taking advantage of a powerful tool to help you become even more successful. HSA also provides you with additional tools to help you stand out.

- **Sign Rider** – A “quick hit” message that immediately lets potential buyers know your listings include an HSA Home Warranty.
- **Certificates** – Your clients will appreciate the extra benefit you provide when you give them a certificate explaining that when they list their home with you, you include valuable protection in the form of HSA Home Warranty coverage. (Check your state's real estate laws for inducement and gift regulations.)
- **Lock Box Protector** – Allows potential buyers to know that the home is covered by an HSA Home Warranty as soon as they come to the door. It also protects the front door from potential damage caused by a lock box.
- **Farming Door Hanger** – This handy tool helps market yourself to potential home buyers and sellers, while offering them an HSA Home Warranty at no cost to them if they list or buy a home with you.
- **Magnet** – To let clients know what's covered by HSA, display these magnets prominently throughout the home on covered items.
- **Tent Cards** – Prominently displayed during an open house or showing, this is a great reminder that the buyer's investment will be protected with an HSA Home Warranty.
- **Marketing Flyers** – Make sure to include these for your listing packets as they provide both buyers and sellers with plenty of compelling reasons to have an HSA Home Warranty.

Ready to put these tools to work for you? Contact your local Account Executive.

