



ENHANCED *Water Damage Package*

BROKER SALES AID

These tips and advice are great conversation starters with your customers and will help you talk to them about the Enhanced Water Damage Package.



SIMPLIFY THE COVERAGE

Focus on one element at a time and walk them through coverage they are eligible for.

Customers will have a better understanding of what they are covered for.

Marketing materials that can be shared with customers are available on The Business Box (thebusinessbox.net).



BE RESOURCEFUL

A \$1,000 Sewer Back-up loss mitigation coverage included in the Enhanced Water Damage Package is something your customers can also take advantage of after a covered loss.*

Many municipalities have subsidies or grants available for preventative water damage devices (e.g. sump pumps, backwater valves).

A list of these subsidies is available on the Intact Insurance Broker Portal (brokers.intactinsurance.com).



BE ORGANIZED & PROACTIVE

Encourage your customers to make a current and detailed inventory of belongings in their home. Advise customers to consolidate photos, receipts, warranties and proofs of purchase.

By being proactive, your customers will have a record of their personal belongings in the event of water damage (or any other claim) to their home.



OFFER THE RIGHT COVERAGE

Be sure to speak to all eligible homeowner customers in medium-risk overland water territories to confirm they have an adequate level of protection.

With the Enhanced Water Damage Package, your customers will have comfort knowing they have the right coverage in the event of a future water related loss.

Any coverage improvements resulting from the Enhanced Water Damage Package will be available to current customers until renewal at no additional cost.



EDUCATE YOUR CUSTOMER

Inform your customers about potential causes of water damage.

Offer them maintenance tips and a checklist for their home.

Suggested tips and checklist are available on the Intact Insurance Broker Portal (brokers.intactinsurance.com).

