

<b>Partner:</b>	New Wave Power
<b>Campaign:</b>	NEWAVEAGT
<b>Billing Type:</b>	ACH/DDA (Bank-BNK), Credit card, Debit card
<b>Renters Plan:</b>	\$2K Surge Protection (Plan ID=39129)
<b>Pricing:</b>	Surge Protection - \$14.95/mo.
<b>Deductible:</b>	Surge Protection – No deductible

**COVER PAGE:****IMPORTANT NOTES:**

1. No rebuttal states: AK, ID, NC, and SC, all other states 2 rebuttals maximum
2. Surge Protection state exclusions: AK, CA, GA, HI, IA, MA, ME, MS, OH, OR, and VT
3. Surge Protection is only available to renters
4. Data Capture, Permission to Bill, and Billing Disclosures must be read verbatim
5. Cinch plan should be the second offer
6. Sales pitches can only be in English

**HOMEOWNERSHIP STATUS**

**Quick question:** Do you currently own or rent your home?

**INTRODUCTION**

As an energy company, we wanted to share an important fact with you: On average, homes experience about 20 power surges a day. Did you know that?

Well that's why we've partnered with Cinch Home Services, a home protection plan leader who helps protect your budget when a power surge damages your computers, TVs, and other important electronics.

**Go to Surge Protection plan details**

**SURGE PROTECTION PLAN DETAILS**

**Must disclose the name of the plan, coverage, review period, and the plan pricing.**

With the Surge Protection Plan...

- You'll be reimbursed up to \$2,000 a year towards the repair or replacement of covered electronics and appliances.
- Since this a reimbursement plan, you can use any repair person you'd like and there's no deductible!
- Exclusions and limitations that apply, including caps per claim, can be found in the materials that will be mailed to you.
- Your coverage will begin 31 days from today. This annual plan will be automatically billed every month starting 30 days from today at \$14.95. If you decide the plan isn't right for you, simply cancel within the next 30 days and you will not be billed.
- Replacing surge-damaged electronics could cost thousands. Wouldn't it be great to get that money back?

**If yes:** Continue to Data Capture

**If no:** Go to appropriate rebuttal

## DATA CAPTURE

**Verify the customers information as you are collecting it. When obtaining consent for Cinch to use automated technology make sure to read the language verbatim and make sure to get a clear yes.**

I just need to gather some information:

I need to confirm the spelling of your full name.

What is your primary phone number? / I have your phone number as [confirm phone number on file].

What email address would you like me to send your confirmation to?

What is your property address? / I have your property address as [confirm property address on file].

Is your mailing and billing address the same as the property address?

Cinch Home Services would like to contact you at the phone number on the account and email address provided, including via automated technology and artificial or pre-recorded voice, about Cinch products, offers, and your relationship and experience with Cinch. This consent is not required to make a purchase. Do you consent?

**Must confirm with a clear yes.**

## PERMISSION TO BILL – SURGE PROTECTION

**This section of the script must be read verbatim and prior to capturing the payment information. Also, must obtain a clear yes to move forward.**

- Cinch will send you a welcome kit within 10 to 15 days from today that includes your plan details with terms, conditions, qualifying events, limitations, and exclusions.
- You'll also be receiving a confirmation email shortly. Just register your plan at [my.cinchhomeservices.com](http://my.cinchhomeservices.com) so you can review your plan details with terms, conditions, qualifying events, limitations, and exclusions right away.
- **Monthly Billing:** Unless you call to cancel at 844-627-6010, or cancel online, within the next 30 days, your annual coverage will automatically begin on [Insert Date: 31 days from today], and the amount of \$14.95 plus any applicable taxes will be billed to your selected payment method 30 days from today and then every month, thereafter for one year.
- **Annual Billing:** Unless you call to cancel at 844-627-6010, or cancel online, within the next 30 days your annual coverage will automatically begin on [Insert Date: 31 days from today], and the amount of \$14.95 plus any applicable taxes will be billed to your selected payment method 30 days from today and then on the anniversary of your agreement start date or the next business day thereafter.
- This coverage is for one year and will automatically renew each additional year at the then-current fee, billed every [month/year], unless you call to cancel before the renewal date at 844-627-6010 or cancel online. Do you agree? **Get an affirmative yes**
- **If Utah:** Be advised that in addition to any right to otherwise revoke an offer, you, the purchaser, have until midnight of the third business day after the date your annual coverage begins to cancel this agreement. If you cancel during this period, you will not be charged, or if you have already been charged, we will provide you a full refund within thirty days. Cancellation must be in writing and sent to P.O. Box 811720, Boca Raton, FL 33481 1720. If you have questions about the Surge Protection Plan, you may call 844-627-6010.
- If a charge is returned or declined, your protection will be cancelled.

- If you call to cancel within the first 30-days, you will not be billed.
- If your plan is cancelled after 30 days, and you have placed a claim, you'd be responsible for a \$25 cancellation fee as well as the remainder of the annual premium or the amount of the claim, whichever is less.
- With the understanding of the billing terms I've just read, do I have your authorization to process your enrollment in the Surge Protection Plan? **Confirm with a clear yes**

#### BILLING METHOD CAPTURE

**Collect and verify the customer's billing information.**

How would you like to pay for your coverage?

Cinch can debit it directly from any checking or savings account. Or they also accept all major credit card and debit cards. Since this is an annual subscription, they don't accept gift cards.

Which one would work best for you?

- **Credit or Debit Card**
  - **Capture full name on card** – What is the full name on that card? **Can't process with a different name.**
  - **Capture card number** – What is the number on that card?
  - **Capture security CVV code** – What is the security CVV code on that card?
  - **Capture expiration date** – What is the expiration date on that card?
- **Checking / Savings Account**
  - **Capture routing number** – What is the routing number?
  - **Capture account number** – What is the account number?

#### BILLING AUTHORIZATION – SURGE PROTECTION

**Must read verbatim. Make sure to get a clear yes.**

##### **If paying with credit/debit card:**

You authorize the [monthly/annual] charge for Surge Protection Plan to be billed by Cinch Home Services to the [debit card/credit card] you provided today with the account number ending in [last 4 digits].

With the understanding of the billing terms I've just read, do I have your authorization to proceed? **Confirm with a clear yes**

##### **If paying with check by phone (checking/savings account):**

You authorize the [monthly/annual] charge for Surge Protection plan to be billed by Cinch Home Services by electronic check through your [checking/savings] account ending in [last 4 numbers].

With the understanding of the billing terms I've just read, do I have your authorization to proceed? **Confirm with a clear yes**

**SALES CLOSE**

**Must read verbatim. Must welcome the customer to Cinch, inform the customer of the survey, provide the customer with self-service options/MyAccount.**

**WELCOME**

[Customer Name], welcome to Cinch Home Services! The Welcome materials for your Surge Protection plan will arrive approximately 10-15 business days.

**INFORM CUSTOMER SURVEY**

Your confirmation and welcome email will arrive shortly, please make sure to check your SPAM folder. Within your confirmation email, you'll see a link; please take a moment and provide us with your feedback on the experience you had with me today! The link is under the "Rate your experience" section of the email. Your feedback is super important to us; even just a quick 5-star rating option would be greatly appreciated!

**PROVIDE CUSTOMER SELF-SERVICE OPTIONS, MYACCOUNT**

Be sure to register your Surge Protection plan at [my.cinchhomeservices.com](https://my.cinchhomeservices.com) as soon as you can.

Remember, if you have any questions about your warranty or would like to stay up to date on your coverage benefits, go to that website or call 844-627-6010.

**[Enrollment complete]**