



Online Homeowner Warranty and Maintenance

Brad Brickman

Online Homeowner Warranty and Maintenance **If You Have Questions?**

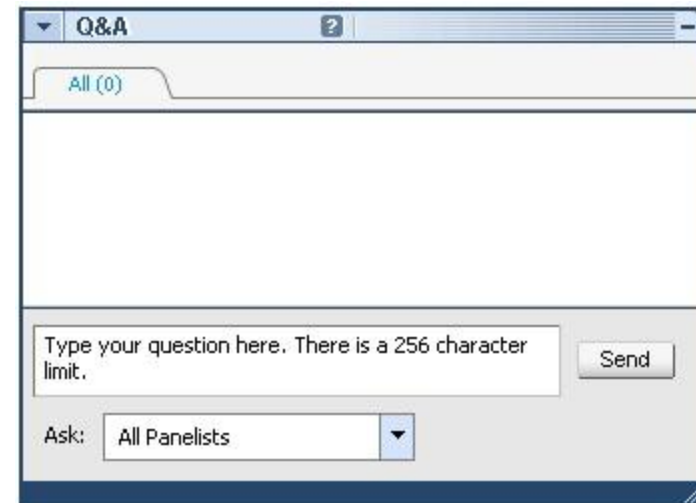
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Why Online Homeowner Warranty and Maintenance ?

- Enhance “green” profile – save paper
- Rapid customer adoption of online services
- Closing is logical place to go online
- Wide availability of web-based warranty Information
- Better regulatory compliance and monitoring
- Enhances customer relationship and referral rates

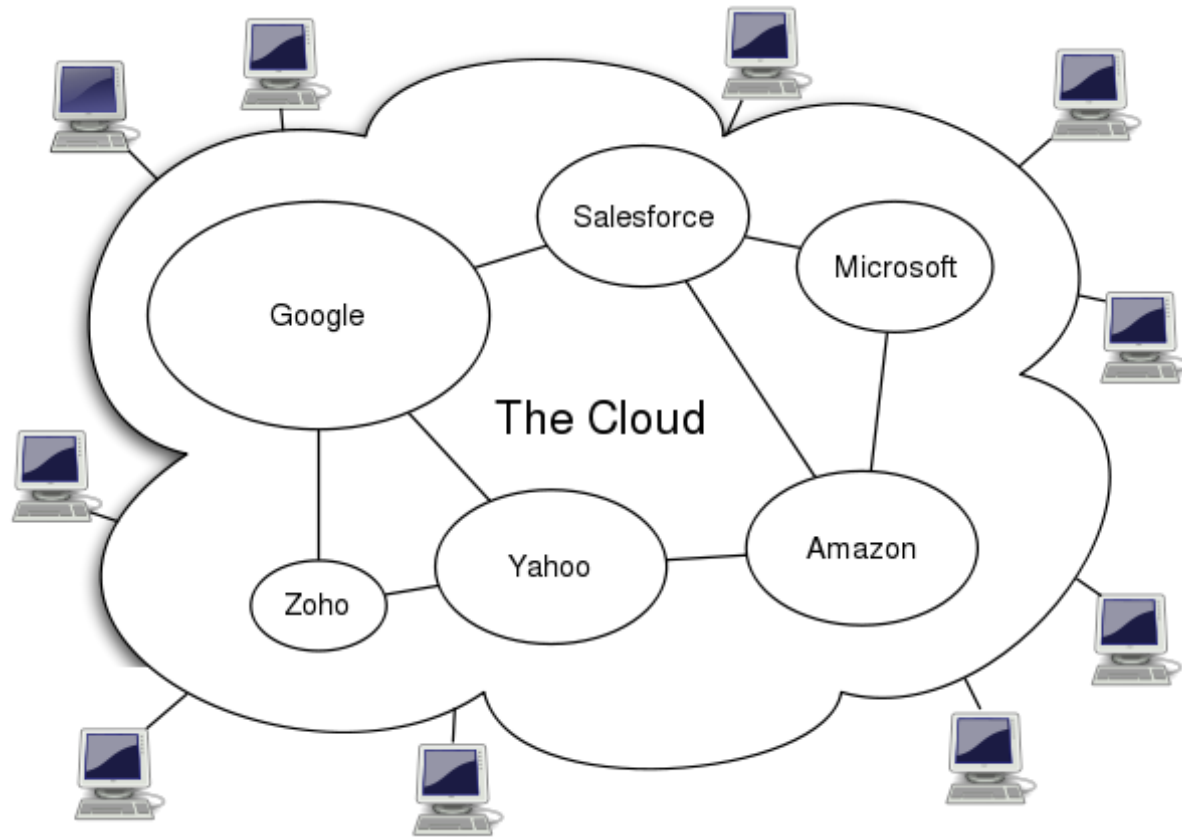
Enhance “green” profile



Enhance “green” profile

- Convert homeowner manual and documentation into digital formats for faster delivery and easier handling
- Reduce transit and labor costs by shifting more training to web-based formats
- Save time, gas and transit costs with virtual meetings
- Use e-mail to send digital documents to save paper

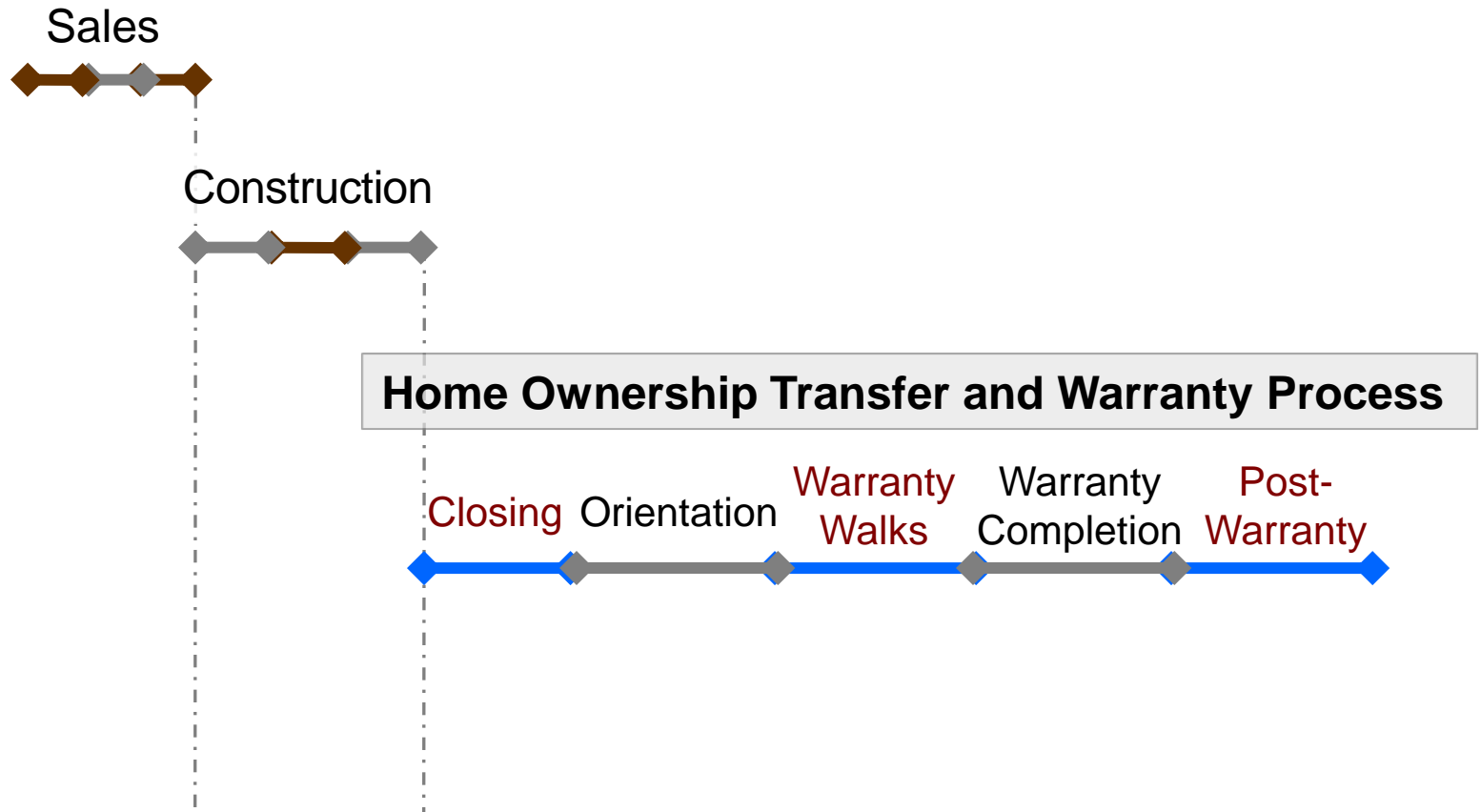
Customer adoption of online services



Customer adoption of online services

- The four trends driving enterprise online services (Rishi Chandra, Google mgr.)
 - Consumers are driving innovation
 - The rise of the power collaborator
 - The economics of IT are changing
 - Premise is that software isn't going away, it's going to be a progression
- Other indicators... dramatic growth of Netbooks, Google Apps, Facebook, LinkedIn

Closing is a logical online transition point



Closing is a logical online transition point

- Simple online guide with content dedicated to information regarding home ownership and maintenance
- Closing represents project completion, property transfer and change of responsibility
- New homeowner portal, different from sales and construction process, and a different set of expectations

Wide availability of warranty resources online

- Almost all manufacturer and regulatory warranties now offer user manuals and warranty documents via web
- Builders can organize list of products and warranties with the manufacturer's URL and product numbers
- Builders can enhance homeowner relations by creating simple dedicated homeowner guides for each community or project

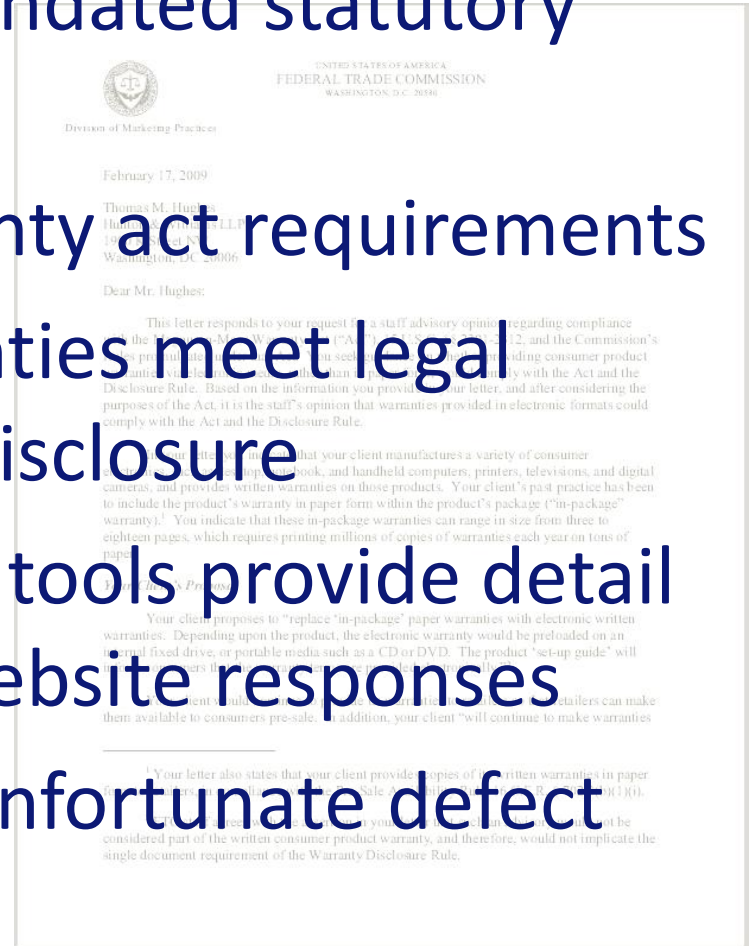
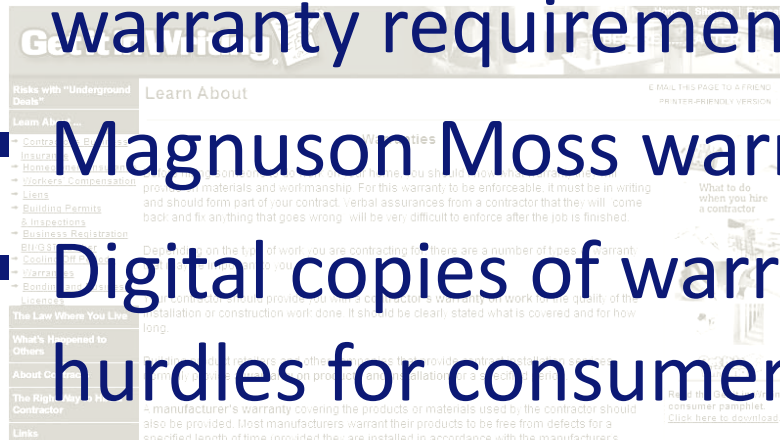
Better regulatory compliance and disclosure reporting

The screenshot shows the 'Get it in Writing' website. The main heading is 'Get it in Writing' with a sub-heading 'Learn About'. The page is titled 'Warranties'. The content is organized into sections: 'Contractor's Business Insurance', 'Homeowners Insurance', 'Workers' Compensation', 'Licenses', 'Building Permits & Inspections', 'Business Registration', 'RIT/GST Number', 'Cooling Off Periods', 'Warranties', and 'Bonding and Business Licenses'. The 'Warranties' section is highlighted. The text discusses the importance of warranties, the types of warranties available (contractor's, manufacturer's, and renovation), and provides links to download a consumer pamphlet. The footer includes copyright information and a note that 'Get it in Writing' is a registered trademark of the Canadian Home Builders' Association.

The screenshot shows a letter from the Federal Trade Commission, Division of Marketing Practices, dated February 17, 2009. The letter is addressed to Thomas M. Hughes, Hunton & Williams LLP, 1900 K Street NW, Washington, DC 20006. The letter responds to a request for a staff advisory opinion regarding compliance with the Magnuson-Moss Warranty Act ("Act"), 15 U.S.C. §§ 2301-2312, and the Commission's Rules promulgated under that Act. The letter discusses the Commission's Rules regarding electronic warranties and the staff's opinion that electronic warranties are acceptable. The letter also discusses the Commission's Rules regarding the format of warranties and the staff's opinion that electronic warranties are acceptable. The letter concludes with a note that the staff's opinion is advisory and does not constitute a binding determination of the Commission.

Better regulatory compliance and disclosure reporting

- Provincial and state mandated statutory warranty requirements
- Magnuson Moss warranty act requirements
- Digital copies of warranties meet legal hurdles for consumer disclosure
- Online activity tracking tools provide detail reporting e-mail and website responses
- Protects builder from unfortunate defect claims and litigation



Enhances customer relationship and referral rates

Support



Zendesk support



How may we help you? Please fill in details below, and we'll get back to you as soon as possible.

Subject

Your email address

POWERED BY zendesk

[View here](#) if you're unable to see the images in this email.
To ensure receipt of our emails, please add news@ownershipguide.com to your address book.



Reminders and Tips

Home **Maintenance Planner** **Products** **Resource Center**

Summer Update for %%Project or Group Name%%
Welcome to our late summer edition of Ownership Guide Reminders and Tips. This is an ideal time to take care of routine checks and maintenance of your bathrooms, countertops, exterior doors and electrical systems. Please use the interactive buttons in the topics below to view audio-visual presentations, access product manuals and important home care information from the Ownership Guide CD-ROM.

Home Buyer Referral Program
[Earn up to \\$2500](#)

Save on your energy bills
You may be able to reduce your cooling and heating bill by as much as 10% by taking advantage of the following energy saving tips.
[View Energy Star Tips](#)

Hot Topic

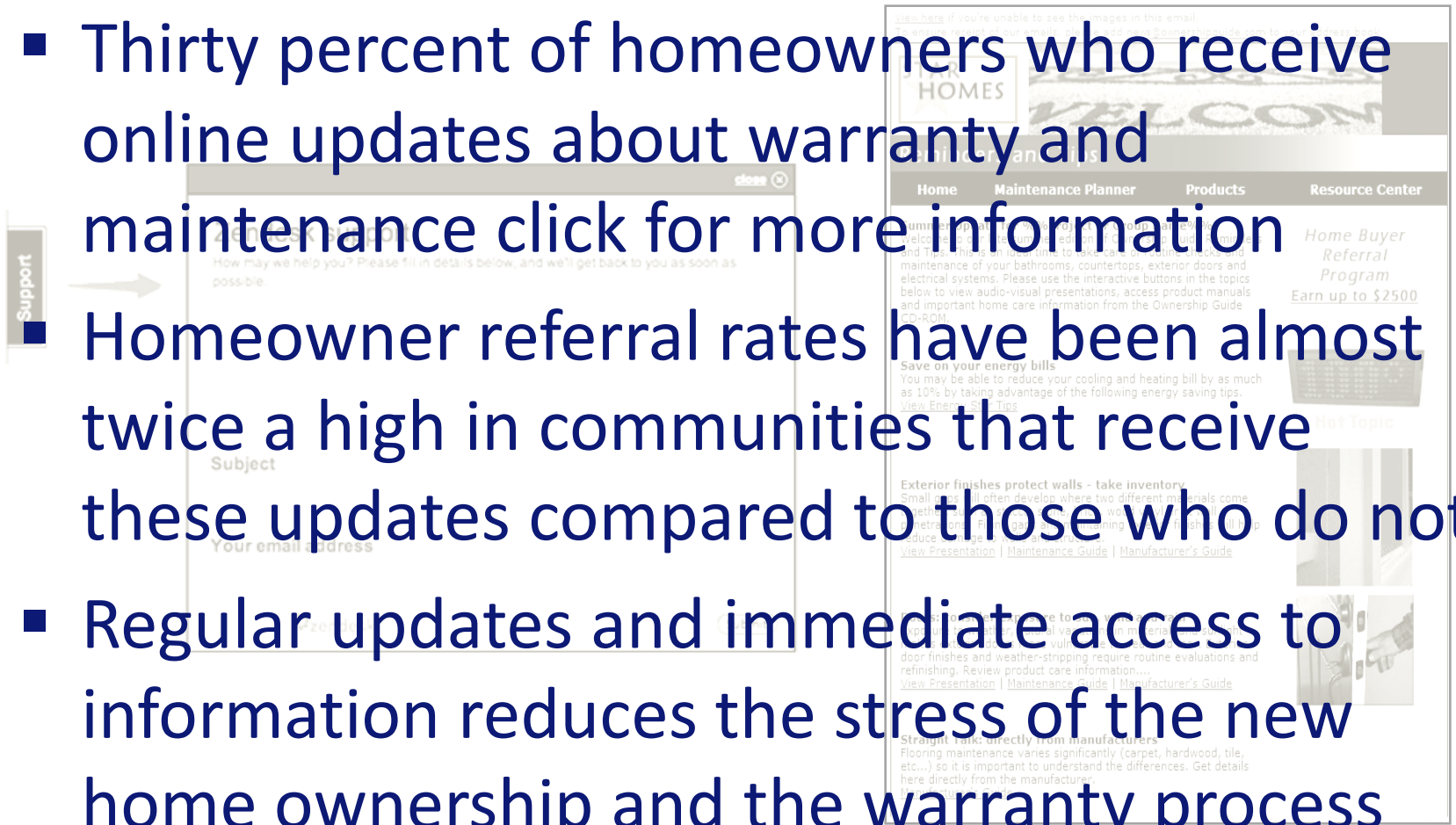
Exterior finishes protect walls - take inventory
Small gaps will often develop where two different materials come together, such as stucco, stone, brick, wood vinyl or at wall penetrations. Filling gaps and maintaining exterior finishes will help reduce damage to walls and structure.
[View Presentation](#) | [Maintenance Guide](#) | [Manufacturer's Guide](#)

Doors: consider exposure to sun, wind and rain
Exposure to weather, natural variations in material, and sunlight makes exterior doors more vulnerable to wear and tear. Exterior door finishes and weather-stripping require routine evaluations and refinishing. Review product care information...
[View Presentation](#) | [Maintenance Guide](#) | [Manufacturer's Guide](#)

Straight Talk: directly from manufacturers
Flooring maintenance varies significantly (carpet, hardwood, tile, etc...) so it is important to understand the differences. Get details here directly from the manufacturer.
[Manufacturer's Guide](#)

Enhances customer relationship and referral rates

- Thirty percent of homeowners who receive online updates about warranty and maintenance click for more information
- Homeowner referral rates have been almost twice as high in communities that receive these updates compared to those who do not
- Regular updates and immediate access to information reduces the stress of the new home ownership and the warranty process



Sample: Online Homeowner Guide

Dedicated Customer Website for Home Care
Manage regulatory compliance and maintain positive homeowner relationships. Customers access personal website for homeowner manual, warranties and resources specified by the builder. Web-based program enables access via computers or mobile devices.

[Online Access](#)

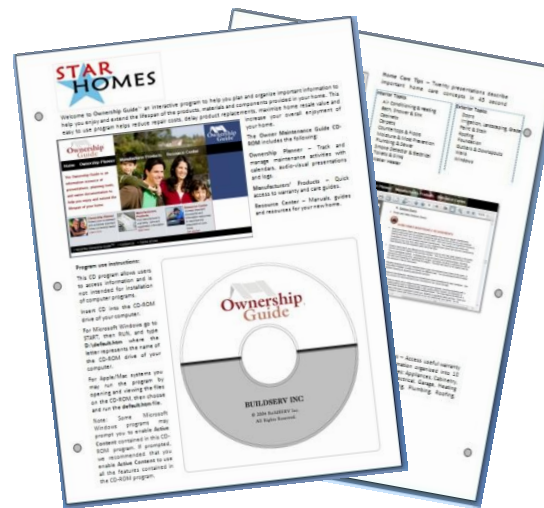
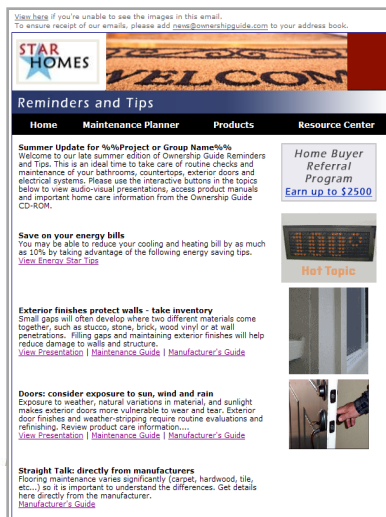
Communication Tools and Services

Send newsletters and warranty notices automatically. Use electronic messages to drive users to access and utilize their the website and Ownership Guide. Track homeowner receipt of warranty information and manuals.

[Seasonal Newsletters](#)

[Warranty Notices](#)

[CD's, USB Drives and Printed Handbook Formats](#)



Sample: Collaborative Workstation

STAR HOMES Ownership Guide Administration

StdMfgsContact

View: Standard View

Edit	HCM-Categories	HCM-Products	HCM-Manufacturer	HCM-Website Link	HCM-Contact Phone	Online Product Registration	Extended Warranty	Project or Community Name
HCM-Categories : Appliances (12)								
HCM-Products : All Products (12)								
	Appliances	All Products	Amana	www.amana.com	800-843-0304	Yes	No	
	Appliances	All Products	Bosch	www.boschappliances.com	800-944-2904	Yes	No	
	Appliances	All Products	Dacor	www.dacor.com	800-793-0093	Yes	Yes	
	Appliances	All Products	GE Appliances	www.geappliances.com	800-626-2000	Yes	No	
	Appliances	All Products	Jenn-Air	www.jenair.com	800-688-1100	Yes	No	
	Appliances	All Products	Kitchen Aid	www.kitchenaid.com	800-541-6390	Yes	No	
	Appliances	All Products	Maytag	www.maytag.com	641-792-7000	Yes	No	
	Appliances	All Products	Sub-Zero	www.subzero.com	800-222-7820	Yes	No	
	Appliances	All Products	Thermador	www.thermador.com	800-735-5547	Yes	No	
	Appliances	All Products	Vent-a-Hood	www.ventahood.com	800-331-2492	Yes	No	
	Appliances	All Products	Viking	www.vikingrange.com	662-455-1200	Yes	No	
	Appliances	All Products	Whirlpool	www.whirlpool.com	800-253-1301	Yes	No	
HCM-Categories : Doors & Hardware (8)								
HCM-Categories : Electrical & Lighting (2)								
HCM-Categories : Electronics (1)								
HCM-Categories : Exterior (2)								
HCM-Categories : Fireplace (3)								
HCM-Categories : Flooring & Countertops (22)								
HCM-Categories : Garage Doors (10)								
HCM-Categories : Heating & Air Conditioning (7)								
HCM-Categories : Plumbing (27)								
HCM-Categories : Roofing (7)								
HCM-Categories : Windows, SGD's (10)								

[Online Demo Site](#)

Sample: Customer Activity Report

Session History Search Criteria

Report Type:
 By Group Person Tracking ID

Date Filter: Start:

Tracking: -- Select a Campaign --

ID:

Parent Group: -- Select a Parent Group --

Sub Group: -- Select a Group --

Person: -- Select a Person --

Totals Only:

ActionType	Desc	ActionDate	Time	ActionURLPath	TriggerDate	Time	SessionGUI	EmailAddress
Email Bounced		1/25/2009	9:40:07 AM					@spongedesign.com
Email Link Click		1/24/2009	10:04:06 AM	http://www.ownershipguide.com/Enter.aspx?cid=68®id=769913&goto=Planner&dt=4&doc=1021	1/24/2009	1:03:48 PM		@the3biers.com
Email Link Click		1/24/2009	10:04:12 AM	http://www.ownershipguide.com/Enter.aspx?cid=71&goto=planner®id=757460	1/24/2009	1:03:55 PM		@indus.jnj.com
Email Link Click		1/24/2009	10:28:07 AM	http://www.ownershipguide.com/Enter.aspx?cid=73&goto=planner®id=817628	1/24/2009	1:27:30 PM		@aol.com
Email Link Click		1/24/2009	10:57:06 AM	http://www.ownershipguide.com/Enter.aspx?cid=68®id=769913&goto=Planner&dt=4&doc=1021	1/24/2009	1:56:44 PM		@the3biers.com
Email Link Click		1/24/2009	11:03:07 AM	http://www.ownershipguide.com/Enter.aspx?cid=97®id=882807&goto=Planner&dt=6&doc=1011	1/24/2009	2:02:10 PM		@gmail.com
Email Link Click		1/24/2009	11:11:06 AM	http://www.ownershipguide.com/Enter.aspx?cid=32®id=542077&goto=Planner&dt=4&doc=1021	1/24/2009	2:10:18 PM		@verizon.net
Email Link Click		1/24/2009	11:11:12 AM	http://www.ownershipguide.com/Enter.aspx?cid=105®id=420918&goto=Planner&dt=4&doc=1014	1/24/2009	2:10:22 PM		@hotmail.com
Email Link Click		1/24/2009	11:17:06 AM	http://www.ownershipguide.com/Enter.aspx?cid=101®id=420264&goto=Planner&dt=4&doc=1021	1/24/2009	2:16:33 PM		@cox.net
Email Link Click		1/24/2009	11:18:06 AM	http://www.ownershipguide.com/main.cfm?dir=about&sec=contact&temp=contact	1/24/2009	2:17:39 PM		@cox.net
Email Link Click		1/24/2009	11:20:06 AM	http://www.ownershipguide.com/Enter.aspx?cid=107®id=798121	1/24/2009	2:19:05 PM		@sboglobal.net
Email Link Click		1/24/2009	11:37:06 AM	http://ownershipguide.com/newsletters/winter.htm	1/24/2009	2:36:09 PM		@garrett-tully.com

How to Profit

- Send regular warranty e-mails to “educate” homeowners and reduce service call-backs
- Save cost of printing and distributing unnecessary customer documents
- Create means for sharing manufacturer’s warranty and maintenance guides online
- Provide web based access homeowner guide and mechanisms for immediate response
- Monitor online homeowner activity to improve customer service and referral rates

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Q & A

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1-888-280-0128

Website: <http://www.constellationhb.com>

Blog: **Surprising Pathways for making warranty and product support profitable**

<http://blog.buildserv.com>

Brad Brickman, VP BuildSERV

Constellation HomeBuilder Systems

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