

MAXIMIZE THE MARKETING POWER OF YOUR WARRANTY

Add a Link to the RWC website on Yours

By adding a link to the RWC site, your perspective homebuyers will be able to read valuable information about what the warranty will do for them. They will read about:

- ▶ The value of your decision to select RWC as your warranty provider,
- ▶ The description of the warranty that you may be offering to them,
- ▶ Other warranty options they may be able to purchase on their own (or through you) for their appliances & systems;
- ▶ How RWC's effective dispute resolution system works; and
- ▶ Answers to some Frequently Asked Questions about the warranty.

There's no question that today's "tech-savvy" buyers get a vast amount of information over the internet.

Why not let them learn about the warranty as part of that process?

The best page on our site for your link is:

http://www.rwcwarranty.com/pages/homeowners_whychooserwc.htm

1. Create a hyperlink on your company's web page.
2. Highlight the text you used for your hyperlink. Example: "RWC Warranty"
3. Type in the URL address to link to our site

http://www.rwcwarranty.com/pages/homeowners_whychooserwc.htm

A link to this RWC webpage would look something like this*:

RWC Warranty

If you have questions or run into problems, feel free to contact the RWC Marketing Department at 1-800-247-1812, Ext 2169. We are happy to be of service to you. **Thank you for choosing RWC.**

*Based on the software used to create your website, there may be other ways to also create a hyperlink. The method outlined is just one suggestion.