# AMERICAN FAMILY INSURANCE AGENT TRAINING

## September 2017

Frontpoint®

# EXCLUSIVE
# FRONTPOINT OFFER

For American Family Insurance Customers

Frontpoint®

"Official Home Security Partner of American Family Insurance"

AMERICAN FAMILY INSURANCE®

# OUTLINE

- Who is Frontpoint?
- Why partner with Frontpoint?
- Partnership Details
- Frontpoint Products and Plans
- Agents role in partnership
- FAQs
- Appendix - Additional device information

# WHO IS FRONTPOINT

- **Nationwide leader** in wireless home security
- Focused on **Do-It-Yourself** (DIY) consumer security market
- Offering easy to install systems with **professional monitoring**
- **Strong customer service** experience
    - 94% of their customers recommend them
    - Best home security ratings and reviews (Angie's List Super Service Award 2016)
- Curated and customizable, portable and open platform
- Customer base and demographics align closely with our GROW/ DEFEND EXPLORER segment:
    - Homeowners (not renters or condo owners)
    - Age 35-44 yrs (~30% of Frontpoint's customers)

# HOW FRONTPOINT STACKS UP

| | Frontpoint | ADT | vivint. | PROTECT AMERICA | SimpliSafe |
|---|---|---|---|---|---|
| REPUTATION | Angie's List Super Service Award (2016) | | | | |
| 100% WIRELESS/ CELLULAR | X | | X | X | X |
| TRANSPARENT PRICING | X | | | | X |
| SELF-SET-UP (DIY) | X | | | X | X |
| PORTABLE | X | | | X | X |
| GEO-TRACKING | X | X | | | |
| CRASH AND SMASH | X | | | | |
| RISK FREE TRIAL PERIOD | 30 Days | 3 Days | 5 Days | 14 Days + $79 Restocking Fee | 60 Days |
| EQUIPMENT WARRANTY | 3 Years | 90 Days | 90 Days | Limited Lifetime | 3 Years |

# WHY PROFESSIONAL MONITORING?

## Monitor-it-yourself (MIY) alarm systems rely on the Internet

MIY systems don't use a safer cellular link when there is an alarm event, but instead rely on a vulnerable internet connection.

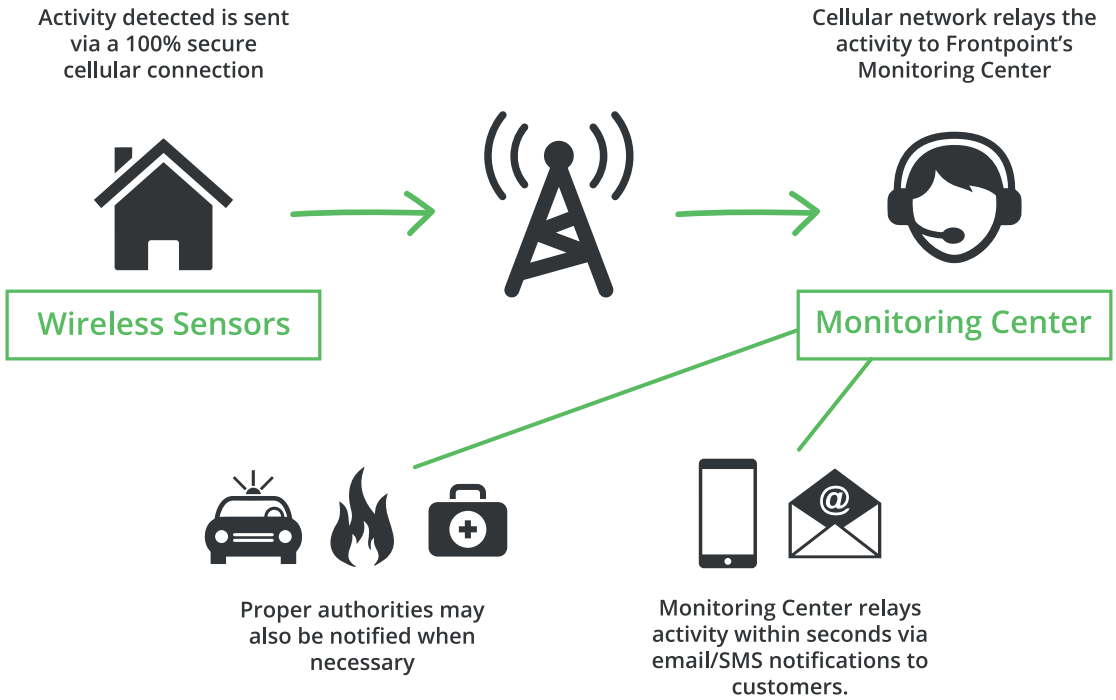
## If your phone doesn't get a signal, nothing happens

If you're out of cell range, on a plane or somewhere else without a signal you can't take any action or notify the authorities.

## If your phone does get the signal, then what?

- You need to carry the number of your local police and fire departments around with you because dialing 911 will connect you with the local dispatch station.
- You need to carry an alarm permit # as some jurisdictions require it and you could face up to a $500 fine for just making the call without it!
- Some jurisdictions require a verified response that a crime is occurring before they will dispatch the authorities.

## How Frontpoint Monitoring Works:



# PARTNERSHIP DETAILS

- Interested AFI customers will sign up via a co-branded landing page or call an AFI dedicated number* and Frontpoint security consultants will follow up with customers to customize their system and finalize the sale.
- The offer will be communicated through agents and corporate marketing efforts to AFI homeowner customers and can be offered to prospect on sale.
- Agents can share the exclusive offer with customers but are not expected to make Frontpoint system sales.
- Customers who purchase and activate a Frontpoint system **may be eligible for existing insurance discounts like the PHP discount and/or the Burglar Alarm discount.**
- AFI will receive a weekly feed from Frontpoint with customer details (e.g. name, address), device and service purchase details, and whether the system is activated or not.
- No agent action will be required to validate or process potential discounts for customers.
- Agents will be notified via email of discount application to a customer's account.

*There will be no control or backend system check preventing prospects (non-AFI customers) from receiving the discounted Frontpoint offering.

# AMERICAN FAMILY
# EXCLUSIVE OFFER

Frontpoint® | AMERICAN FAMILY INSURANCE®

**$600 VALUE**
*for only*
**$99.95**

### 3 YEAR AGREEMENT PRICE $99.95

**Included Equipment:**

- 1 control panel
- 2 door and window sensors
- 2 motion sensors
- 2 flood sensors
- 1 smoke and head sensor

*Discount eligible for qualified homeowners with a >600 credit score

### 1 YEAR AGREEMENT PRICE $349.99

**Included Equipment:**

- 1 control panel
- 2 door and window sensors
- 2 motion sensors
- 2 flood sensors
- 1 smoke and head sensor

*Discount eligible for all customers

AFI customers (existing and new) would be eligible for Option 16 (Classic) or Proactive Home Protection and/or Burglar (Advance) discounts upon installation.

# SERVICE PLANS

| | BEST VALUE<br>INTERACTIVE PLAN | ULTIMATE PLAN |
|---|---|---|
| 100% WIRELESS & CELLULAR | ✓ | ✓ |
| INTRUSION PROTECTION | ✓ | ✓ |
| FIRE/ENVIRONMENTAL PROTECTION | ✓ | ✓ |
| LIFE SAFETY | ✓ | ✓ |
| 24/7 PROFESSIONAL MONITORING | ✓ | ✓ |
| CRASH AND SMASH PROTECTION | ✓ | ✓ |
| EMAIL & TEXT ALERTS | ✓ | ✓ |
| REMOTE ACCESS & CONTROL | ✓ | ✓ |
| LIGHT CONTROL | ✓ | ✓ |
| GEO LOCATION SERVICES | ✓ | ✓ |
| MOTION ACTIVATED VIDEO (STREAMING AND RECORDING) | | ✓ |
| HD & NIGHT VISION CAPABILITIES | | ✓ |
| AUTOMATED DOOR LOCKS | | ✓ |
| ENERGY MANAGEMENT CONTROL | | ✓ |

# AGENTS ROLE IN PARTNERSHIP

- Participating agents will be **supported with co-branded marketing materials**, including flyers, FAQ sheets, and social marketing posts and graphics.

- You are trusted advisors who **share the exclusive offer with customers**. Agents are **not expected to make Frontpoint system sales**.

- Interested customers will sign up via a **co-branded landing page or AFI dedicated sales phone number**, and Frontpoint security consultants will follow up with customers who sign up to customize their system and finalize the sale.

- Discounts will be applied automatically for customers **eligible for the PHP and/or Burglar Alarm discounts.**

- Agents will be notified of any discounts applied to their customer accounts as a result of the Frontpoint partnership but **no action will be required of agents.**

- Frontpoint has a team dedicated to confirming their customer's address after purchase to determine their jurisdiction to make sure they have any permits necessary for having a security system. If necessary, Frontpoint will send the necessary permit application(s) to the customers with instructions on how to fill it out. **No action will be required of agents.**

**GET READY TO SURPRISE AND DELIGHT YOUR CUSTOMERS AND PROSPECTS!**

# FAQs

Please reference the attached Agent FAQs.

# APPENDIX

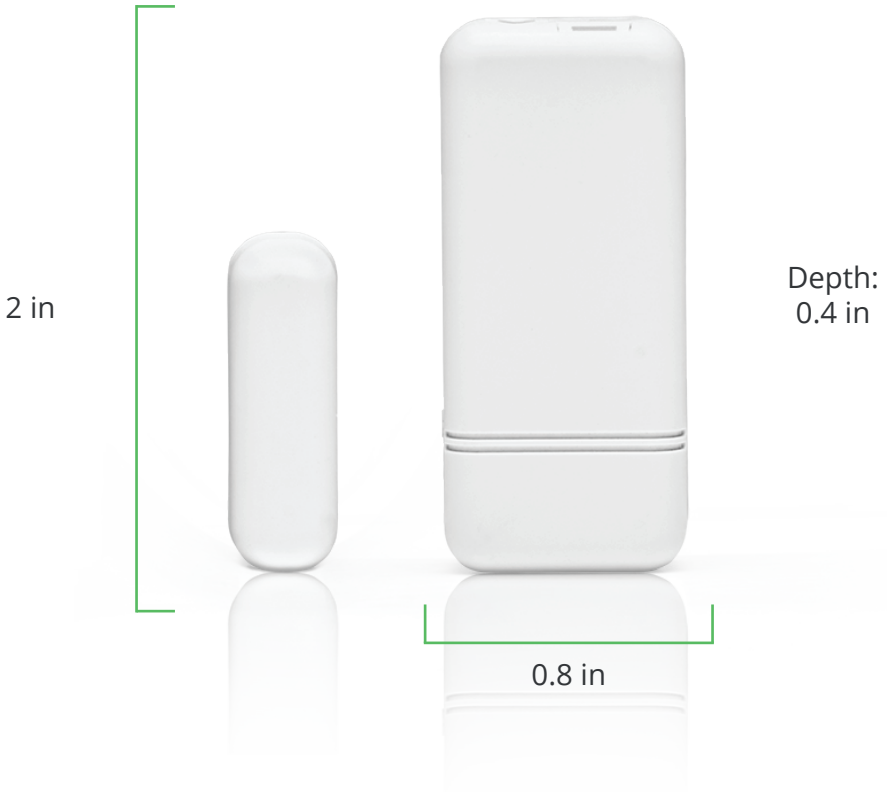
## ADDITIONAL DEVICE INFORMATION

# CONTROL PANEL

- The Control Panel is the “central hub” for all wireless sensors.
- Alerts are sent via a cellular link, so the message gets through even if an intruder cuts your phone lines.
- Crash and Smash Protection technology will still send a signal even if the bad guy smashes the unit.
- Z-Wave Compatible.
- 24-Hour back-up battery.
- Supports up to 39 Individual sensors.

# DOOR & WINDOW SENSORS

- Protect anything in your house that opens and closes – cabinet for firearms, alcohol, jewelry, or medicine.
- Receive notifications direct to your smart device even if the system is disarmed.
- Easy wireless design makes setup a breeze.
- Door and Window Sensors are tiny, so they're extremely portable. Change their location any time you want, and take them with you when you move.
- 5 year battery life.

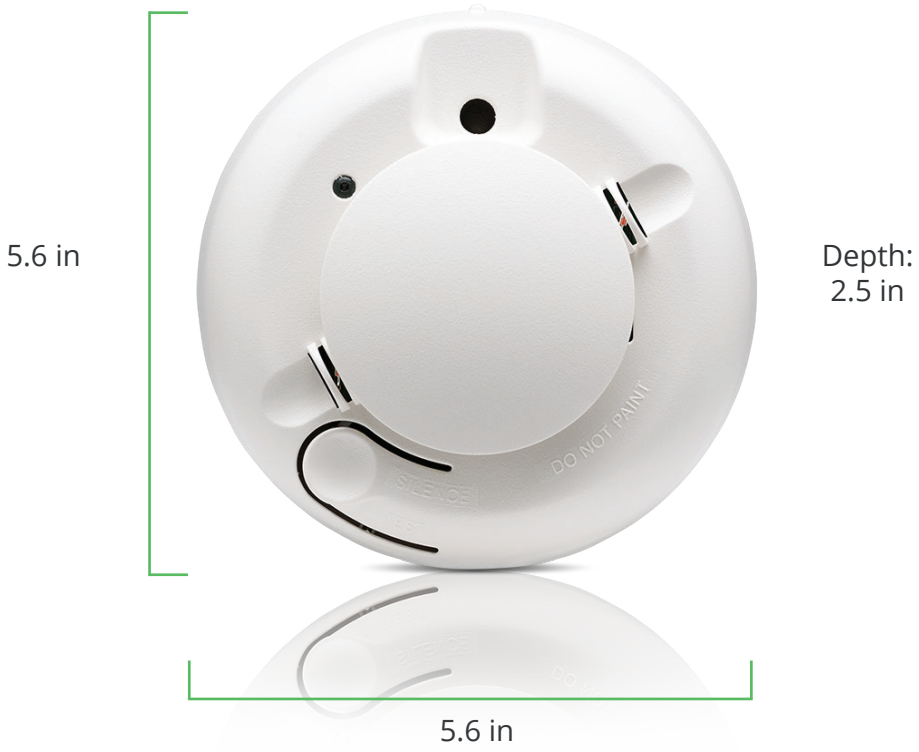


# MOTION SENSOR

- Motion Sensors protect large rooms and common areas with a 80 degree, 25 foot range.
- Use them to reduce the number of Window Sensors you need.
- Pets don't trigger the alert if they're under 40 pounds. If your pet is larger, simply place the Motion Sensor higher in the room.
- 3 year AAA battery life.

# SMOKE & HEAT SENSOR

- We recommend at least one Smoke and Heat Sensor outside each sleeping area.
- All of Frontpoint's sensors, including the smoke and heat sensor, communicate with our Monitoring Center, via the Control Panel.
- Monitoring is critical, to dramatically reduce the response time of the fire department in an emergency and protects your home when you're not there.
- 2-3 year battery life.



# WATER SENSOR

- Get instant notification by email or text anytime water intrudes.
- Easily set up who receives notifications in the event you may be away from your home and remotely disarm the system to let them in!
- The GE sensors are strong, tamper-proof and warrantied.
- 2-3 year AAA battery life.