



# Commercial Appliance Protection Program Overview



A subsidiary of ONE80  
INTERMEDIARIES

# Your Protection Plan **Partner**

- Serving customers for 42 years, Safeware, a subsidiary of One80 Intermediaries/Risk Strategies, is a fully licensed insurance agency as well as a third-party administrator (TPA) for protection plan solutions
- Safeware has a diverse customer base with partners ranging from mom-and-pop retailers to top 10 resellers across multiple verticals.
- Our corporate parent, Risk Strategies, is one of the largest insurance brokerages in the country with 3,000+ associates and over \$5b in annual premium.
- Safeware has customer star ratings of 4.2 on Google, 4.1 on Facebook, and 4.4 on the BBB

**Thousands**  
of Resellers  
Nationwide

**Tens of  
Millions**  
of Products  
Protected



# Just a Few of our Valued Partners





# Protection Plans Can Significantly Impact Sales – A Testimonial

"Quickly, extended warranties have become WebstaurantStore's second highest selling SKU. We have been able to leverage Safeware's experience and expertise in how we sell and position warranties on our site.

From the onset of our partnership, Safeware has proven the ability to adapt and make the necessary changes to ensure an efficient backend process and overall positive customer experience. We look forward to our growing partnership with Safeware!"

- Paige Diehm, Director of Financial Reporting, WebstaurantStore

# Service and Repair

Safeware's authorized service network consists of nearly 2,000 partners across the country. The ServicePower field service tool is utilized to coordinate repairs and servicers. Service strategies include the following:

- Onsite Repair
- Self-maintainer
- Replacement



The general service flow:

- Customer files claim on safeware.com
- Safeware evaluates claim and processes in ServicePower
- Claim routed to ideal local servicer through Service Power
- Customer notified of service event and scheduling
- Repairs completed and claim marked closed





# Operational **Support**



24/7/365 claim filing and status checks via web or automated phone attendant



US-based call center with industry-leading service levels and an emphasis on first-call resolution (M-F, 8a-6p EST)



Industry-specific licensed adjusters for subject matter expertise



Notification center keeps customers informed via text, email notifications and portal interactions



Post-repair surveys to gauge the performance of:

- Claim intake
- End-customer support
- Dealer/Service support

# Warranty Categories

There are three warranty categories that allow a protection plan to be attached to an equipment sale. Each provides the customer with the same level of service, but the price changes accordingly. Plans come in 3, 4, 5, 7, and 9 year terms.



## New Product with OEM Warranty

Most common sale – customer is buying a new piece of equipment that comes with a standard manufacturer’s warranty.

*Contracts must be sold within the first 60 days of product delivery\**



## New Product Without OEM Warranty

Sale of new product that does not have or is no longer covered by the manufacturer’s warranty. This is applicable to **E&O product**.

*Contract must be sold prior to or upon delivery\**



## Aftermarket Warranty

The aftermarket warranty is applicable when a warranty contract is sold **more than 60** days after the delivery date.

*Aftermarket contracts can be sold up to a year from delivery or expiration of OEM warranty (whichever comes first)*

Coverage Type	Year 1	Year 2	Year 3	Year 4	Year 5
Mechanical and Electrical Failure	OEM Warranty				
Power Surge and Food Spoilage					

\*All Contracts must be reported to Safeware within 60 days of product delivery or contract sale (whichever is later)

# Commercial Appliance Plan Features

**No Deductibles or  
Service Fees**

**Mechanical &  
Electrical Failure**

**Day 1 Power  
Surge Coverage**  
Full product value

**Day 1 Food  
Spoilage Coverage**  
\$500 1-time credit

**No “Lemon  
Guarantee”**  
After 3 repairs on same  
component, product is  
replaced

**No Limit on # of  
Covered Repairs**  
Contract Fulfilled in  
Event of Product  
Replacement



# What is Not Covered by the Protection Plan?

**War**

**Vandalism**

**Fire and Flood**

**Acts of God**

**Dents, Dings, and  
Scratches**

**General Noise  
(if no functional  
issues are found)**

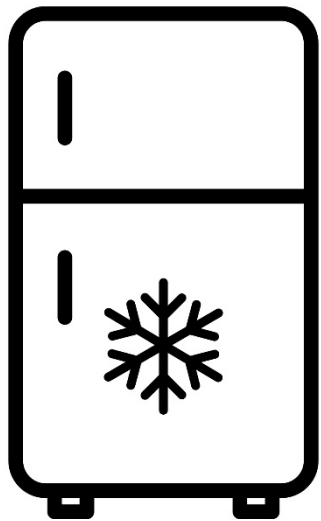
# What is the “Limit of Liability”

The Limit of Liability, or LoL, is the maximum amount of combined repair costs that can be covered by a plan. Typically this amount is simply the purchase price of the product. Here’s an example:

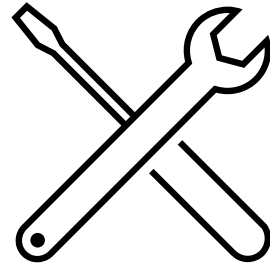
**\$3,000 Refrigerator**

**\$1,000 Repair #1**

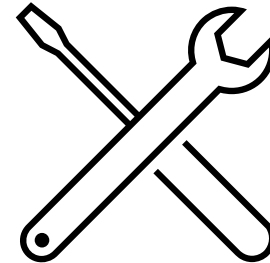
**\$500 Repair #2**



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**\$1,500 Remaining  
Limit of Liability**

**How Your Plans Differ:** using the example above, if a device needs to be replaced after repair #2, many competitor plans will only cover the remaining \$1,500. Our solution will replace the equipment with the full, original \$3,000 cost!

# Why Sell Commercial Appliance Protection?

Commercial appliances have many features (like HVAC, electrical, plumbing, etc.) which make them difficult to self service, and repairing them requires highly skilled technicians. Protection plans provide peace of mind that is much needed in already stressful work environments.

**33%**

Of 5-Year Appliance  
Plans Will Have a  
Claim in their  
Lifecycle

**42%**

Of Refrigeration  
Plans Will Have a  
Claim

**\$767**

Average Repair Costs  
for Commercial  
Appliance Products

The addition of protection plans gives you a more comprehensive product offering, can improve customer retention, and grows consumer confidence and peace of mind.



# Protection Plan Sales **Tips and Strategies**

## DO NOT CALL THE PRODUCT AN EXTENDED WARRANTY!

### Use the term “Protection Plan” instead

- “Extended Warranty” can have a negative connotation for consumers
- We do not just extend, we overlap the manufacturer’s warranty, providing better coverage and we then extend to the term selected
- Don't ask if they would like to hear about protection plans. Just make the presentation
- Don't ask if they want to purchase the protection plans. Assume the sale
- Put it on every ticket and quote

# Protection Plan Sales **FAQs**

- **How many claims can a customer make?**
  - Customers can have an unlimited number of claims during the term, the contract is only fulfilled once the product has been replaced or the term is expired.
- **What happens if you can't fix the product?**
  - In this case, Safeware would provide customers with a credit to your store for the original amount that they paid for the product, regardless if claims have been previously made on the product.
- **What products are covered?**
  - All commercial appliances are covered!
- **What is the Price Increase for Plans Sold After 60 Days?**
  - Plans receive a 20% markup after 60 days
- **When does coverage begin?**
  - Coverage begins the date of product delivery.
- **How long do you have to sell the plan?**
  - Up to 1 year after equipment delivery as long as an OEM warranty is still intact.
- **Is the plan transferrable?**
  - Yes the plan is transferrable to a new owner.
- **What if the customer moves?**
  - Products are still covered in the event that the customer moves locations.

# Additional Resource – Your Safeware Resource Center

For more content, FAQs, a glossary of common protection plan terms, and Safeware contacts for sales, customer service, and repair questions, visit the Safeware-TriMark Resource Center!

**TriMark**  
Foodservice Equipment, Supplies and Design

Resource Links   Safeware FAQ   Glossary Terms   Contact Information

## The Safeware TriMark Resource Center

Help Your Customers Own With Confidence

### Safeware Resource Links

<b>Informational Bifold</b> A two sheet guide explaining our Commercial Appliance plan features and plan covers <a href="#">Access Here</a>	<b>Tri-Mark Training Presentation</b> A guide providing an overview of our Commercial Appliance Protection Program <a href="#">Access Here</a>
<b>Chef's Toys Training Presentation</b> A guide providing an overview of our Commercial Appliance Protection Program <a href="#">Access Here</a>	<b>Safeware Overview One Sheet</b> One page that showcases the features and coverages of our Commercial Appliance Protection <a href="#">Access Here</a>

### Safeware FAQ

Answers to Some of the Most Common Questions About Safeware Plans

[Visit the Resource Center Here](#)







Have questions or need additional information? Please contact:

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