



## Front Line Warranty Service- Website Best Practices for Warranty

### Warranty Webpage Guide

As an added value, we provide our builder members with a suggested website guide, specific to optimizing the warranty process for your homeowners. You can access complementary 2-10 Home Buyers Warranty digital assets by visiting [Guide to Ordering Digital Marketing Materials | 2-10 Home Buyers Warranty](#)

We suggest creating a tab that specifically calls out “Warranty”. On average, consumers (homeowners) will give up on their search in less than 60 seconds before frivolously contacting the wrong department. The goal with this section is to help guide your homeowners’ warranty concerns to Front Line Warranty Service. Listed below are several examples of how other builder members built out their warranty pages.

Example:

<https://www.megatelhomes.com/contact/2-10-warranty-page/>

### Section 1: Warranty Overview

Under the Warranty tab, you can include a “Warranty Overview” section that explains the warranty coverage. We also have an interactive house you can embed on your website - which is an interactive visual of the warranty coverage. The goal with this section is to educate your homeowners/buyers on the warranty, and help set expectations for your homeowners before they submit warranty items that might not be covered.

\*Please reference the mock-up on the following page.



FIND YOUR HOME

TAKE A TOUR

ABOUT US

WARRANTY

CONTACT

Warranty Overview

Warranty Request

## Warranty Overview

Buying a new home is one of the largest investments you will ever make, which is why it's important to ensure your home comes with protection. As a 2-10 Home Buyers Warranty (2-10 HBW) builder member, **Builder Name** provides every home we build with 10 full years of structural home warranty protection from the nation's leading home warranty company. With the purchase of your new home, you'll receive a copy of the structural home warranty contract that explains what is covered as well as a maintenance booklet to give you tips on how to care for your home. In addition, the warranty is fully-transferable, which increases the resale value of your home.

### What's Covered?

- 10 full years of structural defect coverage for load-bearing components.
- 2 full years of systems surety coverage against defects in wiring, piping, and ductwork in electrical, plumbing and mechanical systems.
- 1 full year of surety coverage against defects in workmanship and materials.



Insert interactive house code:

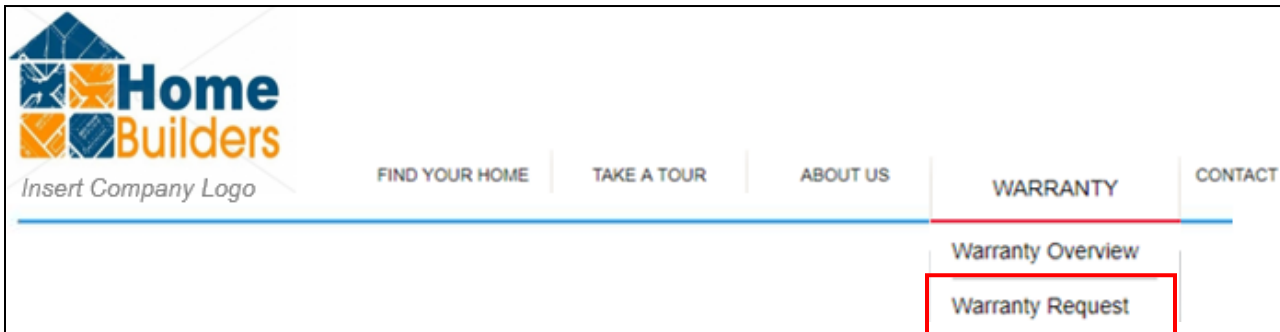
`<iframe width="653" height="645" src="http://www.2-10hbw.com/builder/210/" frameborder="0"></iframe>`

## **Section 2: Warranty Request**

The next section under the tab titled “Warranty” we suggest titling it as “Warranty Request”. This is the section where homeowners can conveniently access either their 2-10 HBW homeowner portal, to submit their warranty items.

We also suggest builders provide emergency sub-contractor information on this page, should there be a warranty emergency outside of business hours. With that said, it’s a best practice to provide an explanation of what qualifies as a warranty emergency so your homeowners are only contacting the subcontractors for an emergency.

\*Please reference the mock-up on the following page.



## Warranty Request

As an enhancement to your warranty program, we have also enrolled your home in the Front Line Warranty Service (FLWS) program, administered by 2-10 Home Buyers Warranty. FLWS will be the point of contact for all of your warranty service requests.

To submit warranty service requests, please login below to your homeowner portal. If you are a first time user, select the "sign up here" button. Once you have signed in, click "Service Requests" to submit your warranty requests.

## [Homeowner Portal Sign In](#) ([Sign In](#) | [2-10 Home Buyers Warranty](#))

### Emergency Warranty Request

If you experience an emergency warranty service situation as defined below, please notify 2-10 HBW and contact the appropriate contractor below:

**Please note, if you contact the emergency subcontractors with a NON EMERGENCY issue, you as the homeowner will be charged for the service.**

Plumbing:

- Not working at all
- Excessive leak, one that is a slow drip is not considered excessive.
- A drain back up

**Contact:** [Insert contact information](#)

Electrical:

- Not working at all, this does not include individual switches or outlets this is for the entire house
- A hot wire is exposed

**Contact:** [Insert contact information](#)

HVAC:

- The entire system is not working, this does not include individual rooms or zones.



Contact: **Insert contact information**