

 **SmartOne Plan**  
by ZUCORAHOME



*When Life Happens, We Make It Better!™*



# Smart**One**

The most complete, easy and valuable protection plan available today.

# Selling Protection Plans can be difficult...

Although profitable, managing the sale of traditional protection plans can be a challenge.

Collecting customer data, registering plans, tracking missing registrations and processing payments for registrations is a burden our retail Market Partners have asked us to eliminate.

## What if we could:

- Offer a simple plan with **complete coverage**?
- Make protection plans **easier to sell**?
- Help generate **increased profitability** for our Market Partner?
- Help our Market Partners create **loyal customers-for-life**?

We believe we've done it.

Smart**One** - a better solution.



COMPLETE

## SmartOne covers it all.

**Complete Coverage.** A protection plan that provides the best comprehensive coverage for your customer's purchase of either home furnishings or major appliances. SmartOne provides complete service including free stain removal products, product repair, parts and labour.

**Complete Satisfaction.** SmartOne also assists customers with replacing covered products that are not repairable with 100% redeemable Gift Cards for the purchase of new merchandise from your business.

**Furniture Plan:** Fabric | Leather | Faux | Motion | Area Rugs | Wood | Glass

**Appliances Plan:** Kitchen | Laundry

With close to 2 million protection plan holders across Canada, ZucoraHome provides coverage for thousands of service requests every month.

**Why not offer a plan that covers it all?**



EASY



## Smart**One** makes it easy.

**Easy to sell.** Smart**One** is easy for Sales Associates to understand, present therefore sell - especially when it is so affordable and provides the best in product coverage.

**Easy to manage.** Smart**One** means no more plan registrations. No data to prepare, files to submit or records to maintain. In other words, no more administration headaches.

**Easy to benefit from.** Smart**One** creates customers-for-life. A Smart**One** plan introduces your customer to Smarter Living – a new way to protect ALL their home furniture, major appliances and even home systems.

ZucoraHome makes selling protection plans easy.

**Why not adopt an easy-to-sell plan?**





## PROFITABLE



# SmartOne is incredible value.

**Customizable pricing.** You determine the SmartOne retail price that is right for your customers. SmartOne plan premium costs remain the same regardless of retail selling price.

**Getting customers back to your store.** When your customers enrol in a *Smarter Living Plan* they automatically gain access to a Gift Card that is 100% redeemable for more merchandise from your business at no cost to you.

**Building for the future.** When a customer becomes a Smarter Living Member they create long-term value as customers-for-life while you enjoy a profitable source of new, enduring service revenue.

With the opportunity to earn 3x (or more) revenue, SmartOne can generate incredible gains.

## Why not grow your bottom line?



ZUCORAHOME

## Canada's Smarter Living company.

What began in 1979 as a modest manufacturer of furniture protection products has blossomed into a national passion for serving consumers with home convenience solutions that inspire a smarter way to live.

Located in London, Ontario and working closely with Canada's leading home furniture, mattress and appliance retailers, we've developed a reputation for going "above-and-beyond" by delivering exceptional customer experiences and solving everyday home management challenges.

As the era of digitally connected homes continues to evolve, the ZucoraHome team is constantly creating and introducing amazing technologies with ready-to-use solutions that deliver convenience for today's busy families.



**Be smart! Discover how easy it is to help your customers  
live "smarter"!**

[zucorahome.com](http://zucorahome.com)



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Learn everything about this new game-changing opportunity at [zucorahome.com](https://www.zucorahome.com)



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