



Water and freeze damage continues to be one of the most frequent insurance claims for a homeowner.

In fact, one in fifty homes have a claim each year. **That's 7x more frequent than other perils!** For an insurer, this means a good portion of their resources, customer communications and payouts are related to preventable claims.

How can smart home IoT help homeowners prevent and mitigate water leaks? How can insurers benefit from investing in Notion?

Although water leak detectors aren't new, the value to homeowners is lacking. This is where Notion can help. We know homeowners want IoT to help protect their home, but water detection alone is not enough. That's why Notion created a simplified system where homeowners can monitor for opening doors and windows, sounding smoke/CO alarms, temperature changes, AND water leaks all with an easy-to-install, multifunctional sensor.

With Notion, a homeowner can quickly detect a toilet overflow, a slow drip from their washing machine, or freezing temperatures near the water main in the garage.

Paired with incentives, such as insurance discounts, **Notion programs result in higher installation rates** compared to traditional IoT.

Insurers can see savings within the first year and have full return on investment by the second year of a Notion IoT Program.

CHANGING BEHAVIOR



84%

of users didn't monitor water before using Notion

INSURER BENEFITS

- + Attracts new customers
- + Proactive homeowner behavior
- + Enables positive insurer engagement
- + Reduces water / freeze claims

EXAMPLE FOR 50,000 POLICIES

See ROI with Notion in Less Than 2 Years

No Change

ANNUAL WATER CLAIMS

\$10.2M

50,000 policies, \$10,234 avg water claim, 2% water claim rate

VS

With Notion

ANNUAL WATER CLAIMS

\$4.9M

50,000 policies, 70% install rate, \$10,234 avg water claim, .05% Notion water claim rate, \$4.25M Notion Investment in Year 1

ANNUAL ROI

\$5.4M

\$1.12M ROI for Year 1 (after Notion investment). ROI analysis only includes water claims and does not factor in potential reduction in fire or theft claims with Notion.

Partner with Notion at getnotion.com