

RESIDENTIAL

Recap

For Members of Residential Warranty Company, LLC

Making a Difference

Many of you may remember Frederick McFeely Rogers (Mar. 20, 1928 – Feb. 27, 2003) who developed and starred in all 895 episodes of Mister Rogers' Neighborhood from 1968 through 2001. What you may not know is that he was an ordained Presbyterian minister, wrote and played all of the music for his show, personally answered all fan mail and did no commercial endorsements. One of his iconic sweaters (all were hand knit by his grandmother), is on display in the Smithsonian Institute.

Fred was presented with many awards in his lifetime including the Ralph Lowell Award, the George Foster Peabody Award and the Presidential Medal of Freedom. In 1997 at the Daytime Emmys, he was honored with a Lifetime Achievement Award in front of a myriad of TV stars. Instead of a puffed up acceptance speech, he asked them all to observe ten seconds of silence to remember all of the people who helped them become who they were. You see, Fred Rogers was a man of imagination, integrity and most of all love. He built his television neighborhood to enlighten, encourage and embrace all who visited there. Fred Rogers made a difference.

You too are in the business of building neighborhoods. The houses you construct will become homes to people who will use them for shelter, gatherings and raising



families. Trust is being placed in you to provide a finished product that will live up to those expectations. Thoughtful design, quality materials and skilled workmanship are the hallmarks that exemplify your integrity. No matter the price or the location, the house you are building is fulfilling someone's dreams. And, as an RWC member, your commitment to excellence

continues far past the closing date. You are providing the RWC warranty, a promise that the house you built will be protected from unforeseen problems for years to come. You are making a difference.

Now, go build a neighborhood and remember, a house needs thousands of components and many hands to come together to make it complete. Take ten seconds now to remember all of the people who helped you make it a home. Have a great Spring!

International Builders Show 2014

By Lynn Nelson-Probst, Vice President of Sales

RWC, HOME of Texas & MHWC exhibited at the International Builders Show (IBS) in Las Vegas February 4, 5 & 6th. This was the companies' silver anniversary as IBS exhibitors. All RWC, HOME & MHWC Account Executives attended for a week full of work and fun. Most of us are from the East so we welcomed the much milder temperatures in Las Vegas as compared to the Polar Vortex that was going on back home.

This was the first year the National Association of Homebuilders' (NAHB) paired up with the Kitchen and Bath Industry show (KBIS) to offer exhibits and educational programs in one location for all facets of the residential construction industry.

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International Builders Show 2014

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It created a more diverse crowd and many first time attendees. Over 75,000 builders, remodelers and suppliers from all over the world attended the show. 1,700 exhibitors covered 650,000 square feet of floor space. Foot traffic was steady throughout the three days. Prospects we spoke to had a high degree of interest in our programs and we're looking forward to these prospects becoming RWC or HOME members.



RWC & HOME of Texas Account Executives pose at the RWC booth. Left-right: Fred Taylor, John Felbaum, Linda Hepler and Rich McPhee.

ner Pat Benetar, her husband Neil Giraldo and their band play at the Spike party Thursday evening following the show. I'm dating myself, but so was everyone else in the room that night. They rocked the house down.

After working at the show, some of the Account Executives tried their luck at gambling, some went sightseeing, saw shows, or shopped. Thanks to the reps who attended, we had another successful trade show. A big thank you to them for their hard work setting up, tearing down, loading and unloading. A special thanks to John Felbaum who did a lot of additional legwork for us before, during and after the show, because it's in his hometown.

Mark your calendars for next year's show. We're going to do it all over again in Las Vegas, January 20-22, 2015.

UPCOMING EVENTS 2014 - 2015

- **PCBC:** June 25-26, 2014 • San Francisco, CA
- **Sunbelt Builders Show:** July 23-24, 2014 • San Antonio, TX
- **21st Century Expo:** September 9-11, 2014 • Charlotte, NC
- **International Builders Show:** January 20-22, 2015
Las Vegas, NV • Booth # C2556

RWC Presents 2013 Sales Awards

Residential Warranty Company, LLC (RWC), HOME of Texas (HOME) and MHWC wish to congratulate and acknowledge their Sales Awards, Winners for 2013! The Account Executives recognized this year for their individual achievements have each logged a multitude of appointments, PR visits, phone calls, mailings, etc., all the day-to-day basics that eventually result in a productive year.

Our premier award is for Outstanding Account Executive of the Year and, for the 2nd straight year, the recipient is the company's Senior Account Executive, Jana Watts. Because of her knowledge of the industry and her excellent customer service, Jana is responsible for Members in several states and she is a 27 year veteran of the company.

As any sales-driven organization knows, success of a company is unobtainable without dedicated and hard-working sales people. Our organization is pleased and proud to count these winners as our own. Congratulations to Jana and to all of our 2013 Award Winners!

- **Outstanding Account Exec. of the Year**
 - 1st Jana Watts
 - 2nd John Felbaum
 - 3rd Tifanee McCall
- **Most Applications Received**
 - 1st Jana Watts
 - 2nd Tifanee McCall
 - 3rd John Felbaum
- **Most Projected Homes**
 - 1st Jana Watts
 - 2nd Tifanee McCall
 - 3rd John Felbaum
- **Most Warranted Homes**
 - 1st Tifanee McCall
 - 2nd Linda Hepler
 - 3rd Jana Watts

Get the Advantage... Platinum Advantage!

PLATINUM ADVANTAGE

Offered exclusively through our network of approved Members, Platinum Advantage extends warranty protection beyond the original manufacturer's standard warranty on a variety of appliances and systems in the home. This package approach provides the Homeowner the security of more comprehensive and long term coverage but at a substantially lower rate than if they were to buy individual extended warranties on each item of equipment.

The average Homeowner understands that eventually most things break down. Appliances and systems typically carry a one-year warranty from the manufacturer. Extended warranties are a cost-effective way to deal with expensive and unexpected repair bills. Through Platinum Advantage, Homeowners are protected against this potential financial burden for up to 7 years on covered items. Without an extended warranty, Homeowners may have to pay hundreds of dollars for repairs. With Platinum Advantage, Homeowners are responsible for only a small service fee.

Setting this program apart from others is the level of flexibility built into the coverage. Homeowners choose the length of warranty term, the level of service fee, and which repair provider to use when a covered appliance or system breaks down. Additionally, they can select optional coverage to further customize their plan. Platinum Advantage is administered by RWC's affiliate, USHP, LLC.

The Builder benefits from Platinum Advantage in a variety of ways. Exposure to customer service issues is dramatically reduced since USHP takes over complaint handling for problems with covered appliances and systems. An administrative fee may be paid to the Builder for every warranty sold, generating extra revenue to make the program profitable and benefit that important bottom line. Ultimately, Platinum Advantage provides a unique marketing tool that will set the Builder apart from the competition.

Platinum Advantage is available in select states at this time. For availability and more information about Platinum Advantage, call 866-394-5135 ext. 2149 or email sales@rwcwarranty.com.



PLATINUM ADVANTAGE IS:

Simple

Flexible

Economical

Transferable

Builder Spotlight

Gainey Construction Company, LLC has been building in Sumter, SC for over 25 years and is the number one local builder in the area. Having over 55 years combined experience, with the staff and subcontractors, constitutes a very impressive tenure. Working with the same craftsmen and staff year after year not only benefits the company, but also the homeowner. Expertise knowledge of the business and the region yields precise, efficient and expeditious work.

Dean Gainey, Owner, explains that without a doubt you can see and feel the difference in a Gainey home. They are stick built homes, constructed the old fashioned way. Gainey does not use engineered components, such as trusses or prefab cabinets. They are also energy advantage homes built to save money.



Dean Gainey has been a member/officer of the local HBA for 20 years. The company has also been awarded "Best of the Best Contractor" for the Sumter County Reader's Choice Award for 7 years.

Gainey Construction has been a long time member with RWC. Dean Gainey states, "It is simply the best third party warranty company that I have ever used, and I have tried several. The website is also very user friendly." RWC is glad to have Gainey Construction as a member and congratulates them on all their hard work and achievements.

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Tifanee McCall (MHWC) Wins the 2014 PMHA President's Award

We are proud to announce that Tifanee McCall - the National Account Manager for MHWC and the Account Executive for Residential Warranty Company, LLC



Pictured: Dale Walker, Jr., PMHA President, Tifanee McCall, MHWC National Account Executive & Mary Gaiski, Executive Vice President.

(RWC) - was awarded the prestigious President's Award by the Pennsylvania Manufactured Housing Association (PMHA) at the 2014 PMHA Annual Meeting held at the Sands Casino Resort in Bethlehem, PA.

The Pennsylvania Manufactured Housing Association (PMHA), headquartered in New Cumberland, is a statewide trade association representing the manufactured and modular housing industry that operates in and serves Pennsylvania. PMHA's members include manufacturers, retailers, suppliers, transporters, community owners and managers, and financial and insurance organizations.

MHWC, an affiliated company with Residential Warranty Company, LLC (RWC), has been a member in PMHA since 1989.

The PMHA President's Award is given by the association president to those that have demonstrated a long-standing appreciation for the industry and have unselfishly devoted their time and energy for the betterment of the association and the industry. Having given so much to the association and industry during her 18 years with RWC and MHWC, Tifanee is well-deserving of this awesome recognition!

RWC Welcomes New Account Executive

RWC welcomes newly hired Account Executive, Rich McPhee. Rich's territory is MD, VA, DE & Washington, DC. His experience in client relationships, business development and corporate sales make him an ideal ambassador for us and our members.



Rich is from New England, but now lives in Washington, DC. He's a graduate of Springfield College, Springfield, MA, and a member of a competitive men's basketball & co-ed soccer league. He participates in many other outdoor sports and is the lead singer and guitarist in a band.

Fresh out of the gate, Rich also had the opportunity to show off his bowling skills. The Associates Council of the HBA of Delaware hosted their first quarterly membership meeting in January, complete with pizza and bowling. Teams were chosen randomly and over 40 members had a chance to let loose while meeting some new people in the industry.

Welcome aboard, Rich!

Residential Warranty Employees-of-the-Month

- ❖ August 2013 – Rickey Shatto, Enrollments Administrator
- ❖ September 2013 – Dawn Knull, Insurance Systems Support Analyst and Linda Treese, Billing Specialist
- ❖ November 2013 – Joseph Pluta, Paralegal
- ❖ December 2013 – John Felbaum, Account Executive
- ❖ January 2014 – Nils Nordtomme, Senior Developer and Denise McGurl, Graphic Designer
- ❖ February 2014 – Scott Lackey, Technical Advisor
- ❖ March 2014 – Kelly Rusinko, Accounting Assistant (Accounts Payable)

Did you know...

The average tenure at RWC is 18 years.

The average tenure of the Warranty Resolution staff is 17 years.

The average tenure of our management team is 27 ½ years.

Builders in the News

Advantage Homes

Advantage Homes, LLC of Germantown, MD has a new community in Virginia. They held a ribbon cutting ceremony April 25, for newly opened Melody Farms.



Pictured left to right: Rich McPhee, Lynn Nelson-Probst (both of RWC), Jason Hawkins, Charlie Kaiser (holding the award), Eric Newquist and Rick Centra, President of Advantage Homes.

They were also presented with RWC's Incentive Award of Distinction. They received this award as a result of never having a claim on any of the almost 1,000 homes warranted, combined with their longevity as a RWC member. In addition, they also received a check for the amount of \$20,836.46. In total, RWC has given Advantage Homes over \$70,000 in Incentive distributions!



Pictured left to right: Rich McPhee, Jason Hawkins, Charlie Kaiser & Lynn Nelson-Probst

Lynn Nelson-Probst, Vice President of Sales at RWC, states "It was an honor to be able to present this recognition for a job well done to everyone at Advantage Homes. We're proud to be one of your trade partners."

Amwood Homes ▶

Amwood Homes held their Annual Spring Kick Off this March, at the Hotel Julien in Dubuque, IA. They provided product updates, sales and marketing training and presented President Awards to some of their builders.



Mid-Atlantic Builders

On October 24, 2013, at the Maryland-National Capital Building Industry Association's (MNCBIA) annual awards ceremony, Mid-Atlantic Builders received recognition as 2013 Builder of the Year (Medium Volume Category) and 2013 Developer of the Year. While they have won both awards in the past, this is the first time they have won them in the same year.

IBS Awards

Congratulations to Master Builders Association President, Martha Rose (member of RWC), for receiving an NAHBGreen Award and to the Association's 2014 Professional Women in Building (PWB) Council chair Juli Bacon for being named PWB Woman of the Year at the International Builders' Show in Las Vegas. Rose was named Builder Advocate of the Year for her outstanding efforts in green building advocacy. Bacon received her award during the annual PWB Awards luncheon. The association's PWB Council also won first place in the large council community outreach category for last year's Rampathon project.

If you've never reviewed our exclusive Customized State Warranty program, you don't know what you're missing!

The most unique and specialized warranty in the industry!



- Complies with your state's statutes
- Insurer covers structural defects from day ONE
- Flat enrollment rates with no deposits
- Full color warranty book - dynamic marketing tool



800-247-1812 Ext. 2149 or sales@rwcwarranty.com

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The Next Step in RWC's Modernization Plan is Coming Soon – Online Home Enrollment Validation!

If you've been "keeping score", RWC's been fairly busy lately trying to improve our programs and our efficiency for our Members. (See our Events Tracker below.) That trend continues as we work towards an online process for home enrollment validation.

The way things work today is that you have your buyers sign the Application for Warranty form at your closing. After RWC receives the signed copy and warranty fee, we send a validation sticker on a postcard through regular "snail mail". Depending on how quickly we get information back from the closing, when the enrollments are processed, and how quickly the mail is delivered, it can take several weeks until that validation sticker arrives in your buyer's mailbox.

So what's the "plan" to improve this system? If you're using Warranty Express, you know that you already get PDFs of the warranty book and Application for Warranty in time for closing. That part won't change. But on the front cover of the warranty

book, where the validation sticker box is currently located, there will be instructions telling the homeowner to go to confirm@rwcwarranty.com to validate their warranty. They will answer a few short questions to confirm they are the purchasers and then they will receive a full color PDF of their new **Warranty Confirmation** form.



Full color Warranty Confirmation replaces validation sticker.

The Warranty Confirmation form (see photo) will include their Validation Number, Effective Date of Warranty, Term of Coverage and any applicable Addenda. No waiting for it to arrive in the mail; no requesting a duplicate if the original gets lost and probably best of all, immediate validation of their warranty whenever they choose to logon. Additionally, they will be able to view the warranty book that was issued for their home in the future online.

We're a few months away from implementation and we'll be in touch with all our Members to provide more details when we get a little closer. But for now, know that we are working hard to streamline things and make our system as efficient for you as possible. Look for more information this Fall on online validation.

If you have questions now and want to hear a little more, contact Sandra Sweigert toll free at 1-800-247-1812, Ext. 2107 or by email at sandra.sweigert@rwcwarranty.com.

RWC... We're Working Hard to Bring Value to You!

RWC Events Tracker

January, 2013: Our Renewal Application was shortened and we instituted an "Evergreen" feature to our Membership Agreements. So you had fewer renewal questions to answer and once you signed the Evergreen Addendum, you eliminated the need to resign membership agreements going forward.

March, 2013: We moved to an online membership renewal process to speed up the time it takes to process your renewal and reduce the amount of paperwork you have to do.

April – August, 2013: Beginning in April and continuing through August, full color eye-catching warranty books replaced the boring black and white variety in our Customized State Warranty Program.

December, 2013 – April 2014: Full color warranty books became available for our standard 10 year warranties including the ones specific to Maryland, New Castle County, DE and New Jersey.

February, 2014: Our website was completely revamped. See pages 8-9 for the details.

Fall, 2014: Online Validation is Coming!

Why New Home Warranties from RWC? It's the Value that Matters!

By Lynn Nelson-Probst, Vice President of Sales



When you provide an RWC warranty, what exactly does that mean to your buyer and to you? To a prospective homebuyer, it's financially and emotionally

important to get value for the dollars they spend. It means protection and security. RWC has accumulated over 30 years' & over 3 million homes' worth of experience as a warranty company. Our longevity, experience and knowledge passes on to our members and ultimately to their customers.

The definition of "Value" is the amount of money, goods or services that is considered to be a fair equivalent for something else. RWC provides an excellent value. One of the least expensive, longest lasting products a builder can purchase for the homes they build is the RWC warranty. One low warranty fee covers a home for the entire warranty period and provides so much value and numerous marketing advantages.

- A third-party written warranty insured by a company rated "A- (Excellent)" by A. M. Best. This rating is based on the company's sound capitalization, historically favorable operating performance, positive cash flow, and conservative reserve levels.
- The ability to use the warranty as a marketing feature when you advertise and show your homes.
- Should your homeowners decide to sell their home, the warranty is automatically transferable to subsequent buyers for the duration of the warranty term, making the warranty you provided an excellent resale tool for them as well.
- An effective resolution process which includes FREE mediation and, if necessary, binding arbitration in the event of a dispute with a homeowner.
- In fact, RWC resolves **over 95%** of the warranty resolution disputes we administer without the need for arbitration!
- Specific, detailed written industry standards. If, for any reason, a warranted defect is discovered in a home you built and warranted through RWC, your homeowners can rest assured it will be remedied.
- FHA, VA, USDA approvals when necessary.
- Online enrollment process.
- Limited, not UNlimited, exposure to you and your company.
- Access to and knowledge from over 30 Years of industry experience.
- Excellent customer service from RWC's staff.

Protection... longevity... strength... experience... third party insurance backing... all adds up to solid assurance for you and your homebuyers. If you have questions on how to make your RWC Membership work better for you, contact us for assistance toll free at 1-800-247-1812, Ext. 2149 or by email at sales@rwcwarranty.com. We're here to help!

More Options From Us... Means a Better Fit for You!

What can the RWC Remodeler's Program do for you?



Call 1-800-247-1812 Ext. 2149
for more information or visit
www.rwcwarranty.com



It takes lots of tools both to complete a remodeling project and to build a business. RWC offers you a selection of great tools to choose from; including the **Remodeler's Program**. This flexible warranty allows for customization based on each project and specific needs of the customer.

- Provide Security to Your Customers
- Economically Priced
- Effective Risk Management/Mediation Process
- Various Warranty Options Available



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We have a brand new website!

Residential Warranty Company, LLC (RWC) upgraded its website with a totally new, sophisticated look and more information than ever at your fingertips for you and your customers! In addition to the new look and easier navigation tools, we've made some changes we hope you'll like.



Contact Us

Need to get in touch with us? Our toll free number and email address are at the top of every page on the site. Link your site to ours and put our strength, reputation and experience to work for you.



Builders

Choose RWC for effective warranty & risk management solutions to your customer service & marketing needs.



Homeowners

The RWC Limited Warranty assures Homeowners that their home is protected with a written and insured warranty.



Real Estate Professionals

RWC Warranties are distinguishing features making homes more attractive to potential buyers, a value to any savvy Agent.



RWC Insurance Advantage

RWC Insurance Advantage is an intelligent approach to commercial insurance protection for RWC Members.

www.rwcwarranty.com

The screenshot shows the RWC Warranty website interface. Annotations include:

- Toll Free #** and **Email Address**: Arrows point to the contact information at the top left.
- Warranty Express Login**: An arrow points to the login link in the top right navigation bar.
- About Us**: An arrow points to the 'About Us' link in the top right navigation bar.
- Links to Account Executive and several contact forms**: An arrow points to the 'Contact Us' link in the top right navigation bar.
- Over 30 years**: An arrow points to the 'Over 30 years' text in the main banner.
- We have home v**: An arrow points to the 'We have home v' text in the main banner.
- Warranty and Insurance quotes**: An arrow points to the 'GET A WARRANTY QUOTE' button.
- Frequently Asked Questions**: An arrow points to the 'FAQS' link in the left sidebar.
- Forms Library**: An arrow points to the 'FORMS LIBRARY' link in the left sidebar.
- Warranties Products**: An arrow points to the 'WARRANTY PRODUCTS' link in the left sidebar.

Over 30 years and 3 million homes... We have home warranties nailed!

Warranty Express

Easier access to Warranty Express - the login link is in the top right hand corner of every page on the site. If you aren't familiar with Warranty Express, contact us for a password and check it out. You can:

- Enroll homes & pay the warranty fees online;
- Order marketing materials (sample books, brochures, etc.);
- Print closing documents (application forms, FHA letters, state affidavits, etc.);
- Generate enrollment reports;
- Renew your warranty membership; and
- Coming soon - apply online for new memberships for other companies you wish to enroll.

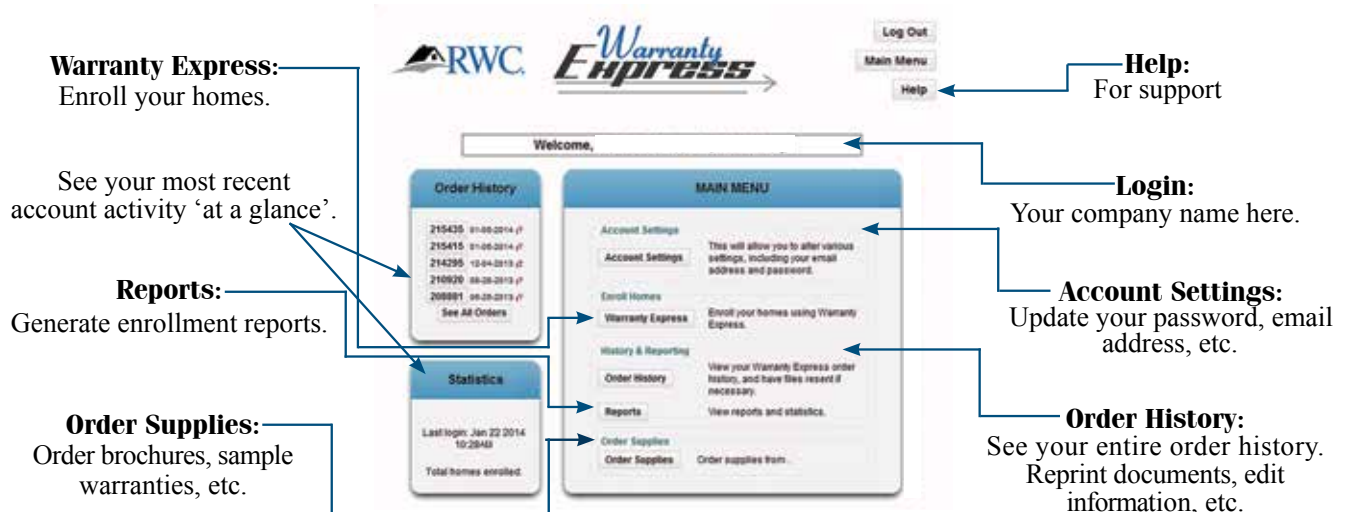
RECAP

Using Warranty Express is easy!



To use Warranty Express, you need your builder registration number and a password issued by RWC. If you do not have a password, let us know. If you run into problems while using Warranty Express and need help, we are always willing to talk you through any issues you may encounter. Call us at 800-247-1812, Ext 2107. To enroll homes, generate reports, renew your membership and order marketing supplies, Warranty Express is your easy-to-use online warranty tool. First, make sure you have login information (your Builder Registration Number and a Password from us). Then, find the link to the Warranty Express **Login Fields** on the new RWC website at www.rwcwarranty.com.

Main Menu



Know Your Warranty Appliances and Equipment – Are They Covered?

Under the RWC warranties, appliances and equipment are excluded from coverage. Manufacturer warranties on appliances and equipment are generally transferred to the buyers at closing. But did you know that extended warranty coverage for your buyers on their new appliances and mechanical systems is available in 23 states through one of our affiliates, USHP, LLC? Read “Get the Advantage” (page 3) for more details. Get a leg up on your competition by including Platinum Advantage with your RWC Warranty for the most comprehensive program on the market.

Standard Warranty (Warranty Book Form #319)

Section II.A. Introduction to the Limited Warranty

3. Appliances and Equipment included in the Home are not warranted under this Limited Warranty, but may be covered by separate warranties provided by the manufacturer or supplier. These warranties are passed on to you by your Builder at closing and are separate from this Limited Warranty.

Section II.E. Exclusions

14. Appliances and Equipment included in the Home are not warranted under this Limited Warranty, but may be covered by separate warranties provided by the manufacturer or supplier. These warranties are passed on to you by your Builder at closing and are separate from this Limited Warranty. Damage caused by improper maintenance or operation, negligence, or improper service of these items by you or your agent will not be covered under this Limited Warranty.



Get a leg up on your competition by including Platinum Advantage with your RWC Warranty for the most comprehensive program on the market.

Section I. Definitions

2. Appliances and Items of Equipment, including Attachments and Appurtenances Water heaters, pumps, stoves, refrigerators, compactors, garbage disposals, ranges, dishwashers, washers and dryers, bathtubs, sinks, commodes, faucets, light fixtures, switches, outlets, thermostats, furnaces and oil tanks, humidi-

fiers, oil purifiers, air conditioning materials, in-house sprinkler systems and similar items.

Customized State Warranty (Warranty Book Series #3101-3199)

Section I.C. Responsibilities, Limitations and Conditions

5. It is anticipated that your Builder will assign to you all manufacturers' warranties on products included in the Final Sales Price of your Home. Neither the Insurer nor the Administrator will be liable for your Builder's failure to do so. Appliances and similar products and Equipment are not covered by this Limited Warranty.

Section I.D. What Your Limited Warranty Does Not Cover

15. Appliances and Equipment in your Home. The Appliances and Equipment in your Home may be covered by warranties issued by the manufacturers or suppliers, and your Builder should pass these warranties on to you at closing. Damage caused by improper maintenance or operation, negligence, or improper service of these items by you or your agent will not be covered under this Limited Warranty.

Section V. Definitions

B. Appliances and Equipment. Water heaters, pumps, stoves, refrigerators, compactors, garbage disposals, ranges, dishwashers, washers and dryers, bathtubs, sinks,

commodes, faucets, light fixtures, switches, outlets, thermostats, furnaces and oil tanks, humidifiers, oil purifiers, air conditioning materials, in house sprinkler systems, and similar items, including all attachments and appurtenances.



RECAP

THE REVIEWS ARE IN

*We love hearing from you!
RWC recently received
these kind notes
from satisfied Builders.*

"This is just a quick note to thank you personally for being such an efficient company. It is easy to enroll our homes through your website and your follow up with our clients is quick and effortless. Your level of service and responsiveness cannot be beat. We could not ask for a better warranty company than RWC and we value our working relationship with you."

- Kathy, Indiana

"I just opened the new box of books and they are so colorful and pretty now, thanks."

- Amanda, Maryland

"Your company is the greatest! ...Every time I call there, each person I speak to is very helpful. It is a good team."

- Bill, Pennsylvania

The RWC 10 year structural warranty has given our company a strong marketing advantage over used homes and other new homes. Registering each home we complete for the 10 year warranty is easy. Our customers value the peace of mind of knowing they are protected.

- Trent H., Michigan Builder

"When we evaluate companies that are going to be interacting with the most important people in our business, our Valued Homeowner, we make best efforts to hire only those that shares our Core Values. The following are a few of the Core Values that were adopted by Advantage Homes, LLC.

- We are Honest, Ethical & Professional
- We are Reliant, Diligent and Responsive
- We Strive for Excellence
- We Encourage Open and Honest Communication
- We Work as a Team to Accomplish Our Mission

Advantage Homes, LLC. has built & settled well over 1,000 new homes in the Washington DC Region. RWC was our clear choice to provide a Limited Warranty to our Valued Homeowners. One may ask why RWC? That answer is quite simple in that they share our Core Values and have a proven product that is known for excellence. In addition to having a great product, they employ only the best talent available in our marketplace.

If you are seeking to engage the services of a Limited Warranty Company that has a proven product with a trained, professional staff, I can highly recommend RWC. They have demonstrated that they share our Core Values and are passionate about serving the most important people in our business, our Valued Homeowner."

Sincerely,
Richard W. Centra, President
Advantage Homes, LLC.

Warranties and Insurance - Joined Forces

Exclusively for
RWC Members

Insurer rated
"A-(Excellent)"

Streamlined Underwriting



Call for your quote: 866-454-2155

Coverage Available:

General Liability
Completed Operations
Builders Risk
Contractors Equipment

Searching for an Answer?

Give us a call - We'll do our best to help! First and foremost, know that your Account Executive is ready, willing and able to help you with all of your warranty and insurance needs. Contact them directly and let them do the legwork for you.



Who is My Account Executive?

Agnes Brennan

AR, CO, GA, IL, KS, KY, LA, MA, MI, MN, MO, ND, NE, OH, OK, RI, SD, TN
800-247-1812 x2171
agnes.brennan@rwcwarranty.com

John Felbaum

AZ, CA, NM, NV, OR, UT, WA
702-340-7233
john.felbaum@rwcwarranty.com

Fred Taylor

NC, SC
800-247-1812 x2628
fred.taylor@rwcwarranty.com

Rich McPhee

DE, MD, VA, Washington DC
800-247-1812 x2623
rich.mcphee@rwcwarranty.com

Linda Hepler

TX
800-683-6833
linda.hepler@homeoftexas.com

Tifanee McCall

Central & Western PA
800-247-1812 x2132
tifanee.mccall@mhwcwarranty.com

Jana Watts

AL, CT, FL, IA, ID, IN, ME, MS, MT, NH, NJ, NY, Eastern PA, VT, WI, WV, WY
908-638-0473
jana.watts@rwcwarranty.com

All Manufacturers and MHWC Builder/Dealers:

Tifanee McCall

Nationwide
800-247-1812 x2132
tifanee.mccall@mhwcwarranty.com



Questions on the Warranty Program? Call 800-247-1812 or Email Us:

Enrollments (RWC & MHWC)

Building Systems Enrollments
Dana, x2212
dana.myers@rwcwarranty.com

Enrollments (HOME)

Rickey, x2188
rickey.shatto@rwcwarranty.com

RSW, Remodeling & Garages, Warranty Express

Sandra, x2107
sandra.sweigert@rwcwarranty.com

Membership/Renewal Questions

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Customer Service: Blend Your Approach for Good Customer Relations

By Joseph Pluta, Paralegal

Dealing with an irate consumer at times is no easy task. You're 16 and working in your father's shoe store, and the patent leather pumps the lady seems to want just don't fit her right. The inventory only contains one pair of size 7 mediums, and the reality is the customer takes about a 6 wide. You explain to her you can do a special order—might take two weeks to get 'em in. Meanwhile her twin boys, age 4, are running amok knocking down every shoe on display in the shop. You slip up and say something to the kids along the lines of "please be careful with the displays," and the lady goes ballistic. Dad can't bail you out because he is at the Woolworth's down the block, picking up a couple of grilled cheeses and fountain sodas to go.

Luckily Dad returns shortly and immediately grasps my predicament. Within about 1 minute he has the displays picked up, is taking down the customer's information for the special order and there are a couple of little boys sipping sodas from Woolworth's. A couple of how's-it-goins, a couple of yes-mams and a couple of handsome-boys is all it took. . .some corn syrup, alacrity and kind words.

Let's take the story to modern day, 2014, and the consumer purchased one of your \$600,000 Brookefield models about eight months ago. You know from the three hour settlement that these customers can be fussy. You have received a letter from the Homeowners wherein they describe a crack in their concrete basement wall that had some water coming through it during a recent storm. As you can imagine, this situation might be handled a little differently than the one involving the lady who wanted patent leather shoes. The response is going to be a blend of thinking-



on-your-feet, procedural implementation and careful follow-up.

First, review your records on the house. Go through all prior service requests, and see if any are pending. See if you have any records indicative of a problem that came up during construction, such as a front end loader hitting the foundation. After reviewing the records, proceed with scheduling an inspection.

The inspection should be a scheduled event -- don't just drop by. When you call the Homeowner to set the appointment, get a little background information on the alleged problem, such as when he or she first noticed the crack, the location of the crack and things like that. Basically, gather up an initial set of information from which to work from. At all times be friendly and courteous. Hear the Homeowner out, and try not to take any kind of position until you have seen the problem. Then try to keep the appointment that was scheduled. Having to reschedule a time or two often starts a situation down a rocky road. You will be surprised how the slightest little things start turning a small problem into a big one. Arrive at

the house on time—not early or late. Account ahead of time for traffic.

Be prepared for the inspection. Have a pad to write on, a pen, a camera, a measuring tape, maybe a level, etc. It is not just a matter of being prepared, but looking prepared too will go a long way toward giving the Homeowner the impression that when you have to take a position on their foundation crack, your position is that of a professional who knows what he or she is talking about. Wear the right attire for the occasion, such as chinos or a nice pair of jeans and a polo shirt. The "occasion" means you could end up in an attic or in a crawlspace. You should look the part of one ready to go to work and look professional at the same time. A suit would probably be as bad to wear as cut-off shorts—dress for the occasion.

Now you've arrived at the house for the appointment. Wipe your feet well, or put on a pair of those slip on booties. It's okay to make a little small talk first; a good place to go in that regard is the weather. If the house looks nice and well kept, be complimentary about it. After a little small talk, head down into the basement with the Homeowner.

Measure the crack—even though in this case it is only a 2 foot long hairline crack—and take a few pictures. You see no evidence of any water, such as staining or a watermark, so ask the homeowner again when they saw water coming in (but don't say you see no evidence of it). Mark down anything you think is relevant in your notes. Look around the rest of the basement too, for evidence of anything out-of-the-ordinary. Walk around outside too, paying particular attention to the area immediately adjacent to the alleged crack.

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Customer Service...

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You're about done with the inspection. Tell the Homeowner you will get back to them with a response to the issue shortly. Don't really take any kind of a position yet—and you are fighting with this as in your mind you cannot see what all the fuss is about. It's puzzling that the Homeowner was more or less breathing down your neck about the crack during the inspection but she kept looking at her watch like she had somewhere to go, so maybe that was why she was a little bit unsettled. You also know that the problem could very well be one the Homeowners created, what with that gutter leader near the crack area knocked off, and sporting a sizable gash from a lawnmower. Not to mention the fact that the only time the Homeowner remembered water coming in was during last year's nor'easter. Save that for the letter when you write it, so as to get out of there with the situation still basically on an even keel. It's their house, so remember their perspective on what might seem to be a small problem will be a little different than yours.

Now you're back at the office writing your letter to the Homeowners and taking a position on their alleged crack. Cite what the RWC warranty says about hairline cracks and what the warranty would say about the downspout leader and maybe the big storm. Explain the situation to them diplomatically, but don't go overboard with it. Since fixing the problem would be no major hardship, and since you happen to have a section of downspout leader of matching color in the shop, then go on to explain how you will address it as a courtesy. A little caulk and a little drain pipe goes a long way to securing good customer relations, much like a couple of Cokes did back in my father's shoe store.

Where Can I Find...?

Want to check the enrollment status of a certain home or order brochures? The RWC website is chock full of resources for you. We listed some of the more frequently used sections below for easy reference. Start by visiting www.rwcwarranty.com.

▶ I WONDER IF THERE'S A WARRANTY FOR THAT?

RWC has more warranty options that you may realize. Hover over **"Builders"** to see, at a glance, all the products and features available. To go to the list of warranty options available, select *"Warranty Products"*.

▶ GET A GL INSURANCE QUOTE

The RWC Insurance Advantage can meet many of your commercial insurance needs. Get a quote by clicking on the **"RWC Insurance Advantage"** link and selecting *"Get Insurance Quote"*.

▶ ENROLL A HOME

In the top right corner of any page on our site, see the link to **"Warranty Express"**. Sign in to Warranty Express with your registration # and password. Select *"Warranty Express"* to begin the enrollment process.

▶ CHECK THE ENROLLMENT STATUS OF HOMES

Once logged into **"Warranty Express"**, you will see options for things like *"Order History"* and *"Report"*. From here you can order an enrollment report or check the status of a specific home.

▶ ORDER FREE MARKETING MATERIALS

From the main menu once you are logged into **"Warranty Express"** go to *"Order Supplies"* to request sample warranty books and marketing pieces.

▶ WHAT IF I HAVE QUESTIONS?

RWC provides a list of *"FAQs"* for Builders. See the link in the **"Builders"** supermenu. If you need additional information, all our contact information and helpful contact forms can be found in **"About Us"**.

▶ FIND YOUR ACCOUNT EXECUTIVE

From any page, hover over either **"Builders"** or **"About Us"** in the blurred bar at the top and click *"Find Your Account Executive"*. Simply select your state.

▶ ANSWER CLIENTS' QUESTIONS ON THE WARRANTY

Hover over **"Homeowners"** in the blurred bar at the top of any page and find links to *"FAQs"* for homeowners, seasonal maintenance checklists and many reasons why an RWC warranty is valuable to your buyers.

▶ LOOKING FOR A FORM YOU NEED TO COMPLETE YOUR APPLICATION OR MEMBERSHIP RENEWAL?

Check out our *"Forms Library"* from the **"Builders"** supermenu.



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2014 WPMIC ANNUAL MEMBERSHIP MEETING

**Tuesday, June 3, 2014
8:15 a.m.**

**Residential Warranty
Company, LLC**

**5300 Derry Street
Harrisburg PA 17111**