



PROUD PARTNER OF INDEPENDENTS®

Help customers protect their homes

Here's everything you need to know about our smart home program

Did you know that **water damage** accounts for

23%

of insurance claims, and that the average cost of a water damage claim is **\$12,500**?¹

- Step 1: We enroll the insured into the program.
- Step 2: Nationwide will send an email to the insured.
- Step 3: The insured must register for the program and choose which device they want.

Nationwide's smart home program leverages innovative technology to help keep your customers' homes safe from water damage.

- Step 4: Nationwide will send the device to the insured.
- Step 5: The insured must install the device and connect it to their home WIFI within 55 days. If not, there will be no discount.



Homeowners with Nationwide property insurance can now order a smart water leak detection device at no additional charge.²

Due to the limited number of promotional kits available, the offer is good only while supplies last.

Top reasons to offer the smart home program



Engaging customers increases retention

10%

policy discount³



Potential for reduction in loss ratios

How it works

Nationwide's smart home program features smart water leak detection devices that help customers proactively prevent loss from water damage.

Once enrolled, policyholders will receive an offer for a smart home monitoring device and will receive a discount on their property insurance policy. The device must be activated within 55 days of enrollment or the discount may be removed.

Tips to share

Some of the most likely sources of water leaks, based on our own claims data, include:

- Bathroom: toilets, sinks tubs and showers (this room has the highest frequency of water leaks)
- Kitchen: sinks, dishwashers, refrigerators with water lines
- Water heaters (which last an average of 12 years)
- Washing machines (water hose input lines fail after an average of 8.7 years)
- Water pipes, especially ones exposed to low or freezing temperatures
- Water backup from a sewer or a sump pump failure

¹ 23% is the weighted average for water and freezing; \$12,500 is the average claim cost in 2017-2021. [iii.org/fact-statistic/facts-statistics-homeowners-and-renters-insurance](https://www.iii.org/fact-statistic/facts-statistics-homeowners-and-renters-insurance) (accessed Oct. 16, 2023).

² Renters policyholders can purchase the smart home device at a discounted price.

³ The discount applies to fire, theft and water perils. Program criteria vary in CA and WA. CA: 10% discount applied to water nonweather, water weather and theft; 5% on fire perils; WA: 5% discount applied to all perils.

What you need to do



Discuss the program with customers



Mention that Wi-Fi and a smartphone are requirements



Once they agree, apply the discount and issue their policy

Note: To keep their discount, customers must order and activate their system sensors within 55 days of enrolling in the program.

What your customers need to do

Order

1. They receive a welcome email from Nationwide with a link to order their smart water leak detection device.
2. They agree to the terms and conditions — including the sharing of data with Nationwide.
3. They order their smart home device.
4. The device will be shipped within 5 business days.

Install

1. Download the vendor app on their smartphone or tablet.
2. Follow the instructions to install and activate their smart home device.
3. Begin home monitoring.

Availability varies by state, coverage selections and rating factors. The discount applies to fire, theft and water coverages. Program criteria differ in California and Washington. CA: 10% discount applied to water and theft perils; WA: 5% discount applied to all perils. The discount for smart home participation will be discontinued if an eligible smart home monitoring device is not acquired and activated within 55 days of enrollment.

The smart home monitoring device and related support will be provided by the third-party device provider. Nationwide is not responsible for the device or any home monitoring.

Insurance terms, definitions and explanations are intended for informational purposes only and do not in any way replace or modify the definitions and information contained in individual insurance contracts, policies, their endorsements or declarations pages, which control coverage determinations. Such terms may vary by state, and exclusions may apply.

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