

HOME REMINDERS

Helping Homeowners Protect Their Homes Through Preventive Maintenance

A Strategic Partnership Opportunity

Home Reminders helps homeowners remember the routine maintenance that protects the systems and appliances in their homes—creating a better homeowner experience while supporting preventive home care.

A \$2,500 Water Heater Repair Started This Company

Several years ago, I experienced an unexpected water heater failure that cost more than **\$2,500** to repair.

Only afterward did I discover that the manufacturer had recommended routine maintenance that had never been performed—not because I chose to ignore it, but because I simply forgot.

That experience led me to ask a simple question:

Why isn't there one place that reminds homeowners what needs to be maintained—and when?

Home Reminders was created to answer that question.

Today, our mission is simple:

Help homeowners protect one of their biggest investments through timely maintenance reminders.

What Is Home Reminders?

Home Reminders creates a personalized maintenance schedule for each homeowner based on the systems, appliances, filters, and safety devices in their home.

Instead of relying on memory—or stacks of owner's manuals—homeowners receive timely reminders throughout the year for recommended maintenance, including:

- HVAC filters
- Water heater maintenance
- Refrigerator water filters
- Smoke & carbon monoxide detectors
- Dryer vent cleaning
- And many more

Everything is organized into one easy-to-follow maintenance schedule.



The water heater that inspired Home Reminders.

Why It Matters

Homeowners are busy.

Routine maintenance is easy to overlook, especially when every appliance, filter, and home system has its own maintenance schedule.

When maintenance is forgotten, small problems can become expensive repairs.

Home Reminders helps homeowners stay organized by making routine maintenance simple to remember and easy to complete.

Why It Benefits Home Warranty Companies

Home Reminders complements the protection a home warranty already provides.

By helping homeowners stay on top of manufacturer-recommended maintenance, Home Reminders has the potential to:

- Encourage better maintenance habits
- Improve homeowner engagement throughout the year
- Help reduce preventable service issues
- Increase the perceived value of a home warranty membership
- Differentiate your warranty offering with an ongoing homeowner benefit

While no reminder service can eliminate every claim, helping homeowners remember routine maintenance supports better outcomes for homeowners and may reduce avoidable service events.

A Flexible Partnership Opportunity

Home Reminders can be offered as a sponsored homeowner benefit through a variety of partnership models.

Examples include:

- New customer enrollment benefit
- Annual renewal benefit
- Premium membership enhancement
- Homeowner engagement program
- Preventive maintenance initiative
- Pilot program

Each partnership can be customized to fit your organization's goals.

A Typical Homeowner Experience

Once enrolled, homeowners:

- Build a personalized maintenance schedule for their home
- Receive timely maintenance reminders throughout the year
- Access a growing Home Maintenance Library
- Stay organized with one central maintenance dashboard

Our goal is simple:

Make routine home maintenance almost effortless.

Why We're Looking for Strategic Partners

We believe preventive maintenance creates value for everyone involved.

For homeowners, it provides peace of mind.

For Home Reminders, it expands access to families who can benefit from the service.

For home warranty companies, it offers an opportunity to provide an additional member benefit while encouraging recommended maintenance practices.

We are currently seeking a limited number of strategic partners interested in evaluating Home Reminders through a pilot program.

Let's Start with a Conversation

At this stage, we're not looking to discuss pricing.

We're looking for the right strategic partner.

If there's mutual interest, we'd welcome the opportunity to explore a small pilot program and determine whether Home Reminders can create measurable value for both your homeowners and your organization.

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