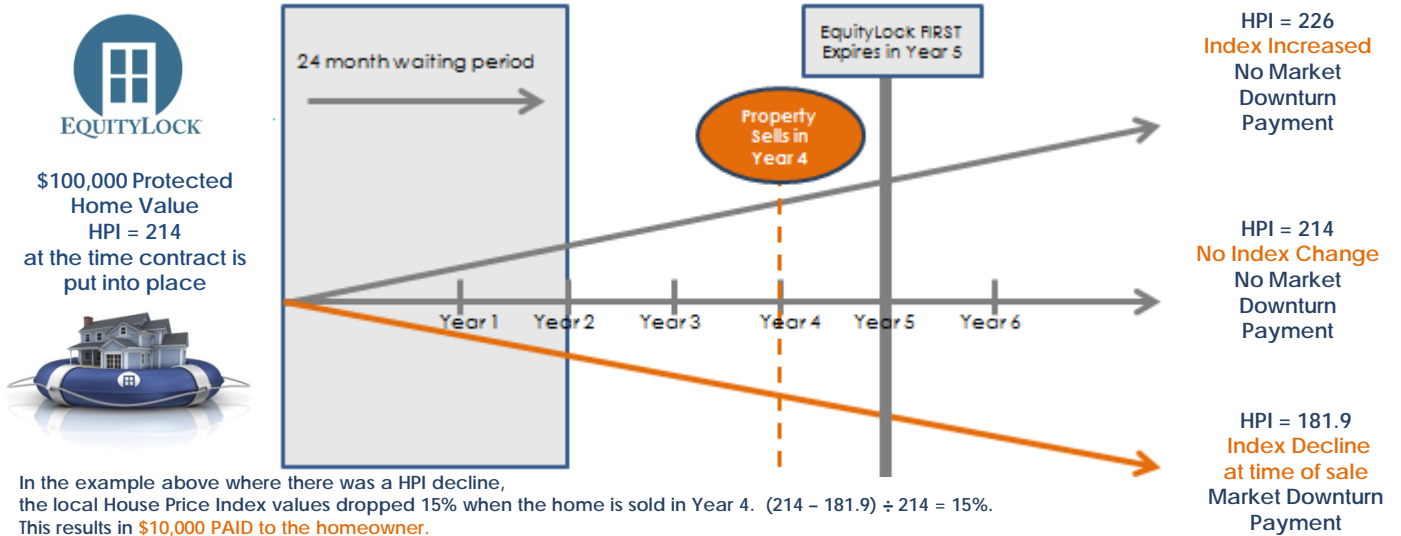


# EquityLock Protection Product Summary

## PRODUCT OPTIONS

Feature	Description	Home Price Protection	EquityLock FIRST	EquityLock Protector
<b>Protected Value Amount</b>	Current property value or more, purchase price, mortgage amount, down payment, existing equity. Consumer can determine the property value amount of their contract.		\$100,000	\$50,000
<b>Coverage Period</b>		15 Years	5 Years*	As long as monthly payments are made
<b>Waiting Period Exclusion</b>	No claims are eligible for payment within the first 24 months of the contract.			
<b>Market Downturn Payment Terms</b>	Property sales require an "arm's-length" transaction to an unrelated party. If a future short sale occurs, lender gets paid first.			
<b>Maximum Downturn Payment (Claim Amount)</b>	The maximum downturn payment is capped at a percentage of the original property protected value amount.	20%	Up to \$10,000 (10%)	Up to \$10,000 (20%)
<b>Property Types</b>	Primary residences, second homes, non-owner occupied and multi-family up to 49 units			Single Family Only
<b>Pricing Factors</b>	Portfolio & direct-to-consumer is based on geography, homeowner mobility, loan status, property type & value, occupancy type (rent, lease to own, owner occupied), etc. Business-to-business (institutional) pricing is fixed.	Direct B2C is Variable. B2B is Fixed.	Fixed	Fixed
<b>Limitations</b>	Foreclosures are not eligible for EquityLock protection. EquityLock protection is available for short sales, subject to lender approval.			
<b>Pricing Terms</b>	Direct-to-consumer pricing varies from 1.75% to 3.00% of the protected value amount, based on pricing factors listed above. Financing is available.  Business-to-business pricing is fixed at 1.9%.	<b>One-Time Fee</b>	<b>\$295 for 5 years.</b> *More than 5 years is available.	<b>Wholesale cost which includes Appliance Protection. You receive markup difference.</b>

## Give Your Customers EquityLock® **FIRST** and Convert More Leads



In the example above where there was a HPI decline, the local House Price Index values dropped 15% when the home is sold in Year 4.  $(214 - 181.9) \div 214 = 15\%$ . This results in **\$10,000 PAID to the homeowner**.

With EquityLock FIRST, the first 5% of Index decrease is not eligible for any market downturn payment and the maximum payout **cannot** exceed 10%.

Market Downturn Payments are calculated by:  
Multiplying the initial Protected Value Amount

By the Percentage Decrease in the HPI Index less 5% (15% decline - first 5% decline = 10%)

$$\begin{array}{r} \$100,000 \\ \times 10\% \\ \hline \$10,000 \end{array}$$

Call (800) 401-9290 or contact us by email at [info@EquityLock.com](mailto:info@EquityLock.com)