

5 WAYS

American Homeowners Cope With Emergency Home Repairs

1 Some Budget for Repairs, Others Don't.

17%

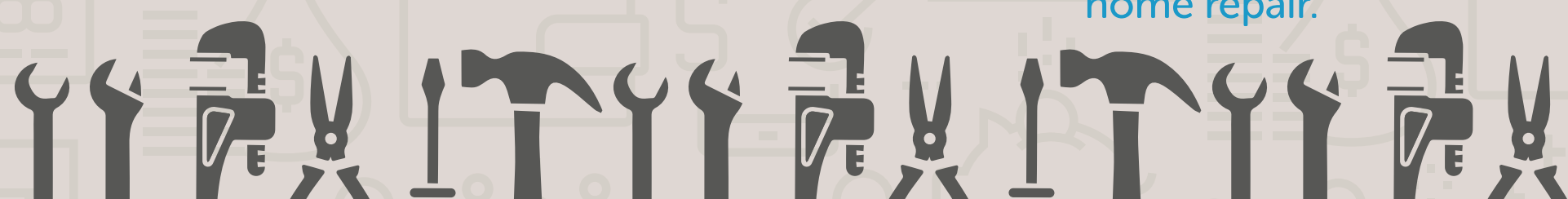
have \$0 set aside for an emergency home repair.

35%

have < \$500 or nothing set aside for an emergency home repair.

54%

of homeowners who earn < \$50,000¹ have \$500 or nothing set aside for an emergency home repair.

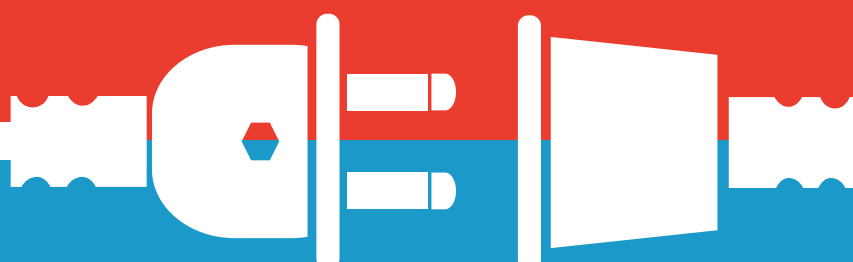


¹In total household annual income

2 Some Want Their Utility to Help.

69%

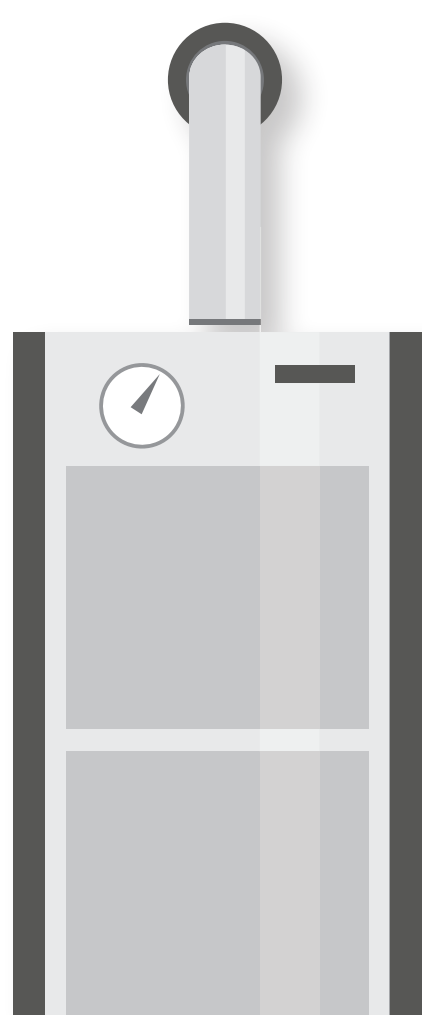
would like their local utility provider to offer an optional service repair plan from an outside company for major home systems.



3 A Lot are Worried About HVAC Maintenance and Repairs.

47%

ARE CONCERNED about their home's HVAC system BREAKING DOWN or NEEDING REPAIRS.



24%

HAD AN EMERGENCY related to their HVAC system in the LAST 12 MONTHS.

4 Several Prefer Service Plans, Like Those Offered by HomeServe.²

42%

Prefer to Pay Outright for Repairs



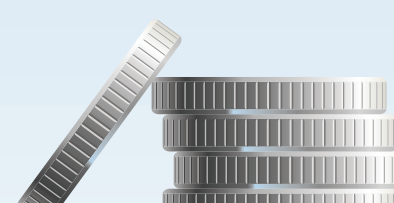
34%

Prefer a Service Plan Option³ (visit homeserve.com)



17%

Prefer an Insurance Rider Option⁴



²To pay for unexpected repairs to, for example, the water line on their property.
³For example, a \$5 monthly for the service plan, with no deductible, to cover repairs.
⁴For example, a \$35 yearly rider on top of homeowners insurance with a \$500 deductible to cover repairs.

5 Many Would Find Aspects of a Home Maintenance App Useful.

