



GUARDSMAN[®]

EXCELLENCE IN FURNITURE CARE
SINCE 1915



Introducing the New Guardisman Protection Plan



Exclusively for

HAVERTYS[®]

TODAY'S AGENDA

- ❑ Guardsman – About Us
- ❑ Results Driven – Furniture Fixes
- ❑ New Gold Protection Plan from Guardsman
- ❑ The Havertys Advantage
- ❑ Q&A



Guardzman- About Us

Guardzman - Founded in 1915 in Grand Rapids, Michigan, and acquired by Valspar in 2001, Guardzman is a leader in the furniture care industry.

Since 1915 Guardzman has been recognized by furniture manufacturers and retailers as an expert in the furniture care category as a supplier of premium furniture plans and products

Intimate access to consumers' needs, habits, and usage patterns to create best-in-class solutions

We speak to more than 2,000 households daily

and visit more than 150,000 households annually

all to address consumers' furniture care needs



Results Driven

At Guardsman we believe that the return on
experience drives the return
on **investment**.

What Your Customers are Saying

“The service tech was informative and had impressive product knowledge. If that wasn't enough he was quick, the whole process took less than 30 minutes.”

Havertys Consumer,
Taylors, South Carolina

“After they removed the stain, the chair was like new, you can't even see the spot! I am glad we purchased the Guardsman package at Havertys!”

Havertys Consumer,
Oville, Texas

“He came out and did his magic! I was so happy you can't even tell. The extra money was so worth it. thank you!!! It was fixed and he was great!”

Havertys Consumer,
Merritt Island, Florida

“To my amazement, the stain was coming out! When he finished, there was NO TRACE of the marker on the cushion! I told the gentleman he is obviously a magician, because that can't be possible. He just smiled and said he was glad he could help us out. I am absolutely AMAZED at the results! I won't buy furniture again without a Guardsman plan!”

Havertys Consumer,
Roundrock, Texas

The New Gold Furniture Protection Plan for Havertys

- In designing the new Gold Protection plan for Havertys, we focused on the key attributes affecting the consumer experience.
 - Key changes are the way we will adjudicate time frame with Havertys consumers. Currently the plan allows the consumer up to 14 days (5 in the plan) to file a claim after incident. The new plan will allow the consumer a full **30 days** to file a claim after incident
 - In addition to the timeframe, we identified key coverage improvements that are important to Havertys consumers. To further compliment the comprehensive coverage Havertys offers today, we have added coverage for cushion odor, button and zipper breakage

Current:

- 5 day Reporting Period (Adjudicate 14 days) →
- No Coverage for Cushion Odor →
- No Coverage for Buttons / Zippers →

New:

- 30 day Reporting Period
- Coverage now extends to odors on removable cushions
- Coverage now extends to Button and Zipper Breakage

The New Gold Furniture Protection Plan for Havertys

.....but we didn't stop there.

Our focus is to enhance the overall consumer experience with Havertys. In doing so we are also improving that experience with the following changes:

- Our Current Plan Language States...

“Any stain or damage must be reported to Guardsman within five (5) business days of the date that the stain or damage occurred.”

- We understand that date of occurrence is sometimes difficult to identify, so we have opened Havertys plan up to either when the **consumer discovers** the damage or when it occurred.
- The language in the plan *will not change*, but we will adjudicate the change with Havertys customer at our call center.

The New Gold Furniture Protection Plan for Havertys

- *Added New Price Tiers:*

\$30,001 to \$40,000

\$40,001 to \$50,000

Added price tiers to make selling plans above \$30,000 easier for the sales associate.

- *Adjusted Price Tiers:*

Old: \$2,001 to \$3,500 New: \$2,001 to \$3,000

Old: \$3,501 to \$5,000 New: \$3,001 to \$5,000

The Havertys Advantage

The Havertys Advantage just got a whole lot better!

In addition to our comprehensive Gold Plan Coverage, Guardsman includes the following items with **Havertys Gold Plan**, giving your customers the most comprehensive coverage of any plan offered.

Havertys Gold Plan Additional Advantages:

- Area Rug coverage (item typically sold as a separate plan)
- Seam Separation (not covered under most protection plans)
- Cracking & Peeling of Leather (not covered under most protection plans)
- Adjustable Bed Bases (item typically sold as a separate plan)

The Havertys Advantage

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Havertys Gold Plan Additional Advantages:

- Replacement of Matching Pieces
 - Sectionals, dining chair groups, chair and ottoman sets, or identical items with the same “SKU” number will be considered a single item for purposes of reselection.
- Gift with Purchase – Plans come with a free kit of furniture care products

Q&A

- *Does the 30 day reporting period apply to customers who have previously purchased a Guardsman Plan?*
 - *No. Since this is a new program with different coverage, it would not apply to previous purchases.*
- *Will there be new marketing material to support this launch?*
 - Yes. There will be new tear sheets and pricing cards at retail. In addition we are in the process of updating a co-branded iPad site for Havertys which will have not only the marketing materials, but sample plans as well as training presentations
- *Will there be sales training in the stores?*
 - Yes. Our reps are focused on the successful roll out of this great offering. We are here to help. In doing so our reps will be in your stores conducting follow up trainings and guidance to help you close more business.

appendix

Marketing Materials

GOLD FURNITURE PROTECTION PLAN

Your Guardsman Protection Plan has complete coverage details.

You must contact Guardsman within thirty business days of an accidental stain or damage.

For additional information or to request service call 800.482.7340.

In order to receive service, you must have your Guardsman Protection Plan & sales receipt.

GUARDSMAN® GOLD FURNITURE PROTECTION PLAN



GUARDSMAN
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SINCE 1915

PO Box 88010 • Grand Rapids, MI 49518-0010
800.482.7340 • guardsman.com

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HAVERTYS
FURNITURE®

SPILLED MILK?

Gold Furniture Protection Plan

Relax. Spills, chips & rips are covered. Enjoy peace of mind.

- Gold covers practically every type of furniture, including wood, leather, fabrics, rugs and hard surfaces like laminates, glass and metal.
- The Plan offers five years of protection against accidental damage, including stains, gouges, tears, burns, water marks and more.
- Guardsman® provides professional in-home repair when furniture is damaged – at no additional charge. They'll even replace pieces that cannot be properly repaired.

It's easy to request service. Just follow these simple steps:

1. Call Guardsman at 800.482.7340 within thirty business days of the accident occurring.
2. Have a copy of your Protection Plan and your sales receipt ready (remember, this brochure is not your Protection Plan).



GUARDSMAN
EXCELLENCE IN FURNITURE CARE
SINCE 1915

	Area Rug	Fabric	Leather, Vinyl, Wicker, Rattan & Other Hard Surfaces**
ACCIDENTAL STAINS			
All Household Stains, such as:	•	•	•
All Food and Beverage	•	•	•
Cosmetics, Lotion	•	•	•
Nail Polish and Nail Polish Remover	•	•	•
Bleach, Glue	•	•	•
Grease, Oil	•	•	•
Paint, Crayon	•	•	•
Gum, Tar, Wax	•	•	•
Ink, Marker, Dye	•	•	•
Grass, Mud Stains	•	•	•
Human and Pet Bodily Fluid (except other pet-caused damage, perspiration, hair and body oil)	•	•	•
ACCIDENTAL DAMAGE			
Burn*	•	•	•
Seam Separation		•	•
Cracking and Peeling		•	•
Puncture, Rip, Tear, Cut*	•	•	•
Operational or structural failure to frames, springs, mechanisms, motors, levers (hand wands), power and remote cords used for sleeper, reclining and inclining applications, if they were covered by an original manufacturer warranty that has expired		•	•
Failure of Integral Electrical Components*			•
Warping			•
Odors on Removable Cushions		•	•
Zipper and Button Breakage		•	•
Breakage*			•
Liquid Ring or Mark*			•
Scratch, Gouge, Chip*			•
Heat Mark*			•
Checking, Cracking, Bubbling or Peeling of Finish*			•
Loss of Silvering on Mirrors			•
Chip, Scratch or Breakage of Glass or Mirrors*			•



All plans are subject to limitations and exclusions. Ask your sales associate to review a sample of the plan before purchasing.

*If resulting from a specific incident

**Hard surfaces include metal, glass, mirrors, laminate, stone, wicker, rattan and other furniture with hard, non-wood surfaces



Marketing Materials

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	Area Rug	Fabric	Leather, Vinyl, Nubuck	Wood & Other Hard Surfaces**
GUARDSMAN HAVERTYS				
ACCIDENTAL STAINS				
All Household Stains, such as:	•	•	•	•
All Food and Beverage	•	•	•	•
Cosmetics, Lotion	•	•	•	•
Nail Polish and Nail Polish Remover	•	•	•	•
Bleach, Glue	•	•	•	•
Grease, Oil	•	•	•	•
Paint, Crayon	•	•	•	•
Gum, Tar, Wax	•	•	•	•
Ink, Marker, Dye	•	•	•	•
Grass, Mud Stains	•	•	•	•
Human and Pet Bodily Fluid (except other pet-caused damage, perspiration, hair and body oil)	•	•	•	•
ACCIDENTAL DAMAGE				
Burn*	•	•	•	•
Seam Separation		•	•	•
Cracking and Peeling		•	•	•
Puncture, Rip, Tear, Cut*	•	•	•	•
Operational or structural failure to frames, springs, mechanisms, motors, levers (hand wands), power and remote cords used for sleeper, reclining and inclining applications, if they were covered by an original manufacturer warranty that has expired		•	•	•
Failure of Integral Electrical Components*				•
Warping				•
Odors on Removable Cushions		•	•	•
Zipper and Button Breakage		•	•	•
Breakage*				•
Liquid Ring or Mark*				•
Scratch, Gouge, Chip*				•
Heat Mark*				•
Checking, Cracking, Bubbling or Peeling of Finish*				•
Loss of Silvering on Mirrors				•
Chip, Scratch or Breakage of Glass or Mirrors*				•

*If resulting from a specific incident

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¿LECHE DERRAMADA?

Plan Gold de protección de muebles

Relájese. Los derrames, las astillas y rasgaduras tienen solución. Disfrute de la tranquilidad.

- Gold se ocupa de prácticamente todo tipo de muebles, incluso madera, cuero, tela, colchones, alfombras y superficies duras como laminados, vidrio y metal.

- El Plan ofrece cinco años de protección contra daños accidentales, incluso manchas, hendiduras, roturas, quemaduras, marcas de agua y más.

- Guardsman® brinda reparación profesional en el hogar cuando se dañan los muebles, sin costo adicional. Incluso se reemplazarán las piezas que no se puedan reparar adecuadamente.

Es fácil solicitar el servicio. Siga estos sencillos pasos:

1. Llame a Guardsman al 800.482.7340 dentro de los cinco días hábiles de ocurrido el accidente.
2. Tenga lista una copia de su recibo de compra y Plan de protección (recuerde, este folleto no es su Plan de protección).

Consulte el Plan Gold de protección de muebles de Guardsman para saber los términos específicos y los detalles de la cobertura.

	Tapetes	Tela	Cuero, Vinilo, nubuck	Madera y otras superficies duras*
GUARDSMAN HAVERTYS				
MANCHAS ACCIDENTALES				
Todas las manchas domésticas, tales como:	•	•	•	•
Todos los alimentos y las bebidas	•	•	•	•
Cosméticos, lociones	•	•	•	•
Esmalte de uñas y quitaesmalte	•	•	•	•
Blanqueador, pegamento	•	•	•	•
Grasa, aceite	•	•	•	•
Pintura, crayolas	•	•	•	•
Goma de mascar, alquitrán, cera	•	•	•	•
Tinta, marcador, tinte	•	•	•	•
Manchas de césped, lodo	•	•	•	•
Fluidos corporales de personas y mascotas (salvo transpiración, grasa capilar y corporal)	•	•	•	•
DAÑOS ACCIDENTALES				
Quemaduras*	•	•	•	•
Costuras abiertas		•	•	•
Cuarateado y descascarado		•	•	•
Orificios, rasgaduras, rasgones, cortes*	•	•	•	•
Falla operativa o estructural de marcos, resortes y de los siguientes mecanismos, si estaban cubiertos por una garantía del fabricante original que caducó desde entonces: mecanismos de cama, inclinación, inclinación, calefacción y vibración			•	•
Falla de componentes eléctricos integrales*				•
Deformación				•
Rotura*				•
Aureolas o marcas de líquidos*				•
Rayón, perforación, astilla*				•
Marcas de calor*				•
Agrietado, cuarteado, formación de burbujas o pelado del acabado*				•
Pérdida del baño plateado en espejos				•
Astillado, rasponazo o rotura de vidrio o espejos*				•

*Si son consecuencia de un incidente específico.

**Las superficies duras incluyen metal, vidrio, espejos, laminados, piedra, mimbré, ratán y otros muebles con superficies duras que no sean de madera.

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Retail Pricing

RETAIL SALES ITEM TRANSACTION VALUE PRICE

• \$0-\$500 (No Kit)	\$59.99
• \$501-\$750	\$119.99
• \$751-\$1000	\$149.99
• \$1001-\$1500	\$199.99
• \$1501-\$2000	\$249.99
• \$2001-\$3000	\$299.99
• \$3001-\$5000	\$349.99
• \$5001-\$7500	\$399.99
• \$7501-\$10,000	\$449.99
• \$10,001-\$15,000	\$499.99
• \$15,001-\$20,000	\$599.99
• \$20,001-\$30,000	\$699.99
• \$30,001-\$40,000	\$799.99
• \$40,001-\$50,000	\$899.99