

# GREATER PROFIT MARGINS

*How would you like to make an extra \$10,000 profit per year? \**

**Get your free Sample Profitability Analysis to find out how much could be going into YOUR pocket.**

## **Renters Liability Protection (RLP)**

Provides primary statutory limits to the renter, ensuring that the renter is covered for third party liability. If you require insurance be provided by the customer, RLP satisfies this requirement. Only available in certain states.

## **Supplemental Liability Insurance (SLI)**

Secondary insurance product that picks up where other primary liability coverage leaves off. When combined with primary liability coverage, SLI provides your customer with up to \$300,000, \$500,000 or \$1,000,000 of third party liability protection. This gives your customer peace of mind by better protecting their assets.

## **Personal Accident/Personal Effect Insurance (PAI/PEC)**

**PAI** is an accidental death benefit & medical expense/ambulatory reimbursement that covers renters and passengers with some restrictions. **PEC** is limited coverage for personal belongings due to loss or damage caused by theft, damage or accident to the rental unit.



Contact Kirsten at (866) 998-1001 or  
email at [inquiry@SonoranNational.com](mailto:inquiry@SonoranNational.com).

\*Profit per year is based on the assumption of 20 units in fleet with 60% utilization and 20% of the rentals purchasing RLP, SLI and PAI/PEC as well as other typical market/pricing factors. This is not a guarantee of profits per year to your company should you choose to sell RLP, SLI and PAI/PEC through Sonoran National Insurance Group. Limited states available.



*RLP, SLI, & PAI/PEC  
Value for your customers.  
Extraordinary results for you!*



# COUNTER PRODUCTS SALES CHALLENGES

## ■ LIMITED LICENSE REQUIREMENT IS TOO DIFFICULT.

*Sonoran National has researched all 50 states' requirements for Limited Licensure. We can direct you to your state's source for the license and will assist in completing the form, if needed.*

## ■ COUNTER STAFF RESIST OFFERING TO THE CUSTOMER.

*Sonoran National will train your employees. We will work directly with your staff, teaching them about the products and have available written materials for reference after the training sessions.*

*It is key that every employee believes in the product and its function, and that they understand the protection and value that these counter products offer the renter and your company.*

## ■ BROCHURES ARE TOO COSTLY.

*We provide brochures to you at no additional cost. It's important to hand these out to every renter that accepts the product as it explains their coverages in detail.*

## ■ REPORTING IS CUMBERSOME AND TIME-CONSUMING.

*Sonoran National will walk you through this process! All rental software has the ability to run reports that can be used to file your monthly reporting forms.*

## ■ THE CUSTOMER ISN'T INTERESTED IN THIS PROTECTION.

*Sonoran National's training is designed to overcome this objection. Renters appreciate product clarification. They do not like to be SOLD. Explain the benefits and the peace of mind the coverage will bring during their rental period. In the event of an accident, your customer will be glad they added these benefits to their rental contract.*



*Let Sonoran National  
Be Your Solution!*



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