



Introducing the Travelers GreenHome Upgrade

In today's environmentally conscious world, consumers are more interested than ever in green products and services. With government incentives, industry advertising, and a growing desire to reduce our environmental footprint, going green is an appealing option for Americans – and **a unique sales opportunity for you.**

With the new Travelers GreenHome Upgrade, your customers can add an extra layer of protection to their home or condo policy that can help them repair or rebuild with green materials and methods in the event of a covered loss. And, if your customer already has a certified-green home*, they can **save 5% on their premium.** With Travelers, it's easy to be green.

What does it cover?

The Travelers GreenHome Upgrade is different because it can be used for **total and partial losses.** This means that if a homeowner has a covered loss in their kitchen and they want to repair it with green materials and methods, Travelers can help. The GreenHome upgrade offers the following:

- Additional coverage pays for the extra expense associated with green materials and methods. This extra layer of coverage pays up to an additional 10% of the amount we would normally pay to repair or replace damage using products, materials or methods that are not "green"
- Coverage to help pay for costs to recycle debris (up to \$25,000)
- Coverage to help pay for costs to certify (or re-certify) the home "green" (up to \$1,000)

Opportunity

The new GreenHome Upgrade opens up new opportunities to market to “green” consumers. Pair it with our hybrid car discount and electric/hybrid boat discount, and your customers **can be green and save green**. You can also partner with local builders and developers that specialize in green construction and target new home buyers who may be eligible for the GreenHome discount* as well as the new homebuyer discount.

Beginning in March 2010, Travelers will be launching an online media campaign in targeted states to help promote the new GreenHome Upgrade. Banner ads will appear on sites like Google.com and Grist.org that direct consumers to our GreenHome page on Travelers.com, where they can learn about the product and search for a local agent.

Marketing

To make it easier for you to market this new product to your customers, we’ve developed some **turnkey programs that you can put to work today**. All of our printed marketing materials are produced on recycled paper.

Postcard: The imprintable, consumer-facing postcard can be sent to existing and prospective customers to let them know about the new Travelers GreenHome Upgrade.

Brochure: Pair this brochure with our home brochure, and present it to customers with a quote proposal.

eCard: Use the free eCard to send promotional emails to existing or prospective customers, complete with your contact information.

eBrochure: Send the eBrochure to customers by email for free!

How to Order: To order the brochure and postcard, visit the Featured Links section of Agent HQSM > Order Marketing Materials and Forms, and enter the item numbers. To find the eCard and eBrochure, visit InSynchTools.com.

Need more ideas for marketing the new GreenHome Upgrade? Talk to your sales executive today!



* Discount applies to homes certified by Leadership in Energy and Environmental Design (LEED).



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