

# StorageMart's Value Coverage Plan!

Value Coverage is StorageMart's term for coverage offerings. These will replace your current KeepSafe coverage plans.

### Value Coverage Plans

	★ Plan 0.5 (Closet Only)	Plan 1	Plan 2 (Web Default)	Plan 3 (SRC Default)	Plan 4
Plan Cost	\$9.97	\$11.97	\$16.97	\$20.97	\$39.97
Coverage	\$1,500	\$2,500	\$3,500	\$7,500	\$15,000

★ Closet Coverage can **ONLY** be sold on units under 6 feet tall or less.

### Remember:

- **It is not insurance**, it is a **goods protection plan** offered by StorageMart, and is handled in house by our claims department.
- **Covers** fire, forced entry theft, mechanical water damage and any building collapse.
- **Requires no deductible**; great to be used as gap coverage with personal insurance provider.
- StorageMart **pays-out only the actual amount** the customer will pay for repairs/replacements.

### How to Discuss Value Coverage Plans

**To start, begin discussing the most popular plan (\$20.97 per month = \$7,500). From there you are able to increase or decrease coverage amounts based on customer needs.**

- **Overcoming concerns:**
- **Simply state:** "We do require customers to have some type of coverage while storing your belongs with us. Our most popular plan is \$20.97 per month and covers you up to \$7,500 with no deductible."

"StorageMart offers the coverage to you directly, so there will be no third-party companies to deal with."

"Other companies may not offer you any type of coverage for your loss, and when you are storing your whole home, that could be leaving you at a disadvantage."

"We are confident in our coverage plans, so we offer them all free for the first month. After that, there will never be any deductibles on your plan, and you will be covered up to the plan limit for the length of your rental."

"When storing your whole home, you will want to make sure that you are covered in the event of a loss. This coverage offers you peace of mind and will cover those out-of-pocket expenses that may occur."

- **If the customer states that the plan is too expensive.**

"I want to offer you the best solution to fit your needs, and to make sure your belongings are covered. We do have different options we can look at. It will still provide you with a great value as well as satisfy the required coverage on your items."

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