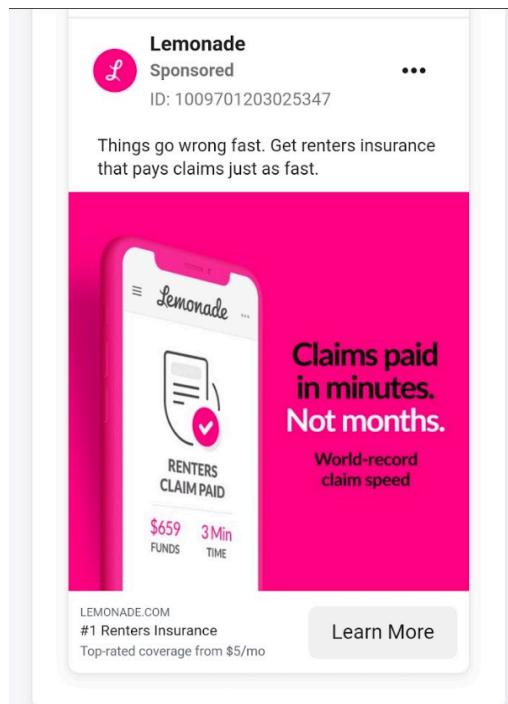


Landing Page



Free gift: Free trial for 30 days

Subject line: Quickest way to ensure safety of your items.

Are you tired of worrying about unexpected home disasters?

Fear of that old pipe breaking any minute and flooding your apartment is overwhelming.

The constant thinking might be getting your head feel like it is going to explode.

We've got a way for you to resolve that issue and feel safer in your everyday life.

Our rental insurance is designed to not only secure the property of everyone living in an apartment, but also lift you of the constant worry.

Why chose us?

- **Comprehensive Coverage:** Our insurance plans designed to cover all of your belongings, not just in your apartment.
- **Affordable:** Our pricing is minimal to the service that we offer and provide. We believe that everyone should have the ability to feel a degree of security for their belongings.
- **30 day risk free trial:** Not satisfied with our services? Cancel anytime without paying anything. Our risk free trial is designed to bring an extra layer of security for our customers.

Claim your 30 day FREE trial without any cost NOW.

Market Research:

What kind of people are we talking to? We are talking to people who live in the apartments in the US. The renter insurance is only 5 dollars per month which means that it is available for everyone.

Painful Current State Target market are people who are afraid that their belongings will get damaged or stolen, or that something bad can happen to their apartments. They are angry at previous insurance companies providing bad service, particularly customer service and coverage. They are frustrated because of the lack of flexibility of coverage.

Desirable Dream State Their perfect dream state would be to have a cheap insurance for their property that would cover all their belongings and they could rest knowing that if something bad were to happen to their belongings that they would at least get their money back and would now have to live on the streets. Their dream state would feel stress free without having to think on yet another thing in their life.

Values and Beliefs They believe that they are not only securing their property and belongings in case of something bad happening by paying the insurance, but also the money they are paying goes to charity or "good cause" which they can personally decide. This is very important as this connects with the highest stage on the Maslow's hierarchy of needs, which is desire to become the most one can be. They are aware of the fact that something can always go sideways, whether it be something being stolen or something in their home stop working. They are aware of the fact that to buy/repair these things would be financially expensive and therefore they would feel safe knowing that if something were to happen the insurance would cover it financially. They have tried to solve the problem by using different insurance companies but they were not satisfied with the price, simplicity and coverage of other insurance companies.