



01

Aging Systems Protector

"Your Old Systems Deserve Protection"

Differentiator: Coverage for aging systems & appliances regardless of age

Consumer Insight: Addresses the #1 purchase driver: coverage for aging systems

FACEBOOK | Facebook Feed | Format: 1:1



**Your Old Systems
Deserve Protection**

HEADLINE

Old Systems? We've Got You.

PRIMARY TEXT

Your HVAC, water heater, and appliances won't last forever. Liberty Home Guard covers aging systems so you're never caught off guard. Starting at \$1/day.

DESCRIPTION

Coverage from \$1/day

FACEBOOK | Facebook Stories | Format: 9:16



HEADLINE

Is Your HVAC on Its Last Leg?

PRIMARY TEXT

Liberty Home Guard covers aging systems. Starting at \$1/day.

DESCRIPTION

Protect aging systems

FACEBOOK | Facebook Reels | Format: 9:16



HEADLINE

Old Systems. Big Bills. Not Anymore.

PRIMARY TEXT

Comprehensive home warranty coverage for aging appliances & systems.

DESCRIPTION

From \$1/day



FACEBOOK | Facebook Right Column | Format: 1:1



HEADLINE

Aging Systems Break. We Fix Them.

PRIMARY TEXT

Don't wait for a costly breakdown. Liberty Home Guard has you covered.

DESCRIPTION

Protect your home today

FACEBOOK | Facebook In-Stream Video | Format: 1:1



HEADLINE

Old Home. New Coverage.

PRIMARY TEXT

Protect aging systems & appliances. Liberty Home Guard -- starting at \$1/day.

DESCRIPTION

Coverage from \$1/day

FACEBOOK | Facebook Marketplace | Format: 1:1



HEADLINE

Every Home Deserves Protection

PRIMARY TEXT

Whether your home is 5 or 50 years old, Liberty Home Guard covers what matters most.

DESCRIPTION

Get covered today

FACEBOOK | Facebook Search | Format: 1:1



HEADLINE

Is Your HVAC 10+ Years Old?

PRIMARY TEXT

Aging HVAC, water heaters, and appliances are covered by Liberty Home Guard. Don't wait for a breakdown.

DESCRIPTION

Home warranty from \$1/day



INSTAGRAM | Instagram Feed | Format: 1:1



HEADLINE

We Handle the Old Stuff.

PRIMARY TEXT

Aging appliances and systems covered. Liberty Home Guard -- more coverage, more kindness. Starting at \$1/day.

DESCRIPTION

Coverage from \$1/day

INSTAGRAM | Instagram Stories | Format: 9:16



HEADLINE

Aging Pipes? Covered.

PRIMARY TEXT

Liberty Home Guard protects what matters most. Aging systems & appliances covered from \$1/day.

DESCRIPTION

Get protected

INSTAGRAM | Instagram Reels | Format: 9:16



HEADLINE

Your Home Is Aging. Protected?

PRIMARY TEXT

Home warranty coverage for aging systems starting at \$1/day. Liberty Home Guard.

DESCRIPTION

From \$1/day

INSTAGRAM | Instagram Explore | Format: 1:1



HEADLINE

Stop Paying Out of Pocket.

PRIMARY TEXT

One repair can cost thousands. Liberty Home Guard covers aging systems & appliances so you don't have to.

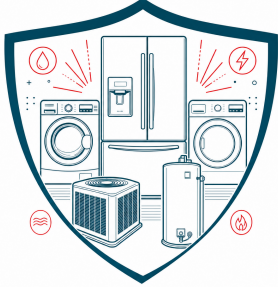
DESCRIPTION

Coverage from \$1/day



INSTAGRAM | Instagram Explore Home | Format: 1:1

**Your Appliances
Won't Last Forever.**



HEADLINE

Appliances Won't Last Forever

PRIMARY TEXT

Protect aging washers, dryers, HVAC, and more. Liberty Home Guard -- starting at \$1/day.

DESCRIPTION

Get covered today