



04

## The Dollar-A-Day Cost Buster

*"Why Pay Thousands When \$1/Day Covers It All?"*

**Differentiator:** Comprehensive coverage starting at just \$1 a day

**Consumer Insight:** Directly addresses cost concerns and preference for self-insurance objections

FACEBOOK | Facebook Feed | Format: 1:1



**'One Repair Could  
Cost Thousands.  
We Cost \$1/Day.'**

### HEADLINE

**One Repair = Thousands. We = \$1/Day**

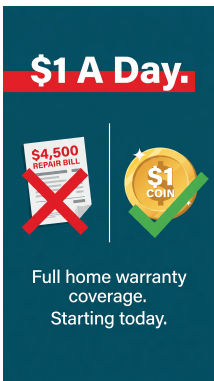
### PRIMARY TEXT

A single HVAC repair can cost \$3,000+. Liberty Home Guard covers it all for about \$1/day. Don't self-insure.

### DESCRIPTION

Coverage from \$1/day

FACEBOOK | Facebook Stories | Format: 9:16



### HEADLINE

**\$1 A Day. Full Coverage.**

### PRIMARY TEXT

Full home warranty coverage. Starting today. Less than your morning coffee.

### DESCRIPTION

From \$1/day

FACEBOOK | Facebook Reels | Format: 9:16



### HEADLINE

**What If This Bill Was Covered?**

### PRIMARY TEXT

\$1/Day. Full Home Warranty. Liberty Home Guard.

### DESCRIPTION

From \$1/day



FACEBOOK | Facebook Right Column | Format: 1:1



HEADLINE

**\$1/Day. Full Home Protection.**

PRIMARY TEXT

Liberty Home Guard covers your systems and appliances for about \$1/day. Less than a cup of coffee.

DESCRIPTION

From \$1/day

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



HEADLINE

**\$1 A Day. Protect Everything.**

PRIMARY TEXT

Protects your systems, appliances, and peace of mind. Less than your morning coffee.

DESCRIPTION

Coverage from \$1/day

FACEBOOK | Facebook Marketplace | Format: 1:1



HEADLINE

**This Is All It Takes**

PRIMARY TEXT

\$1/day covers your home's most important systems and appliances. Liberty Home Guard.

DESCRIPTION

From \$1/day

FACEBOOK | Facebook Search | Format: 1:1

**Skip the \$3,000  
Repair Bill.**



HEADLINE

**Skip the \$3,000 Repair Bill**

PRIMARY TEXT

Liberty Home Guard covers costly repairs for about \$1/day. Stop self-insuring.

DESCRIPTION

Coverage from \$1/day





## INSTAGRAM | Instagram Feed | Format: 1:1

Instagram Feed



### HEADLINE

**Less Than a Cup of Coffee/Day**

### PRIMARY TEXT

Full home warranty coverage for about \$1/day. Liberty Home Guard -- more coverage, more kindness.

### DESCRIPTION

From \$1/day

## INSTAGRAM | Instagram Stories | Format: 9:16



### HEADLINE

**\$1/Day. Covers Everything.**

### PRIMARY TEXT

Covers your HVAC, appliances, plumbing & more. Less than your morning coffee.

### DESCRIPTION

From \$1/day

## INSTAGRAM | Instagram Reels | Format: 9:16



### HEADLINE

**Stop Self-Insuring. Start Saving.**

### PRIMARY TEXT

\$1/Day covers everything that matters. Liberty Home Guard.

### DESCRIPTION

From \$1/day

## INSTAGRAM | Instagram Explore | Format: 1:1



### HEADLINE

**Covered for \$1/Day.**

### PRIMARY TEXT

Liberty Home Guard -- comprehensive home warranty coverage starting at just \$1/day.

### DESCRIPTION

From \$1/day



INSTAGRAM | Instagram Explore Home | Format: 1:1

## Why Pay Thousands When \$1/Day Covers It All?



### HEADLINE

**Why Pay Thousands? \$1/Day Covers All**

### PRIMARY TEXT

HVAC, appliances, plumbing & more -- all covered by Liberty Home Guard for about \$1/day.

### DESCRIPTION

From \$1/day