



05

Clear & Simple Protection

"No Confusing Contracts. Just Coverage."

Differentiator: Simple, flexible plans (Appliance, Systems, Total Home) -- no confusing jargon

Consumer Insight: Overcomes lack of understanding and complex contracts objections head-on

FACEBOOK | Facebook Feed | Format: 1:1



'Simple Plans. Clear Coverage. No Surprises.'

HEADLINE

Simple Plans. No Surprises.

PRIMARY TEXT

Liberty Home Guard makes home warranty easy. Choose a plan, file a claim, we fix it. Starting at \$1/day.

DESCRIPTION

Simple & transparent

FACEBOOK | Facebook Stories | Format: 9:16

How It Works.



Simple. Fast. Care-Free.

HEADLINE

How It Works. Simple.

PRIMARY TEXT

Pick a plan. File a claim. We fix it. Simple. Fast. Care-Free.

DESCRIPTION

3 easy steps

FACEBOOK | Facebook Reels | Format: 9:16

Finally. A Home Warranty You Actually Understand.

✓ Appliance Guard

✓ Systems Guard

✓ Total Home Guard

Flexible plans. Clear coverage.

HEADLINE

A Warranty You Understand

PRIMARY TEXT

Finally. Flexible plans. Clear coverage. Liberty Home Guard.




DESCRIPTION

Simple plans



FACEBOOK | Facebook Right Column | Format: 1:1

Home Warranty Made Simple.

- 1  Choose your plan
- 2  Submit a claim
- 3  We fix it

HEADLINE

Home Warranty Made Simple

PRIMARY TEXT

Choose your plan. Submit a claim. We fix it. Liberty Home Guard -- 3 easy steps.

DESCRIPTION

Simple & clear

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

No Confusing Contracts. Just Coverage.

- ✓ Pick a plan in minutes
- ✓ File a claim online or by phone
- ✓ We send a technician

HEADLINE

No Confusing Contracts.

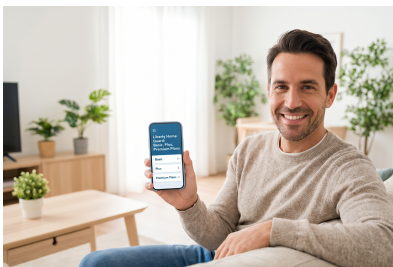
PRIMARY TEXT

Pick a plan in minutes. File a claim online or by phone. We send a technician. That's it.

DESCRIPTION

Simple coverage

FACEBOOK | Facebook Marketplace | Format: 1:1



**'Pick a Plan.
We Handle the Rest.'**

HEADLINE

Pick a Plan. We Handle the Rest.

PRIMARY TEXT

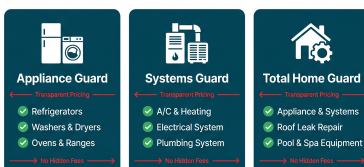
Liberty Home Guard -- simple, flexible home warranty plans starting at \$1/day. No jargon.

DESCRIPTION

Simple plans

FACEBOOK | Facebook Search | Format: 1:1

Home Warranty Without the Headache.



HEADLINE

Home Warranty Without the Headache

PRIMARY TEXT

Appliance Guard, Systems Guard, or Total Home Guard. Simple plans, clear coverage. Liberty Home Guard.

DESCRIPTION

3 simple plans



INSTAGRAM | Instagram Feed | Format: 1:1



HEADLINE

Coverage That Makes Sense.

PRIMARY TEXT

Liberty Home Guard makes home warranty simple. Flexible plans, clear coverage, starting at \$1/day.

DESCRIPTION

Simple & clear

INSTAGRAM | Instagram Stories | Format: 9:16

**What Does a Home
Warranty Cover?**



Air Conditioning
& Heating



Appliances



Plumbing

And much more.
Starting at \$1/day.

HEADLINE

What Does a Warranty Cover?

PRIMARY TEXT

HVAC, appliances, plumbing & more. And much more. Starting at \$1/day.

DESCRIPTION

Clear coverage

INSTAGRAM | Instagram Reels | Format: 9:16

**No Fine Print.
No Confusion.
Just Protection.**

- ✓ Simple flexible plans
- ✓ File claims 24/7
- ✓ Technician in 24-48 hrs

Home warranty the way it should be.

HEADLINE

No Fine Print. Just Protection.

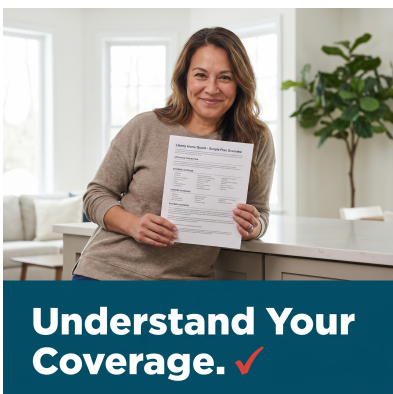
PRIMARY TEXT

Simple flexible plans. File claims 24/7. Technician in 24-48 hrs. Home warranty the way it should be.

DESCRIPTION

Simple & fast

INSTAGRAM | Instagram Explore | Format: 1:1



HEADLINE

Understand Your Coverage.

PRIMARY TEXT

Liberty Home Guard -- simple, transparent home warranty plans. No confusion, just coverage.

DESCRIPTION

Clear & simple

INSTAGRAM | Instagram Explore Home | Format: 1:1

Three Plans. Total Clarity.



HEADLINE

Three Plans. Total Clarity.

PRIMARY TEXT

Appliance Guard, Systems Guard, Total Home Guard. Clear coverage, no surprises. Liberty Home Guard.

DESCRIPTION

3 simple plans