



**BRAND SOURCE**  
100 S. Anaheim Blvd. #250  
Anaheim, CA 92805  
(714) 502-9620



## **GREAT NEWS FROM EXPERT PROTECTION!!**

October 20, 2009

Dear Expert Protection dealer,

Brand Source is very happy to announce that administration responsibility for the portfolio of contracts sold January 16, 2006 through November 9, 2008, currently administered by NEW/WaCA, is being shifted to the current Expert Protection program, effective November 1, 2009.

Earlier this year NEW/WaCA, administrator of Expert Protection service policies sold January 16, 2006 through November 9, 2008 made broad changes to the way that contracts sold during this period were administered. Chief among these changes was the requirement for Expert Protection servicing dealers to agree to a flat completed call rate or risk losing the referral to a national service provider.

At that time Brand Source began working on solutions that would continue to enable Expert Protection dealer to meet your customer's service expectations while also providing your company solid financial footing.

This change means that soon service rates on Expert Protection contracts sold during the period defined above will be adjusted to the current rates that servicing dealers have agreed under the current program. It also means that there will no longer be any interference from a third party service company in servicing dealer receiving service referrals on contracts they sold.

### **VERY IMPORTANT!!!**

There are several important details that you need to be familiar with regarding the administration change. They are as follows:

1. In order to be eligible for service rate adjustment and first right of service call refusal, servicing dealers must be current Brand Source members actively selling Expert Protection service policies.
2. Service packets for the current program must be received from servicing dealers in order for the dealer to receive service referrals. All service claims will be administered in accordance with the terms and conditions of the service agreement of the current program. If you have not, or are not sure if you have, returned your service packet please contact your Brand Source National Market Manager. You are strongly encouraged to do this immediately, as a large influx of service agreements is likely to cause delays in processing. Service agreements signed with NEW/WaCA do not apply once the administration responsibilities shift to the current program. **NOTE: Most servicing dealers have not returned their service packets!**
3. The phone number provided in the terms and conditions to receive service authorizations remains 800-930-3986.

4. The contract number provided at the time of sale will remain active; however it will be used as a reference number. There will be several additional means of looking up contracts including customer phone number.
5. The contract terms and conditions effective at the time of sale remain in effect as published.
6. Online access to contracts and claims history will be available through [www.expertprotectiononline.com](http://www.expertprotectiononline.com).
7. Hold times are expected to be much longer during the first 60 days following the change in administration. This is due to Brand Source's insistence that administration responsibilities be shifted before call center staffing levels have been increased to handle the projected call volume. This decision was made due to the importance of getting the responsibility for the portfolio administration moved as quickly as possible.
8. For faster service, Expert Protection dealers are encouraged to use [www.expertprotectiononline.com](http://www.expertprotectiononline.com) to request repair authorizations, submit repair orders, request contract modifications, and submit claims. A schedule of webinars to train dealers on how to use this tool has been and will continue to be published in Brand Source communications including *The Weekly Update* and *The Expert Edge* electronic newsletters.
9. The current Expert Protection program accepts only online service claims through [www.expertprotectiononline.com](http://www.expertprotectiononline.com). There is no capability of submitting paper service claims. A schedule of webinars to train dealers on how to use this tool has been and will continue to be published in Brand Source communications including *The Weekly Update* and *The Expert Edge* electronic newsletters.
10. Servicing dealers will be required to use Warrantech's parts fulfillment program when providing service on products covered by these contracts. A schedule of webinars to train dealers on how to use this tool has and will continue to be published in Brand Source communications including *The Weekly Update* and *The Expert Edge* electronic newsletters.
11. The current Expert Protection program will not be able to accept any contracts sold during NEW/WaCA's administration.
12. If contracts sold during NEW/WaCA's administration are not entered, the selling dealer will be financially responsible for any service on the covered product during the term promised to the customer. Expert Protection will have no financial responsibility in this circumstance. There can be no exceptions to this policy.
13. If contract information provided to Expert Protection by NEW/WaCA is found later to be incorrect due to data entry errors on the selling dealers part, and this error results in a change to the contract price, the dealer will be responsible for the difference in dealer costs. The cost difference will be determined from the current Expert Protection price sheet.
14. NEW/WaCA will remain responsible for any service claims being processed at the time the administration responsibilities are shifted.

Brand Source remains committed to the long term success of your company and stands firmly behind the Expert Protection program.

If you have any questions please do not hesitate to contact your Brand Source National Market Manager or the Brand Source Anaheim office.

Best regards,

***J.R. Zirkelbach***

J.R. Zirkelbach  
Director of Service

***Mike Cox***

Mike Cox  
Director of Operations