

## **“HOME CARE GUIDE” VIDEO FREQUENTLY ASKED QUESTIONS**

### **What is the Centex “Home Care Guide” video?**

The video educates our buyers on the importance of ongoing home maintenance on their part. It reviews recommended practices, such as regularly changing your HVAC air filters, checking and repairing deteriorated caulking and maintaining proper drainage patterns on your property. It also helps explain what is and isn't covered by our warranty, how to file a warranty request and when to contact a company service representative for assistance.

### **What are the goals of the “Home Care Guide” video?**

- Educate homebuyers about warranty issues and service, and the importance of performing regular home maintenance from the day they move in.
- Reduce homeowner misunderstanding of and requests for services that are not the responsibility of Centex.
- Help set customer expectations to increase customer satisfaction and reduce division warranty costs.

### **Was the field involved in the production of this video?**

Yes. We used input exclusively from Centex construction, warranty, marketing, sales and customer service employees from around the country to make this improved version.

### **Do our competitors use home care videos?**

In doing research for this video, we found that many of our national and regional competitors distribute similar general home maintenance videos to their homeowners.

### **How am I supposed to use the Centex “Home Care Guide” video?**

The video should be given to homeowners, for their keeping, some time after closing. It should supplement division-developed homeowner education programs and written warranty and maintenance materials already in use. Please see the “Video Use Tips” attached to this e-mail for more help.

### **Is corporate mandating that I use Centex “Home Care Guide” video?**

Use of the video is highly recommended. Several of our divisions with top scores in the syndicated and internal J.D. Powers and Associates surveys already use the “Home Care Guide.”

### **Why am I being billed \$4.50 per video?**

This strictly covers the cost of the video production – and is, in fact, 25 percent less than we charged for the original version of the video. Think of it this way – you're investing \$4.50 for the peace of mind that you have a base of understanding from which to deal with a “problem” homeowner. Not only did you give the homeowner a physical orientation of the home, you also gave the person a manual and a video on how to take care of the home.

### **Why is this version of the Centex “Home Care Guide” video only available in DVD?**

Going from three formats (VHS cassettes, DVD and CD-ROM) to one creates economy of scale savings. Plus, 80 percent of the orders for original version of the video were for the DVD format.

**How did you decide what issues to cover in the video? Some relevant to my division aren't covered!**

We tried to cover the broader issues with the most relevance to the greatest number of divisions. Centex construction, warranty, marketing, sales and customer service employees from around the country were consulted for their suggestions. We strongly recommend this video be supplemented with a discussion of your local construction and homeowner issues to set customer expectations.

**Why can't I view the video straight through from start to finish?**

Each regionalized video is approximately 40 minutes in length. That's a lot in one sitting, more than most homeowners would endure, according to most Centex field personnel we consulted. To make it easier for homeowners to find exactly what information they need, we sectioned up the video with easy-to-us interactive menus so viewers can skip quickly to what they need specific information on, such as carpet care, or watch larger sections on general topics, such as your home's exterior features.

**Can divisions in California use this video?**

Corporate and our California legal teams previously reviewed the video and script and approved its use in California. Several of our California divisions have used the previous video guide with great success.

**Can my division customize this video?**

No. However, divisions are free to supplement this video with any homeowner education or warranty materials – written, visual or otherwise – they have on hand or want to produce on their own.

**Where can I send my comments and suggestions about this video and future videos?**

Contact Kevin McKeever at [kmckeever@centexhomes.com](mailto:kmckeever@centexhomes.com) or 203-345-6658.



## Centex “Home Care Guide”

### *How to Encourage Homeowners to Watch this Video*

Here are a few best practices that have worked for others:

1. **Make the video important.** Don't package the video with a pile of other information. The salesperson should hand it to homeowners at closing or shortly thereafter. Stress to homeowners that it's a great tool to help them understand their home. Have the sales or warranty staff follow up with a phone call asking if they have any questions about it
2. **Put it in the contract!** Have a line in the purchase agreement that states that the buyer is required to watch the video and read the home care manual before their home orientation. At the new home orientation, the first question to new homeowners should be, “What questions can I answer from the manual and video?” Their answer will give you an idea about the type of homeowner you're working with and start the thought process that they have immediate responsibilities to protect their house.
3. **Play it for the buyer at the design center.** There is always time during a design center appointment when your designers need a break to make calls and customers need a breather. This will give them that time. When the homeowners are finished watching, you can tell them that the video is theirs to keep.
4. **Have the homeowner watch it before the orientation.** If your orientation personnel have a laptop with a DVD player, they can have homeowners watch it in the kitchen before the actual walkthrough. By doing it this way, our company will have a clear, consistent and uniform message sent to our homeowners.
5. **Hand it to them with their keys.** Mention that it is important to watch. Most homeowners are so nervous about parting with their hard-earned money on this important purchase that they forget to watch, listen and learn about their home during the orientation tour. Tell them the video is a refresher course on everything that was just mentioned during the orientation. They'll appreciate the gesture.
6. **If all else fails,** realize that your division is investing in a \$4.50 peace of mind tool that will verify that you informed homeowners of their home maintenance responsibilities. In the event of arbitration, you can convey the fact that not only did you give the homeowner an orientation of their home, but you also gave them a manual and video on how to take care of it. The materials clearly outline, through words and pictures, how to seek out and obtain warranty service during their homes' warranty period.

**Questions or comments? Contact Kevin McKeever at [kmckeeper@centexhomes.com](mailto:kmckeeper@centexhomes.com).**