

No one knows when a fire might start

Ting changes all that



Imagine buying a new home only to find out two months later that a corroded breaker may have started a fire and caused extensive damage. That was the case for one home buyer from Bloomington, Illinois. But thanks to a Ting sensor and the work of a professional electrician, she was able to avoid a potentially devastating fire.

“Ting identifies a potential risk before it becomes catastrophic,” she said. “You don’t really think about what’s going on in the walls. With Ting, you get peace of mind that someone will know if there’s something wrong.”

In the U.S. alone, there are over **50,000 home electrical fires** each year, resulting in **\$1.5 billion in damages, 1,000 serious injuries**, and more than **500 deaths**. Unfortunately, way too many electrical fire hazards go undetected until it’s too late. That’s why HSB is partnering with Whisker Labs to offer Ting, an innovative but simple-to-use smart sensor and monitoring service that warns your customers of potential electrical fire hazards that may result an electrical fire.

A unique opportunity

Partnering with HSB

Available exclusively through partnering with HSB, the Ting monitoring service offers several opportunities to:



Keep your customers

The insurance market is competitive. Stay ahead of the competition and differentiate yourself. Ting brings additional value that help with customer retention.



Increase brand awareness

The Ting app, alerts, and emails can be co-branded, putting your brand in front of your customers multiple times a month.



Knowledge is power

Leverage the data you’ll get from your Ting program and support your internal for underwriting and service initiatives.



Satisfaction

With an activation rate of 90% and high net promoter scores, there’s a high degree of satisfaction with the service. It’s easy to use and provides peace of mind.



Cultivate new business

Offering service in addition to your customers’ homeowners insurance gives you first-mover advantage in the marketplace.



A book of better risk

The alerts, data, and insights may help your policyholders take preventative action. This could make them better risks and potentially improve your book and loss ratios.



Smart, simple, and sophisticated

How Ting works

The Ting service is the first of its kind, and it's incredibly easy to use. The homeowner simply plugs the sensor into a standard outlet, downloads the Ting mobile app, and connects to the home network. Ting immediately goes to work looking for electrical faults, the silent hazards that can develop behind the walls in a home.

Using advanced, patented technology, Ting decodes electromagnetic activity, accurately detects tiny signals caused by hazardous arcing, and promptly notifies the homeowner of the issue. In addition to providing instructions on how to identify the problem, a Ting certified electrician is dispatched to locate and mitigate the hazard, if needed.

The Ting service also includes

- A credit for service repairs up to \$1,000, which, in most cases, covers the entire cost of mitigation
- 24/7/365 monitoring for power quality to identify any power surges that could damage appliances and electronics
- Periodic emails with fire safety tips, hazard monitoring, HVAC quality, and more

Learn more about Ting and how it could boost profitability and help protect your clients.

Contact your HSB representative today.

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