

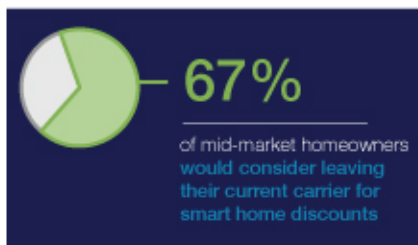
Smart Home Safety and Savings Appeal to Mid-Market Homeowner

2/3

of homeowners with houses valued \$250-500K plan on buying smart home tech in the next 12 months¹

Homeowners plan to buy the following smart home devices in the next 12 months:

23%
CAMERAS



FOR SALE

Average house sale price across U.S. in 2016 was \$370K²

A House *Divided*

Opportunities

- 95% feel at ease with smart home technology installation
- 40% interested in insurance policy that promises savings and safety from smart home technology

Concerns

- 1/3 think smart home technology is expensive
- 1/3 concerned about sharing data

Getting Your House in Order

How insurance carriers can speed smart home adoption:

1
Resolve data issues

2
Bundle discounts with smart home devices

3
Align IOT objectives

4
Offer value-added services

5
Partner with IoT and data analytics players