



# 2018 Customer Survey & Incentive Plan

**Alex Sedan,** Senior Vice President, point2point

April 7, 2018

# Customer Survey

- 22,000 customers
- 6 months
- Email and web

# Survey Demographics Highlights

- 55% Generation Y
- 65% Female / 35% Male
- 76% Live in or near major cities
- 69% From East and West regions

# Reasons for Joining

- Concerns about the environment
- Offers flexibility
- Chance to try different cars
- Financially prudent
- Provides social opportunities



# New Special Offers

- Rent four or more days, and get a fifth day free
- Get a free tank of gas for 500 point2point miles driven
- Rent any car for 10 or more full days, and get any other car free for 1 day
- Try a hybrid or electric car and get a 30% discount

# Thank you



Any reference to company names and logos, including point2point, its logo and/or its products or services, is for demonstration purposes only.

# Protecting Your Financial Legacy



# Introduction to Plans:

## Preserving Your Legacy with Bodéa

It is never too early or too late to start planning your legacy. We have the perfect life insurance plan for you to make it easy to start securing your family's financial future.

Bodéa offers life insurance plans to give you peace of mind over your family's financial security in the future.



*“Knowing my family will be  
taken care of gives me a  
sense of calm and control.”*

- James Smith, Insured

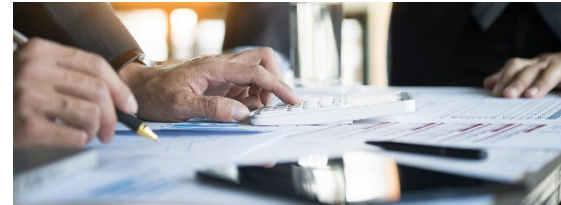
# Prime Plan

The Bodéa Prime Plan is our most simple life insurance coverage, best recommended for coverage over a shorter period of time. With the Prime Plan, you pay a monthly or annual premium and your family is protected for that period of time.

The Prime Plan is Bodéa's most affordable life insurance plan and is perfect for those who are just beginning with their coverage.

## Prime Pricing

10 years	20 years	30 years
Starting at \$13.00/mo	Starting at \$15.75/mo	Starting at \$20.50/mo
\$175 Annually	\$180.25 Annually	\$225 Annually
\$275,000 of Coverage	\$300,000 of Coverage	\$325,000 of Coverage



### 10 Years

- Ideal for those just beginning with life insurance
- Can be renewed at the end of 10-year term
- Renewal may be subject to terms & conditions

### 20 Years

- Ideal for those just beginning with life insurance
- Can be renewed at the end of 10-year term
- Renewal may be subject to terms & conditions

### 30 Years

- Ideal for those just beginning with life insurance
- Can be renewed at the end of 10-year term
- Renewal may be subject to terms & conditions

# Plus Plan

The Plus Plan gives great peace of mind as you make big decisions for your family and lifestyle and is designed for professionals who have a need to mitigate any unexpected turns in their family's future.

The Plus Plan gradually builds cash value over time. This wealth growth is deferred of taxes and the premium amount is locked in for life once the first payment is made.

## Plus Pricing

Plus Plan A	Plus Plan B	Plus Plan C
Starting at \$14.60/mo	Starting at \$17.65/mo	Starting at \$23.00/mo
\$200 Annually	\$225 Annually	\$255 Annually
\$315,000 of Coverage	\$335,000 of Coverage	\$365,000 of Coverage



## Mortgage Assistance

Ensure that your family is not just protected, but that their lifestyle is as well. Mortgage assistance is supplemental to each plan's coverage amount, and subject to a wide range of mortgage amounts.

## Education Assistance

Ensure the best future for developing minds, to make sure the unexpected does not compromise future prospects or possibilities for any family member or beneficiary.

## Supplemental Loss of Income

In keeping with preserving the lifestyle and prospects your family has, all Plus Plans include a supplemental loss of income that scales as you grow your career.

# Platinum Plan

Bodéa's Platinum Plan is the most flexible life insurance option available.

With this plan, you decide the premium amount you want to pay into your account. The policy will continue as long as there is sufficient funds in the life insurance account.

Plan charges and premiums can be deducted from this account. In addition, withdrawals and loans may be made from this plan.

## Platinum Pricing

Platinum A	Platinum B	Platinum C
Starting at \$13.50/mo	Starting at \$19.75/mo	Starting at \$25.75/mo
\$224 Annually	\$252 Annually	\$285 Annually
\$353,000 of Coverage	\$375,000 of Coverage	\$408,000 of Coverage



## Supplemental Loss of Income

In keeping with preserving the lifestyle and prospects your family has, all Plus Plans include a supplemental loss of income that scales as you grow your career.

## Access to Cash Value of Policy

Flexibly access cash against the value of your account at any time with any Platinum Plan from Bodéa, without canceling your policy.

## Future Planning Guidance

Get real-time consultations with Platinum Plans through Bodéa's award-winning consultative service.



# Common Questions

## How much life insurance do I need?

Ultimately the level of life insurance policy you decide on is up to you. Contact a Bodéa representative at 1-800-555-5555 for help choosing a plan.

## Who can be the beneficiary for my plan?

This person(s) or can be anybody close to you that you wish to be financially protected in the event of your death. Your estate may also be named your beneficiary.

## Can I bundle my insurance policies?

You may bundle your life insurance policy with any of Bodéa's insurance plans. Please contact a representative to assist you.

## How quickly do claims get paid out?

After you file a claim, it typically takes 10-12 business days to pay the life insurance to the listed dependent. If the death was accident related, longer periods may be expected. Please contact a representative for more detailed information.

## Still not sure which plan is right for you?

Contact us at 1-800-555-5555