



## *The AssureLease Difference vs. Tenant Based Products*

***Know the facts and ask the “Right” questions before you make your choice.***

There has been a lot of discussion recently about whether a property owner should incorporate a tenant driven security deposit alternative or create an owner controlled insurance program. The answer involves some important considerations to think about before making a decision. Below is a comparison on key elements to consider:

<b>KEY ELEMENTS</b>	<b>Competitor</b>	<b>AssureLease</b>
Owner Controlled	No	Yes
Control of Claims Process	No	Yes
Underwritten to Specific Portfolio	No	Yes
Return of Unused Premium/Funding	No	Yes
Excess Limits Available	No	Yes
Funding for Catastrophic Claims	No	Yes
Are all monies held by Owner	No	Yes
Potential Tax Advantages to Owner	No	Yes



<b>KEY ELEMENTS</b>	<b>Competitor</b>	<b>AssureLease</b>
Lower Cost To Tenant	No	Yes
Full Portfolio Coverage	No	Yes
Removes 100% of negative impact to NOI	No	Yes

## ***The Bottom Line***

AssureLease provides the most efficient way for owners to address the failed process of security deposits while also creating a new revenue stream.

***Know the facts before you make the choice! Call us to schedule a meeting:***

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