



This guide is to assist you in targeting CHU Landlords and Contents Insurance for Strata to your customers.

Referrer Process:

1. Complete and return CHU's Referrer Agreement to your local CHU representative
 - a. Referrer Fee
 - o CHU Contents Insurance for strata 10%
 - o CHU Landlords Insurance for strata 20%
2. We will then provide you a unique Referrer URL that you can provide to your customers for them to purchase their Landlords and Contents direct through CHU's online quote form. This will ensure you receive your referrer fee.
3. You will receive your referral fee and statement on a quarterly basis for all new business and renewals of Landlords and Contents policies.

Sales Strategy Options:

Here are a few ways you can market to your customers:

- a. Add buttons/banner onto your website linking to the CHU quote forms using your Referrer URL (*banner artwork can be provided by CHU*)
- b. Add a banner to your email signature using your Referrer URL (*banner artwork can be provided by CHU*)
- c. Email Campaigns direct to your customers providing your Referrer URL (*template emails can be provided by CHU*)
- d. Promote the products and Referrer link in weekly/monthly newsletters/e-newsletters (*banner artwork can be provided by CHU*)
- e. Direct Mail/Letterbox drops with your Referrer URL (*templates can be provided by CHU*)
- f. In person at buildings / meetings (*flyers can be provided by CHU*)
- g. Building campaigns with posters/flyers in Common Areas quoting Referrer URL (*poster/flyer designs can be provided by CHU*)
- h. Plus more – let us know how else we can assist you

For further information or if you have any questions please contact your local CHU Representative.