

Equipment Breakdown Mailing Insert to Begin Distribution

In January, Frankenmuth Insurance launched a new Personal Lines equipment breakdown endorsement. Starting this week, all Personal Lines policyholders will receive a one-time [equipment breakdown insert](#) within their pre-existing billing mail to support promotion of this new endorsement.

When home equipment breaks down, repairs are expensive and urgent. With Frankenmuth Insurance's equipment breakdown coverage, your Personal Lines customers now have an affordable option that keeps their out-of-pocket costs low and speeds up repairs.

And don't forget, equipment breakdown marketing flyers are available on the Agency Marketing Platform for agent and policyholder use. To view the flyers, visit [IBIS Agency Services](#) > Resources > Marketing > Agency Marketing Platform (AMP). Within AMP, type "equipment breakdown" in the search bar to view available flyers for print or download.

If you have any questions, feel free to contact your Personal Lines field manager or underwriter.