



# FOR IMMEDIATE RELEASE

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**Insential launches Consumer Protection Program to New Home Builder Market**

Dallas, TX July 10, 2009 – Insential, Inc. announced today the first of its new Consumer Protection Programs created to provide crisis protection for consumers and help rebuild consumer confidence. It's called a Home Value Warranty and it's a first-of-its-kind warranty program for home builders across the United States. Home builders can now protect their home's equity by extending this warranty to each new homebuyer, while transferring that warranty risk to an insurance carrier. This warranty mitigates the potential loss of value of a home should the homeowner decide to sell their home in another distressed real estate market.

The HVW was created in response to the troubled housing market, and the cry of the thousands of consumers across the country that have lost confidence in the real estate market. The Home Value Warranty protects both the consumer (buyer) and the builder. It is available immediately for residential builders on all new homes. It will be included in the purchase price of new homes sold; whether they are spec homes, or pre-sold homes—custom homes, or tract homes.

With the new Home Value Warranty (HVW) program as part of a builder's warranty portfolio, builders can ease the concerns of prospective homebuyers and help protect their investment. It will also assist the builders in selling the thousands of existing new homes on the market today, and allow them to start earning profits again by building more homes.

"We are excited to bring this new Home Value Warranty program to the market. We believe it is a "win-win" situation for all parties involved in the new home building market, –builders, consumers, real estate agents, and the mortgage lenders. We are looking forward to giving the new home market a shot in the arm," said Darwin Lucas, president of Insential, Inc.

Insential is anxious to get this into the marketplace so consumers can participate in this exciting new opportunity. Initial distribution will be limited to Insential's partner agents. If you are an agency partner contact your Insential broker. If you would like to be an agency partner give us a call. For additional information, you can contact Insential immediately at 1-888-571-6160, or visit our Web site at [www.insential.com](http://www.insential.com).

About Insential, Inc.: Insential, Inc. is a national insurance brokerage firm that creates, sells, and manages new insurance products for businesses throughout the country. Located in Plano, TX, Insential also provides wholesale brokerage services, and consulting services for insurance agents, national insurance company, and regional and national associations.

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