



GUARDSMAN®

SHOW SPECIAL

NEW ACCOUNTS

Get Your First 5 Guardsman Protection Plans FREE!

New Dealer Offer: All new dealers who sign up at the Guardsman booth as a new protection plan business partner receive your first five (5) plans at no cost.

HERE'S HOW IT WORKS:

1. Visit the Guardsman booth
2. Complete new dealer enrollment on-site
3. Activate the offer — your first 5 plans are free

WHY OFFER GUARDSMAN PROTECTION PLANS?

- ✓ Offering protection plans allows furniture retailers to increase customer confidence.
- ✓ It helps differentiate their business from competitors by offering exclusive benefits.
- ✓ This approach can boost sales and drive repeat purchases through value-added services.
- ✓ Protection plans strengthen customer loyalty by providing ongoing support.
- ✓ They generate additional revenue streams from plan sales.



Increase
Revenue



Improve Customer
Satisfaction



Build Customer
Loyalty



Over a Century of
Trusted Protection

Stop by our booth to enroll and activate your show special.

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Offer valid Sept. 22nd, 2026