

# Alert Labs:

Protecting homeowners  
against costly water damage



Water damage is the leading cause of home insurance claims in Canada<sup>1</sup>, and often many of these claims are preventable.

To help customers protect their homes, we've launched a pilot project that offers customers annual savings of up to \$150 on home insurance when they purchase an Alert Labs Home Solution package, consisting of a Flowie water sensor and a Floodie companion sensor.

Alert Labs sensors are available at a special rate for Northbridge Insurance customers and can be installed by homeowners in less than two minutes on municipal water meters—no tools or technical expertise required.

Designed to detect potentially damaging incidents like leaks, power outages, temperature fluctuations, and floods, Alert Labs sensors send alerts to homeowners on their computer or mobile device in real-time when something goes wrong. Each sensor is equipped with a battery back-up and works using a cellular connection not Wi-Fi, so they'll continue to work in a power outage—right when they're needed the most.

## About Alert Labs

Alert Labs is an IoT technology company based in Kitchener, Ontario. Alert Labs is building affordable and reliable sensor-networks for residential and commercial property owners. Alert Labs' simple-to-deploy sensors can be placed on water meters, sump pumps, furnaces, near toilets and other appliances to detect water leaks, floods, power issues, and other events. Customers receive real-time alerts and insightful data analytics via SMS, email, and the Alert Labs app. Visit Alert Labs at [www.alertlabs.com](http://www.alertlabs.com).

## With Alert Labs, your customers will enjoy the following benefits:

- 10% discount (an average savings of \$150/yr) on a comprehensive Northbridge Insurance home insurance policy
- First year of monitoring with real-time alerts included at no additional cost
- 15% discount on a Flowie water sensor and Floodie companion sensor from Alert Labs
- Alerts for leaks, abnormal water usage and power outages sent right to their mobile device
- Protection against excessive and costly water damage

## About Us

Northbridge Insurance is a proud member of the Fairfax family. We have a history and reputation for innovative commercial and specialty insurance solutions created with the customer, in mind. Working closely with our broker partners, we offer tailored solutions and superior service.

Want to learn more?

Visit [www.nbins.com](http://www.nbins.com) or call 1.855.620.6262.