

# 5 reasons to offer Nationwide<sup>®</sup> pet insurance to your clients

## Reason #1:

It's a risk-free way for clients to provide a financial safety net for employees

98%

of pet owners underestimate the lifetime cost of a pet<sup>1</sup>

1 in 5

American pet owners report going into over \$1,500 in debt due to pet care costs<sup>2</sup>

## Reason #2:

It enhances clients' benefits packages



87% of employers think dog-friendly policies help attract and keep talent<sup>3</sup>



With 449M+ annual vet visits in the U.S.,<sup>4</sup> pet insurance is more practical and widely used than other benefits, like identity theft coverage

## Reason #3:

It's a smart financial decision



High-value, zero-cost offering



Voluntary benefits help employers manage costs while providing coverage



Special discounts and exclusive plans for voluntary benefits packages

## Reason #4:

It's easy to market



Educational marketing materials and resources provided

Custom employee communication plans available

In-demand voluntary benefits mean increased commissions

## Reason #5:

We're easy to work with



Concierge service from your own dedicated representative

Hands-free administration and easy implementation

America's #1 pet insurance provider



Strong voluntary benefits are essential to a well-rounded portfolio. Learn more at [PetsVoluntaryBenefits.com](https://PetsVoluntaryBenefits.com) or call 855-874-4944

<sup>1</sup> American Pet Products Association, "2019-2020 APPA National Pet Owners Survey." [https://www.americanpetproducts.org/pubs\\_survey.asp](https://www.americanpetproducts.org/pubs_survey.asp)

<sup>2</sup> LendEDU, "How Much Do Americans Spend on Their Pets?" <https://lendedu.com/blog/cost-of-pets>

<sup>3</sup> Mars Petcare Better Cities for Pets™ 2020 Report | ©2020, Mars Or Aliates.

<sup>4</sup> American Pet Products Association, "2018-2019 APPA National Pet Owners Survey." [https://www.americanpetproducts.org/pubs\\_survey.asp](https://www.americanpetproducts.org/pubs_survey.asp)

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