

WATER DAMAGE: CANADA'S #1 INSURANCE CLAIM

The average cost of repairs to the home following water damage is over \$10,000, with many repairs costing more than \$50,000.

Leaks can go undetected for hours or days from: appliances, ruptured hot water tanks, overflowing sinks, tubs and toilets, leaky roofs, burst pipes, sewer backup, and heavy rainfall.

High rise condominiums and apartment buildings are at an increased risk of sustaining multi level damage as water runs from one unit to the next.

"WATER DETECTED IN CONDO 321"



MINIMIZE THE RISK OF WATER DAMAGE WITH IDEAL'S WATER DETECTOR & AUTOMATIC TELEPHONE DIALER

- No monthly monitoring fees
- Easy set up: sensor is factory linked to the dialer
- Record your own custom 20 second message
- Automatically dials up to 5 stored numbers, redials up to 5 times
- Arm or disarm the system by telephone
- Expandable with other sensors, contacts, remote controls or other alerts (up to 16)
- Emergency PANIC button for immediate activation
- AC adapter and all required batteries included

**FLOODING ALERT****SUMP PUMP MALFUNCTION ALARM****OVERFLOW WARNING**

The Ideal Solution: Quick action can save money and prevent needless damage

- Early detection to prevent little problems from becoming major
- Early alert by sound of alarm and by telephone calls
- Telephone up to five numbers for ACTION
- Clear voice message identifies the problem and the location
- Persistent notification: the alarm will continue until deactivated and will call all numbers up to 5 times if not disarmed.

Ideal provides a “mop” solution rather than a restoration.

- Most frequent insurance claim in Canada is for water damage. The rate of claims for water damage amount to double that of fire and theft claims combined.
- 40% of all home insurance claims are due to water damage.
- The average cost of water damage claims rose 117% over 10 years (2002 - 2012).
- Canadian insurance companies pay out \$1.7 billion dollars per year in claims related to water damage.

There are 13 million households in Canada

- 1.2 million Condominium units
- 1.2 million Apartments with 5 floors or more
- The largest apartment markets are in Montreal and Toronto.
- Another 4.5 million other dwellings which includes apartments of less than 5 floors and duplexes.