

# "HOW LONG IS THIS PRICE GOOD FOR?"

## START HERE — SET THE FRAME

**"Right now we're offering our best T-Fiber pricing ever — Fiber starting at just \$45/mo. To make that possible, we simplified the offer and focused on giving customers the strongest everyday value upfront."**

**THEN PIVOT TO WHY THIS PRICE IS DIFFERENT ↓**

## 4 REASONS THIS PRICE IS DIFFERENT

**01**

### **NO TEASER PRICING. NO PRICE JUMP AFTER 12 MONTHS.**

Cable companies advertise low intro rates that are designed to expire. Customers get a great price for a year, then the bill jumps — often by \$40–\$50/mo. T-Fiber doesn't work that way. The price you sign up at isn't a teaser with a clock on it.

**"With cable, that low price is an intro rate — it's built to go up. This price doesn't have a countdown."**

**02**

### **THE ADVERTISED PRICE IS OUR REAL EVERYDAY PRICE.**

What's on the tag is what customers pay — our standard rate, not a promotional rate. There's no separate "regular price" waiting in the background. Spectrum's standard Gig rate is \$105/mo. Xfinity's is \$100/mo. T-Fiber starts at \$45.

**"What you see is what you pay. That's our everyday price, not a special offer that expires."**

**03**

### **\$0 EQUIPMENT. \$0 INSTALLATION. \$0 HIDDEN FEES.**

Wi-Fi router included. Professional installation included. No monthly equipment rental. Competitors charge up to \$100 for installation and \$10–\$15/mo in gateway rental — fees that don't show up until the first bill arrives.

**"The price covers everything. No surprises when the first bill shows up."**

**04**

### **NO ANNUAL CONTRACT — WE EARN THE BUSINESS EVERY MONTH.**

There's no lock-in. Customers stay because the value is there, not because they're contractually obligated. That's a different kind of commitment — one that puts the pressure on us to keep delivering, not on them to stay.

**"We don't need a contract to keep you. We need to keep earning your business every month."**