

THE DIGITAL PROOF PLAYBOOK

How to Protect What You Own — Before You
Need to Prove It

By Proofly — Fast. Easy. Insurer-Trusted.



Imagine This

A storm hits.

You're safe — but your living room isn't.

The insurer asks for proof of what was damaged... and suddenly, you're trying to remember what you had, when you bought it, and what it was worth.

Most homeowners face this moment of panic — not because they weren't responsible, but because proving what you own has always been complicated.

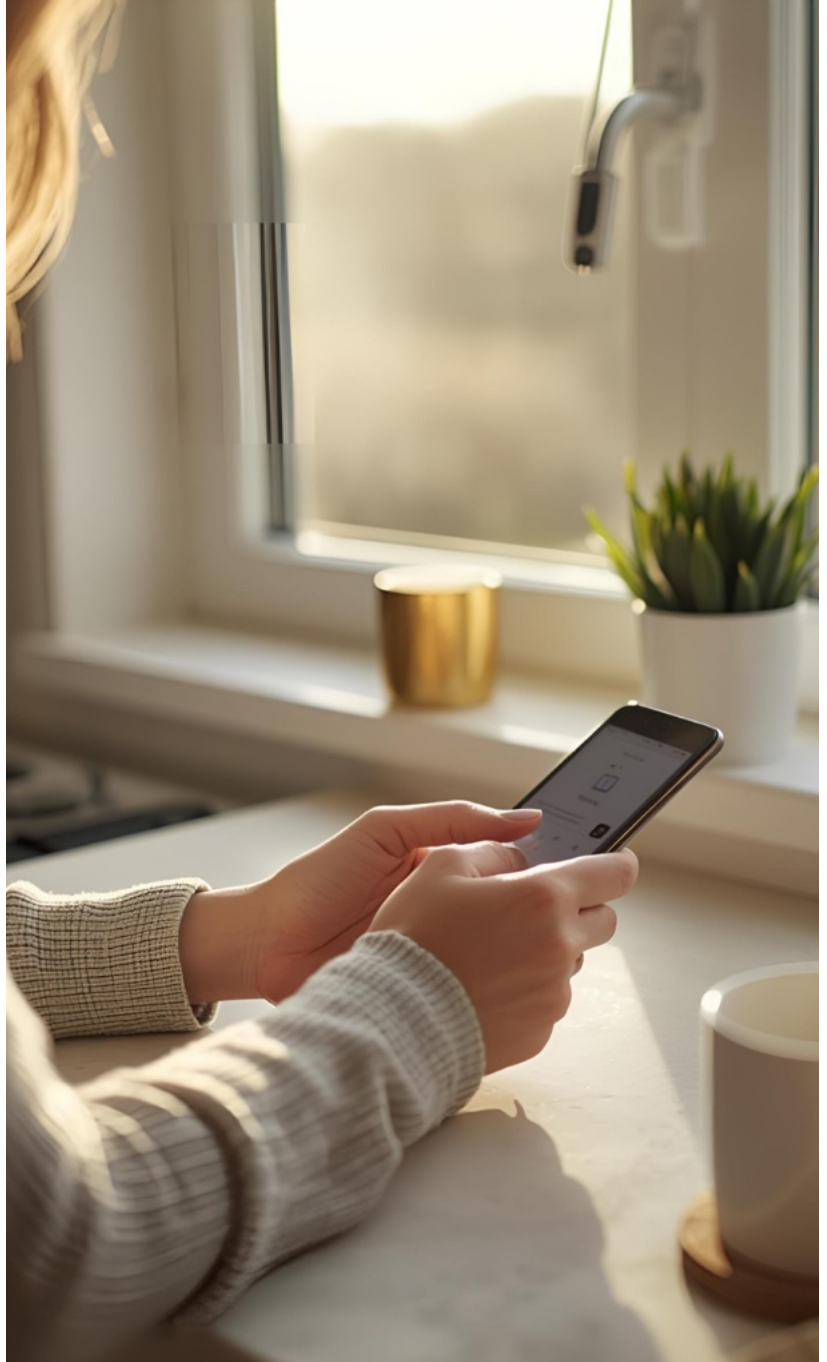
Proofly was built to change that.

What Proofly Does

Proofly turns your home into a verified digital record — one that's easy for you to create and instantly trusted by insurers.

With just your phone, you can:

1. **Scan your home**— every room, drawer, cabinet, and closet — capturing the full picture of what you own.
2. **Organize** – your belongings automatically sorted by room and category.
3. **Verify your proof** – add values, receipts, appraisals, and approve with homeowner verification.
4. **Send** –your **FNOL & Proofly One** Report to your insurer so they receive a complete, verified proof instantly.



The Proof Gap

“Over 60% of home insurance claims are delayed or reduced because proof is missing or incomplete.”

Homeowners are responsible for proving what they owned. But most don't have a complete record — and insurers can't approve what they can't verify.

Proofly closes the gap with verified digital proof insurers can instantly trust.

The Problem Homeowners Face

Most homeowners don't have a complete record of what they own.

Receipts get lost, rooms change, and photos are rarely taken until it's too late. After a loss, insurers ask for documentation — and without clear proof, adjusters must estimate what was damaged or what it was worth.



That leads to delays, reduced payouts, or stressful back-and-forth.

Homeowners aren't at fault.

The system has never made documenting your belongings easy — until now.

How Proofly Closes the Gap



Scan

Walk through your home and capture every room, drawer, cabinet, and closet.



Organize

Proofly automatically sorts items into rooms and categories.



Verify

Add values, receipts, appraisals, and approve your inventory with homeowner confirmation.



Share

Send your FNOL and Proofly One Report directly to your insurer when loss occurs.

Build Your Digital Proof Plan



Step 1 — Scan Your Home

- Walk room by room in a clockwise path.
- Open drawers, cabinets, and closets — capture everything with your phone.
- This creates a complete visual record of your belongings.



Step 2 — Organize and Add Details

- Proofly automatically organizes your items by room and category.
- Attach receipts and appraisals documents to high-value items like jewelry, art, or electronics.
- This ensures accurate replacement values.

Build Your Digital Proof Plan



Step 3 — Review and Verify

- Confirm each room’s items and adjust any details.
- Your approval locks in time, date, and location metadata — making your proof accurate and insurer-trusted.
- This step ensures everything in your home is documented exactly as you want it.



Step 4 — Secure and Share

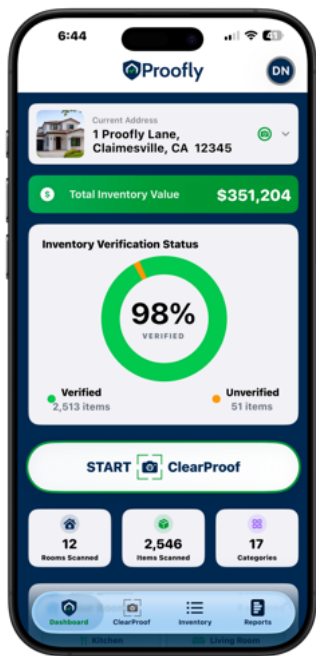
- Your verified proof is safely stored in your Proofly cloud vault.
- Update it anytime with new purchases or changes.
- When loss occurs, send your FNOL and your Proofly One Report directly to your insurer — instantly.

Task	Time Needed	Status
Scan each room	10–15 minutes per room	☐
Review and verify	20–30 minutes	☐
Add receipts/appraisals	As needed	☐
Share with your agent	Anytime	☐

Real Results — Why Proofly Works

Without proof, claims often stretch for months or even years. Proofly is designed to change that — giving insurers trusted data from day one.

Without Proofly	With Proofly
Searching for receipts	Everything verified and organized
Adjuster estimates	Adjuster verifies
Months of waiting	Weeks to resolution
Stress and uncertainty	Confidence and control



**FNOL + Proofly One Report =
Faster, Fairer, Easier Claims**

Your Proof, Your Peace of Mind

Owning a home means more than keys — it reflects years of effort, memories, and the things that make life feel comfortable and truly yours.

Proofly ensures you're never left wondering, "How will I prove what I lost?"

Your most important belongings are already documented, verified, and ready.

"You can't predict the unexpected — but you can be prepared for it."

Bonus Tools & Resources



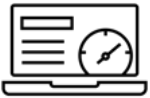
Home Proof Checklist

A step-by-step guide inside Proofly that walks you through scanning each room, drawer, cabinet, and closet for complete documentation.



Proofly Digital Organizer

Attach receipts, appraisals, warranties, and documents directly to each verified item in your Proofly inventory.



Digital Proof Scorecard

See your home's proof readiness at a glance — room coverage, documentation levels, missing receipts, and value alignment.



Additional Guides

- Homeowners Insurance Checklist
- Guide to Valuing Your Belongings
- Home Emergency Guide

Proofly's Promise

Your home is full of stories, memories, and things that matter. Proofly protects them with verified, insurer-trusted documentation — ready when life is unpredictable.

Prepare once. Protect forever.

Start Your Digital Proof Plan → Proofly.com

