



How Alcove
launched embedded
renters insurance
with Sure in less
than a month

Making shared housing accessible in an unaffordable housing market

Alcove is a shared housing leasing platform that is changing the game of shared housing by making it simple to lease private bedrooms in single family homes.

Alcove enables tenants to easily search for available rooms, apply for housing, run credit and background checks, sign leases, and move into shared single family homes from a unified platform in a fraction of the time it would typically take.

By connecting those who need housing with available inventory of rooms and compatible roommates, Alcove makes housing accessible to people who would otherwise be priced out of the market or stumbling around in the dark searching for options.

“From start to finish, Alcove is the modern way to rent a room. We’ve made finding roommates and housing as easy as just booking an Airbnb or an Uber.”

Colin Tai
CEO, Alcove

THE PROBLEM

Old insurance process slowed everything down



Alcove set out with the ambitious goal of removing the friction of the shared housing process to make it a more enjoyable experience. Their vision was simple: Build a platform to seamlessly manage all aspects of the shared housing process. There was just one hurdle that stood in their way. The antiquated process of buying and managing insurance for tenants.

Renters insurance is required for all tenants using Alcove. However, and at no fault of their own, the process of securing and providing proof of renters insurance was stuck in the past. After new tenants signed a lease, Alcove had no other option but to inform tenants via email that renters insurance was required and they should speak to their local agent to purchase it.

At that point, users had to leave Alcove's platform to research and buy insurance on their own, then come back to upload proof of coverage. This analog approach didn't match Alcove's brand promise of making the leasing process simple, easy, and all in one place.

THE SOLUTION

Embedding renters insurance directly into the customer journey

Sensing that the manual renters insurance process was affecting user experience and misaligned with their brand promise, Alcove started searching for permissible ways to let users streamline insurance on their platform during their existing customer flow.

They selected Sure as their licensed partner to launch and provide an embedded renters insurance program directly into the customer experience on the Alcove platform.

By partnering with Sure, Alcove moved closer towards being a truly all-in-one solution for shared housing while providing Alcove users the confidence that everything is completely handled for them.

“We’re trying to do everything we can in every step of the process to make it easy and seamless on one platform. Adding renters insurance was the obvious progression to achieve our vision and a natural fit for our platform.”

Colin Tai
CEO, Alcove

“We want it to be a value-add for our platform users. We want them to know things are handled for them and they don’t have to go into the wild and find renters insurance on their own.”

Patrick Wickham

CTO, Alcove

The partnership with Sure provided several advantages:

1

SIMPLE AND QUICK SETUP

Configuration only requires one line of code, making deployment fast without straining dev resources.

2

FASTER, PERSONALIZED CHECKOUT

Sure’s solutions allows customers to get a quote and buy a policy in under a minute.

3

NATIVE PLATFORM EXPERIENCE

Sure adds the renters insurance purchase journey natively into any existing flow, maintaining trust and continuity with users.

With this integration, Alcove can finally deliver on their promise of being a true end-to-end platform for the shared living economy, allowing users to complete their entire shared housing journey without ever leaving the Alcove platform.

THE OUTCOME

A modern solution that powers sustainable growth

Compared to other automation projects Alcove previously tackled, adding embedded renters insurance to their platform was refreshingly smooth and fast, launching in less than a month.

FAST DEPLOYMENT

30%

higher conversion than
industry standard

“Full credit to you guys for making it an easy experience. With Sure, we didn’t need to go back and forth on sandbox environments or API documents. There was little lift for us.”

Patrick Wickham
CTO, Alcove

Once the program went live, the results immediately exceeded expectations:

1 POLICY PURCHASE CONVERSION

The program achieved a 30% higher conversion rate than the benchmark for partners using iFrame implementations with required flows, showcasing the effectiveness of their thoughtful integration approach.

2 QUOTE INITIATION RATE

The quote initiation rate exceeded the average by 18%, indicating strong user engagement from the very first interaction with the insurance offering.

3 OPERATIONAL EFFICIENCY

The streamlined process eliminated the need for manual insurance verification and reduced customer support inquiries related to insurance requirements.

The program was able to generate results immediately not only because of the ease of deploying Sure's embedded insurance technology, but because of how strategically it was implemented within the customer purchase flow. Sure used their years of experience to integrate renters insurance in a way that wouldn't disrupt the process, offering it at the right moment to maximize the customer experience.

“Compared to other things we have done for our platform, this was a total walk in the park,” adds Tai. “Everything else in the past we had to build ourselves, but that wasn’t the case with Sure.”





Alcove's partnership with Sure shows how smart integration can turn operational requirements into competitive advantages. By partnering with Sure, Alcove finally achieved their goal of being a true end-to-end shared housing solution.

The high policy adoption rates prove that when insurance is offered at the right moment with the right experience, it becomes a natural part of the customer journey rather than an obstacle.



Are you interested in learning more about Sure?
We'd love to hear from you.

Contact us