

Service Line Warranty Program

NATIONAL
LEAGUE
of CITIES



Building Peace of Mind, One Community at a Time

NLC Mission and Core Principles



- The National League of Cities is dedicated to **helping city leaders build better communities.**
- **Cities Lead:** When the nation's cities and towns are stronger, all of America is stronger.
- **NLC stands for local control** and an effective federal-city partnership.
- **NLC is a member-driven organization** and strives to be unified, inclusive, focused, valuable, influential, visible, relationship driven, forward leaning, and financially solid.

Reasons for Participation

- NLC Program / Over 500 Cities Participating in U.S. and Canada
- NLC Awareness Campaign
- Innovative Option Appreciated by Homeowners / Exclusive Access for Homeowners
- Program has spent over \$350 million on homeowner repairs in past 3 years
- Line replacements can cost homeowner thousands of dollars
- A+ Accredited BBB Rating
- Turnkey Solution for City

Several Participating Cities



Endorsed by the *National League of Cities, North Central Texas Council of Governments, Multiple State Municipal Leagues, and 200 Municipalities, including:*

San Diego, CA

Phoenix, AZ

Mesa, AZ

Tucson, TX

Las Vegas, NV

Arlington, TX

Tulsa, OK

York, PA

Harrisburg, PA

Atlanta, GA

Dayton, OH

Odessa, TX

Kansas City, MO

North Las Vegas, NV

Fort Lauderdale, FL

Madison, WI

Englewood, CO

North Chicago, IL

Lawton, OK

Stillwater, OK

Santa Fe, NM

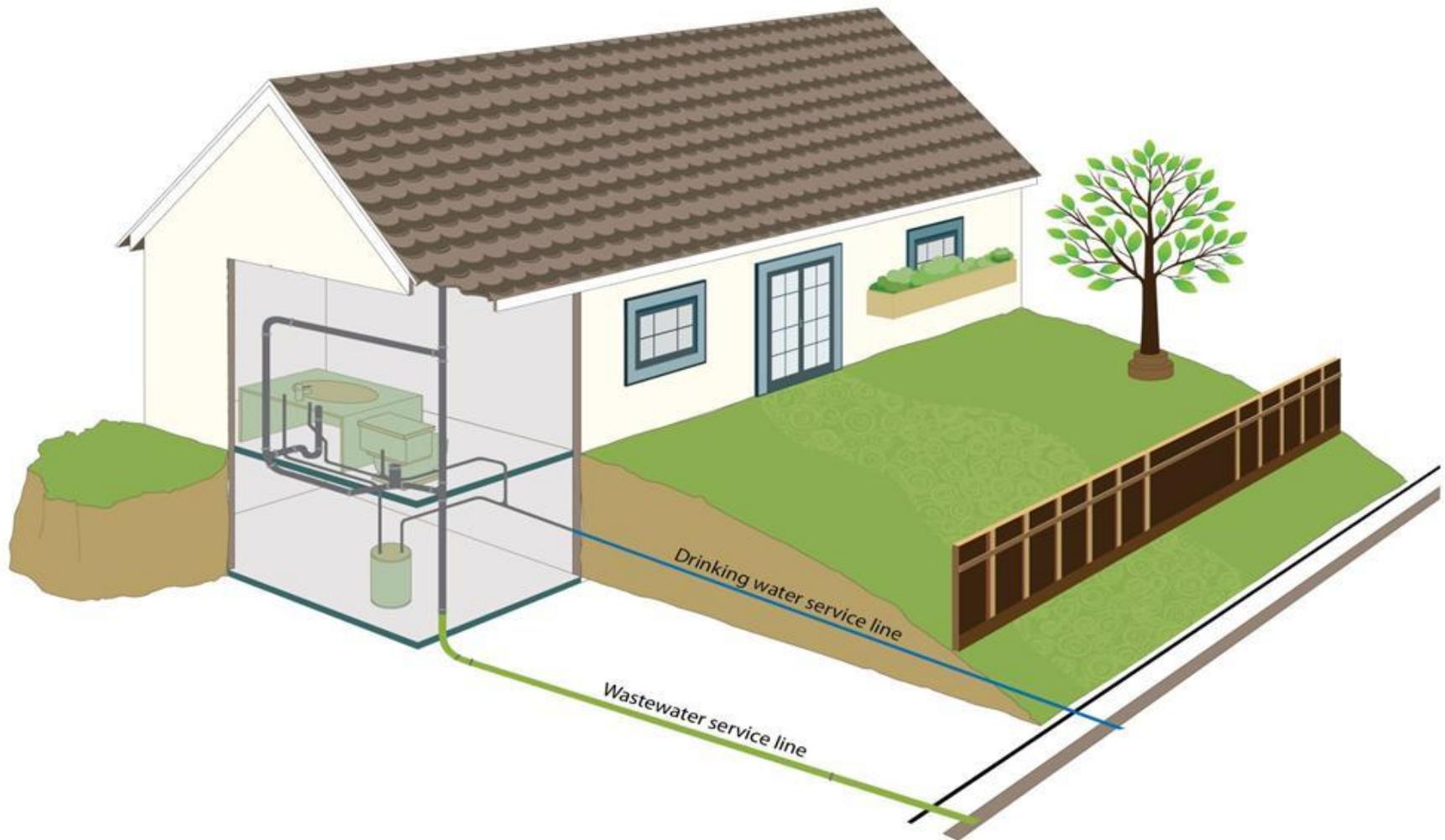
Problem

- Average age of a home in the U.S. is 37 years old (US Census Bureau)
- Only 18% of Americans could afford a \$4,000 unplanned expense (US Census Bureau)
- I&I problems, lack of water conservation, environmental hazards
- Lateral service lines, because they are subsurface, are often overlooked by homeowner (until a problems arise)
- Cities cannot help when a homeowner has a problem and calls city hall for a solution

Solution: NLC Service Line Warranty Program

- Create Public Awareness
- Offer homeowner an affordable option that solves this problem
- No cost for city
- No liability for the city
- Voluntary and optional
- No Red-lining (program allows any homeowner in city to participate)
- City-based contractors used
- Homeowner saves money
- City saves money
- Month to month contracts for homeowner
- 24/7/365 customer service
- All repairs performed to local code

Provides protection from the point of entry at the home (including slab) to the utility responsibility



External Water & Sewer Line Product Overview

Product	Coverage Description	Coverage Limits per Occurrence
External Water Line Warranty	Covers the repair or replacement of a leaking or broken single underground water supply line serving the home. The warranty covers the consumer owned portion of the water supply line.	\$4,000 plus \$500 for public sidewalk repair

Product	Coverage Description	Coverage Limits per Occurrence
External Sewer Line Warranty	Covers the repair or replacement of a broken underground sewer line from the utility's main sewer line to the internal point of entry to the home.	\$4,000 plus \$4,000 for public street repair

- No long term contracts, no lifetime or annual caps
- \$8,000 for Sewer Line Protection and \$4,000 for Water Line Protection (per callout)
- Optional and voluntary
- Service fees and permit fees are covered
- No Pre-existing Conditions and IMMEDIATE COVERAGE

Customer Advocacy Results

BBB ACCREDITED BUSINESS SINCE 12/14/2006

Service Line Warranties of America

Fax: (724) 749-4520

[View Additional Phone Numbers](#)

11 Grandview Cir Ste 100, Canonsburg, PA 15317

partnerships@utilitysp.net

<http://www.slwofa.com>

[View Additional Web Addresses](#)



On a scale of A+ to F

[Reason for Rating](#)
[BBB Ratings System](#)
[Overview](#)

Customer Complaints Summary

4 complaints closed with BBB in last 3 years | 4 closed in last 12 months

Complaint Type	Total Closed Complaints
Advertising/Sales Issues	0
Billing/Collection Issues	1
Delivery Issues	0
Guarantee/Warranty Issues	2
Problems with Product/Service	1
Total Closed Complaints	4

Implementation is Easy

- Obtain Council Approval

- Execute the Marketing Services Agreement
 - Provides for the use of City logo on marketing materials
 - Indemnifies the City

- Review and Approve Welcome Kit Materials
 - Press Release
 - Web Banner
 - Marketing Letter

Real-Time Partner Portal Reporting



Partner Reports

PARTNER REPORTS

PARTNER REPORT TRAINING

CREATE NEW USER ID

WELCOME KIT MATERIALS

MATERIALS APPROVAL

CUSTOMER SURVEYS

CONTRACTOR NETWORK

LOGOUT

[Web Training Video](#) [Partner Reporting Manual](#)

Coming soon!

Please select which report you would like to view by clicking the drop down arrow below.

Partner Summary

Begin Date (mm-dd-yyyy) End Date (mm-dd-yyyy)

1 of 1

Select a format Export

Partner Summary

PARTNER NAME	PRODUCT DESCRIPTION	BEGIN DATE	END DATE	ENROLLMENTS	CLAIMS FILED
Demo Partner	External Sewer Line Warranty	Jan 01, 2011	Jan 01, 2013	247	27
	External Water Line Warranty	Jan 01, 2011	Jan 01, 2013	93	12
Total For 1/1/2011 To 1/1/2013				340	39
TOTAL (To Current Day)				943	77

"Service Line Warranties of America assimilates integrity, ethics, trust, and honesty as central values for its organization. This firm's ethical employee training includes six pillars of character and emphasizes a positive approach toward 'the benefits of being ethical.' The firm also created a Community and Employee Engagement Committee to better enable the firm to act responsibly toward the community."

Dr. James Weber
BBB Torch Award Judge
Professor of Business Ethics and Management
Duquesne University



Building Peace of Mind, One Community at a Time

“Considering the large customer base that Service Line Warranties of America has worked with over these past 10 years and their exemplary record at the Bureau, I'm proud to have you as an accredited business of the BBB. There were several key things that stood out in your business philosophy – full disclosure and communication with customers, partners, vendors and staff, which are part of the company's daily ethical standards and values; honoring promises by providing service in the fairest and most honest way possible; and acting with integrity which involves mutual respect.”

Warren King
President
Better Business Bureau, Western PA



Building Peace of Mind, One Community at a Time

“This award underscores one of the primary reasons the National League of Cities selected USP as a partner and extended our agreement for another five years. The organization's exemplary record of customer service and transparency is what has driven the success of this partnership over the years.”

Clarence Anthony
Executive Director
National League of Cities



Building Peace of Mind, One Community at a Time

“The program has already paid out over \$1 million in repairs and replacements for our homeowner’s lateral service lines. My constituents are happy that we have provided this option for city homeowners. We use the revenue associated with the program to assist lower income homeowners with repairs to their service lines. I am sure your City will be pleased with the NLC Service Line Program.”

Felicia Moore
Councilmember, City of Atlanta, GA



Building Peace of Mind, One Community at a Time

Dear Felecia, On Christmas Day my sewer line backed up into my house and into my tub! I could not flush toilets or take a shower or wash dishes or clothes or even my hands. It turned out to be due to a clogged sewer line in my front yard. Thanks to you, I had the warranty and did not have to pay for the \$2000 plus repair! Thank you! The warranty company had good customer service and the local plumbing company that they sent to do the work, Atlanta Plumbing Plus, WAS AMAZING! They did a wonderful job and were very respectful of my property (and my anxiety about the situation). Thank you so much Felicia for always looking out for us!

Cindy
Homeowner, Atlanta, GA



Building Peace of Mind, One Community at a Time

"The Service Line Protection Program helps Phoenix residents and the city government. Revenue from the program goes to core city services like police, fire, parks, libraries and senior centers, and the warranties give residents an option for repairs to their sewer and water lines."

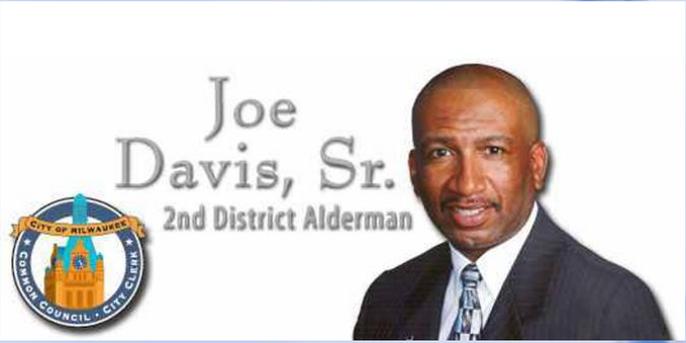
John Brodsky
Public Information Officer
City of Phoenix, AZ



Building Peace of Mind, One Community at a Time

“We have now passed the 10,000 enrollment mark. Strength in participation brings benefits to our entire community. Our residents are able to avoid the high costs of unexpected repairs, our economy benefits since local contractors perform the repair work, and our city benefits from the new source of revenue.”

Joe Davis
Alderman
City of Milwaukee, WI



Building Peace of Mind, One Community at a Time

“The city has fully vetted this program and conducted proper due diligence. The program is endorsed by the National League of Cities, North Central Texas Council of Governments, multiple state municipal leagues and over 200 cities nationwide. They also have an exemplary BBB record dating back to 2003.”

Todd Gloria
City Council
City of San Diego, CA



Building Peace of Mind, One Community at a Time

“The program payouts have been huge for our homeowners (over \$230,000 in water and sewer line repairs in 24 months). It really illustrates the fact that the program is responsive and very much needed.

Please feel free to send potential participating cities to me for an outstanding reference.”

Bryan Long
City Manager
City of Lawton, OK



Building Peace of Mind, One Community at a Time