



NLC Service Line Warranty Program Overview

What We Do

The NLC Service Line Warranty Program offers affordably priced emergency repair/replacement plans to address aging private sewer and water infrastructure. Customers call to receive prompt emergency repairs provided by local, licensed and insured contractors.



Water Line



Sewer Line



Interior Plumbing

Benefits to Homeowners

Many homeowners are not aware of their responsibility for their service lines until they have a repair emergency. When they call the city, they often find that they are faced with a costly repair and that the city can't help them. Over the past three years, we have performed over 1.2 million repairs, saving our customers over \$394 million!



Convenience

- 24/7/365 claims hotline, including holidays
- No need to search for a qualified contractor in an emergency



Peace of Mind/Trust

- Fully vetted, licensed and insured local contractors
- Covered repairs guaranteed for one year



Financial Protection

- No deductibles or trip fees
- Affordably priced coverage
- 30-day money-back guarantee with ability to cancel at any time

Over 500

partners across North America participate in the program!



For more information contact:
1-866-974-4801 or
partnerships@utilitysp.net

NLC NATIONAL
LEAGUE
OF CITIES
CITIES STRONG TOGETHER

Administered by
**Utility
Service**
Partners, Inc.
a HomeServe Company

City of Manhattan Beach

we promise



NLC NATIONAL
LEAGUE
OF CITIES

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Service Line Warranty Program



WHY CHOOSE UTILITY SERVICE PARTNERS?



EXPERIENCE



REPUTATION



PARTNERSHIP



**BBB Torch Award for
Marketplace Ethics**
Trust • Performance • Integrity
2013 Winner
Western Pennsylvania Better Business Bureau®



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

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OUR SERVICE AND WHAT IT COVERS



INTERIOR PLUMBING AND DRAINAGE

Homeowner repair protection for in-home water supply lines and in-home sewer lines and all drain lines connected to the main sewer stack that are broken or leaking inside the home after the point of entry

Coverage includes:

- Up to \$3,000 coverage per repair incident.
- Repair of clogged toilets
- Includes coverage for broken or leaking water, sewer, or drain lines under the slab or basement floor
- No annual or lifetime limits, deductibles, service fees, forms, or paperwork
- 24/7/365 availability and repairs are made only by licensed, local area contractors
- Affordable monthly rates – Royalty Program is \$9.99; Non-Royalty is \$9.49
- Multiple payment methods

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MARKETING APPROACH

- No Public Funds are used in marketing, distribution, or administration of the program.
- Only market by direct mail, no telemarketing
- Would never mail without your review and approval of marketing material before each and every campaign
- Limited mailing campaigns per year
- Consumer friendly marketing with 98% customer satisfaction rate
- Always voluntary for the homeowner
- Consumers can enroll one of three ways:
 - Calling into our toll free number that is provided on the mailing.
 - Returning the bottom of the letter to us in the self addressed stamped envelope provided
 - Visiting our consumer website www.slwofa.com at any time

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PROGRAM SUCCESS & NOTES

- NLC Program could bring in an estimated \$32,760-\$49,140 per year based on 7% of 52,000 households enrolling and 1-1.5 active policies per household.
- Currently serving over 3.4 million customers in U.S. - over 400,000 customers and 600,000 active policies in California; 85 contractors in our California local network.
- Handled over 1.2 million claims in the last 3 years saving customers over \$394 million in repair costs. In the last 12 months, we performed over 23,000 repairs in California, saving homeowners over \$12 million in repair costs and 371 million gallons of water in 2015.
- 97% claim approval rating
- 99.6% claims satisfaction rate
- Outstanding 98% post-claim customer satisfaction scores
- 9 of every 10 customers surveyed would recommend the program to friends, family, and neighbors

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Recent Harris Poll results (2000 adults surveyed)

- Nearly 2 in 5 Americans don't have the necessary funds set aside to cover a \$500 repair (including almost half of millennials)
- 1 in 2 Americans describe their current state of household finances as either fair, poor, or terrible.
- 3 in 10 Americans aged 37+ cited they had no money set aside for emergency repairs.
- 46% of respondents had an emergency repair in the last 12 months.
- 80% of respondents either strongly or somewhat agreed with the statement: *Local community governments should be responsible for educating homeowners about external water lines on their property that are not covered by homeowners' insurance, the city/town or the local utility (i.e., meaning that if a problem were to occur, the homeowner would be solely responsible for the cost out of pocket).*

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WHY CHOOSE

to partner with the

NLC Service Line Warranty Program?



- ▲ At no cost to the city, the Program offers affordable protection for in-home plumbing and external water and sewer lines that will cover the cost of repairing leaks, breaks and clogs.
- ▲ The program features generous coverage amounts, and there is never a service fee or deductible. There are no annual or lifetime limits — just peace of mind for the homeowner.
- ▲ Contractors dispatched to the homeowner's residence undergo a rigorous background check before being accepted into the network.
- ▲ Contractors are local to the community to help keep money in the local economy.

RECOGNITION & ACKNOWLEDGEMENTS



- ▲ Maintained a customer satisfaction rating of greater than **98%** for more than a decade.
- ▲ **9 of 10** surveyed customers have recommended the program to friends, family and neighbors.
- ▲ Over **97%** of submitted claims are approved.
- ▲ 2014 **Pennsylvania Municipal League** Business/Community Partnership Award recipient.
- ▲ 2013 winner of the Western Pennsylvania **Better Business Bureau** Torch Award for Marketplace Ethics.



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