



NLC Service Line Warranty Program: Benefits to Cities & Residents



NLC Service Line
Warranty Program

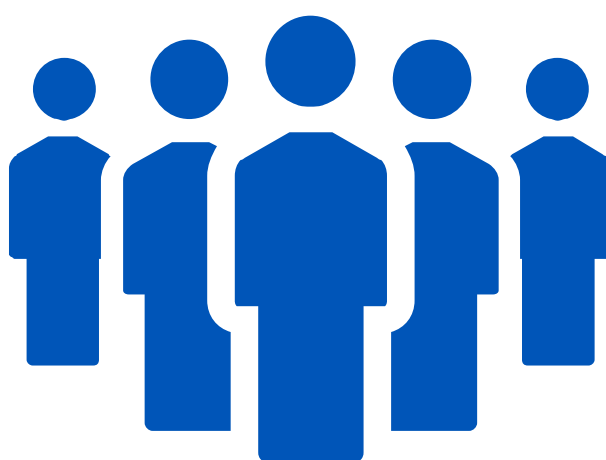
WHY CHOOSE UTILITY SERVICE PARTNERS?



EXPERIENCE



REPUTATION



PARTNERSHIP



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



AGING INFRASTRUCTURE IS PROBLEMATIC FOR CITIES & HOMEOWNERS



- In Minnesota, infrastructure upgrades over the next 20 years are estimated at \$7.4 billion for drinking water, and \$2.3 billion for wastewater
- Lateral lines are subjected to the same elements as public lines -ground shifting, fluctuating temperatures, tree root penetration, corrosion and more
- Failed lines waste thousands of gallons of water and present an environmental hazard
- Common homeowner misconceptions the City is responsible for maintenance of the water and sewer lines on their property or repairs are covered by their homeowner's policy

NLC SERVICE LINE WARRANTY PROGRAM BENEFITS

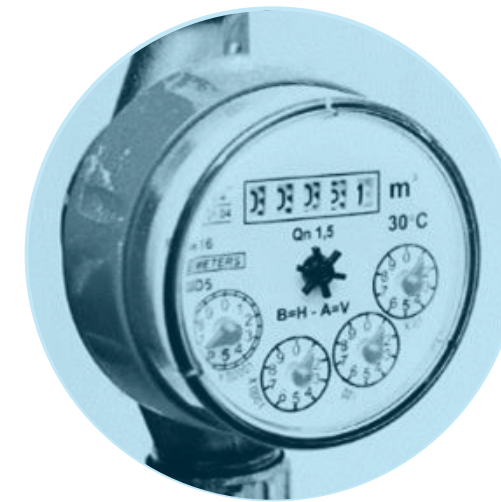


- Only Service Line Program Endorsed by the National League of Cities and members of the League of Minnesota Cities Business Leadership Council
- No cost for the City to participate
- Ongoing Revenue Stream for the City
- Educates homeowners about their lateral line responsibilities
- Free Public Awareness Campaign
- Peace of Mind - with one toll-free call a reputable plumber is dispatched
- All repairs performed to code by local licensed contractors
- Contractors undergo rigorous vetting process to ensure quality service

NLC SERVICE LINE WARRANTY PROGRAM AND WHAT IT COVERS



SEWER/SEPTIC LATERAL
COVERAGE



WATER/WELL LINE
COVERAGE

Homeowner repair protection for leaking, clogged or broken water and sewer lines from the point of utility connection to the home exterior

Coverage includes:

- Educating homeowners about their service line responsibilities
- Up to \$8,500 coverage per repair incident
- Includes coverage for thawing of frozen external water lines
- No annual or lifetime limits, deductibles, service fees, forms, or paperwork
- 24/7/365 availability
- Repairs made only by licensed, local contractors
- Affordable rates and multiple payment methods

NLC SERVICE LINE WARRANTY PROGRAM 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
- Repairs made only by licensed, local contractors
- Affordable rates and multiple payment methods

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
 - Always voluntary for the homeowner
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- 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

SOLUTIONS FOR MUNICIPALITIES AND THEIR HOMEOWNERS



- More than 500 municipal and utility partnerships
- Currently serving over 3.4 million customers
- Saved customers over \$394 million in repair costs over the past 3 years
- Consistent customer satisfaction rating of 98%
- 9 of every 10 customers surveyed have recommended the program to friends, family and neighbors

CURRENT MINNESOTA PARTNERS (23)

City of Rochester

City of Edina

City of St Louis Park

City of Richfield

City of Columbia Heights

City of St Michael

City of Mounds View

City of Grand Rapids

City of Watertown

City of Olivia

City of Chatfield

City of Le Sueur

City of Falcon Heights

City of Mora

City of Perham

City of Hawley

City of Pelican Rapids

City of Brownsdale

City of Arden Hills

City of Vergas

City of Vesta

City of New Brighton

City of Lake Crystal



- Over 12,000 Minnesota residents currently enrolled in the program
- Over 1,000 service line repair jobs in the last three years, which saved Minnesota homeowners over \$900,000



For more information contact...

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