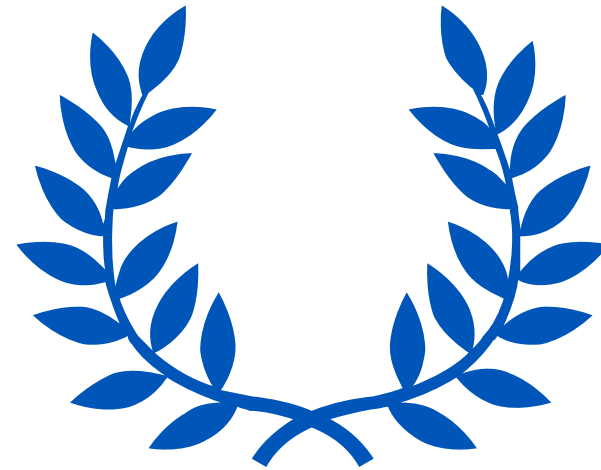




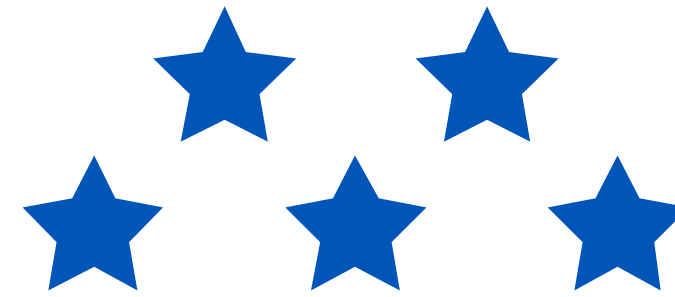
NLC Service Line Warranty Program Overview: Benefits to Cities & Residents

WHY CHOOSE THE NLC SERVICE LINE PROGRAM, BY HOMESERVE?



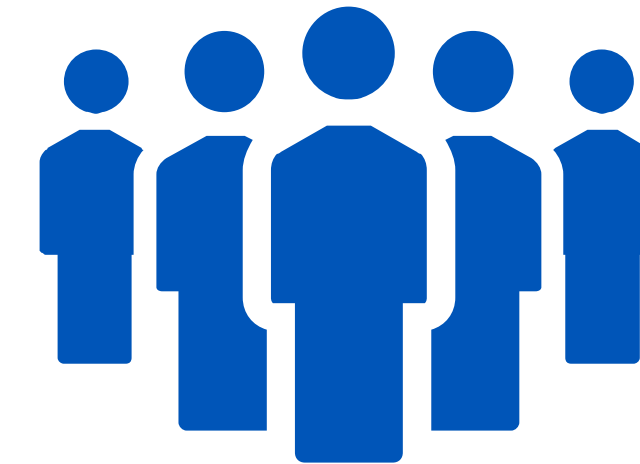
EXPERIENCE

Offering services for over 17 years



REPUTATION

4.8 out of 5 stars customer satisfaction



PARTNERSHIP

Endorsed by National League of Cities



BBB Torch Award for Marketplace Ethics

Trust • Performance • Integrity

2013 Winner
Western Pennsylvania Better Business Bureau®



2018 WINNER

Torch Awards for Ethics

Better Business Bureau of Western PA

"The National League of Cities is proud to partner with this highly reputable and reliable program. Their 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: A PROBLEM FOR MUNICIPALITIES & HOMEOWNERS



- In Kansas, infrastructure upgrades over the next 20 years are estimated at \$85.3 billion for drinking water, and \$3.8 billion for wastewater
- Lateral lines are subjected to the same elements as public lines
- Failed lines waste thousands of gallons of water and present an environmental hazard
- Common homeowner misconceptions:
 - the municipality is responsible for maintenance of the water and sewer lines on their property
 - repairs are covered by their homeowner's policy

MANY HOMEOWNERS ARE UNPREPARED



78%

of homeowners surveyed believe the utility provider should educate them on repairs and preventative measures



59%

of homeowners surveyed have had a home repair emergency in the past year



40%

4 out of 10 Americans can't afford a \$400 emergency expense (and would have to sell something, take out a loan, or use credit to cover it)

NLC SERVICE LINE WARRANTY PROGRAM BENEFITS

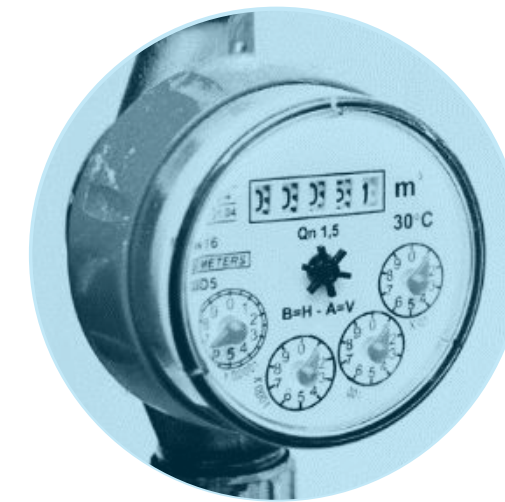


- Only service line program Endorsed by the National League of Cities
- No cost for the Municipality to participate
- Optional ongoing Revenue Stream for the Municipality
- Free Public Awareness Campaign to educate homeowners on their lateral line responsibilities
- Peace of Mind - with one toll-free 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 & 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 & 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

- 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
- 
- 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

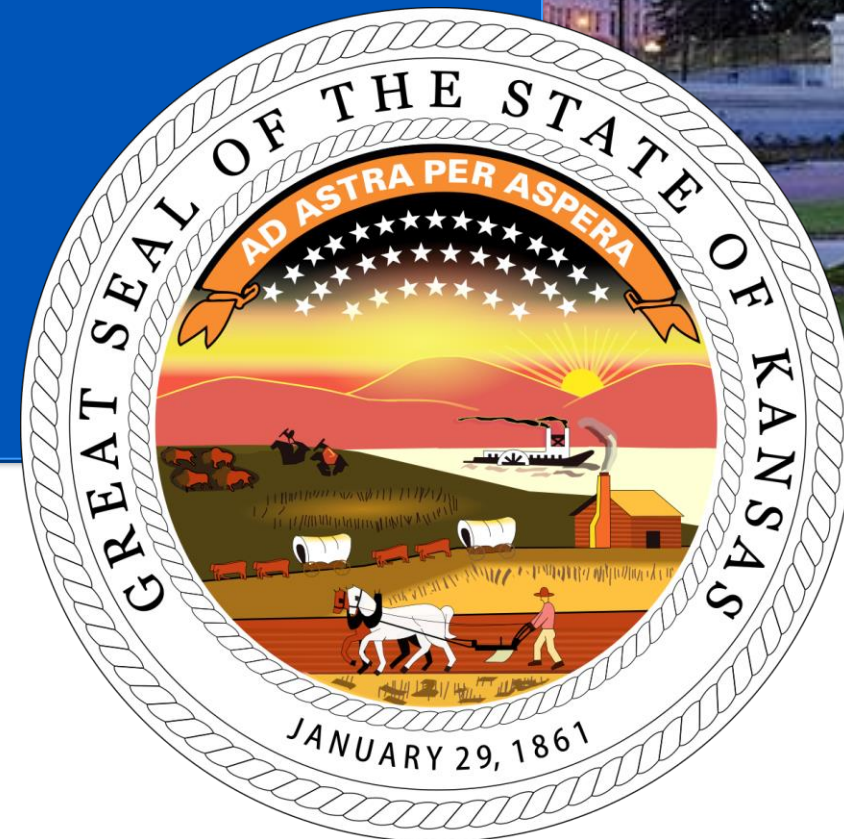
SOLUTIONS FOR MUNICIPALITIES & THEIR HOMEOWNERS



- More than 1000 municipal and utility partnerships
- Currently serving over 4 million customers
- Saved customers over \$521 million in repair costs over the past 3 years
- Consistent customer satisfaction rating of 4.8/5
- 9 of every 10 customers surveyed have recommended the program to friends, family and neighbors

25 Current Partners in Kansas

- Derby
- Dodge City
- Edwardsville
- Elbing
- El Dorado
- Frontenac
- Garden City
- Goodland
- Hillsboro
- Horton
- Hutchinson
- Jetmore
- Junction City
- Kansas City Board of Utilities
- Leavenworth
- Liberal
- Lindsborg
- Marion
- McPherson
- Ottawa
- Prairie Village
- Roeland Park
- Sedgwick
- Smith Center



10



For more information contact

Emilie Zalfini

Director, Regional Water Team

724-749-1060

EZalfini@UtilitySP.net

Dear City Official,

For the last eight years, the National League of Cities (NLC) has been pleased to partner with Utility Service Partners (USP), a HomeServe Company, in offering the NLC Service Line Warranty Program. During this time:

- **The program has grown to serve more than 500 municipalities and over 400,000 customers.**
- **Homeowners have saved more than \$64 million in repair costs since the program's inception.**

Offered at no cost to cities, the NLC Service Line Warranty Program educates homeowners about their service line responsibilities and offers affordable protection for unanticipated, and often costly, repairs to broken or leaking water and sewer lines.

"To date Newark homeowners have saved over \$650,000 in repair costs. We have also been given positive feedback from citizens who have not chosen to purchase the warranty but still appreciate the City providing information."

-Mildred Crump, Council President, Newark, NJ

In addition to offering important coverage to residents, the program makes financial sense for the city, providing a non-tax revenue stream that can be dedicated to a number of important initiatives. Additionally, the program keeps dollars in the local economy by utilizing local contractors to execute the repairs.

NLC is working to bring you programs that provide solutions backed by superior service. We are here to help cities participate and ensure the program works for you. I strongly encourage you to consider the NLC Service Line Warranty Program for your city.

"I think it is such a wonderful plan the City came up with. It has been very beneficial to me. It gives me a sense of relief knowing I have help."

-David S., Resident, Tulsa, OK

For more information, please contact Katie Colten at kcolten@nlc.org or 202-626-3160. To learn more about the program, visit the Service Line Warranty section of our website.

Sincerely,



Clarence E. Anthony
CEO & Executive Director
National League of Cities

WHY SHOULD OUR CITY offer this program?



Because aging infrastructure impacts private lines, too.

Nationwide a water main breaks every two minutes. The same elements that cause those failures also exist on your residents' private lines: age of lines, deteriorating pipe material, freezing and thawing, and ground shifting.

This program provides an optional — proactive — solution to a problem that is bound to strike your residents at some point in time.



Homeowners believe service line repairs are the municipality's responsibility.

When private service lines break or leak, many homeowners call the municipality first and are often surprised — and frustrated — to learn that the municipality can't help.

Educational marketing about homeowners' responsibility for service lines is a key component of the program.



An unexpected repair expense can be hard on a budget — and peace of mind.

Studies show that most Americans do not have enough savings to cover an emergency repair cost that could be from hundreds to as much as \$3,500 or more. In addition, many can be overwhelmed by having to find a trustworthy contractor.

The program provides affordable repair plans backed by vetted, local-area contractors, keeping dollars in the local economy.

For more information call:
1-866-974-4801 or visit
www.NLC.org/serviceline

**NLC Service Line
Warranty Program**



Program Highlights



- ▲ The only utility line warranty program endorsed by the National League of Cities (NLC) and multiple state leagues
- ▲ Educates homeowners about their lateral line responsibilities
- ▲ Program handles all resident communications, service delivery and administration at no cost to the municipality
- ▲ Provides ongoing revenue stream to the municipality
- ▲ Reduces calls from residents to the municipality for lateral water and sewer line issues
- ▲ 24/7/365 bilingual customer service
- ▲ All repairs performed to city code by local-area, licensed contractors, keeping money in the local economy
- ▲ All materials sent to residents are pre-approved by the municipality



HomeServe has:

- ▲ **Over 1,000** municipal, utility and association partners across North America.
- ▲ **4.8 out of 5 stars*** customer satisfaction rating.
- ▲ Performed over **1.7 million repairs** over the last three years, saving customers over **\$580 million.**

* Customers surveyed after receiving service between 1/1/2020-6/30/2020.



**NLC Service Line
Warranty Program**



NLC Service Line Warranty Program Overview

What We Do

The National League of Cities (NLC) Service Line Warranty Program by HomeServe 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-area, 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 municipality, they often find that they are faced with a costly repair and that the municipality can't help them. Over the past three years, HomeServe has performed over 1.6 million repairs, saving our customers over \$521 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
1,000

partners across
North America!



For more information call:
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www.NLC.org/serviceline

**NLC Service Line
Warranty Program**



Benefits to the Municipality



Customer Education

- Increasing homeowner awareness of their responsibility reduces calls to the municipality/utility and customer dissatisfaction with the municipality for not offering a solution
- The program is offered at no cost to the city
- Use of municipality/utility logo promotes trust



Customer Satisfaction

- 4.8* out of 5 star customer satisfaction rating
- BBB Accredited with A+ rating



Funding for Key Initiatives

Many partners participate in a share of the revenue, often utilized for:

- Low-income assistance and affordability programs
- Conservation initiatives
- Offsetting rate increases
- Infrastructure improvement projects

* Customers surveyed after receiving service between 1/1/2020-6/30/2020.

I was glad I had the warranty because it saved me from paying for a costly sewer line repair.

Cynthia T.
Kansas City, MO


I am thankful this service was offered to homeowners. It made a bad situation completely trouble free. Thanks for everything.

J. Talbert
Albemarle, NC

For more information call:
1-866-974-4801 or visit
www.NLC.org/serviceline

**NLC Service Line
Warranty Program**





NLC Service Line Warranty Program Partner Testimonials

“The National League of Cities is proud to partner with this highly reputable and reliable program. Their exemplary record of customer service and transparency is what has driven the success of this partnership over the years.”

Clarence Anthony, CEO and Executive Director, National League of Cities

“One of the significant selling points for the City Council and staff was the National League of Cities endorsement. NLC did the homework and vetted the program before endorsing it for its member cities. I believe the letter from the City provided a trust factor that is not present through direct solicitation to residents from other warranty companies who send letters that give the appearance of coming from the city. So far the Program has delivered what they said they would to the City of Hutchinson. I would be happy to visit with anyone about the program and our experience here in Hutchinson.”

John Deardoff, City Manager, Hutchinson, KS

“The Service Line Warranty Program helps both Phoenix residents and the city government. Revenue from the program goes to core city services like police, fire, parks, libraries and senior centers.”

*Jon Brodsky, Executive Director Phoenix Community Alliance
& former Public Information Officer, Phoenix, AZ*

“We want our citizens to know we are on their side. The cost is minimal and we’ve had residents with repairs exceeding \$1,000. We are pleased that we have helped citizens to avoid such an expense.”

Scott James, Mayor, St. Albans, WV

“The response to the program by the Rock Falls residents has been tremendous. Many of our homeowners contacted their insurance agent when they received the program offer in the mail and were shocked to find out that they were not covered by their homeowner’s policy for repair [or] replacement of their water and sewer lines. Our program is in its seventh year and the participation is still growing. We are very pleased that we can offer the Service Line Warranty Program to our residents of the City of Rock Falls.”

Robbin Blackert, City Administrator, Rock Falls, IL

2018 WINNER

Better Business Bureau of Western PA

 NATIONAL
LEAGUE
OF CITIES
CITIES STRONG TOGETHER

**NLC Service Line
Warranty Program**
by HomeServe

NLC Service Line Warranty Program Resident Testimonials

"I am very impressed with this program. I am on a limited income and this has been a tremendous help to me."

– Gayle M., Daly City, CA

"City chose an excellent service provider. Very thorough!"

– Stuart G., Tucson, AZ

"I am one of the city council people who voted in favor of the program; have used it myself to good result."

– Chris V., St. Clair Shores, MI

"Its nice to see a city that knows its age and is proactive for its residents."

– William N., St. Claire Shores, MI

"I don't know why every city in the U.S. wouldn't offer this protection to its citizens."

– Vickie S., Marshalltown, IA

"I already told a neighbor how easy and wonderful your service is and he signed up. North Las Vegas did an outstanding job partnering with you. You did an outstanding job fixing our leak. You have a longtime customer."

– Nancy S., Las Vegas, NV

"Everyone should have it. It is a smart investment."

– Janette M., Green River, WY

"We are very glad that we signed up for your coverage. It has saved us a lot of money."

– Charles R., Hurst, TX

"This service is wonderful. If we had called a plumber on our own we would have had to wait a day or two. This service was COMPLETE in less than four hours."

– Milton N., Columbia Heights, MN

"No services anywhere else we have could hold a candle to this service. We are never put on hold. If we need you, there is always someone right here."

– Kenny H., Maysville, KY

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