

Savings Solutions for Aging Infrastructure

NLC Service Line Warranty Program



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Warranty Program

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NLC SAVINGS AND SOLUTIONS PROGRAMS

The NLC Service Line Warranty Program is one of seven Savings & Solutions Programs that are offered through corporate partnerships

NLC launched its partnership with Utility Service Partners in 2010, and now there are 1,000+ participating municipalities and utilities



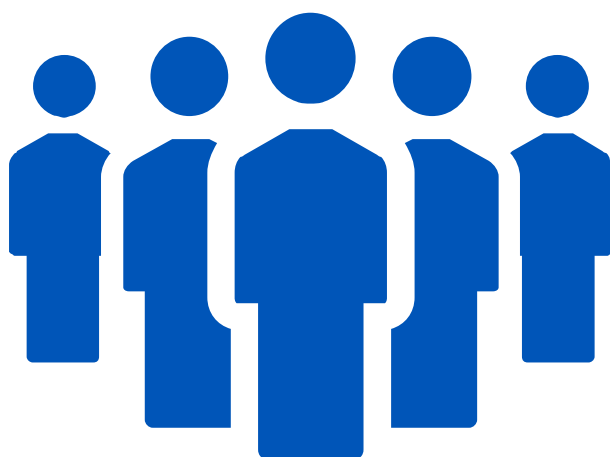
UTILITY SERVICE PARTNERS



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



- 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 municipality is responsible for maintenance of the water and sewer lines on their property or repairs are covered by their homeowner's policy

FINANCIAL SHOCK – AN UNPLANNED EXPENSE

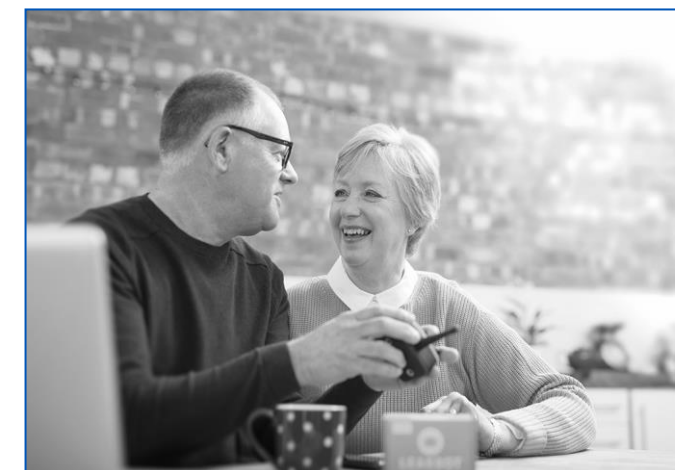
78% of homeowners surveyed believe the utility provider should educate them on repairs and preventative measures



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 or take out a loan to cover it).*



NLC SERVICE LINE WARRANTY PROGRAM BENEFITS

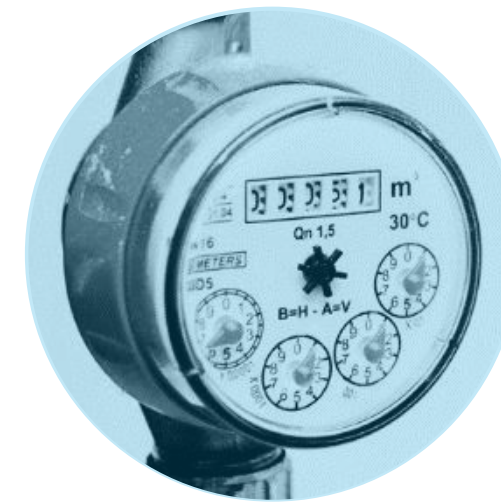


- Only Service Line Program Endorsed by the National League of Cities
- No cost for the Municipality to participate
- Ongoing Revenue Stream for the Municipality
- Educates homeowners about their lateral line responsibilities
- Free Public Awareness Campaign
- Peace of Mind - with one toll-free call 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 1,000 municipal and utility partnerships
- Currently serving over 4.5 million customers
- Saved customers over \$520 million in repair costs over the past 3 years
- Consistent customer satisfaction rating of 4.8 out of 5
- 9 of every 10 customers surveyed have recommended the program to friends, family and neighbors



Revenue share and other benefits to city

- Non-tax revenue can be estimated at \$0.50 per product, per month
- Cities utilize funds for important initiatives including:
 - ✓ Infrastructure improvements
 - ✓ Low-income assistance/community charities
 - ✓ Partially offset rate increases
- Saves money for residents that can be re-invested in the local economy
- Reduces calls to the city
- Timely repairs reduce water loss from line breaks

CURRENT MICHIGAN PARTNERS

- City of Lathrup Village*
City of Roseville
City of Clawson
City of Highland Park
City of Center Line
City of Royal Oak
City of Berkley
City of Pleasant Ridge
City of Ferndale
City of Howell
City of Perry
City of Hazel Park

Village of Beverly Hills
City of St Clair Shores
City of Huntington Woods
City of Saline
Village of Paw Paw
City of Big Rapids
City of Hamtramck
Village of Kalkaska
Village of St Charles
City of Bangor
City of Burton
City of Keego Harbor
Village of Decatur
City of Rochester



QUESTIONS?

For more information contact:

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