



## NLC Service Line Warranty Program Overview: Independence, MO Program Review

# THE NLC SERVICE LINE PROGRAM



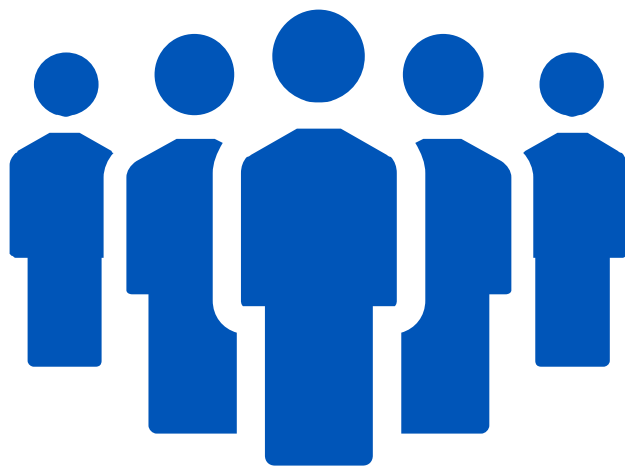
EXPERIENCE

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®



*“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

# 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 City to participate
- Revenue Stream for the City
- 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

# PROGRAM AT A GLANCE

2,016

Customers are covered  
for a home emergency  
repair



3,952

Coverage contracts are  
maintained



7.4%

Penetration rate on  
eligible customers



342

Completed covered  
repairs



\$240,068

Saved by residents of  
Independence



98%

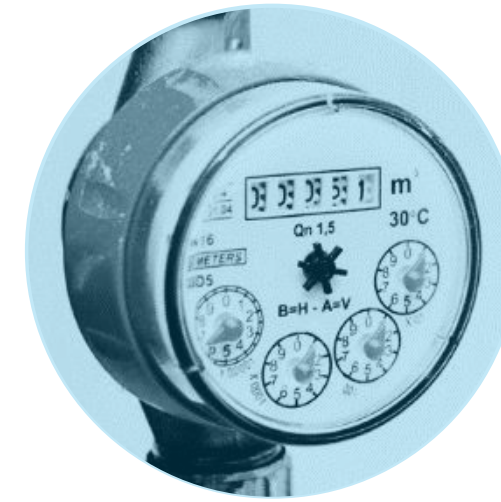
Customer satisfaction  
maintained



# 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

# Energy Overview

Leading provider of home repair solutions since 2003.

- ❑ Protecting gas line, electrical, water heater, and HVAC systems
- ❑ Customer focus and best-in-class repair plans



## 24/7/365 Call Center Availability

Prompt emergency repairs provided by local, licensed contractors.

- ❑ NO deductibles
- ❑ NO trip charges
- ❑ NO pre-inspections

## Award Winning Contact Center



HomeServe is the proud recipient of 18 Stevie® Awards, the "Oscars" of customer service, and is a BBB Accredited Business with an A+ rating

## Incomparable Local Contractors

- ❑ Deploying over 1,100 independent firms
- ❑ Employing thousands of highly-qualified technicians
- ❑ Fewer than 10% of interviewed contractors are selected for our network



# Energy Products

Our affordably priced plans address many home emergencies.

## Exterior Electric Wiring

- ❑ Coverage includes the emergency of the overhead or underground exterior electrical wiring components. breakdown costs for repair or replacement

## Interior Electric Wiring

- ❑ Coverage includes the emergency breakdown repair costs of faulty outlets or GFCIs, switches, wiring or rewiring circuit to breakers, individual breakers, breaker panels or fuse boxes and junction boxes up to the annual benefit amount.

## Gas Line

- ❑ Coverage includes the emergency breakdown repair costs of the natural gas supply lines inside and outside the home.

## Water Heater

- ❑ Coverage includes repair or replacement of most major parts of tank-based and electric, natural gas and propane water heaters or replacement of the unit.



HomeServe acquired  
ServLine, a National Rural  
Water Association (NRWA)  
affinity partner.

- ❑ ServLine works with 144 participating rural water utilities in 18 states through an exclusive affinity partnership with the NRWA and 28 State Rural Water Associations (SRWAs).
- ❑ The business offers a unique leak adjustment product to participating utilities, which can help cover high water bill costs that result from leaking water pipes on a homeowner's property, as well as a water and sewer service line protection program.

# HomeServe and ServLine

Helping utilities recapture lost revenue from customer water leaks, and your customers find peace of mind knowing they are protected from having to pay potentially high bills due to water loss.



Why should utilities offer **leak adjustment programs** with ServLine?

## Customized Program

- ❑ ServLine was developed specifically for Utilities and can be customized to match current policies

## Strong Backing

- ❑ ServLine is a full service specialty program backed by an "A" rated insurance company
- ❑ Endorsed by the National Rural Water Association (NRWA)

## Enhancement of Existing Program

- ❑ Servline can enhance current leak adjustment program/policy



Benefits to **Homeowners**

## Financial Protection

- ❑ No deductible
- ❑ No Cost from Excess Water Bill

## Better Experience

- ❑ Seamless processing of claims
- ❑ Staff to ensure resident satisfaction

## Increased Awareness

- ❑ Materials sent to residents about responsibility
- ❑ Questions answered by Servline
- ❑ Peace of mind that unexpected expenses will be fully covered



Benefits to **Utilities**

## Costs

- ❑ Customer's excess water bills get paid by Servline
- ❑ Utility recaptures lost revenue from adjustments and bad debts

## Administration

- ❑ Staff workload is reduced, becomes simplified, and consistent

## Customer Satisfaction


- ❑ Public Relations improved
- ❑ Greater satisfaction with utility




# The HomeServe Cares Foundation

At HomeServe, caring is in the fabric of our corporate culture and we are committed to putting people at the heart of everything we do, and that includes our corporate social responsibility.

We actively support and care for People, Communities, Veterans, and the Common Good, both locally and nationwide.




Caring for  
**People** 


Committed to helping homeowners in need.



Caring for   
**Community**

Making our communities better by supporting initiatives that align with our values.



Caring for  
**Vets** 

Providing post-military training and career opportunities for veterans.



Caring for  
**Good** 

Engaging our employees in charitable giving and volunteer opportunities.

[www.HomeServeCaresFoundation.com](http://www.HomeServeCaresFoundation.com)

# 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 materials
- 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](http://www.slwofa.com) at any time



# SOLUTIONS FOR MUNICIPALITIES & THEIR HOMEOWNERS



- More than 900 municipal and utility partnerships
- Currently serving over 4 million customers
- Consistent customer satisfaction rating of 98%
- 9 of every 10 customers surveyed have recommended the program to friends, family and neighbors



# Key Program Contacts

Justin Steinbugl, Account Manager



(412) 514-2673



Justin.Steinbugl@HomeServeUSA.com

Tim Dileo, Account Director



(203) 840-8239



Tim.Dileo@HomeServeUSA.com