



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

WHY CHOOSE THE NLC SERVICE LINE PROGRAM, BY HOMESERVE?



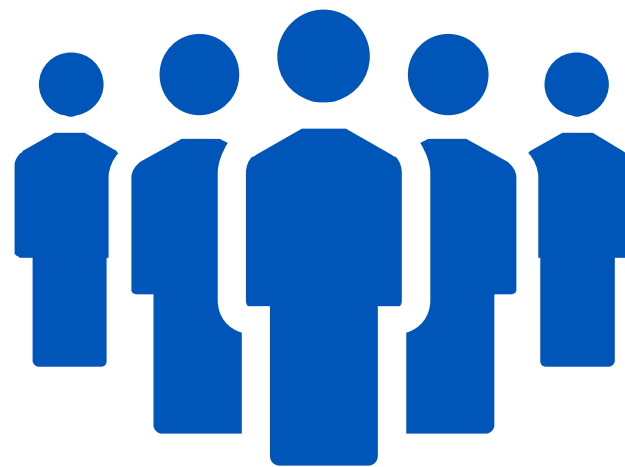
EXPERIENCE

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®



“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 Florida, infrastructure upgrades over the next 20 years are estimated at \$21.9 billion for drinking water and \$18.4 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/utility 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

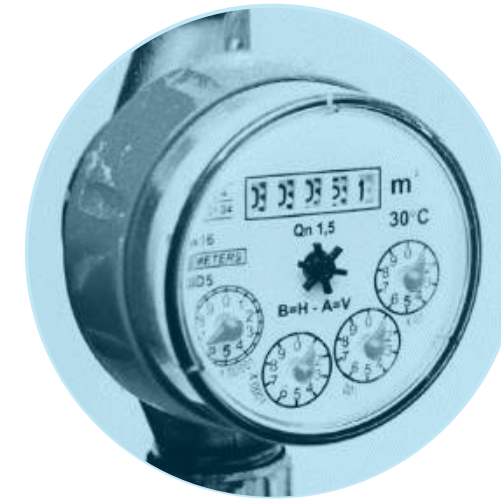


- Only service line program Endorsed by the National League of Cities
- No cost for the Municipality/Utility to participate
- Optional ongoing Revenue Stream for the Municipality/Utility
- Free Public Awareness Campaign to educate homeowners on their lateral line responsibilities
- Peace of Mind - with 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
- \$8,500 coverage per repair incident
- 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 deductibles, service fees, forms, or paperwork
- 24/7/365 availability
- Repairs made only by licensed, local contractors

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 \$454 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 FLORIDA PARTNERS (27)

- *Town of Havana*
- *City of Hallandale Beach*
- *City of Riviera Beach*
- *City of Lake Wales*
- *Village of Pinecrest*
- *City of Longwood*
- *City of Sanford*
- *Town of Pembroke Park*
- *City of Mary Esther*
- *City of Miramar*
- *City of Pompano Beach*
- *Town of Eatonville*
- *City of Winter Haven*
- *City of Valparaiso*
- *City of Opa locka*
- *City of Mount Dora*
- *City of Lauderdale Lakes*
- *City of Deerfield Beach*
- *City of Wildwood*
- *City of Haines City*
- *Village of Biscayne Park*
- *City of Miami Springs*
- *Town of Hilliard*
- *City of Bowling Green*
- *City of Punta Gorda*
- *Village of Indiantown*
- *City of Fellsmere*



FOR MORE INFORMATION CONTACT:

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Visit www.NLC.org/serviceline or www.servline.com