

# Quick Start Guide

## Service Line Warranties Program



### Why Did You Do This Program?

Many residents are not aware that buried water or sewer lines on their property are their responsibility. A broken or blocked water or sewer line can cost thousands of dollars to repair or replace and many times residents are not prepared for this unexpected expense. Service Line Warranties of America (SLWA) not only works to educate residents but also provides a solution.



### Why Did You Partner With A 3rd Party?

SLWA has been recognized as the trusted source of utility line plans endorsed by the National League of Cities (NLC). Many Cities today are using public/private partnerships and they have been successful in keeping taxes low and providing cost-effective services to citizens. Most citizens enjoy the benefits of public/private partnerships—whether through branding at a sporting event in a city owned facility or City parks and other entertainment venues with naming rights, public/private partnerships provide revenue that would otherwise be borne by the citizens. Partnering with SLWA allows the City to have oversight of the program and ensure benefits for its constituents.



### Why Are You Using The City/Utility Logo?

SLWA's partnership agreement with the City allows the company to use the logos in communications to indicate that there is a formal relationship in place and to let residents know that the offering is legitimate. All of the mailings SLWA sends to residents are first reviewed and approved by the City. All SLWA materials clearly state that the services the company offers are voluntary and that they are offered by SLWA, a private company that is separate from the City.



### Can't This Company Just Market On Their Own?

Unfortunately, the participation from customers is much lower without the trust instilled by the City's brand. The City brand also conveys that the City is involved, overseeing the program, and choosing a provider who will serve their residents best. SLWA would likely not market by itself.



### Do Residents Really Need This Coverage?

It is difficult to determine when a pipe may fail, with key contributors being the type of piping material, age of the service pipe, soil conditions and installation quality. The median age of homes in the U.S. is 36 years, and can be much higher in various parts of the country, which means many service pipes are functioning on borrowed time. Water line repairs can be costly—a replacement averages \$2,500 nationally\* - but the modest cost of an SLWA service plan is optional and up to the homeowner to decide based on their personal circumstances.

\*Estimate based on national average repair costs, January 2016.