

NLC Service Line Warranty Program Overview

What We Do

The NLC Service Line Warranty Program 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, 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 city, they often find that they are faced with a costly repair and that the city can't help them. Over the past three years, we have performed over 1.1 million repairs, saving our customers over \$341 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 400

partners across North America participate in the program!



For more information contact:
1-866-974-4801 or
partnerships@utilitysp.net

NLC NATIONAL LEAGUE OF CITIES
CITIES STRONG TOGETHER

Administered by

Utility Service
Partners, Inc.

a HomeServe Company

Benefits to the City

The NLC Service Line Warranty Program offers comprehensive programs that provide these important benefits:



Customer Education

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



Customer Satisfaction

- 98% customer satisfaction rating
- 9 out of 10 customers surveyed would recommend the program to friends, family and neighbors
- More than 90% of customers trust the program because of the partnership with the city



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

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

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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

"From my first phone call until the work was done, I have never had a company respond and get work done so fast. The crew was knowledgeable and polite."

– Arlene H., Englewood, CO

"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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**BBB Torch Award for
Marketplace Ethics**

Trust • Performance • Integrity

2013 Winner
Western Pennsylvania Better Business Bureau®





NLC Service Line Warranty Program City Testimonials

“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 USP/NLC 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 BBB Torch 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

“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, Program Manager, Fit Phoenix
& former Public Information Officer, Phoenix, AZ

“The city has fully vetted this organization and this program and we’ve conducted due diligence. SLWA’s program is endorsed by the National League of Cities, North Central Texas Council of Governments, multiple state municipal leagues and over 175 municipalities. SLWA’s been a member of the BBB since 2003 and they are very proud of their exemplary record.”

Todd Gloria, City Council, San Diego, CA

“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 [sixth] 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



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Western Pennsylvania Better Business Bureau®



According to recent customer survey results,



More than 97%
of our customers felt better prepared
for a water or sewer line emergency
with the program.



More than 90%
of our customers have trust in the
program because of the partnership
with their city.



Nearly 70%
of our customers felt they could not
afford a water or sewer line repair
without this program.

"Thanks to the city for informing me of this type of warranty. Just a phone call and the problem was taken care of quickly."

- **Alan N.**
Hutchinson, KS

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

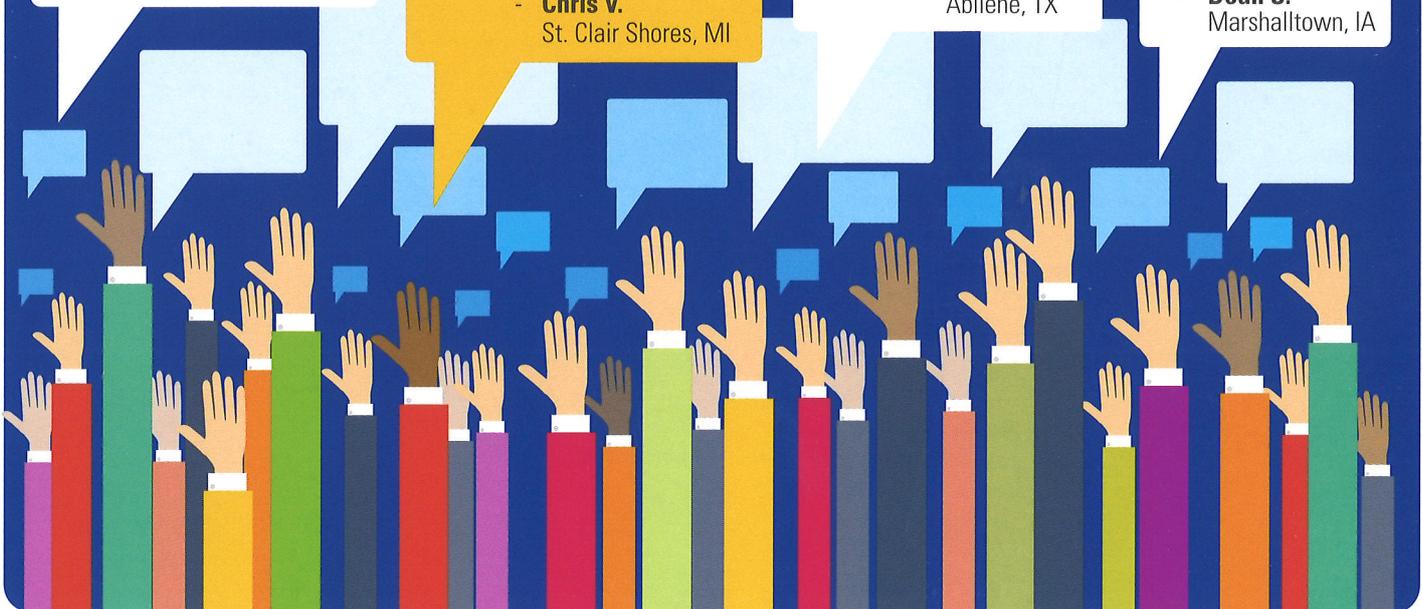
- **Chris V.**
St. Clair Shores, MI

"It is great for customers with limited resources. When problems happen, it is very affordable. It's a great program."

- **Cassandra K.**
Abilene, TX

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

- **Dean S.**
Marshalltown, IA





Why choose Utility Service Partners?

EXPERIENCE



- Providing homeowner service repair plans for more than 15 years
- Over 400 cities participating
- Invested more than \$340 million in private infrastructure repairs, in just the last three years
- Returned \$100 million to cities through revenue sharing over the last three years

REPUTATION



Brand Stewardship

- 2013 BBB Torch Award recipient
- BBB Accredited Business with an A+ rating

Commitment to Local Communities

- Use of local area contractors keeps dollars in the community

Dedication to Service

- A customer satisfaction rating of 98%



BBB Torch Award for Marketplace Ethics

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Western Pennsylvania Better Business Bureau®

"This award underscores one of the primary reasons the National League of Cities selected USP as a partner. 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

PARTNERSHIP



Public/Private Partnership Built on Trust

USP has proven that a company committed to providing exceptional service and a valuable product at a fair market price can successfully partner with government.

For more information contact:

1-866-974-4801 or
partnerships@utilitysp.net



a HomeServe Company



An Invitation from Clarence Anthony

Executive Director, National League of Cities

Our goal at the National League of Cities (NLC) is to be a resource and advocate for your city and its residents. The National League of Cities Service Line Warranty Program is one of our partnership programs that can offer your residents a home protection solution while also addressing the aging infrastructure in your city.

You know as well as anyone that our cities still face difficult economic times, and as city leaders we must find creative, innovative ways to assist and strengthen our communities. In 2010, NLC recognized the growing problem of aging infrastructure and the dire need to find a

solution for not only cities, but residents as well. As a result, NLC and Utility Service Partners created the NLC Service Line Warranty Program to help city residents save money, ease the frustration over utility line failures and introduce a new service offering to your community.

The NLC Service Line Warranty Program is offered at no cost to city, municipal and utility partners and helps residents save thousands of dollars on the cost of fixing broken – or leaking – water or sewer lines.

The National League of Cities is proud to partner with Utility Service Partners because we've found it to be the most reputable and reliable program – one that will educate your residents on their water and sewer line responsibilities.

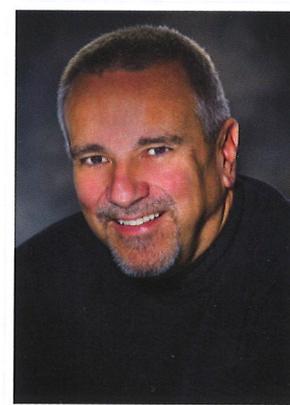
Serving the Public

Jim Hunt, Past President, National League of Cities

As I ended my 27-1/2 year career in municipal government, one of the things that I missed most was the relationships developed with city officials throughout the country. When I was asked to work as an advisor to the National League of Cities Service Line Warranty Program, I was very pleased since I had followed the growth and development of this NLC Program and saw the positive results for member cities.

As I now meet with cities in all parts of the country, many are excited to look at this public/private partnership and provide the opportunity for their citizens to be protected from catastrophic expense associated with failed water and sewer lines. The National League of Cities continues to provide quality programs to member cities which address critical problems for our citizens, and I am proud to be a part of the team.

Jim Hunt, Past President of the National League of Cities and Advisor to the National League of Cities Service Line Warranty Program



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Administered by



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The program is offered at no cost to municipalities and utilities. Join us and enjoy these program features:

- ▶ The only utility line warranty program endorsed by National League of Cities
- ▶ Educates homeowners about their service line responsibilities
- ▶ Service from licensed, local contractors keeps dollars in the local economy
- ▶ Low claim denial rates – more than 97% of all claims are typically approved
- ▶ More than 97% of our customers felt better prepared for a service line emergency
- ▶ Timely repairs that help conserve water and reduce ground pollution



USP's consumer brand, Service Line Warranties of America, was the 2013 Winner of the Western Pennsylvania BBB Torch Award for Marketplace Ethics.

About

Utility Service Partners, Inc.



a HomeServe Company

USP's family of companies has been providing utility service line warranty products since 2003. USP, a HomeServe company, is a BBB Accredited Business with an A+ rating and enjoys a customer satisfaction rating of over 98%.

National League of Cities



CITIES STRONG TOGETHER

The National League of Cities is dedicated to helping city leaders build better communities, and serves as a resource and advocate for 19,000 cities, towns and villages, representing more than 218 million Americans.

Make a Difference in Your Community

To learn more about the NLC Service Line Warranty Program, visit NLC's website at www.nlc.org or contact USP at 1-866-974-4801.

www.utilitysp.net | partnerships@utilitysp.net | 1-866-974-4801

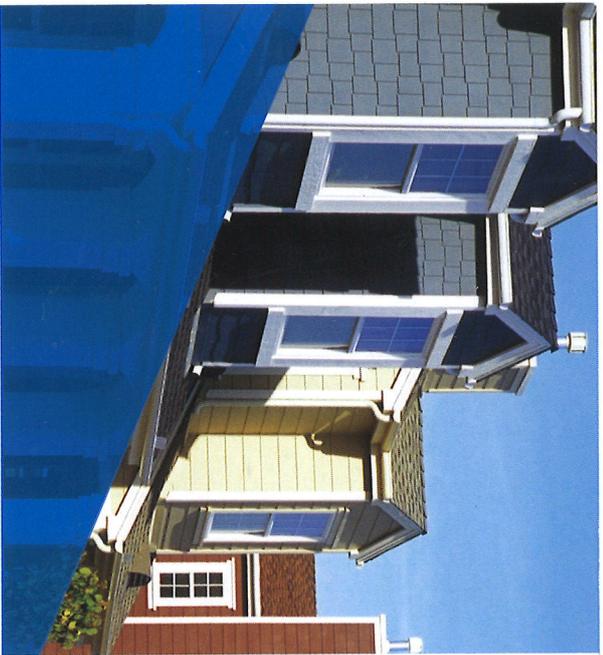


CITIES STRONG TOGETHER

National League of Cities Service Line Warranty Program

Educating homeowners about their service line responsibilities while providing an affordable solution for repairs.

www.utilitysp.net



Overview

Residential property owners may be responsible for the maintenance of the buried water and sewer lines that run between the public (main) connection and the exterior of the home. When these lines break, leak or clog, the homeowner is often surprised to learn that homeowner's insurance does not cover the cost of an often expensive repair.

A homeowner's private lines are subjected to the same elements as the lines that comprise the public infrastructure – ground shifting, tree-root invasion, extreme weather, age and more. While municipalities are responsible for repairs to the public infrastructure, what solution is available to homeowners when the lines on their property fail?

The NLC-endorsed Water and Sewer Line Warranty and In-Home Plumbing Repair Programs educate homeowners about their service line responsibilities while providing an affordable repair coverage option.

Serving your local community

In partnership with NLC



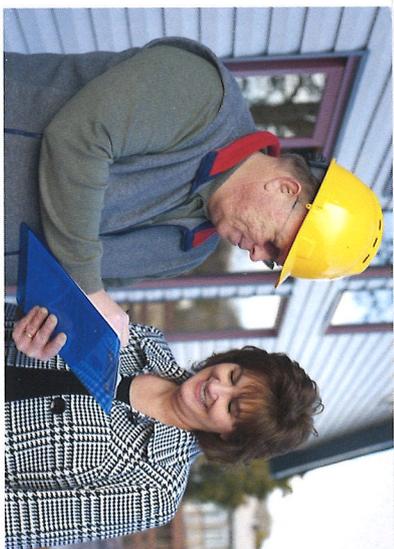
400+ Municipalities participating across North America

97% Claims approval rating

98%+ Customer satisfaction rating

1 Million Repairs performed in the past three years

\$255 Million in repair costs saved by customers in the past three years



Frequently Asked Questions

What will the warranty program cost the city and homeowners?

There is absolutely no cost to the city for this warranty program and homeowner participation is completely voluntary. For a small monthly fee, homeowners can protect the buried utility service lines on their property. The NLC Service Line Warranty Program provides generous coverage with no deductibles, service fees or annual/lifetime limits.

How does the program work?

The NLC Service Line Warranty Program handles all aspects of the program including marketing, billing, customer service, contractor management and completion of all repairs to local code.



What happens when a homeowner experiences a service line break or leak on their property?

One call to the NLC Service Line Warranty Program's toll-free number and a local, licensed contractor will be dispatched to quickly make repairs. There is no paper-work to complete; just one call for claims processing – available 24/7, 365 days a year. All contractors are local to the community served, which keeps dollars in your local economy.

Why is the warranty program important?

The American Society of Civil Engineers graded the nation's infrastructure a D+ in 2013 and it's no surprise! Many people believe that water and sewer lines will last hundreds of years without failing, but the truth is, there are many reasons other than life expectancy of the pipes that can contribute to infrastructure failure – such as tree-root intrusion, rust and weather.

With the NLC Service Line Warranty Program, normal wear and tear, ground shifting, root-intrusion, and much more are covered.



NLC Service Line Warranty Program Highlights

- The only utility line warranty program endorsed by the National League of Cities (NLC)
- Endorsed by multiple state leagues
- Over 400 municipalities participating nationwide
- No cost to or liability for the city to participate
- Ongoing revenue stream for city
- Educates homeowners about their lateral line responsibilities
- Utility Service Partners (USP) handles all marketing and management of the program
- 24/7/365 bilingual customer service
- All repairs performed to city code by local, licensed contractors
- Reduces calls from residents to City Hall for lateral water and sewer line issues
- Homeowner billed by NLC Service Line Warranty Program
- Provides residents an affordable solution that covers cost of repairs to water and sewer lines for which the homeowner is responsible
- Saved more than 140,000 homeowners across the country over \$90 million in water and sewer service line repair costs
- No public funds are used in the marketing, distribution or administration of the NLC Service Line Warranty Program
- The NLC Service Line Warranty Program must be supported by the city into which it is being introduced before any warranty offer letters are mailed to homeowners in the community

PARTICIPATING CITIES (SAMPLE OF OVER 400)

Phoenix, AZ	East Point, GA	Edgewood, KY	Fairfield, OH
Tucson, AZ	Franklin Park, IL	District Heights, MD	Tulsa, OK
San Diego, CA	El Dorado, KS	Clawson, MI	Scranton, PA
Ft. Lauderdale, FL	Hillsboro, KS	Dayton, OH	Madison, WI

NLC SERVICE LINE WARRANTY PROGRAM BENEFITS

CITY

- Provides non-tax revenue stream without any investment
- Reduces calls to City/Public Works when a homeowner's line fails
- Contractors undergo rigorous vetting process to ensure quality service
- Reduces costs associated with sending Public Works to residents' homes to assess lateral line issues
- Keeps money in the local economy by using contractors in the metro area
- Contractors must be current with insurance and required licenses

RESIDENTS

- Affordable utility line repair solution for families on a budget
- Educates homeowners about their service line responsibilities
- Prevents aggravation of having to find a reliable, reputable plumber
- Peace of mind - with one toll-free call a reputable plumber is dispatched
- Keeps money in the homeowner's pocket; without warranty, repairs cost from hundreds to thousands of dollars
- No service fees or deductibles and no paperwork or forms to complete

ACCOLADES & ACCOMPLISHMENTS



BBB Torch Award for Marketplace Ethics
 Trust • Performance • Integrity
 2013 Winner
 Western Pennsylvania Better Business Bureau®

- Accredited Better Business Bureau member with A+ rating for nearly a decade
- 2013 Western Pennsylvania Better Business Bureau Torch Award winner for Marketplace Ethics

- The **only** utility line warranty program endorsed by the National League of Cities
- **More than 97%** of all submitted claims are approved
- **A customer satisfaction rating of 98%**
- **9 of 10 customers surveyed** have recommended the program to friends, family and neighbors

Learn more about the program online at www.utilitysp.net or call 1-866-974-4801.