



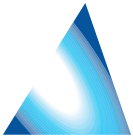
## Why does the City recommend this program?

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 if a replacement is needed 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 offers a solution for eligible homeowners.



## Why does the City partner with a 3rd party company?

SLWA has been recognized as the trusted administrator of utility line repair plans endorsed by the National League of Cities (NLC). Many Cities today are using public/private partnerships to introduce 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 or other entertainment venues with naming rights, public/private partnerships can sometimes provide revenue that may otherwise be borne by the citizens. Partnering with SLWA allows the City to review and approve marketing materials of the program and benefits for its constituents.



## Why does SLWA use 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. SLWA, an independent company that is separate from the City, offers these optional home protection plans.



## Can't SLWA just market on their own?

The City brand conveys that the City chose a provider who will serve their residents best.



## Should homeowners purchase 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 some service pipes may be functioning on borrowed time. Water line repairs can be costly—a replacement averages \$2,832 nationally\*—but the cost of an optional service plan from SLWA is modest. The decision whether to purchase a plan is up to the homeowner, based on their personal circumstances.

\*Estimate based on national average repair costs, January 2023.

Service Line Warranties of America is an independent company separate from your local utility or community.