



New Partner Launch Toolkit



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1. [Launch Press Release](#): general press release for newly launching partners
2. [Stakeholder Letter](#): for use by partner to announce program to key community stakeholders including councilmembers, board members and other community leaders
3. [Internal Newsletter](#): for use with partner employees as part of launch education
4. [Talking Points & FAQs Summary](#): for use by partner management and others to handle resident inquiries

1. New City Launch Press Release - Adjust highlighted quote as needed

Service Line Protection Available for City of Lonoke Homeowners

Lonoke, AR - October 13, 2020 - The City of Lonoke has partnered with Service Line Warranties of America (SLWA) to offer protection to city homeowners for the water and sewer service lines that connect their homes to the city's systems. The coverage is voluntary and available at affordable monthly prices. Founded in 2003, SLWA has partnered with over 500 leading cities and municipalities in the US to provide repair service plans that offer homeowners peace of mind and convenience.

"The City is in the process of upgrading the main water and sewer lines that service a large portion of our community. However, the underground residential lines that serve the homes in Lonoke continue to age. I have witnessed instances when homeowners were surprised to learn that the City does not undertake repairs to residential lines which connect homes to the City's main lines," said Mayor Reed. **"In the unfortunate event that service is required on a private, residential line, the homeowner is responsible for scheduling and paying the cost of any necessary repairs. The way I see it, SLWA is offering our residents an opportunity to be prepared for this type of unanticipated repair."**

The SLWA Service Line Warranty Program protects against repairs needed to pipes on homeowners' property. Repairs to these pipes are not covered by basic homeowners insurance or by the City of Lonoke. If a customer's service line is in need of repair, a simple call to the SLWA 24-hour hotline will dispatch a local, licensed contractor familiar with local code. There are no service fees or deductibles.

Many factors contribute to the life expectancy of a service line including the age, type of piping material, soil conditions and installation quality - all factors which are covered through the SLWA protection program. This program is voluntary for homeowners, provided at no cost to the City of Lonoke and no public funds are used to promote or administer the program.

"Our service plans not only cover the cost of the repair; they also provide homeowners with reputable, local contractors who will do the best possible job," said John Kitzie, CEO of SLWA parent HomeServe USA. "We're thrilled to be partnering with the City of Lonoke and look forward to the opportunity to provide City of Lonoke homeowners with the assistance they need when faced with a home repair emergency."

SLWA has been recognized as the nation's largest and most trusted source of utility line plans endorsed by the National League of Cities. The company is committed to delivering an excellent customer service experience and maintaining an A+ accredited rating with the Better Business Bureau. For questions about this service, or to enroll, please contact SLWA at 866-922-9006 or visit www.slwofa.com.

About Service Line Warranties of America

Service Line Warranties of America (SLWA) is part of HomeServe USA Corp (HomeServe), a leading provider of home repair solutions serving over 4 million customers across the US and Canada. Founded in 2003, SLWA is the trusted source of utility line protection programs endorsed by the National League of Cities. Together with HomeServe, SLWA is dedicated to supplying best-in-class repair plans and delivering superior customer service to consumers through over 700 leading city, municipal and utility partners.

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2. Stakeholder Letter for Prior to Launch - Adjust as needed

Name
Address
City, State, Zip

Dear _____:

I want to <make you aware/remind you> of a new optional service program the City of Lonoke is providing our resident homeowners through an agreement with Service Line Warranties of America, a HomeServe Company.

We have found that many of our homeowners become frustrated when they discover a <leaking water service line or blocked sewer lateral> on their property and then learn this piping is their responsibility to fix as the homeowner. These repairs can be costly, and the unexpected expense of repairing a service line can be a blow to a homeowner's budget. One way to address this need is to offer an optional service plan program that would protect our homeowners from the cost and inconvenience of repairs.

The City of Lonoke selected Service Line Warranties of America (SLWA) as a residential service line repair plan provider because of their track record of providing quality service to homeowners around the country and here in UT. Homeowners who purchase one of the optional service plans will receive financial protection against repair costs and facilitated repairs using local licensed and approved contractors.

The City of Lonoke and SLWA have worked together to create this program and associated educational materials to ensure the program meets the needs of City of Lonoke's homeowners. The City will not incur any expense related to this program; the cost of the program is borne entirely by SLWA.

Shortly, homeowners will receive information in the mail about this new program. The information will include the City of Lonoke logo demonstrating our support of this service for our residents. Again this program is entirely voluntary. More information about the service plan program is available at www.slwofa.com.

Should you have any questions, please contact me at <phone> or <email>. Thank you.

Sincerely,

City Official Name
Title

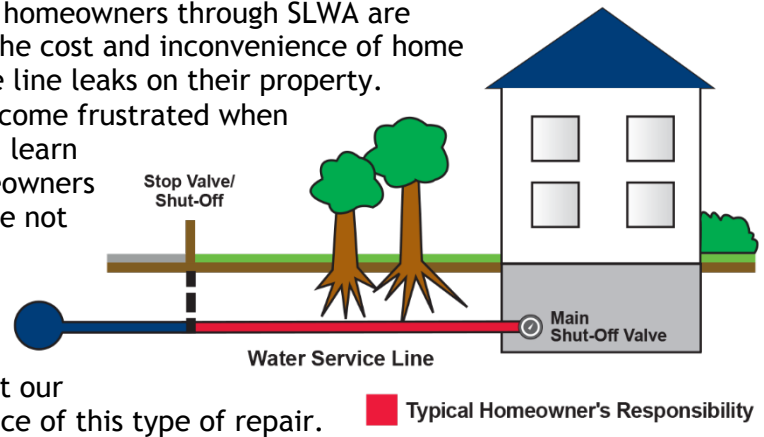
3. Internal Newsletter Article for Partner Employees/Adjust content as needed

The City of Lonoke to offer residents service line protection

We are pleased to announce a new program to further enhance our city services to residents. We have entered into a new agreement with Service Line Warranties of America (SLWA), a HomeServe Company, a leading provider of home repair solutions, to provide optional repair service plans to our resident homeowners.

The service plans offered to City of Lonoke homeowners through SLWA are affordable solutions to protect them from the cost and inconvenience of home repair emergencies, including water service line leaks on their property.

As you may know, many of our residents become frustrated when they discover a broken water pipe and then learn that the repair is their responsibility. Homeowners are often unaware these types of repairs are not covered by basic homeowners insurance policies or by us. The City of Lonoke recognized that one way we could address this problem is to offer an optional service program that would protect our homeowners from the cost and inconvenience of this type of repair.



The City of Lonoke and SLWA have worked together to tailor the program to meet the needs of our residents. The marketing, customer service, and repairs using local, licensed, and approved contractors will be managed entirely by SLWA.

What you need to know

- Over the next week, City of Lonoke residents will receive an introductory mailing to inform them about optional exterior water or sewer service line repair plans available through SLWA. Because we have an agreement with SLWA, the City of Lonoke logo will appear on the mailings, which will clearly state that the program is voluntary and is administered by SLWA, not the City.
- The Exterior Water Service Line Coverage is available for \$6.49 per month, an Exterior Sewer/Septic Line Coverage plan is available for \$8.49 per month, and an Interior Plumbing & Drainage Coverage plan is available for \$9.99 per month. Services are billed, monthly, quarterly or annually directly through SLWA.
- SLWA plan holders have access to a repair hotline that is accessible 24 hours a day, 365 days a year, and repairs are performed by local, licensed, and insured contractors.
- City of Lonoke homeowners can learn more about these optional plans and SLWA by visiting www.slwofa.com or calling toll-free 1-866-922-9006.
- Founded in 2003, Utility Service Partners, together with its parent company, HomeServe USA, has partnered with over 700 leading cities, municipalities, and utilities to provide repair service plans that offer peace of mind and convenience. The SLWA program maintains an A+ rating with the Better Business Bureau and is recognized as a trusted source of utility line service plans and is also endorsed by the National League of Cities.

4. Talking Points Summary

Service Line Warranties of America (SLWA) Talking Points

Plans Available in the City of Lonoke:

- Exterior Water Service Line coverage - \$6.49/month
- Exterior Sewer/Septic Line coverage - \$8.49/month
- Interior Plumbing & Drainage coverage - \$9.99/month

Benefits:

- **Residents are Benefitting:** residents are becoming more educated about their responsibilities with the water and sewer lines that service their homes.
- **Common and Expensive Problem:** Water and sewer line problems are common and expensive. Repairs to lines on homeowners' property are typically not covered by basic homeowners insurance or by the City of Lonoke and can be quite expensive.
- **Peace of Mind:** Coverage through SLWA offers City of Lonoke homeowners peace of mind. SLWA is available 24 hours a day, 7 days a week, 365 days a year, including holidays. Repairs are given the highest priority and local, licensed, and approved contractors are dispatched to customers' homes to make the necessary covered repairs – all with no callout fees or deductibles.
- **Trusted Partner:** The City of Lonoke has partnered with SLWA, part of HomeServe USA offering a program that is used by over 700 cities, municipalities, and utilities around the US. SLWA has been in business since 2003 and is accredited by the Better Business Bureau with an A+ rating. SLWA and its parent, HomeServe, provide service to more than 4 million homeowners, and has performed more than 1.3 million repairs for customers over the last 3 years, and received high ratings from customers receiving service.

Key Contact information

- SLWA toll-free phone number: 1-866-922-9006
- SLWA website for more information: www.slwofa.com

Frequently Asked Questions (FAQs):

What is the relationship between SLWA and the City of Lonoke?

Each agreement with a utility or municipality is a little different and is tailored to meet the needs of the community. The partnership allows Service Line Warranties of America (SLWA) to offer customers competitive monthly fees on available services to residents. Importantly, the decision by residents to sign up for a SLWA service plan is completely optional.

Why did City of Lonoke partner with SLWA?

The National League of Cities (NLC) has recognized and endorsed SLWA as the nation's largest and most trusted source of utility line plans. An objective of the SLWA program is education because many residents are not aware that buried water and sewer lines on their property are their responsibility to maintain. A broken or blocked service line on the property can cost thousands of dollars to repair or replace and many times residents are unprepared for this unexpected expense.

The City's program with SLWA not only works to educate the residents but also provides a solution for residents that is entirely optional.

How common are utility line breakages and what are the common repair costs?

Each year, SLWA, together with its parent HomeServe, performs tens of thousands of water and sewer service line repairs for customers nationwide. It is very 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. Water line repairs can be costly - a replacement averages \$2,500 nationally. With the modest cost of SLWA's service plan, homeowners would still see financial benefit if the service line didn't break for another few decades - versus saving the monthly fee at current rates.

Doesn't my homeowner's insurance already cover these repairs?

Typically no. Most homeowners are surprised to learn that they are responsible for the repair and replacement of broken or leaking utility lines if they are on their property. While most basic homeowners policies will pay to repair the damage created by failed utility lines, they typically do not cover the cost of the repair of the line itself. SLWA encourages residents to call their insurance company to determine your actual coverage.

Why does SLWA use the City of Lonoke's logo in its marketing materials?

The City of Lonoke's agreement with SLWA allows the company to use the City's logo in communications to indicate that there is a formal relationship in place and to let residents know that the offering is legitimate, it is for the residents benefit and has the approval of the City. All of the mailings SLWA sends to City of Lonoke residents are first reviewed and approved by the City prior to use.

SLWA is committed to transparency in all of its communications. 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.

Isn't it unethical/unseemly for cities to partner with a private entity?

It is not a new idea for the public and private sectors to work together; it is about bringing City of Lonoke residents a solution to a real problem facing homeowners around the country. SLWA brings the best of the private sector, including efficiency and expertise, to relieve the burden on homeowners facing expensive repairs. At the same time, SLWA supports communities by helping us, as local decision-makers, tackle the problem of making sure all of our community's water and sewer infrastructure is maintained. It is good practice to bring together the best of what public and private entities have to offer.