

NLC Service Line Warranty Program

The City of Lindsborg is notifying residents of a program provided through the National League of Cities (NLC) Service Line Warranty Program administered by Service Line Warranties of America (SLWA). This program offers a warranty to homeowners that covers repairs or replacements on the outside sewer line that runs from the home to the point of utility responsibility. Property owners are accountable for these repairs, not the utility.

For more information on this program or to enroll, please visit SLWA's web site at www.SLWofA.com



NEWS RELEASE

Utility Line Protection Program Now Available To Residents



Contact:
Hayley Martin
Service Line Warranties of America
724-749-1042
hmartin@utilitysp.net

May 8, 2013 - The City of Lindsborg is introducing a new, optional program available to homeowners that provides low cost, worry-free warranty protection for sewer lines. The program is provided through the National League of Cities (NLC) and administered by Service Line Warranties of America (SLWA).

The NLC Service Line Warranty program offers citizens an affordable way to avoid the unexpected and often large expense involved with a sewer line break. When a line breaks, the cost to repair it can often cause hardship on a family's budget. This new program will offer warranty protection to help cover the costs of a break.

"Many citizens are unaware that they are responsible for the sewer lines that go from their houses to the point of utility maintenance. If these lines break or leak, repairs can be very expensive," said Greg DuMars, City Administrator.

"We chose to participate in this program for several reasons including that it serves to educate our homeowners on their service line responsibilities while saving them money on repairs and it is offered at no cost to the city," stated Greg DuMars, City Administrator. He continued, "SLWA has a perfect Better Business Bureau Rating and only uses local contractors who are familiar with our permitting and codes. This program could improve both water conservation and ground pollution, too, because we believe that residents will be more apt to quickly report any issues with their utility service lines."

In addition to the benefits for residents, the local economy and the environment, the City of Lindsborg will receive a royalty from SLWA which provides a new source of revenue in these difficult economic times.

City of Lindsborg residents will see offers in their mail boxes soon. The warranty will cover sewer line repairs up to \$4,000 plus an additional allowance of \$4,000 for public street cutting, if needed. The program is offered at no cost to the City of Lindsborg, and no public funds are used to promote the program.

"We are pleased to work with the City of Lindsborg to offer homeowners an affordable Service Line Warranty program," said Brad Carmichael, Vice President of Business Development for Service Line Warranties of America. "We think Lindsborg residents will be pleased with our features and benefits, including a 24-hour repair hotline and the use of local, certified technicians. This keeps dollars in the local economy, an important benefit in these tough financial times."

Service Line Warranties of America is the brand used by the Utility Service Partners, Inc. family of companies. Headquartered in Canonsburg, Pennsylvania, they are one of the nation's largest and most trusted sources of utility line warranties, serving residential customers since 1996. After a decade in business, SLWA has an A+ rating with the Better Business Bureau. SLWA is proud to partner with NLC to deliver this program. 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.

For questions about this service, or to enroll, please contact Service Line Warranties of America at 866-922-9006 or visit www.slwofa.com.

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City of Lindsborg

Kansas



T1 P1*****AUTO**5-DIGIT 26301

John Smith
987 Main Street
Anytown, ST 12345



Contact ID: 1234567

Re: Coverage for Residents

Dear [Customer Name]:

Were you aware that, as a homeowner in Lindsborg, you are responsible for the maintenance and repair of your buried, outside sewer service line that runs from your home to the utility connection? In today's difficult economy, many homeowners are unprepared for an unexpected and costly outside sewer line repair. With repair costs ranging from \$1,200 to as much as \$4,000 or more, this kind of expense can wreak havoc on a family's budget. That's why the City of Lindsborg is pleased to introduce a new optional Sewer Line Warranty Program, made available to our residents through an initiative between the National League of Cities (NLC) and Service Line Warranties of America (SLWA).

The SLWA Sewer Line Warranty Program covers the cost of repairs needed on your outside, buried sewer line for a small monthly fee, ensuring your line is free flowing and functioning. If you should need a repair, simply call SLWA's 24-hour hotline, and a local, qualified plumbing professional will be dispatched within 24 hours to perform the repair. There are no service fees or deductibles. Repair costs are covered up to \$4,000 per incident, with an additional \$4,000 allowance for public street cutting, if needed.

SLWA is one of the nation's largest and most trusted sources of utility line warranties. After a decade in business, SLWA has an A+ rating with the Better Business Bureau. The NLC, a national organization dedicated to helping city leaders build better communities, serves as a resource and advocate for 19,000 cities, towns and villages, representing more than 218 million Americans.

SLWA is offering a special rate on the sewer line warranty for residents who enroll by [date]. SLWA will offer a discounted price of \$7.95* per month (plus applicable state sales tax), which represents a savings of over 9% on their standard monthly price. If you elect to pay annually, they will discount the cost further to \$90.40*, which is over a 13% savings. Please note that coverage begins 30 days after your enrollment is received.

Since 2003, SLWA and its family of companies have repaired service lines for more than 60,000 homeowners across the U.S. If you have not already set aside money for these types of expenses, please consider enrolling in the outside sewer line warranty program today.

To enroll, or to learn more about this program, please call **1-800-000-0000**, Monday through Friday, 9:00 a.m. to 5:00 p.m., to speak with SLWA directly. Or if you prefer, you may return the bottom portion of this letter to SLWA in the enclosed, self-addressed, postage-paid envelope or – you can enroll easily online at **www.SLWofA.com**.

Sincerely,

Greg DuMars
City Administrator

Complete warranty terms and conditions will be provided following enrollment or you can view them online at www.SLWofA.com. You may terminate your participation in a warranty program at any time. You have 30 days from the date you enroll to receive a full refund. After 30 days, you will be reimbursed the pro rata share of any amount you paid for any portion of the warranty period subject to cancellation.

✂ Cut here

[LETTERCD]



John Smith
987 Main Street
Anytown, ST 12345
Contact ID: 1234567

To enroll or to view the terms and conditions please visit www.SLWofA.com.

Please mark your selection:

Yes! Please enroll me in the outside sewer line warranty for just \$7.95* per month

I want to save even more! I will pay just \$90.40* per year for the sewer line warranty

I certify to the best of my knowledge that my line is in good working order.

Signature: _____

Date: _____

* Plus applicable state sales tax.





City of Lindsborg
P.O. Box 70
Lindsborg, KS 67456

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