

## **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 water line that runs from the point of utility responsibility to the home. 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](http://www.SLWofA.com)**



# PRESS RELEASE



## FOR IMMEDIATE RELEASE

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### Service Line Protection Available

**LINDSBORG, KS** – The City of Lindsborg is pleased to announce a partnership with Service Line Warranties of America (SLWA) to offer the National League of Cities (NLC) Service Line Warranty Program to homeowners. The NLC Service Line Warranty Program offers voluntary warranty protection at an affordable price for water lines in the event of a failure.

“Homeowners are burdened with many expenses and providing peace of mind in the event of a service line failure is important since repairs could cost thousands of dollars,” said Greg DuMars, City Administrator. “This program is not only affordable, but the added convenience factor should be very appealing to busy homeowners.”

The NLC Service Line Warranty Program offers protection against normal wear and tear, which is not covered under most traditional homeowners policies. If lines break, leak or clog – SLWA will repair the line using local, licensed contractors who are familiar with local code and can ensure a timely response. This program provides up to \$4,000 in coverage with an additional allowance for public street or sidewalk cutting. Additionally, the program has no annual or lifetime limits, service fees or deductibles – just protection when you need it most and just what you would expect from a National League of Cities program.

“Many homeowners believe their pipes will last forever, but that’s simply not the case,” said Greg DuMars, City Administrator. “Many factors beyond the life expectancy of the pipe can contribute to a failure including tree root intrusion, ground shifting and weather – all factors which are covered through this program. Additionally, with homeowners more likely to report problems, we can conserve water in the community.”

In addition to the benefits for homeowners, the City of Lindsborg has elected to receive a royalty from SLWA which will provide a new source of revenue in these difficult economic times. This program is offered at no cost to the City and no public funds are used to promote or administer the program.

“We are pleased to partner with Lindsborg to offer our service,” said Brad Carmichael, Vice President of Business Development for SLWA. “SLWA provides first-class customer service with a 24/7 repair line and the use of licensed and thoroughly researched local contractors – keeping dollars in the local economy.”

For questions about this service, or to enroll, please contact Service Line Warranties of America at 866-922-9006 or visit [www.SLWofA.com](http://www.SLWofA.com).

### **About Service Line Warranties of America**

Headquartered in Canonsburg, Pennsylvania, SLWA is a leading independent provider of service line warranties in North America. SLWA is accredited through the Better Business Bureau with an A+ rating and zero unresolved complaints. SLWA is the brand used by the Utility Service Partners, Inc. family of companies and endorsed by the National League of Cities.

### **About the National League of Cities**

The National League of Cities is a national organization 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.





# 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

## Reminder - Please disregard if you have already enrolled

Dear [Customer Name]:

Given the positive response to our recent warranty program offer, I am very pleased to tell you about another program brought to us through the National League of Cities (NLC) administered by Service Line Warranties of America (SLWA). As a homeowner in Lindsborg, you are responsible for the maintenance and repair of your buried, outside water service line that runs from the utility connection to your home. In today's difficult economy, many homeowners are unprepared for an unexpected and costly outside water 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.

The SLWA Water Line Warranty Program covers the cost of repairs needed on your outside, buried water 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 \$500 allowance for public sidewalk 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 has a special offer during this campaign. Enroll by [DATE] and SLWA will waive the normal 30 day waiting period so that your warranty will become effective when you enroll – you'll get immediate coverage! Additionally, SLWA will offer a discounted price of \$5.95\* per month (plus applicable state sales tax), which represents a savings of over 11% on their standard monthly price. If you elect to pay annually, they will discount the cost further to \$66.40\*, which is over an 18% savings.**

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 Water Line Warranty program today.

To enroll, or to learn more about this program, please call **1-855-535-7141**, 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](http://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](http://www.SLWofA.com).**

### Please mark your selection:

- Yes! Please enroll me in the outside water line warranty for just \$5.95\* per month
- I want to save even more! I will pay just \$66.40\* per year for the water 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.



## More information regarding NLC SLWA – Water line

### Program Highlights

- The National League of Cities (NLC) Service Line Warranty Program is administered by Service Line Warranties of America (SLWA) and offered at no cost to the city with affordable rates for homeowners.
- Enrollment is 100% voluntary and will protect a homeowner in the event of a service line failure.
- The NLC Service Line Warranty Program serves as an educational tool for municipalities to educate homeowners on their responsibility for water and sewer lines.
- The program provides generous coverage up to \$4,000 per repair incident, with an additional allowance for public street or sidewalk cutting.
- The program has no annual or lifetime limits, service fees or deductibles.
- Many factors can contribute to line failure including tree root intrusion, ground shifting and weather – all factors which are covered through this program.
- Because of coverage, homeowners are more likely to report problems with their service lines which can help improve water conservation and prevent ground pollution.
- The program uses only licensed, local contractors thoroughly vetted through a third party agency to ensure quick response and quality service. \*Local Plumbers need to sign up to be contacted should an incident occur. Call 1-866-922-9006 for more information.
- This program is offered at no cost to the municipality and no public funds are used to promote or administer this program.
- For questions about this service, or to enroll, please contact Service Line Warranties of America at 866-922-9006 or visit [www.SLWofA.com](http://www.SLWofA.com).

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