



Plans Available in the City of New Brighton-MN:

- Exterior Water Service Line coverage - \$6.25/month
- Exterior Sewer/Septic Line coverage - \$7.25/month
- Interior Plumbing and Drainage System Coverage - \$9.49/month

Benefits:

- **CITY 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 New Brighton-MN and can be quite expensive.
- **Peace of Mind:** Coverage through SLWA offers City of New Brighton-MN 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 New Brighton-MN has partnered with SLWA, offering a program that is used by over 475 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 3.1 million homeowners, and has performed more than 1.1 million repairs for customers over the last 3 years, and received high ratings from customers receiving service.

FAQs

Why does Service Line Warranties of America use the city's logo in its marketing materials?

- Service Line Warranties of America's (SLWA) partnership agreement with the City of New Brighton-MN 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, it is for the residents' benefit, and it has the approval of the city.
- All of the mailings SLWA sends to City of New Brighton-MN area residents are first reviewed and approved by the City of New Brighton-MN.
- 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.

What is the relationship between Service Line Warranties of America and the City of New Brighton-MN?

- 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 to offer customers the most competitive monthly fee on available services. Under all partnerships, the decision by residents to sign up for an SLWA service plan is completely optional.

Why did the City of New Brighton-MN partner with Service Line Warranties of America?

- 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 on the property can cost thousands of dollars to repair or replace and many times residents are not prepared for this unexpected expense. SLWA not only works to educate the residents but also provides a solution.
- Further, SLWA has been recognized as a trusted source of utility line plans endorsed by the National League of Cities (NLC).

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

- As the largest provider of water and sewer service line repair plans in North America, SLWA and its parent company, HomeServe, perform tens of thousands of water and sewer service line repairs for customers every year.
- 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. Our data suggests that failures in water pipes occur most often in homes between the age of 30 and 60 years old. With the median age of homes in the US being 42 years, the threat of failure is a major concern for the majority of homeowners as many service pipes are functioning on borrowed time.
- 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 small monthly fee at current rates.

I read that HomeServe, SLWA's parent company, had Attorneys General settlements?

- In 2010, a few state attorneys general raised questions about certain marketing materials used by HomeServe, leading to six voluntary settlement agreements between 2010 and 2015. The agreements were for settlement purposes only and are not considered an admission of fault or wrongdoing.
- Shortly after the questions arose in 2010, HomeServe changed its marketing materials nationwide to address the concerns.
- Since then, HomeServe has undergone a successful marketing review with the Better Business Bureau as part of its accreditation process to ensure the company is in line with best practices regarding marketing transparency. Today, the company enjoys both BBB Accreditation and an A+ rating.
- Since 2010, HomeServe's business has grown six-fold, from 500,000 customers to more than 3 million - this is a six-fold increase demonstrating municipal and utility partner trust and consumer interest in the value of the company and of the service plans.

I see there are complaints on the BBB site for Service Line Warranties of America?

- Service Line Warranties of America, and its parent company HomeServe, are proud of their A+ ratings with the BBB. The BBB notes that the relatively small number of complaints (*300 over the last 3 years*) for a company the size of SLWA/HomeServe (*3 million customers with millions of interactions and 1.1 million repairs over the same 3-year period*) is one of the positive factors

contributing to the A+ rating. Service Line Warranties of America and HomeServe take each customer concern seriously and work to resolve the issues to the customer's satisfaction.

Doesn't my homeowners insurance already cover these repairs?

- Typically no. Most homeowners are surprised to learn that they are responsible for the repair and the replacement of their broken, blocked or leaking utility lines on their property. While most basic homeowners policies will pay to repair the consequential damage that results from failed utility lines, they do not cover the repair itself. We encourage homeowners to call their insurance company to determine actual coverage. If homeowners live in a condominium or duplex dwelling, they are also encouraged to contact their homeowner's association to determine if coverage is needed prior to enrollment.

Is investing in a "rainy day" fund a more effective approach than buying a service plan?

- The reality is most people do not have rainy day funds and so a low-cost home repair service plan can be a sensible tool for many families to include in their financial strategy.
- The Biannual State of Home Survey, conducted by the Harris Poll on behalf of HomeServe, tracks homeowner readiness for a sudden home emergency repair expense. The recent release of the survey in the summer of 2017 found that 29% of respondents have no money set aside for unexpected emergency, while 38% have less than \$500 set aside. This data is consistent with the Federal Reserve's *2016 Report on Economic Well-Being of US Households* that found that 44% of adults say they either could not cover an emergency expense costing \$400 or would cover it by selling something or borrowing money.
- Many of the repairs covered by SLWA service plans can be quite expensive and an unexpected blow to a homeowner's wallet. For example, a water line replacement averages \$2,500 nationally. With the modest cost of a water line service plan, homeowners would still see financial benefit if the service line didn't break for another few decades - versus saving the small monthly fee at current interest rates.