



City of Huber Heights

Partner Toolkit



Updated 04-20-22

1. Press Release – Sample, customize as needed

Service Line Protection Available for City of Huber Heights Homeowners

{{PROJECT_CAMPAIN_CONTACT_City of Huber Heights}}, Ohio – {{Today}} - The City of Huber Heights 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 nearly 1,100 leading cities and municipalities in the U.S. to provide repair service plans that offer homeowners peace of mind and convenience.

“Many homeowners do not know that damage to the service lines on their property is their responsibility to repair,” said <City Representative Name, Title>. “In the event of a service line repair emergency, the homeowner is responsible for scheduling the repair and covering the associated cost. As City of Huber Heights homes age along with the infrastructure serving them, SLWA repair plans provide homeowners with an optional solution so they can be prepared for this type of unexpected 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 Huber Heights. If a customer’s service line needs 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.

This program is voluntary for homeowners, provided at no cost to the City of Huber Heights 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 Tom Rusin, Global CEO of SLWA parent HomeServe Membership. “We’re thrilled to be partnering with the City of Huber Heights and look forward to the opportunity to provide City of Huber Heights 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 4.5 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 1,100 leading city, municipal and utility partners.

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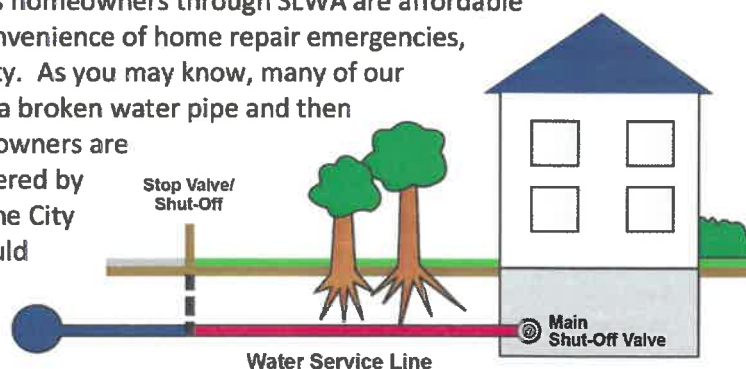
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2. Internal Newsletter Article for Partner Employees – Adjust content as needed

The City of Huber Heights to offer residents service line protection

We are pleased to announce a program to further enhance our city services to residents. We have entered into an 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 Huber Heights 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 Huber Heights 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.



■ Typical Homeowner's Responsibility

The City of Huber Heights 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 Huber Heights 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 Huber Heights 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 \$5.25* per month, while the Exterior Sewer/Septic Line Coverage plan is available for \$7.25* 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 Huber Heights 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, Service Line Warranties of America, together with its parent company, HomeServe, has partnered with more than 1,100 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 endorsed by the National League of Cities.

**Prices used as an example; for city prices please check the <https://www.slwofa.com/> website*

3. Talking Points & FAQs Summary – Adjust as needed

Service Line Warranties of America (SLWA) Talking Points

Plans Available in the City of Huber Heights:

- Exterior Water Service Line coverage - \$5.25/month*
- Exterior Sewer/Septic Line coverage - \$7.25/month*

Benefits:

- **Residents Benefit:** Residents learn 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 Huber Heights and can be quite expensive.
- **Peace of Mind:** Coverage through SLWA offers City of Huber Heights 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 Huber Heights has partnered with SLWA. SLWA and its parent company, HomeServe USA, offer a program that is used by more than 1,100 cities, municipalities, and utilities across the US. SLWA has been in business since 2003 and is accredited by the Better Business Bureau with an A+ rating. SLWA and HomeServe provide service to more than 4.5 million homeowners and has performed more than 1.7 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 and Objections:

What is the relationship between SLWA and the City of Huber Heights?

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 about whether to sign up for a SLWA service plan is completely optional.

Why did the City of Huber Heights 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 service 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 educates 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 company 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 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 their actual coverage.

But isn't this the same as homeowners' insurance?

You should contact your home insurance company to find out what is provided with your coverage. Some insurance companies do offer upgrade coverage for the water and sewer lines by adding a rider or endorsement to the existing base homeowner's policy. These insurance riders come with deductibles that typically range from \$500-\$1,100.

The SLWA plan offered to our residents has a zero deductible. If a homeowner has a single claim in a year under the homeowners insurance rider, they will pay substantially more than paid with a no-deductible SLWA plan. Another benefit of the SLWA plan offered to our residents is that SLWA takes the challenge out of finding a contractor to do the work. With a claim under an insurance rider, the homeowner is responsible for finding a qualified and trustworthy contractor to complete the repair, pay them and wait for reimbursement. With an SLWA plan, a vetted local contractor from the SLWA network will come and make repairs. This, along with the fact that SLWA pays the contractor directly, takes a lot of the inconvenience and cost out of a home emergency repair.

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

The City of Huber Heights'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 the mailings SLWA sends to City of Huber Heights 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 Huber Heights residents a solution to a real problem facing homeowners across 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.

Does this take business away from local plumbers?

No. Repairs under the program are provided through plumbers in our community, some that you may already be familiar with. Also, contractors are welcome to apply to join the SLWA network, provided that they are licensed, insured, doing work up to our codes and provide excellent customer service.

**Prices used as an example; for city prices please check the <https://www.slwofa.com/> website*

4. Launch Blog Post

City of Huber Heights signs partnership with Service Line Warranties of America to make available optional water and sewer line service plans

We want to make sure all residents are aware of a partnership the City of Huber Heights has 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. Many homeowners are unaware that repairs and replacements to these lines are their responsibility and are not covered by basic homeowners' insurance or by the city.

You will soon receive a letter in the mail with all the details about the available plans. While the letter will be from SLWA, the city's logo will be on the letter to show that a formal partnership is in place. We are providing this information to limit any confusion. There is no cost to the city in offering the voluntary coverage plan to homeowners.

It is crucial for residents to understand that the coverage plans are completely voluntary. You do not need to sign up for a plan, but we are making them available because they are a good option for many homeowners who are concerned about the costs associated with an unexpected home repair that can run into the thousands of dollars.

If a customer's service line needs repair, a quick call to the SLWA 24-hour hotline will dispatch a local, licensed contractor familiar with local code. There are no service fees or deductibles.

We encourage you to review the plan details thoroughly. You may also want to check on whether similar coverage is available through your homeowner's insurance. One significant difference between the SLWA plans and the typical homeowner's insurance option is that insurance plans usually require a deductible, while the SLWA plans carry no deductible.

Founded in 2003, SLWA has partnered with nearly 700 leading cities and municipalities in the US to provide repair service plans that offer homeowners peace of mind and convenience. SLWA's program is endorsed by the National League of Cities and the company has an A+ 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.

5. Social Media Posts

Twitter – Pre-mailing launch example tweets

- We want to make sure you have all the information you need about #City of Huber Heights participation in the Service Line Warranties of America program. The water and sewer line service plans are completely optional and are offered at no cost to the city. Details are here: <https://www.slwofa.com/>
- A partnership with #City of Huber Heights and Service Line Warranties of America offers insurance to homeowners for water and sewer lines. Optional to sign up and does not cost the city to participate. Learn more: <https://www.slwofa.com/>
- We are working with Service Line Warranties of America to offer OPTIONAL service repair plans that protect against common home repairs. These plans are for the benefit of homeowners and residents should do their research to see if a plan is right for them: <https://www.slwofa.com/>
- The City of Huber Heights selected Service Line Warranties of America to offer an optional protection plan for exterior water, sewer, and septic lines. Staff and the City of Huber Heights Council determined that SLWA offers quality coverage and customer service. More at <https://www.slwofa.com/>

Twitter – Mailing example tweets

- City of Huber Heights utility customers should have received [will soon receive] a letter from Service Line Warranties of America in the mail. This is a legitimate partnership with City of Huber Heights and the plans to protect water & sewer lines are completely optional. Find out more: <https://www.slwofa.com/>
- The Service Line Warranties of America letters are arriving this week to City of Huber Heights utility customers. Learn more at: <https://www.slwofa.com/>
- A letter went out to residents last week from Service Line Warranties of America with information on optional insurance coverage for water and sewer service lines. This is part of a partnership the City of Huber Heights has with SLWA. All of the details are here: <https://www.slwofa.com/>

Facebook - Launch

City of Huber Heights residents are often unaware they are responsible for repairs to the water and sewer lines on their properties. We are working with Service Line Warranties of America to make available to homeowners' OPTIONAL service repair plans. The program is run by Service Line Warranties of America and can be part of a financial planning strategy to prepare for emergency home repairs. Take time to learn more: <https://www.slwofa.com/>

Facebook - Mailing

City of Huber Heights homeowners will soon receive a letter in their mailboxes with all the details about optional water and sewer line service coverage that is available through Service Line Warranties of America. Repairs and replacement to these lines are a homeowner's responsibility. The mailing is legitimate and will have the city's

logo on it to show that there is a partnership in place with SLWA. The plans are optional, the program is run by SLWA, and it does not cost the city anything to participate.

City of Huber Heights Celebrates # -Year Anniversary of Partnership with SLWA

Over # Residents Now Benefit from Service Line Protection Program OR Saved \$\$ in Repair Expenses

City of Huber Heights, {{PROJECT_BILLING_STATE_PROVINCE}} – Month Day, Year - # years ago, the City of Huber Heights began a program with Service Line Warranties of America (SLWA). Through the program, City of Huber Heights residents have the option to sign up for service plans to protect their homes against the cost and inconvenience of emergency repairs to exterior water and sewer lines on their property as well as in-home plumbing.

Since the program began in MONTH, YEAR, # City of Huber Heights residents have signed up for an optional SLWA service plan, with many signing up for multiple plans. Over the past year, SLWA [Option #1: helped over # City of Huber Heights residents with repairs that were all] [Option #2: saved City of Huber Heights residents \$\$ in repair expenses all] completed with the help of qualified, local contractors. Further, homeowners who have needed service over the past year rated the service with 4.X out of 5 stars (*use Dispatch scores*).

“We entered into this partnership to help protect our residents who might not be aware that they are responsible for the maintenance and repair of utility service lines connecting their home to our city system,” said City of Huber Heights SPOKESPERSON, TITLE. “The City of Huber Heights’s water and sewer infrastructure is aging, and more and more of homeowners in the area are discovering that their exterior pipes must be repaired or replaced. This partnership with SLWA gives residents an optional solution, and it’s helping our community, too.”

[PLACEHOLDER FOR RESIDENT TESTIMONIAL FROM REP.COM]

“When a homeowner’s water line breaks or sewer line becomes blocked, it can be an overwhelming situation. All of a sudden, you’re looking at hundreds or even thousands of dollars for a problem you probably didn’t even know existed the day before,” said Tom Rusin, Global CEO of SLWA parent HomeServe Membership. “While we can’t prevent pipes from breaking or being blocked, SLWA is there to relieve City of Huber Heights residents of the stress of finding a qualified contractor and the cost of completing the repair. We’re proud to offer this service to the City of Huber Heights homeowner community.”

Homeowners with questions or who wish to receive more information about program or the plans available to City of Huber Heights residents can call 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 4.5 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 1,100 leading city, municipal and utility partners.

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Quick Start Guide

Service Line Warranties Program



Why Did You Do 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 to repair or replace 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 provides a solution.



Why Did You Partner With A 3rd Party?

SLWA has been recognized as the trusted source of utility line plans endorsed by the National League of Cities (NLC). Many Cities today are using public/private partnerships and they have been successful in keeping taxes low and providing 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 and other entertainment venues with naming rights, public/private partnerships provide revenue that would otherwise be borne by the citizens. Partnering with SLWA allows the City to have oversight of the program and ensure benefits for its constituents.



Why Are You Using 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. 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.



Can't This Company Just Market On Their Own?

Unfortunately, the participation from customers is much lower without the trust instilled by the City's brand. The City brand also conveys that the City is involved, overseeing the program, and choosing a provider who will serve their residents best. SLWA would likely not market by itself.



Do Residents Really Need 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 many service pipes are functioning on borrowed time. Water line repairs can be costly—a replacement averages \$2,500 nationally* - but the modest cost of an SLWA service plan is optional and up to the homeowner to decide based on their personal circumstances.

*Estimate based on national average repair costs, January 2016.

For more information call **1-844-257-8795** or go to **www.slwofa.com**