

NLC Service Line Warranty Program



Administered by



a HomeServe Company

The background of the slide is a black and white photograph of a classical building with large columns. An American flag is flying in the foreground. The image is partially covered by a blue diagonal overlay in the top right and bottom left corners.

THE IMPORTANCE OF MUNICIPALITY BRANDING IN EDUCATING AND PROTECTING RESIDENTS

HOMEOWNERS ARE UNAWARE OF THEIR RESPONSIBILITY FOR THEIR SERVICE LINES

The National League of Cities (NLC) Service Line Warranty Program, administered by Utility Service Partners, Inc., a HomeServe company, provides homeowners with the peace of mind and satisfaction of knowing that they can be protected from the catastrophic cost of a failed water or sewer service line at their homes.

Aging water and sewer infrastructure is becoming more and more taxing on municipal budgets each year and residents face similar challenges with water and sewer lines that were, in many cases, installed decades ago. With weather changes, root intrusion and crumbling pipes, residents are often left with few options when a failure occurs.

That's why over 600 municipalities throughout the United States have chosen to educate their residents and offer an optional program to cover these unexpected costs. We've asked some municipal leaders to share their insights about why endorsing this public-private partnership makes so much sense.



LEGITIMACY

In order for residents to become educated about their service line responsibilities they must read the informational letters about the Program. Correspondence with the municipality's logo is much more likely to be trusted and opened by recipients.

“Knowing the company had an A+ rating from the Better Business Bureau and an endorsement from the National League of Cities, we felt comfortable partnering and using our brand,” said Mark Stodola, former mayor of Little Rock, Arkansas. “I personally had people call me, not upset, just questioning whether the program was real and on the up and up. Had the letter been directly from a repair plan provider we wouldn’t have gotten any calls because residents would have thought it was just another solicitation from another home warranty company.”



“We’ve benefitted from the conversations that we’ve been able to have with people whether or not they take the coverage. **There is no doubt that people better understand their responsibility.** Without the logo we don’t think those conversations with the city would have ever taken place.”

Steven Downs
Deputy City Manager, City of Orem, Utah

“We’ve had two mailings now and we expected more phone calls than we actually received,” said Scott James, Mayor, St. Albans, West Virginia. “With so much concern over fraud these days, I believe the logo has helped tremendously with letting people know the city is behind this program.”

ACCOUNTABILITY

The municipal branding communicates to residents that the city stands behind the repair plan program and will ensure it delivers the promised benefits.

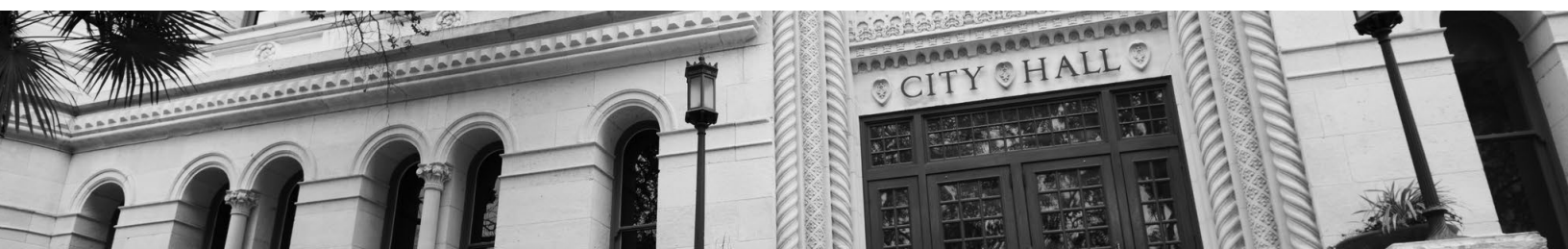
“As an elected official I’m seeking out the best possible option to protect the public safety and security of our residents. The city logo lets my residents know that this program has been vetted, has been researched, is reputable, and that this organization has had communication with the city and there’s a partnership there. **That logo holds your organization completely accountable** for doing what was agreed upon and it **holds us as a city accountable for communicating effectively to our residents.** Because for this to be effective you need buy-in from all stakeholders.”

Richard Shaw

Councilmember, City of Huber Heights, Ohio

“My account manager has been very accessible and I appreciate that the program protects the city from any liability,” said Scott James, Mayor, St. Albans, West Virginia. “You’re just a very reliable and great company to work with and we are proud to use our branding related to the program.”

“In addition to our city vetting this program, we are very confident about our endorsement because the program has been vetted and endorsed by the National League of Cities,” said Vince Williams, Mayor, Union City, Georgia. “We consider this a win-win for our residents and the city.”



POSITIVE ATTRIBUTION

Municipalities are partnering with the Program to educate and protect residents. The branding lets citizens know that the city is looking out for their best interest.

“We went down this road because we were genuinely feeling bad for the people learning about their responsibility after the issue. This is a tough pill to swallow when you are staring down a \$10,000 bill,” said Steven Downs, Deputy City Manager, City of Orem, Utah. “Four years later there isn’t much question in the community about who owns what. Everyone now has the ability to take proactive action because of this education and they appreciate the city for providing it.”

“In the twelve months that we’ve had the program we haven’t had one complaint but we’ve had many positive testimonials,” said Mark Stodola, former mayor of Little Rock, Arkansas. “To date, over 5,000 residents are participating, which we consider outstanding and largely attributable to the city endorsement.”

“I guess I’m trying to wrap my mind around why a city wouldn’t want to use the logo with all the fraud and deception out there today. **I want our residents to know that Union City has sought out a reputable company to deliver important protection, that we have vetted the program thoroughly and we stand behind it.**”

Vince Williams
Mayor, Union City, Georgia



“...the program has been **vetted and endorsed** by the National League of Cities.”



“In order for this type of program to be accepted and viewed as something positive that the city is offering, communication with residents and the community is vital,” said Richard Shaw, Councilmember, City of Huber Heights, Ohio. “In addition to placing information on the city website, I try to hold three to four town hall meetings per year with the community. The program is also promoted on our website and social media. We in Huber Heights have done a very good job with outreach, which is why I believe the program has been successful.”

“We want our citizens to know **we are on their side.** The cost is minimal and we’ve had residents with repairs exceeding \$1,000. We are pleased that **we have helped citizens to avoid such an expense.**”

Scott James
Mayor, St. Albans, West Virginia

The NLC Service Line Warranty Program partners with municipalities and utilities to educate homeowners and offer affordable protection against potentially costly service line repairs. The Program uses a network of local, vetted plumbers and provides award-winning service 24/7/365.

The Program is provided at no cost to cities, and partner cities can receive royalties based on participation.

To find out how you can help your residents achieve peace of mind, visit www.utilitysp.net.