



Dear IRWA Member Utility,

Aging infrastructure is causing more and more water leaks each year, which can negatively impact utility budgets, efficiency, and customer perception. For utility customers, a high water bill can result in a long payment plan and a feeling of dissatisfaction with the water utility.

ServLine is an affinity partner of the Idaho Rural Water Association as well as the National Rural Water Association. ServLine offers a Leak Protection Program which protects the utility customer from the expense of a high water bill due to a leak and delivers a seamless claims experience, which increases utility customer satisfaction. It also helps utilities recapture lost revenue and bad debt.

In January 2020, ServLine was acquired by HomeServe USA, a leading provider of utility solutions. HomeServe has more than 4.2 million customers across the U.S. and Canada and is A+ rated with the BBB. HomeServe's 24/7/365 customer contact center in Chattanooga, TN, has also received numerous awards for service and excellence.

ServLine and HomeServe have over 150 partnerships with rural and municipal water utilities and understand the needs of the utilities, their customers, and communities.

Benefits to customers:

- Financial protection from excess water bill
- No deductible
- Seamless processing of claims
- Peace of mind that unexpected expenses will be covered

Benefits to utilities:

- Lower utility costs, recapture lost revenue and bad debt associated with water leaks
- Reduced and simplified staff workload
- Enhanced public relations
- Improved customer experience and satisfaction

In addition to leak protection, ServLine offers homeowners optional, affordable repair plans for water, sewer, and interior plumbing lines. Customers call to receive prompt emergency repairs provided by local, licensed, and insured contractors.

For more information about how these programs can benefit your utility and community, please visit [www.servline.com](http://www.servline.com) for more information. You may also reach out to our office.

Sincerely,

Shelley Roberts, CEO  
Idaho Rural Water Association