



# Kentucky Rural Water Association

Helping water and wastewater utilities help themselves

March 27, 2023

Dear KRWA Member Utility,

I am reaching out to you today, first, to simply thank you for continually fulfilling your important mission of ensuring the highest quality water and wastewater services for the communities you serve. Everyone at the Kentucky Rural Water Association has the utmost respect for the critical work our members are performing every day.

Additionally, I want to be sure you are aware of our Affinity Partner, the ServLine Leak Protection Program, and understand the value this program can bring to your utility and its customers. ServLine provides financial protection to utilities for losses from customer water leaks. The program also educates homeowners about their water loss responsibilities and gives utilities an opportunity to provide help for families to manage a large, unexpected expense. Customers value the program and appreciate utilities that offer it. On average, 96% of the utilities' customer base chooses to remain in the program.

Benefits to utilities:

- Recapture of lost revenue and bad debt associated with water leaks
- Reduces and simplifies staff workload
- Zero cost to the utility
- Increased customer satisfaction

Benefits to customers:

- Financial protection from excess water bill
- Affordable rates with no deductible
- Seamless processing of claims
- Peace of mind if a leak occurs, they are covered

ServLine is part of HomeServe, a leading provider of home repair solutions, with over 4.8 million customers and 1,200+ utility and municipal partners across North America. HomeServe also has a long-standing relationship with the National League of Cities.

Currently, over 200 rural municipalities and water utilities are partnered with ServLine, which has delivered over \$24 million in savings. I would encourage you to learn more about how the program can benefit your utility and its customers.

Their website is <https://watersolutions.homeserve.com/servline-leak-protection>. For more information, please contact Mike Chambers from ServLine. He can be reached at [mike.chambers@homeserveusa.com](mailto:mike.chambers@homeserveusa.com) and 724-678-6075.

Sincerely,

Scott Young  
Executive Director