



Kentucky Rural Water Association

Helping water and wastewater utilities help themselves

February 17, 2021

Dear KRWA 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 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. ServLine is an affinity partner of the Kentucky Rural Water Association through the National Rural Water Association.

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 US 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 in the US 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 bills caused by a leak
- 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 customer 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 contact Allie Terrell from ServLine. She can be reached at 606-356-2153 and allie.terrell@homeserveusa.com. Please also visit their website at www.servline.com for more information. You may also reach out to the KRWA office.

Sincerely,



Gary Larimore
Executive Director

1151 Old Porter Pike · Bowling Green, KY 42103 · Phone 270.843.2291 · Fax 270.796.8623

www.krwa.org

Local. Affordable. Effective.