

NLC's Service Line Warranty Program Tops 100 Cities

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by Stephanie Long



NLC surpassed a significant milestone last month with more than 100 cities now participating in the NLC Service Line Warranty Program. In just 16 months, more than 1 million households have gained access to an affordable homeowner protection plan to save on the cost of water and sewer line repairs.

“I am very encouraged by the warm reception this program has quickly received since its introduction” said NLC Executive Director Donald J. Borut. “This program was designed to help city residents save thousands of dollars on the high cost of repairing their broken or leaking water or sewer lines. In these difficult economic times cities are actively seeking creative ways to assist their residents.”

Cities and towns across the country, from Rolfe, Iowa (population 566) to Atlanta (population 540,922) are helping residents who are faced with these unexpected repairs.

There is no cost for a city to participate in the program, which is administered by Utility Service Partners, Inc. (USP), and it is easy to implement. USP provides participating cities with everything needed to introduce the program — cus-

tomized marketing materials with the city name and logo to promote the program to citizens, press releases for the local media and a sample web banner for the city website, where residents can find information about the program. Cities only need to review and approve the consumer materials; USP handles all the details, including distributing the consumer marketing and developing the local contractor network.

“This difficult situation for city residents is a concern for NLC and that is why we are actively developing and introducing high-quality, creative programs to ease the burden on cities and their citizens. I would encourage every city to participate,” Borut said. “The NLC Service Line Warranty Program has clear benefits to the city and their residents.”

Details: For more information about this program visit www.nlc.org/enterpriseprograms or contact Cynthia Cusick, director, Office of Corporate Programs, at (202) 626-3182 or cusick@nlc.org.