Service Line Warranty Program

2019
LAS Sewer & Water Line Warranty
What is it and Why is it Important?

LAS has partnered with Service Line Warranties of Canada (SLWC) to offer residents of Ontario municipalities a sewer and water lateral warranty service.
SLWC Service Background

The Principles Behind the Service

Homeowners are responsible for the repair or replacement of their utility service lines.

- Most people are unaware of this responsibility
- Not covered under standard homeowner’s insurance policy

Over time these lines can fail from

- Root intrusion
- Rusting / Rotting
- Clogs
- Leaks
- Frozen pipes

Repairs can be costly and stressful for residents
SLWC Service Overview
Details about the Warranty Service

100% Optional for Residents
  ➢ Choose to enroll in none, one or both coverage options

247/365 Customer Service
  ➢ Operators are standing by

Service from Local Contractors

No Cost to Municipality
  ➢ Only requires municipality’s endorsement

Royalty Available to Municipality
  ➢ Municipality can choose to pass back to residents
Warranty Coverage
What Does it Cover and up to How Much?

Warranties Available for 3 Products:
- External sewer line
- External water line warranty
- Septic/well systems

Coverage Cap Levels:
- Water Line Coverage = $5,000
- Sewer Line Coverage = $8,000
- Interior Plumbing Coverage = $3,000
- Coverage Levels are “per incident”

*99% of Claims Fall Below Cap Levels
Are septic/well systems included in this coverage?

• Yes. The coverage for water lines on these systems is part of this municipal partnership program which would be available to residents for $5.33/month for up to $8,000 worth of coverage per incident.

• This warranty covers the cost of repairing broken, leaking, or clogged outside septic lines.

• Unfortunately, these lines fail due to age, tree root invasion, ground settling and more. The repairs can cost hundreds to thousands of dollars out-of-pocket. Left unattended, the leaking, clogged or broken septic line may contaminate soul, damage personal property and a homes foundation and poses a public health hazard.

• The Service Line Warranties of Canada (SLWC) Exterior Sewer/Septic Line Coverage protects resident’s wallets and schedules. Should the sewer/septic line need to be repaired, a call to the SLWC toll-free number to speak with an agent will have a local, licensed, plumbing professional dispatched to the residence to make the repair within 24 hours. Repairs to sewer/septic line are covered up to the benefit amount, including public street and sidewalk cutting.
Service Eligibility
Who Qualifies for the Service and Under What Parameters?

Single Family Homeowners
  ➢ Commercial properties are not eligible unless shared with residence

Rental Properties Are Eligible
  ➢ Property Owner Must Purchase Warranty

No Pre-inspection of Pipes
  ➢ Most pipes covered under LAS/SLWC Service

No Waiting Period
  ➢ Enroll today, file a claim tomorrow
Are these warranty plans considered insurance?

- The Plans are a warranty service plan offered by SLWC as an independent private provider. Although the Plans use terms like deductible, coverage and exclusions the Plans are **not insurance**, but a contract pledge to arrange a contractor to repair your service lines.

- Ask your insurance provider if your policy covers repairs to water and sewer line systems. If your policy does not cover water or sewer utility lines, consider the Service Line Warranty program.
Marketing Approach
Getting the Message Out to Residents

Raise Awareness Through Direct Mail & Public Relations

Municipality **Must** ‘Endorse’ the service (not available direct to consumer)

Seasonal Marketing Campaigns
- Letters to Eligible Residents (Spring & Fall)
- No Direct Involvement from Municipality (SLWC pays for all aspects of the program)
- Municipal Logo on All SLWC Letters
- Municipality to Pre-approve Marketing Materials
- Vetted through Third-Party Mail Company (municipality does not give out customer data)

Consumers can enroll three ways:
- Phone
- Mail
- Online
Contractor Management
Who Repairs My Damaged Pipes?

**SLWC recruits local contractors in every new municipality**
- Initially from Pre-existing Municipal Lists
- Yellow Pages & Similar Listings
- Familiar with Municipal Code
- Quicker Response Time

**Local Contractors can Apply**
- Contact SLWC Directly

**Customer Feedback Survey**
- Provided to customers after every repair
- Helps weed out “bad” contractors
- 97% customer approval rating in Ontario
### LAS/SLWC Service Rates

**How Much Does the Warranty Service Cost?**

#### Standard program rates for Southern & Northern Ontario

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<th>Southern Ontario</th>
<th>Northern Ontario</th>
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<tbody>
<tr>
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<td>External</td>
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<td></td>
<td>Sewer Line</td>
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<td><strong>Annual Total</strong></td>
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<tr>
<td></td>
<td><strong>Annual Total</strong></td>
<td>$134.75</td>
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SLWC Program Participants

Which Ontario Municipalities Currently Participate in this program?

- City of Hamilton
- Township of Assiginack
- Town of Atikokan
- Municipality of Bayham
- Municipality of Callander
- Township of Dubreiville
- Municipality of Grey Highlands
- Town of Hearst
- Region of Peel
- Fort Frances
- County of Brant
- City of Kenora
- Town of Tecumseh
- Township of St. Clair
- Township of Georgian Bluffs
- Town of Amnion
township of Edwardsburgh/Cardinal
- Town of Parry Sound
- Township of Southgate
- Township of Manitouwadge
- Town of Mattawa
- Township of McGarry
- Municipality of Meaford
- Town of Niagara on the Lake
- Town of Saugeen Shores
- Town of South Bruce Peninsula
- Municipality of Temagami
- Municipality of Wawa
- Township of Billings
- Township of Homepaine
- Township of Gore Bay
- Municipality of Killarney
- Town of Gananoque
- City of Elliot Lake
- Town of Malahide
- Town of Hanover
- Township of Ramara
- City of Kenora
- Town of Goderich
- Town of Bancroft
- Township of Oro-Medonte
- Town of Lincoln
- Township of South Glengarry
- City of Windsor
- Municipality of Port Hope
- Town of Grand Valley
- Township of North Huron
- Municipality of South Dundas
- Municipality of Dutton Dunwich
- City of Kingston
- Township of North Shore
- Township of North Glengarry
- Township of South Stormont
- Township of Stirling-Rawdon
- City of Quinte West
- Town of Shelburne
Joining the SLWC Warranty Service
Next Steps for Enrollment

Enrollment
1. Council Approval of SLWC Marketing Agreement
2. Provide SLWC with Municipal Seal / Logo
3. Review and Approve ‘Welcome Kit’
   - Press Release
   - Web Banner
   - Marketing Letter
   - Mailing List
QUESTIONS?

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