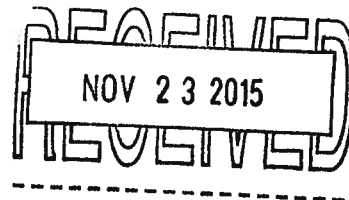


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From: Graham Proudley <GProudley@amo.on.ca>
Sent: Monday, November 23, 2015 3:20 PM
To: Tammy Lepage
Cc: JOlson@UtilitySP.net
Subject: LAS Sewer & Water Line Warranty Follow Up
Attachments: LAS Sewer & Waterline Warranty Service.pdf



Good afternoon Tammy,

I wanted to thank the Municipality for the opportunity to present the LAS Sewer & Water Line Warranty Service, and more importantly apologize for the technical difficulties in last week's Council meeting. I hope despite the problems, everybody in attendance understood how the service works and the benefits it would provide your residents. If not, please advise and perhaps a physical visit by myself can be arranged in the near future.

Attached to this email is a PDF of the presentation that was used on Wednesday, including the correct rates. Please feel free to circulate amongst staff and Council for reference. Should there be any outstanding questions that have gone unanswered, please feel free to contact myself, or Jeff Olson from Service Line Warranties of Canada at the information below.

Jeff Olson
General Manager



Service Line Warranties of Canada
11 Grandview Circle, Suite 100 • Canonsburg, PA 15317

Mobile: 720-470-8037
Fax: 724-229-4520

Email: jolson@utilitysp.net
Web: www.utilitysp.net

2013 Winner of the BBB Torch Award for Marketplace Ethics
Western Pennsylvania Better Business Bureau®



Should Council be interested, Jeff can also supply you with sample staff reports and a copy of the market agreement.

Thanks again for your interest in the LAS Sewer & Water Line Warranty Service and for allowing LAS some time to speak at your Council meeting. I look forward to speaking with you in the near future.

Regards,
Graham

Graham Proudley
LAS Client Relations Specialist
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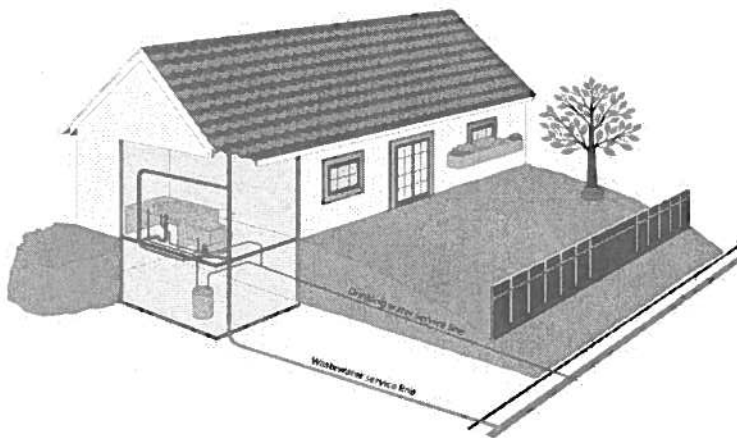
LAS Sewer and Water Line Warranty Service

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LAS Sewer & Water Line Warranty Service

Where did the need for this service arise from?

- **Homeowners are responsible** for their utility service lines.
- Over time these lines will fail from normal wear and tear.
- This service protects residents from stress & high cost repairs
- Helps municipal officials address a 'no-win' political issue



♦♦♦♦

LAS & SLWC Partnership

Background & Overview

- Service Line Warranty Canada (SLWC) program operates in USA as a 'National League of Cities' Program
✓ **275+ US cities participate**
- Company introduced in Canada via City of Hamilton RFP in 2014
- LAS observed Hamilton process and developed partnership with SLWC in December 2014 after due diligence completed by LAS.
- Website: www.slwofc.ca



Sewer & Water Line Warranty Offerings

Products and Coverage Levels Under the Service

- **Two products available:**
 1. External sewer line warranty
 2. External water line warranty

- Provides protection from the point of entry at the home to the municipal line

- **Coverage Levels:**
 1. External Water Line Coverage = \$5,000
 2. External Sewer Line Coverage = \$8,000

- No waiting period after enrollment date before filing a claim

- Standard rates from LAS partnership for all southern and northern Ontario municipalities.



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SLWC Marketing Approach

How We Get the Word Out to Your Municipality

- SLWC relies on direct mail & public relations to generate awareness & interest in these products
- Municipality **must 'endorse'** the Sewer & Water Line Service
- Focused seasonal marketing campaigns (spring/fall)
 - No municipal involvement or cost
 - Municipal logo on all SLWC letters
 - Municipality will pre-approve all service marketing materials
- Consumers can enroll with SLWC in one of three ways:
 - Phone
 - Mail
 - Website

♦♦♦♦

Contractor Management

Who Makes the Repair Under This Service?

- **Local contractors can apply to be used by SLWC**
- **SLWC recruits local contractors in every new municipality**
 - Local contractors have familiarity with municipal code and faster response time
- **Surveys provided to customers after repairs completed**
 - 96% customer approval rating

Costs to the Resident

How Much Does Each Warranty Service Cost?

Area	Warranty Type	Monthly Cost	Single Annual Payment
Southern Ontario	External Water Line	\$ 5.00	\$ 55.00
	External Sewer Line	\$ 5.75	\$ 64.00
	Total (Annual)	\$ 129.00	\$ 119.00
Northern Ontario	External Water Line	\$ 5.75	\$ 64.00
	External Sewer Line	\$ 6.50	\$ 73.00
	Total (Annual)	\$ 147.00	\$ 137.00

- Rates include a 5% royalty for the municipality
 - Optional - royalty can be removed if desired

Example:

- 1000 enrollments @\$120 per year (annual rate in Southern ON)
= \$6000 per year to municipality



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Claims Statistics

SLWC and US Parent Company

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- 2009 – 2015 = 100,000 repairs completed
- ~2% claim denial rate
- Why so low? No claim can be denied without Senior Management review and approval
- >99% of all claims filed fall within SLWC coverage caps.

♦♦♦♦

Next Steps

How do enroll?

- LAS-SLWC webinar presentation (if desired) with staff and elected officials
- Request program agreement and sample council resolution

Enrollment

- Municipal council approval of marketing agreement with SLWC
- Provide municipal logo to SLWC
- Review and Approve 'Welcome Kit' materials
 - Press Release
 - Web Banner
 - Marketing Letter
 - Approve Mailing List

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QUESTIONS?

To Learn More Please Contact:

Graham Proudley

LAS Client Relations Specialist
(416) 971-9856 x320
gproudley@amo.on.ca

Jeff Olson

SLWC General Manager
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