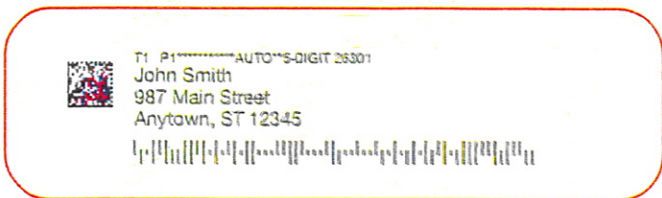




City of Anywhere

State _____



Contact ID: 1234567

Re: Sewer Service Line Repair Coverage for [City] Homeowners

Reminder - Please disregard if you have already enrolled

Dear [Customer Name]:

Did you know that necessary repairs to the sewer line that runs between your home and the public utility connection are the responsibility of the homeowner? You may be aware of efforts in communities across the country to improve our public water and sewer service lines. The lines on your property are subjected to the same elements as the [City] service lines – root invasion, ground shifting, fluctuating temperatures, age and more. Repair costs for a broken or leaking sewer line on your property can cost you between \$1,300 to upwards of \$3,500 – a cost that can be hard on your budget.

As a [City] homeowner and city official committed to introducing programs that will help improve quality of life and bring cost savings to residents, I am pleased to introduce the Service Line Warranties of America (SLWA) Sewer Line Warranty Program. For a small fee, sewer line repair coverage is provided up to \$4,000 per repair, with no annual caps or service fees. In the event of a broken, clogged or leaking service line on your property, with a single call to a 24-hour toll-free hotline, a local, licensed, reputable plumber will be dispatched to your residence quickly to make the repair...it's that simple!

As an accredited BBB organization that has maintained an A+ rating for more than 10 years, Service Line Warranties of America has helped more than 60,000 homeowners across the country save over \$45 million in service line repair costs. The SLWA Sewer Line Warranty Program is the only service line protection program for homeowners endorsed by the [City] City Council.

Enroll by [Date] to receive a discounted price of \$_____, which represents a savings of over ___% on the standard monthly price. Save even more with an annual payment of \$_____ and SLWA will waive the normal 30 day waiting period – so you'll enjoy immediate coverage!

Return the completed bottom portion of this letter in the enclosed, self-addressed, stamped envelope, or call 1-800-000-000 to speak with an SLWA agent Monday through Friday 8:00 am to 6:00 pm EDT. You can also learn more – or enroll online – at www.slwofa.com.

Sincerely,

Mayor Name
Mayor

Complete warranty terms and conditions will be provided following enrollment. Program participation may be terminated at any time. You have 30 days from the date you enroll to receive a full refund. After 30 days, you will be reimbursed the pro rata share of any amount you paid for any portion of the warranty period subject to cancellation.

----- Cut here ----- [LETTERCD]



John Smith
987 Main Street
Anytown, ST 12345
Contact ID: 1234567

To enroll or to view the Terms and Conditions, please visit www.slwofa.com.

Please mark your selection:

- Yes, please enroll me in the Sewer Line Warranty for just \$_____ per month.
- I want to save more. Enroll me in the Sewer Line Warranty for \$_____ per year.

I certify to the best of my knowledge that my line is in good working order.

Signature: _____

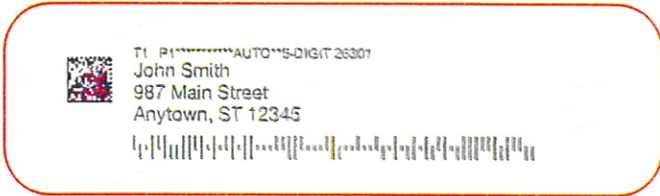
Date: _____





City of Anywhere

State



Contact ID: 1234567

Re: Service Line Repair Coverage for Home/Property Owners

Reminder - Please disregard if you have already enrolled

Dear [Customer Name]:

Did you know that necessary repairs to the sewer line that runs between your home and the public utility connection are the responsibility of the homeowner? While efforts are underway in many communities to improve public water and sewer systems, these fixes don't address the sewer lines located on your property, which are subject to the same conditions as public lines – ground shifting, root invasion, fluctuating temperatures, age and more.

Should a sewer line on your property fail, you will need to find a reliable plumber to make the repair, which can cost \$1,300 to upwards of \$3,500, a big hit to a budget. To help protect your budget from unexpected, expensive service line repairs, and in keeping with our commitment to introduce programs to our residents that provide cost savings and enhance quality of life, [City] is bringing a Sewer Line Warranty Program to our homeowners. After evaluating available options, the Service Line Warranties of America (SLWA) Sewer Line Warranty Program has been determined to provide the best value for our homeowners. For a small fee, needed repairs to your sewer line will be covered up to \$4,000 per repair incident with no service fees or deductibles, annual or lifetime limits. If your sewer fails, simply call the 24-hour toll-free number to speak with an SLWA agent who will quickly dispatch a local, licensed, reputable plumber to make the repair.

[City/City Council] fully supports the SLWA Service Line Warranty Program. An A+ accredited Better Business Bureau member for more than 10 years, Service Line Warranties of America has helped more than 60,000 homeowners across the country save more than \$45 million in service line repair costs. To learn more about the program – and read what homeowners think – visit www.slwofa.com.

Enroll by [Date] to receive a discounted price of \$____, which represents a savings of over __% on the standard monthly price, or save even more with the \$____ annual payment. And, SLWA will waive the 30 day waiting period, so you'll receive immediate coverage!

Call 1-800-000-0000 to speak with an SLWA agent Monday through Friday between 8:00 am and 6:00 pm EDT, or return the completed bottom portion of this letter in the enclosed, self-addressed, stamped envelope or enroll online at www.slwofa.com.

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Cut here [LETTERCOT]



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Signature: _____

Date: _____

