

# City of Maricopa, AZ



*we promise*



**NLC** NATIONAL  
LEAGUE  
OF CITIES  
CITIES STRONG TOGETHER

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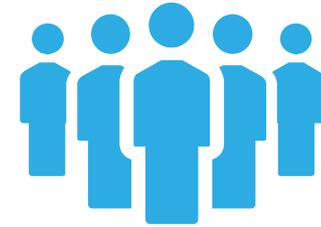
## WHY CHOOSE UTILITY SERVICE PARTNERS?



EXPERIENCE



REPUTATION



PARTNERSHIP



**BBB Torch Award for Marketplace Ethics**

Trust • Performance • Integrity

2013 Winner  
Western Pennsylvania Better Business Bureau®



This award underscores one of the primary reasons the National League of Cities selected USP as a partner and extended our agreement for another five years. The organization's exemplary record of customer service and transparency is what has driven the success of this partnership over the years.

— Clarence Anthony, Executive Director  
National League of Cities

## PROGRAM BENEFITS

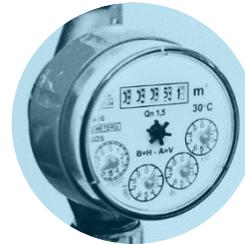
- Only Service Line Program Endorsed by the National League of Cities and the League of Arizona Cities and Towns
- Helps address the public policy issue of aging infrastructure
- No cost for the City/Town to participate
- Ongoing Revenue Stream for the City/Town
- Educates homeowners about their lateral line responsibilities
- Free Public Awareness Campaign
- Peace of Mind - with one toll-free call a reputable plumber is dispatched
- All repairs performed to code by local licensed contractors
- Contractors undergo rigorous vetting process to ensure quality service



## OUR SERVICE AND WHAT IT COVERS



SEWER/SEPTIC LATERAL  
COVERAGE



WATER LINE  
COVERAGE

Homeowner repair protection for leaking, clogged or broken water and sewer lines from the point of utility connection to the home exterior

### Coverage includes:

- Educating homeowners about their service line responsibilities
- Up to \$8,500 coverage per repair incident
- No annual or lifetime limits, deductibles, service fees, forms, or paperwork
- 24/7/365 availability
- Repairs made only by licensed, local contractors
- Affordable rates and multiple payment methods

## OUR SERVICE AND WHAT IT COVERS



### INTERIOR PLUMBING AND DRAINAGE

Homeowner repair protection for in-home water supply lines and in-home sewer lines and all drain lines connected to the main sewer stack that are broken or leaking inside the home after the point of entry

### Coverage includes:

- Up to \$3,000 coverage per repair incident.
- Repair of clogged toilets
- Includes coverage for broken or leaking water, sewer, or drain lines under the slab or basement floor
- No annual or lifetime limits, deductibles, service fees, forms, or paperwork
- 24/7/365 availability
- Repairs made only by licensed, local contractors
- Affordable rates and multiple payment methods

## MARKETING APPROACH

- No Public Funds are used in marketing, distribution, or administration of the program.
  - Only market by direct mail, no telemarketing
  - Would never mail without your review and approval of marketing material before each and every campaign
  - Limited mailing campaigns per year
  - Consumer friendly marketing
  - Always voluntary for the homeowner
- 
- Consumers can enroll one of three ways:
    - Calling into our toll free number that is provided on the mailing;
    - Returning the bottom of the letter to us in the self addressed stamped envelope provided
    - Visiting our consumer website [www.slwofa.com](http://www.slwofa.com) at any time

## OVER 400 MUNICIPAL PARTNERS IN 37 STATES

...INCLUDING 22 IN THE STATE OF ARIZONA

Alabama  
Arkansas  
Arizona  
California  
Colorado  
Connecticut  
Florida  
Georgia  
Iowa  
Illinois  
Indiana  
Kansas  
Kentucky



Maryland  
Maine  
Michigan  
Minnesota  
Missouri  
North Carolina  
Nebraska  
New Jersey  
New Mexico  
New York  
Nevada  
Ohio

Oklahoma  
Oregon  
Pennsylvania  
South Carolina  
South Dakota  
Texas  
Utah  
Virginia  
Washington  
West Virginia  
Wisconsin  
Wyoming

## CURRENT ARIZONA PARTNERS

City of Avondale	City of Show Low
City of Nogales	City of Globe
City of Phoenix	Green Valley Council
City of Tucson	Town of Show Low
City of Mesa	Town of Taylor
Town of Fredonia	Town of Thatcher
Town of Jerome	City of Coolidge
Town of Duncan	City of Winslow
Town of Cave Creek	Town of Florence
City of Kingman	Town of Miami
Town of Superior	City of Yuma

## SUCCESS IN ARIZONA

- Over 60,000 Arizona residents have enrolled in the water, sewer, and/or in-home plumbing warranties
- Over 3 million paid in repair costs
- Over 99% of claims approved

Q & A

