



# City of Anywhere

State



T1 P1\*\*\*\*\*AUTO\*\*5-DIGIT 26301

John Smith  
987 Main Street  
Anytown, ST 12345



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? These lines are subjected to the same elements that can cause our public service lines to decay – age, ground shifting, root invasion, fluctuating temperatures and more.

As a [City Name] homeowner and city official, I understand the importance of water conservation and protecting the environment. While efforts are underway in many communities to improve public water and sewer systems, these fixes don't address the sewer line located on your property. Homeowners can spend from hundreds of dollars up to \$3,900 to repair or replace a broken, clogged or leaking sewer line on their property – and that can be hard on a budget.

This is why I am pleased to introduce a new voluntary service line repair program which provides repair coverage for your outside sewer line, up to \$4,000 per covered incident\* with no deductibles or annual caps. The Service Line Warranties of America (SLWA) Sewer Line Warranty Program is the only service line protection program for homeowners fully supported by [City Name] and endorsed by the National League of Cities. The program provides coverage 24 hours a day, 365 days a year.

SLWA, an independent provider, administers the program and is a BBB Accredited Business with an A+ rating. SLWA has helped more than 140,000 homeowners across the country save over \$90 million in water and sewer service line repair costs.

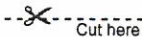
**Enroll today and pay a special monthly price of \$X.XX per month – or save with an annual payment of \$XX.XX – a savings of XX% off the monthly price. To receive this limited time benefit, enroll by [Date].**

Enroll in this optional program today and SLWA will waive the 30 day wait so you'll get immediate coverage! To enroll, return the completed bottom portion of this letter in the enclosed envelope or call 1-800-000-0000 to speak with an SLWA agent Monday through Friday 9:00 am to 5:00 pm. Or visit [www.slwofa.com](http://www.slwofa.com) where you can enroll online – and learn about other service line warranty products available in your area!

Sincerely,

City Official Name  
City Official Title

\*Coverage includes the repair of the primary sanitary sewer line of a single-family dwelling from the point of entry at your home to the point of public or municipal sewer responsibility (typically the main service line) that is damaged due to normal wear and tear, not accident or negligence caused by you or others, and up to \$4,000 for public street repair and up to \$500 for public sidewalk repair. Not covered: Shared or branch lines; commercial properties or mobile homes; primary sanitary lines that are over 6 inches in diameter; lift stations or lift pumps; sump, trash or grinder pumps, or storm lines; landscaping services; or repairing private paved and/or concrete surfaces, walkways leading to the home, or structures on your property. Additional exclusions apply.



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[LETTERCD]



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To enroll, please visit [www.slwofa.com](http://www.slwofa.com).

### Please mark your selection:

- ☐ Yes, please enroll me in the Sewer Line Warranty for just \$0.00 per month. ☐ I want to save more. Enroll me in the Sewer Line Warranty for \$00.00 per year.

I understand that my contract starts when SLWA processes this form. SLWA will invoice me based on my selection above. I confirm that I am the homeowner, my line is in good working order, and I meet the eligibility requirements for coverage. Actual Terms and Conditions should be read carefully before buying and can be viewed online. To see full Terms and Conditions with complete coverage and exclusion details prior to enrolling call 1-800-000-0000 or go to [www.slwatrms.com](http://www.slwatrms.com).

Signature: \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_

To protect your privacy, we do not share your information except to deliver this service.

