

----- Forwarded message -----

From: Jessica Fish <jfish@utilitysp.net>

Date: Tue, May 1, 2018, 3:33 PM

Subject: RE: Follow-Up on 2018 Spring Campaign Materials

To: R Dennis Maurer <r.dennis.maurer@gmail.com>

Good afternoon, Mayor Maurer,

First, I apologize for the delayed response.

I wanted to follow up on the approval of the Spring campaign materials. I have attached the materials to this email for easy reference. Once I have your approval, we will schedule the mailing dates and I will let you know the mailing dates as soon as they are available.

I also wanted to provide an update on active enrollments. Currently, there are 226 active customers holding 236 active warranties in Knoxville; 8 in the external sewer line warranty, 224 in the external water line warranty and 4 in the in-home plumbing warranty. There have been a total of 2 claims filed, which were both in the external sewer line warranty. Residents that have used the program have saved \$1,968 in repair costs.

Currently, we have 5 contractors within 40 miles of Knoxville. Here is a list of those contractors:

1. Backhoe Joe Excavation & Plumbing
2. River City Septic Excavating
3. C Ewert Plumbing and Heating
4. Mike Fauser Plumbing Inc.
5. Tucker Plumbing

If you have any questions, please don't hesitate to contact me.

Thank you,

Jessica Fish

Account Manager

(724) 749-1063-Office



Response Requested



<<MR. SAMPLE A SAMPLE>>
<<MAIL_ADDRESS1>>
<<MAIL_ADDRESS2>>
<<MAIL_CITY, ST ZIP>>



Date:	<<X/x/XX>>
Response Requested:	Within 30 Days

**** Reminder: Please Reply By <<Month X, XXXX>> ****

Dear <<Sample A. Sample>>,

Recently we wrote to you about water service line coverage available to Knoxville homeowners. Many have decided to accept this coverage and we'd like to provide you with another opportunity to do so.

Since we haven't heard from you, we are writing again to remind you about *optional* Exterior Water Service Line Coverage from Service Line Warranties of America (SLWA) and your responsibility regarding the exterior water service line on your property.

The water service line buried underground on your property is subjected to the same elements that can cause our public service lines to decay—age, ground shifting, fluctuating temperatures and more. This line can break down without warning, leaving you responsible for the cost of repair or replacement. Replacement of this line can be expensive—costing you thousands of dollars in unforeseen expenses—and that can be hard on a budget.

The City of Knoxville has partnered with SLWA to offer its eligible residents protection for repairs to their water service line. This voluntary service line repair program from SLWA provides repair coverage for your exterior water or well line with no deductible or annual cap. This program provides a 24-hour emergency hotline, 365 days a year.

Benefit Amount: \$8,500 per service call with as many service calls as you need for covered repairs
30-day wait period with a money-back guarantee

Monthly Rate: \$5.83

Property Address: <<Serv_Address1>>
<<Serv_Address2>>

City: <<Serv_City>>

*** * * Important * * ***

Take action to help protect the buried water line on your property. Complete and return the attached form or call 1-844-257-8795 to accept this offer. This optional program is managed by SLWA, and no public funds were used for the mailing of this letter.

For fastest processing, please visit www.slwofa.com.

Sincerely,

The City of Knoxville

Utility Service Partners Private Label, Inc., known as Service Line Warranties of America ("SLWA"), with corporate offices located at 11 Grandview Circle, Suite 100, Canonsburg, PA 15317, is an *independent company separate from the City of Knoxville* and offers this optional service plan as an authorized representative of the service contract provider, North American Warranty, Inc., 175 West Jackson Blvd., Chicago, IL 60604. Your choice of whether to participate in this service plan will not affect the price, availability or terms of service you have with your local utility or municipality.

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ACCEPTANCE FORM

<<Mailcode-xxxx>>

For fastest processing, please visit www.slwofa.com.

Please correct name and address information below, if necessary, before submitting.



<<Mr. Sample A. Sample>>
<<Serv_Address1>>
<<Serv_Address2>>
<<Serv_City, ST Zip>>

Please mark your selection:

Yes, please enroll me in Exterior Water Service Line Coverage for just \$5.83 per month.

Yes, please enroll me in Exterior Water Service Line Coverage for \$69.96 per year.

By signing below, I agree to the terms on the reverse side, understand there are limitations and exclusions, and meet the eligibility requirements for this coverage. SLWA will invoice me based on my selection above and I will select a payment method on the invoice. I understand this optional coverage is based on an annual contract and will *automatically renew annually* on the same payment terms I selected at the then-current renewal price. I can always cancel at any time.

Signature (required): _____

E-mail: _____

Phone: _____

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

By providing my e-mail address, I request that I be notified when my current and future service agreements and any related documents are available at www.slwofa.com and I acknowledge that I can access these documents. I can change my preferences or request paper copies online or by calling SLWA.

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Important Questions & Answers

What am I responsible for?

As a homeowner, you are responsible for your exterior water service line.

Does my homeowners insurance cover this?

Most basic homeowners insurance policies do not cover repair or replacement due to normal wear and tear of the water service line.

Does this coverage include well lines?

Yes, coverage provides for repair or replacement of either water service or well lines, as explained in the "What's covered" section.

Who is eligible for coverage?

An owner of both a residential home permanently secured to the ground and the land it is located on may be eligible for coverage. Recreational vehicles or homes on wheels and properties used for commercial purposes are not eligible for coverage. In GA, residential properties containing more than two dwelling units are not eligible. In IA, residential properties containing more than four dwelling units are not eligible. Your property is not eligible if you are aware of any pre-existing conditions, defects or deficiencies with your exterior water service line prior to enrollment. If you live in a development community with a condominium, co-op or homeowners association, your exterior water service line may not be an individual homeowner's responsibility, so please check with your association before accepting this coverage. If you live in a multi-family structure and do not own the entire structure, it will be your responsibility to provide Service Line Warranties of America (SLWA) with a signed release from all other homeowners for any work which may affect their portion of the structure.

What should I know about this coverage?

What's covered: Coverage provides, up to the benefit amount, for the covered cost to repair or replace a leaking, frozen low pressure, or permanently blocked exterior water service line, for which you have sole responsibility, from your utility's responsibility or external wall of your well casing to the external wall of your home, that is damaged due to normal wear and tear, not accident or negligence.

Not covered: Repair to any water line that branches off the main water service line; any shared water line that provides service to multiple properties or secondary buildings; and damage from accidents, negligence or otherwise caused by you, others or unusual circumstances. Additional

exclusions apply. You agree to resolve disputes related to this plan by arbitration or in small claims court, without resort to class action or jury trial. To see full Terms and Conditions with complete coverage and exclusion details prior to enrolling call 1-844-257-8795 or go to www.slwaterms.com.

When can I make a service call?

Your plan starts the day your form is processed, and there is an initial 30-day waiting period before you can make a service call, giving you 11 months of coverage during the first year. Upon renewal/reactivation (if applicable), you will not be subject to a waiting period.

What is the cancellation policy?

You may cancel within 30 days of your start date for a full refund (less any claims paid, where applicable). Cancellations after the first 30 days will be effective at the end of the then-current billing month, and you will be entitled to a pro-rata refund less any claims paid (where applicable). You may also contact SLWA to cancel if you find your utility or municipality provides similar coverage to you at no charge, and you will receive a refund less any claims paid (where applicable).

What is the term of my service agreement?

The plan is annual. For E-Z Pay/Direct Pay, credit card or debit card customers, unless you cancel, your plan automatically renews annually at the then-current renewal price with your same payment terms.

What is E-Z Pay/Direct Pay?

E-Z Pay/Direct Pay is a paperless and stress-free way to pay for your coverage. Payments are automatically debited from the bank/checking account of your choice as your payment becomes due, at no additional cost.

What quality of repair can I expect?

Local, licensed and insured plumbers perform covered repairs, which are guaranteed against defects in materials and workmanship for one year.

Who is SLWA?

SLWA is an independent company, separate from your city, local utility or municipality, providing emergency home repair services and protection solutions to homeowners across the U.S. If you would prefer not to receive solicitations from SLWA, please call 1-844-257-8795.

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