

# Quick Start Guide

Service Line Warranties Program



## Why Did You Do This Program?

Many residents are not aware that buried water or sewer lines on their property are their responsibility. A broken or blocked water or sewer line can cost hundreds to repair or thousands if a replacement is necessary and many times residents are not prepared for this unexpected expense. Service Line Warranties of Canada (SLWC) not only works to educate residents but also provides a solution.



## Why Did You Partner With A 3rd Party?

SLWC has been recognized as the trusted administrator of utility line plans endorsed by Local Authority Services (LAS). Many Cities today are using public/private partnerships and they have been successful in providing cost-effective services to citizens. Partnering with SLWC allows the City to have oversight of the program and ensure benefits for its constituents.



## Why Are You Using The City/Utility Logo?

SLWC's partnership agreement with the City allows the company to use the logos in communications to indicate that there is a formal relationship in place and to let residents know that the offering is legitimate. All of the mailings SLWC sends to residents are first reviewed and approved by the City. All SLWC materials clearly state that the services the company offers are voluntary and that they are offered by SLWC, a private company that is separate from the City.



## Can't This Company Just Market On Their Own?

Unfortunately, the participation from customers is much lower without the trust instilled by the City's brand. The City brand also conveys that the City is involved, overseeing the program, and choosing who will serve their residents best.



## Do Residents Really Need This Coverage?

It is difficult to determine when a pipe may fail, with key contributors being the type of piping material, age of the service pipe, soil conditions and installation quality. Water line repairs can be costly—a replacement averages \$2,500 nationally\*—but the modest cost of an SLWC service plan is optional and up to the homeowner to decide based on their personal circumstances.

\*Estimate based on national average repair costs within the SLWC network as of March 2018.

For more information, please visit [www.slwofc.ca](http://www.slwofc.ca)