

# Service Line Warranty Program

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## External Service Lines, Out of Sight

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Communities are always changing and evolving, and as infrastructure ages, service lines are frequently forgotten.

Many municipal staff and elected officials have heard concerns and complaints from residents who were not aware of their responsibility for the water and sewer lines on their private property and learn they are 'on the hook' for unexpected and potentially costly repairs when it's already too late.

Many standard homeowners policies do not provide coverage for these systems and, if they do, there is a deductible, risk of rising rates after a claim, the inconvenience of finding a contractor and a waiting period for a reimbursement.



# 41%

of homeowners are unaware of their responsibility for private service lines.\*

## Service Line Warranty Program

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Exclusively through municipal partnerships, Service Line Warranties of Canada (SWLC) offers optional service plans to homeowners that help protect against the cost and inconvenience of unexpected repairs to the water and sewer lines on the private side of their property that connect to the municipal system.

Beyond offering residents financial peace of mind, our program takes away the burden of finding a contractor for an emergency repair, while driving business to a network of licensed and qualified local contractors.

# 93%

of respondents believe **the municipality should help educate homeowners** about their responsibilities related to a water or sewer line break on their property.\*

\* SLWC's 2022 State of the Canadian Home survey



## How Does it Work?

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Our partners benefit from an SLWC-funded awareness campaign to educate residents on their water and sewer service line responsibility and offer optional protection.

The collateral has the municipal logo to demonstrate that the offering is legitimate, is for the residents' benefit, and has the support of the municipality. All communications are reviewed and approved by the municipal staff.

If a homeowner decides a plan is right for them, enrollment is straightforward and accessible, with simple criteria, and no property inspection.



### **A homeowner who chooses to sign up for an SLWC plan receives the following benefits when making a claim:**

- A repair hotline available 24/7/365
- Repairs performed by a licensed and insured local plumber
- A 1-year guarantee on materials and workmanship for all repairs

Our plans provide generous coverage sufficient for the vast majority of repairs. We maintain high standards of customer service and workmanship, through a variety of measures including a post-repair survey.

## Cares Program

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We are committed to putting people at the heart of everything we do, and that includes supporting those in need in the communities we service.

Our Cares Program offers qualifying low-income residents who are not enrolled in the program free repairs when they are faced with a service emergency.

Residents of your community who may be eligible for pro bono work can apply [here](#).

## Who Is Service Line Warranties of Canada?

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SLWC is a subsidiary of HomeServe, a global home services company. We have offices in Toronto, the U.K., France, Spain, Japan and the U.S. The North American headquarters is in Norwalk, Connecticut, and the Canadian operations are managed locally in Ontario, with employees around the Greater Toronto area and Quebec.

In 2014, AMO-LAS invited us to offer our protection plans to homeowners through their members and since then we have **established partnerships with over 70 municipalities.**

Across North America, Service Line Warranties and its parent HomeServe work with **over 1,200 municipalities and utilities, serving 4.8 million customers.**



[servicelinewarranties.ca](http://servicelinewarranties.ca)



# Meet the Team



**Mike Van Horne**  
*General Manager*

Mike brings over 20 years of experience driving record sales and market share growth across diverse business categories. He assumed the role of General Manager of HomeServe and Service Line Warranties of Canada in November 2020 and is responsible for business development, account management, operations and marketing.



**Adam Moede**  
*Manager, Partnerships*

Adam handles account management, supporting our partners and continuing the success of the Service Line Warranty Program through a customer-first approach.



**Madhav Gottumukkala**  
*Senior Manager, Marketing*

Madhav brings with him over 14 years of experience in diverse marketing functional roles in product marketing, trade marketing, brand building and leading impactful demand-generation campaigns in the Canadian market.



**Morty Smolash**  
*Senior Manager, Business Development*

With over 30 years of sales and management experience in the technology and engineering markets, Morty has delivered multiple successful IT and Engineering/PLM projects to Canadian and U.S. organizations of all sizes, mostly in the aerospace, automotive, financial services and manufacturing sectors.



**Elise Dostal**  
*Senior Manager, Partnerships*

Elise is responsible for account management nationally and continues carrying out our new partner acquisition strategy in Ontario as part of our original local business development team.



**Daisy Peppler**, *Senior Manager, National Operations*

With over 20 years of experience in marketing, sales and operations, Daisy has worked extensively with contractors in her roles at some of Canada's top service companies. Daisy is dedicated to building a successful operation, creating the best-in-class service customers come to expect from SLWC.



**Jeffrey Olson**, *Senior Director, Business Development*

Jeff has been in this role for the past 12 years and founded the SLWC business operations in Canada. He has spent the last 29 years working with both municipal and investor-owned utilities across the United States and Canada to improve performance and enhance services.





## Contact Us

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