

Press Release



FOR IMMEDIATE RELEASE

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Service Line Protection Available for Homeowners

Bettendorf, Iowa – The City of Bettendorf has partnered with Service Line Warranties of America (SLWA) to offer protection for homeowners for external sewer lines. The coverage is voluntary and available at affordable monthly or annual prices.

"In today's economy, it's important for the City to help homeowners find affordable protection for their own private aging infrastructure," said Decker Ploehn, City Administrator. "We live in an environment where water conservation and ground pollution are extremely important. Through this program, homeowners are more likely to report problems without fear of expensive repairs. Protecting our environment and precious resources through a single-call enrollment process is very convenient for busy homeowners."

The SLWA Service Line Warranty Program protects against leaks, breaks and clogs due to normal wear and tear, age, ground shifting and tree root intrusion. If a customer's line is in need of repair, a simple call to the SLWA 24-hour hotline will dispatch a local, licensed contractor familiar with local code. The program provides up to \$4,000 per incident for external sewer line repairs with an additional allowance for public street cutting. There are no annual or lifetime limits, service fees or deductibles – just protection when you need it most!

"Homeowners believe that the pipes located on their property will last forever or that the City will repair the line if it breaks," said City Administrator Ploehn. "That's simply not the case. Many factors contribute to the life expectancy of a line such as tree root intrusion, ground shifting, weather and age – all factors which are covered through the Service Line Warranties of America protection program."

This program is offered at no cost to the City and no public funds are used to promote or administer the program.

"We are pleased to offer affordable protection for external sewer lines to the residents of Bettendorf," said Tom Rusin, CEO of SLWA parent HomeServe USA. "Homeowners will have peace of mind with our first-class customer service experience featuring a 24/7 claim repair line and local, licensed contractors – keeping dollars in the local economy."

SLWA has a longstanding track record of superior service. As the 2013 Winner of the Western Pennsylvania Better Business Bureau Torch Award for Marketplace Ethics, the company is committed to customer service, ethical marketing practices and maintaining an A+ accredited rating with the Better Business Bureau. For questions about this service, or to enroll, please contact SLWA at 866-922-9006 or visit www.slwofa.com. Homeowners can also follow SLWA online for company news and homeowner tips at: www.slwablog.com, www.facebook.com/ServiceLineWarrantiesofAmerica, and www.twitter.com/SLWANews.

About Service Line Warranties of America

Service Line Warranties of America (SLWA) is part of HomeServe USA Corp (HomeServe), a leading provider of home repair solutions serving over 2.7 million customers across the US and Canada. Founded in 2003, SLWA is the trusted source of utility line protection programs endorsed by the National League of Cities. Together with HomeServe, SLWA is dedicated to supplying best-in-class repair plans and delivering superior customer service to consumers directly and through over 400 leading municipal, utility and association partners.

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