



Building Peace of Mind, One Community at a Time



Service Line Warranties of Canada



2018





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Overview of LAS

What is LAS & What Do They Do?

AMO LAS is a corporation of the Association of Municipalities of Ontario (AMO)

- Offers competitively-priced and sustainable business services to Ontario municipalities and the broader public sector
- Programs & Services based on the principles of “aggregation” & “group buying power”



Regularly host and/or attend the following:

- Information Sessions & Workshops
- Municipal Conferences



LAS' Mandate

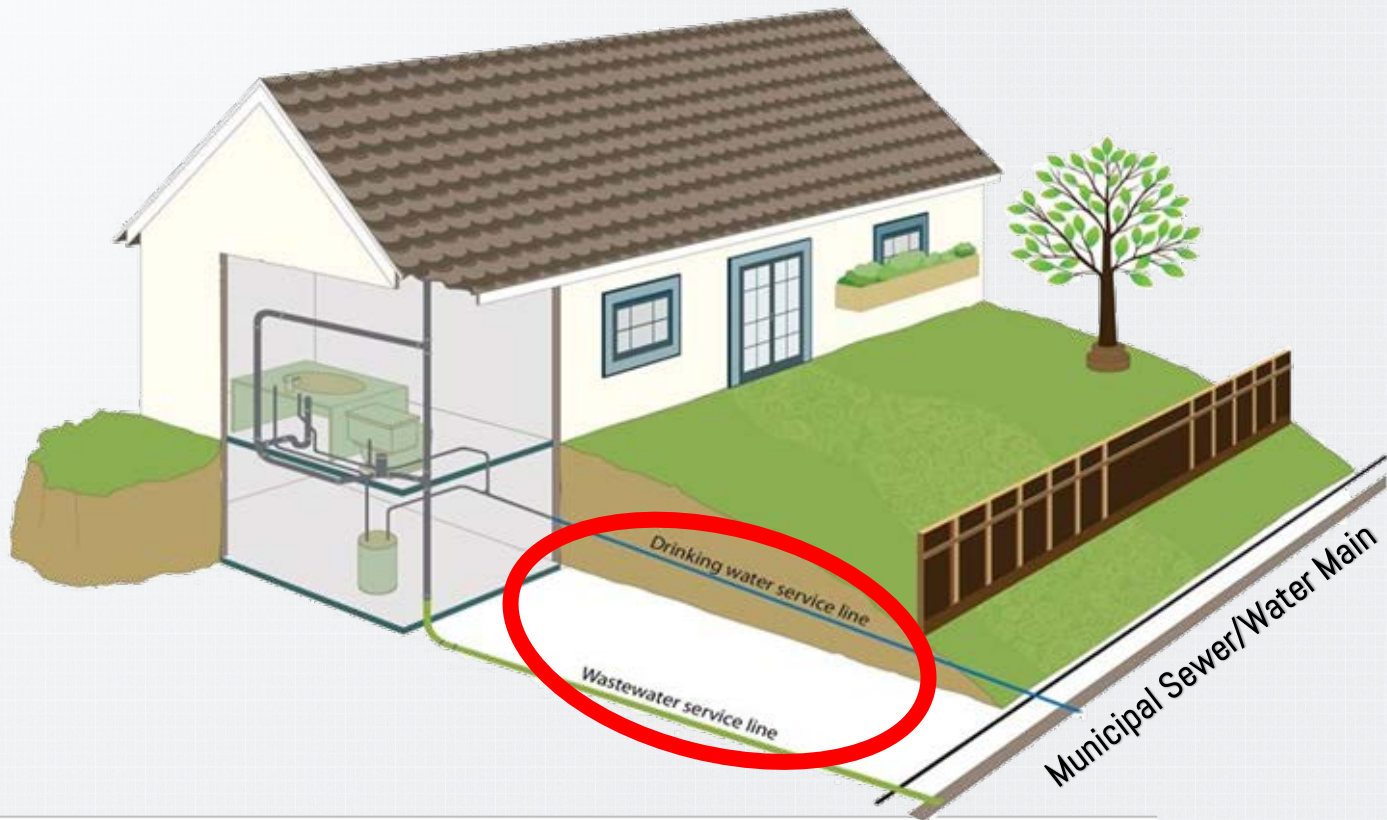
- *Save Money, Make Money & Build Capacity*

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LAS Sewer & Water Line Warranty

What is it and Why is it Important?

LAS has partnered with Service Line Warranties of Canada (**SLWC**) to offer residents of Ontario municipalities a sewer and water lateral warranty service.



SLWC Service Background

The Principles Behind the Service

Homeowners are responsible for the repair or replacement of their utility service lines.

- Most people are unaware of this responsibility
- Not covered under homeowner’s insurance

Over time these lines can fail from

- Root intrusion
- Rusting / Rotting
- Clogs
- Leaks
- Frozen pipes

Repairs can be costly and stressful for residents

.... SLWC Service Background (cont.)

How the Service Came To Be

SLWC service operates in USA under 'National League of Cities'

- Over 500 US and Canadian cities & municipalities participate

Company introduced in Canada via City of Hamilton

- Signed agreement in August 2014
- Rolled out to residents in Fall of 2014

LAS developed partnership with SLWC in 2015

SLWC is an 'preferred service partner' of LAS



SLWC Service Overview

Details about the Warranty Service

100% Optional for Residents

- Choose to enroll in none, one or both coverage options

24/7 Customer Service

- “Operators are standing by”

Service from Local Contractors

No Cost to Municipality

- Only requires municipality’s endorsement

Royalty Available to Municipality

- Municipality can choose to pass back to residents

SLWC Service Highlights

Facts & Figures About the SLWC Service

Currently 700,000+ households eligible under LAS Service

Since Hamilton's 2014 Enrollment:

- 2600 claims
- Just over \$1M in private infrastructure investment
- 0 claims have been denied
- 97% customer approval rating in Ontario

US Program Claim Stats:

- 2009 – 2017: 130,000+ repairs completed
- Over \$110MM in private infrastructure investment
- ~2% claim denial rate
- 95% Customer Satisfaction Rate

***No claim can be denied without Senior Management approval**

Warranty Coverage

What Does it Cover and up to How Much?

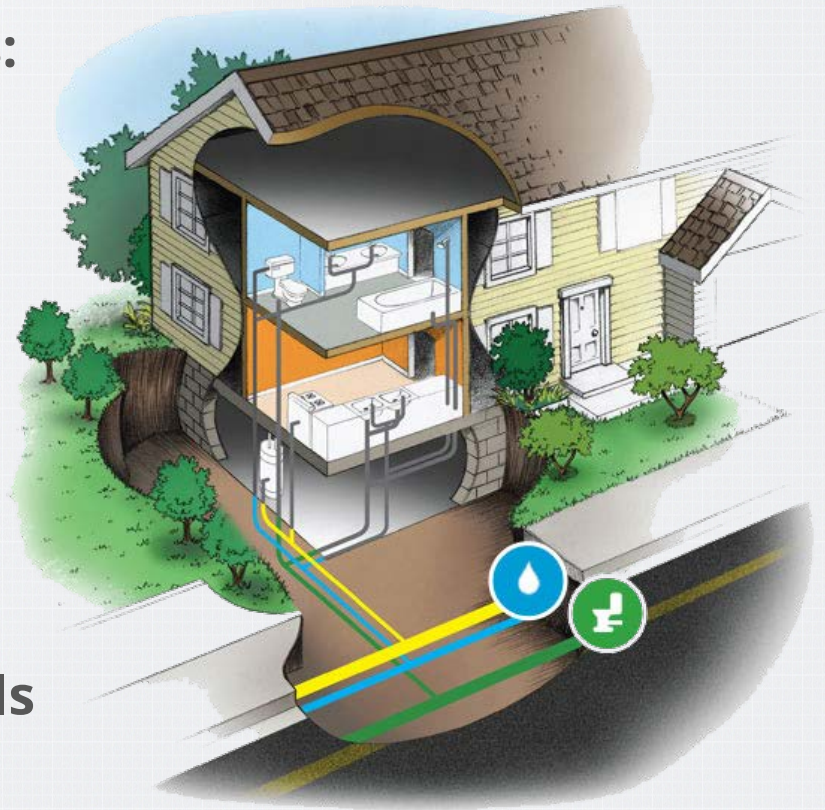
Warranties Available for 2 Products:

- External sewer line
- External water line warranty

Coverage Cap Levels:

- Water Line Coverage = \$5,000
- Sewer Line Coverage = \$8,000
- Interior Plumbing Coverage = \$3,000
- Coverage Levels are “per incident”

***99% of Claims Fall Below Cap Levels**





Service Eligibility

Who Qualifies for the Service and Under What Parameters?

Single Family Homeowners

- Commercial properties are not eligible unless shared with residence

Rental Properties Are Eligible

- Property Owner Must Purchase Warranty

No Pre-inspection of Pipes

- Most pipes covered under LAS/SLWC Service

No Waiting Period

- Enroll today, file a claim tomorrow

Marketing Approach

Getting the Message Out to Residents

Raise Awareness Through Direct Mail & Public Relations

Municipality Must 'Endorse' the service

Seasonal Marketing Campaigns

- Letters to Eligible Residents (Spring & Fall)
- No Direct Involvement from Municipality
- Municipal Logo on All SLWC Letters
- Municipality to Pre-approve Marketing Materials
- Vetted through Third-Party Mail Company

Consumers can enroll three ways:

- Phone
- Mail
- Website - www.slwofc.ca



Contractor Management

Who Repairs My Damaged Pipes?

SLWC recruits local contractors in every new municipality

- Initially from Pre-existing Municipal Lists
- Yellow Pages & Similar Listings
- Familiar with Municipal Code
- Quicker Response Time

Local Contractors can Apply

- Contact SLWC Directly

Customer Feedback Survey

- Provided to customers after every repair
- Helps weed out “bad” contractors
- 97% customer approval rating in Ontario

LAS/SLWC Service Rates

How Much Does the Warranty Service Cost?

Standard program rates for Southern & Northern Ontario

Southern Ontario	External Water Line	\$5.00	\$55.00
	External Sewer Line	\$7.25	\$79.75
	Annual Total	\$147.00	\$134.75
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Northern Ontario	External Water Line	\$5.75	\$64.00
	External Sewer Line	\$8.00	\$88.00
	Annual Total	\$165.00	\$152.00

SLWC Service Participants

Which Ontario Municipalities Currently Participate in this Service?

- ✓ **City of Hamilton**
 - ✓ Township of Assiginack
 - ✓ Town of Atikokan
 - ✓ Municipality of Bayham
 - ✓ Municipality of Callander
 - ✓ Township of Dubreiville
 - ✓ Municipality of Grey Highlands
 - ✓ Town of Hearst
 - ✓ Region of Peel
 - ✓ Fort Frances

 - ✓ 43 Ontario municipalities as of 6/18
- ✓ Township of McGarry
 - ✓ Municipality of Meaford
 - ✓ Town of Niagara on the Lake
 - ✓ Town of Saugeen Shores
 - ✓ Town of South Bruce Peninsula
 - ✓ Municipality of Temagami
 - ✓ Municipality of Wawa

Joining the SLWC Warranty Service

Next Steps for Enrollment

Presentation to Council (if desired)

- In person / web conference

Request program agreement and sample council resolution

Enrollment

1. Council Approval of SLWC Marketing Agreement
2. Provide SLWC with Municipal Seal / Logo
3. Review and Approve 'Welcome Kit'
 - ✓ Press Release
 - ✓ Web Banner
 - ✓ Marketing Letter
 - ✓ Mailing List

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Questions:

Please Contact:

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