



## **FAQ regarding the City of Arden Hills Partnership with Service Line Warranties of America**

Residents have received letters from Service Line Warranties of America (SLWA) that have used the City's logo and City signature in their marketing materials. The letters have been approved by the City of Arden Hills staff and Council and constitute a marketing partnership with the City of Arden Hills.

### **How did this partnership come about?**

The City partnered with Service Line Warranties of America after receiving calls from residents over the years who have asked whether the City offered this type of program.

### **Are residents required to have sewer and water service line insurance?**

No, residents are not required to carry insurance or to choose this company as their insurance provider. The coverage is optional for residents, residents are free to not respond or discard the letters. As with any program offering, residents should check their homeowners' policies and do research before choosing to participate.

### **Why did the City partner with SLWA?**

Staff met with City Councilmembers and an SLWA representative during a Council Work Session to discuss the partnership details. SLWA and its parent company, Homeserve, are the largest provider of water and service repair plans in North America and have an A+ rating from the Better Business Bureau. More than 400 cities across the country have affiliated with their services and they have been endorsed by the National League of Cities. Several Minnesota cities are in long-standing partnership with SLWA. It appears that the rates offered by SLWA fall in line with similar programs.

### **What does the partnership entail? Is the City making money from the program?**

The Partnership with SLWA is a marketing agreement only. SLWA offered, and the Council declined, to receive royalties or revenue from its partnership with SLWA. The intent of the program is to offer affordable insurance to homeowners, most of whom are not aware that they are financially responsible for service line repairs on their property.

**What has been the response to date since launch of the program?**

Since launching the program with SLWA, the City has received several calls from residents. Some of them have general questions about the program, some of them have thanked the City for making the program available, some have noted difficulties when contacting SLWA, and some have alerted the City to negative national press about the program, including some cities across the country that have opted to end their contracts with SLWA.

Staff is not aware of any Minnesota cities that have rescinded their contracts. Staff are tracking calls, emails, social media and comments from residents.

**What should I do if I have more questions?**

Residents who have questions about the details of the insurance provided by SLWA, should contact SLWA directly at 1-844-257-8795 or visit [SLWFA.com](http://SLWFA.com).

Residents who have concerns with SLWA's customer service, or the City's partnership, should call the City at 651-792-7800, or fill out a Request Tracker complaint on the City website. At this time, because the program is so new, and we have received some positive feedback thanking us for offering this service, we will continue the program and continue to monitor responses. We do want to hear from residents if there are direct service concerns with SLWA.

**Where can I find more information about this?**

There is an article and fact sheet on the City website homepage in the news alerts that outlines the program and frequently asked questions. The program was also outlined in the May issue of the *Arden Hills Notes* newsletter. We encourage residents to read these items and to contact City staff if they have additional questions.