



FERNDALE

City of Ferndale

Michigan



T1 P1*****AUTO**5-DIGIT 26301

John Smith
987 Main Street
Anytown, ST 12345



Contact ID: 1234567

Re: Optional Service Line Repair
Coverage for Home/Property Owners

Reminder - Please disregard if you have already enrolled

Dear [Customer Name]:

Were you aware that the sewer line that runs between your home and the public utility connection is the responsibility of the homeowner and repairs to these lines are usually not covered by homeowner's insurance? These lines have been subjected to the same elements that have caused our public service lines to decay – ground shifting, root invasion, fluctuating temperatures, age and more.

A national initiative is underway to repair and replace the water and sewer lines that enable us to supply our residents with fresh drinking water and properly process waste water. While the initiative addresses our public service lines, the cost of repairs for failed sewer lines on your property will come out of your budget and can cost between \$1,300 - \$3,500 or more!

As part of our continuing effort to bring programs and services to the community that help residents save money and improve quality of life, Ferndale is introducing the Service Line Warranties of America (SLWA) Sewer Line Warranty Program to home/property owners in our community. The SLWA Sewer Line Warranty Program offers sewer line repair protection of up to \$4,000 per incident with no additional service fees or deductibles and no annual or lifetime limits. Visit www.slwofa.com to learn how the program has helped over 60,000 homeowners save more than \$45 million in service line repair costs.

Enroll by [Date] to get immediate coverage and pay just \$7.25 per month – a savings of more than 12% on the standard price, or save even more with an annual payment of \$82.00 for a savings of more than 17%.

Participation in the SLWA warranty program is optional and voluntary, but could potentially save you money. No public funds are used in the marketing or administration of this program and no financial investment was required to bring the program to Ferndale residents. To enroll, simply return the completed bottom portion of this letter in the enclosed, self-addressed, stamped envelope, call **1-855-535-7141** Monday through Friday, 9:00 am to 5:00 pm to speak with an SLWA agent or enroll online at www.slwofa.com.

Sincerely,

City of Ferndale

Complete warranty terms and conditions will be provided following enrollment. Program participation may be terminated at any time. You have 30 days from the date you enroll to receive a full refund. After 30 days, you will be reimbursed the pro rata share of any amount you paid for any portion of the warranty period subject to cancellation.

✂ Cut here

[LETTERCD]



To enroll or to view the Terms and Conditions, please visit www.slwofa.com.

Please mark your selection:

- Yes, please enroll me in the Sewer Line Warranty for just \$7.25 per month.
- I want to save more. Enroll me in the Sewer Line Warranty for \$82.00 per year.

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I certify to the best of my knowledge that my line is in good working order.

Signature: _____

Date: _____

