Water and Sewer Line Protection Programs for City of Detroit Homeowners

Provided by American Water Resources
An endorsed provider of the Detroit Water & Sewerage Department







Introductions & Offer Summary

Marketing Strategy & Program Snapshot

Questions & Contact Information



Introductions & Offer Summary



The Detroit Water & Sewerage Department (DWSD) pushed to get better home protection for Detroit homeowners



DWSD went out to bid and negotiated with AWR for the best warranty offering possible



AWR offers better coverage



Longer warranty on repairs



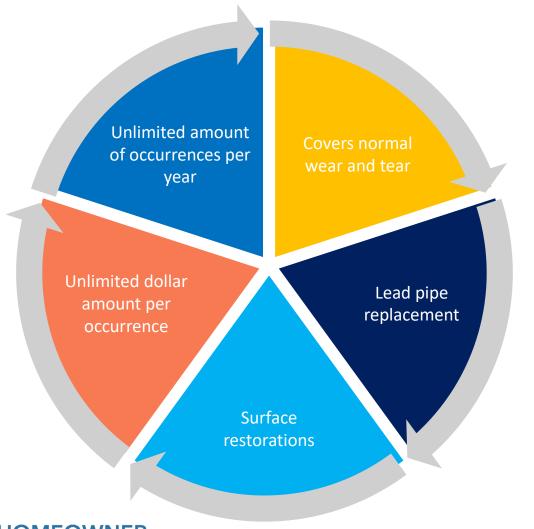
Affordable pricing





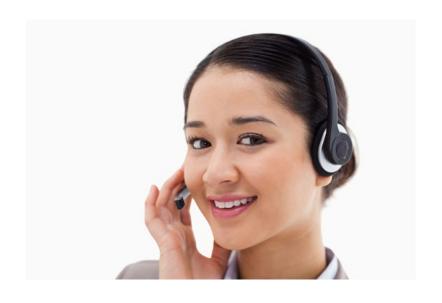


Better Coverage





Dedicated Support Team for DWSD





Account management team identified to ensure smooth launch and offer ongoing support



Field Supervisor on location working directly with our contractors



Dedicated team of AWR & Detroit based customer service agents



Offer Summary – Customer Programs

| Product | Monthly | Annual |
|---------------------------------|---------|---------|
| Water Line Only | \$2.49 | \$29.88 |
| Sewer Line Only | \$5.49 | \$65.88 |
| Combo (Water Line & Sewer Line) | \$7.98 | \$95.76 |

All products offer unlimited coverage per occurrence





Marketing Strategy & Program Snapshot

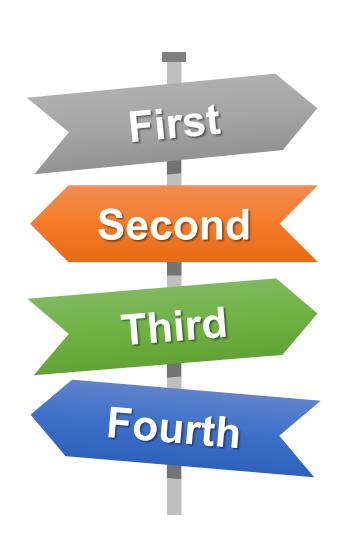
Marketing Strategy

ACTIVATION & ENROLLMENT

Increase efforts to drive consumer action through various marketing channels and generate demand for AWR services.

WELCOME & MAINTAIN

Introduce and provide product and program specifics, to help maximize the customer experience.



EDUCATION

Educate homeowners on their service line responsibility and create awareness of home warranties.

COMMUNITY OUTREACH

Directly engage with homeowners in targeted communities to inform, educate and enhance community awareness around service line responsibility and AWR protection programs.



Marketing Materials



IMPORTANT INFORMATION FOR DWSD CUSTOMERS

Sample A. Sample 123 Mailing Street continued

SUBJECT: Homeowner Service Line

pair Information

r lines that service your home,* and s. The Detroit Water and Sewerage

troit homeowners a discount on the ill protect homeowners like you from

ges can cause a leak or break to your

by standard homeowners' insurance to pay a bill costing thousands of dollars.

Water Line and Sewer Line Protection

Basement Backup Protection Program AWR's protection program, you can

provider of optional home protection

eowners in 43 states and Washington.

ack record in protecting homeowners

PRE-MAILER POSTCARD

<u>Objective:</u> Introduce partnership and programs to homeowners; provide legitimacy.

In-Home Date - 05/02/2022

LAUNCH PACKAGE

<u>Objective:</u> Educate homeowners on service line responsibility and provide information on optional protection programs provided by City of Detroit through partnership with AWR.

In-Home Date - 05/05/2022



A New Program for Detroit Homeowners

As Director of the Detroit Water and Sewerage Department (DWSD), I am writing to inform you that DWSD has partnered with American Water Resources, LLC (AWR), to offer Detroit homeowners a discount on optional Water Line and Sewer Line Protection Programs. Understanding the responsibilities and potential costs you may face as a homeowner is more important than ever. Property owners may be faced with the need to repair the water and sewer lines running through their property, and standard homeowners' insurance policies typically do not cover these repairs, which can cost thousands of dollars. This optional protection is available to all Detroit homeowners and is different and complimentary to the Basement Backup Protection Program offered by the City of Detroit to eliqible neighborhoods.

We selected AWR, an independent third-party provider of optional home protection programs, because of their exceptional customer service, program coverage, and proven track record in protecting homeowners across the country. AWR currently provides nearly 2.1 million protection programs to homeowners in 43 states and Washington, D.C., and has an A+ rating with the Better Business Bureau.

To learn more and to enroll in the optional Water Line and Sewer Line Protection Programs offered by American Water Resources, simply call 888-888-8888. You can also visit aww.ncbetroit.com/petroit for more information. Details about the Water Line and Sewer Line Protection Programs will be arriving by mail within the next few weeks.

American Water Resources is a trademark of American Water and used under license. AWR's optional programs are not provided

Sincerely,

Sample A. Sample Director, DWSD

by American Water or its affiliates.

Look for more information from DWSD and:



n and Sewer Line Protection Program.

og ams available to our customers, providing u b review the information enclosed. For

sured, independent contractors.

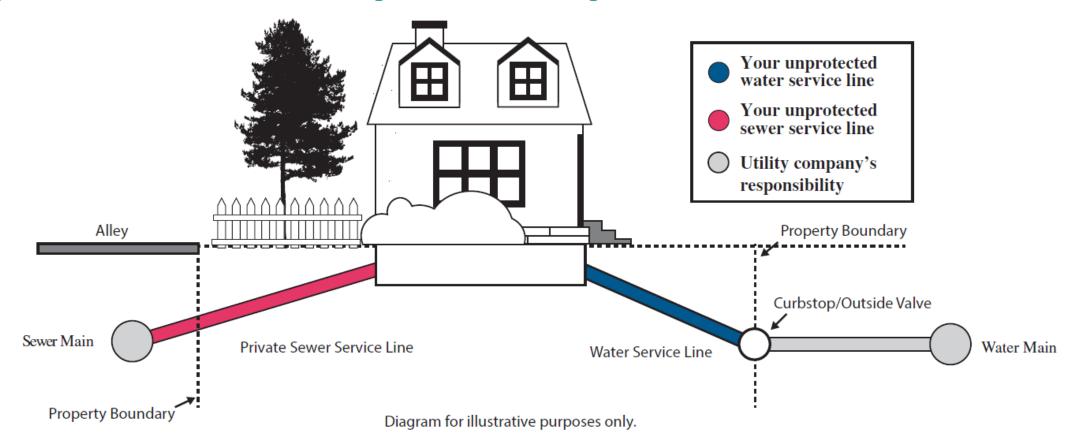
Sample A. Sample

Title, Detroit Water and Sewerage Department



Homeowner Responsibility

The Water Line and Sewer Line Protection Program, offered by American Water Resources, provides an affordable means of protection from repairs that can cost thousands of dollars.







Water Line Protection Plan

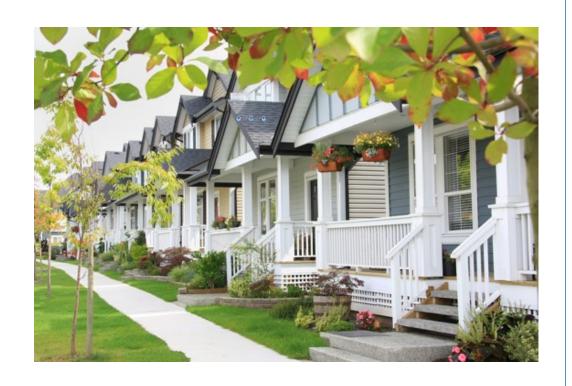
- Unlimited protection for covered repairs
- AWR will pay to repair a leaking or broken water line if it resulted from normal wear and usage
- Coverage starts from the water meter or main shut off valve inside home to the point where it connects to the utility

^{*}Limitations and exclusions apply





Sewer Line Protection Plan



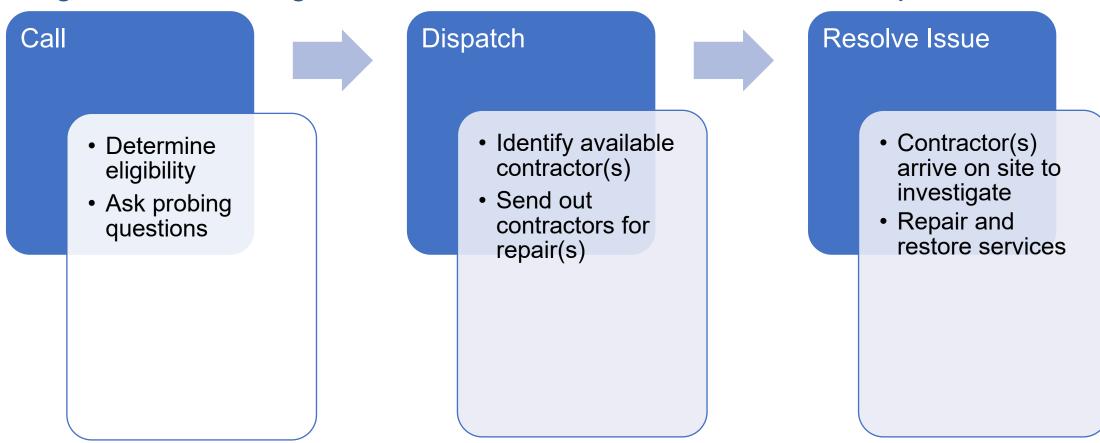
- Unlimited program limit for covered repairs
- AWR will pay to repair clogs, blockages or breaks that adversely impact the flow of wastewater in your sewer line
- Coverage starts at external wall of your home to the point where it connects to the main

^{*}Limitations and exclusions apply

Claims Journey

HOMEOWNER SERVICES

Customers contact AWR with a leak, blockage or break issues. An AWR agent uses these guidelines to determine when a claim is required.





Questions and Contact Information

Questions?



Contact Information

Partnership Operations

Benjamin Brockschmidt – Director, Client Success

Email: Benjamin.Brockschmidt@amwater.com

Phone: (331) 249-7790

Lewis Doner – Account Partnership Manager, Client Success

Email: Lewis.Doner@amwater.com

Phone: (856) 955-4283

Thank You