

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





A Solution For Every Homeowner

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A Solution For Every Homeowner



1

Introductions & Offer Summary

Let's Start from the Beginning



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

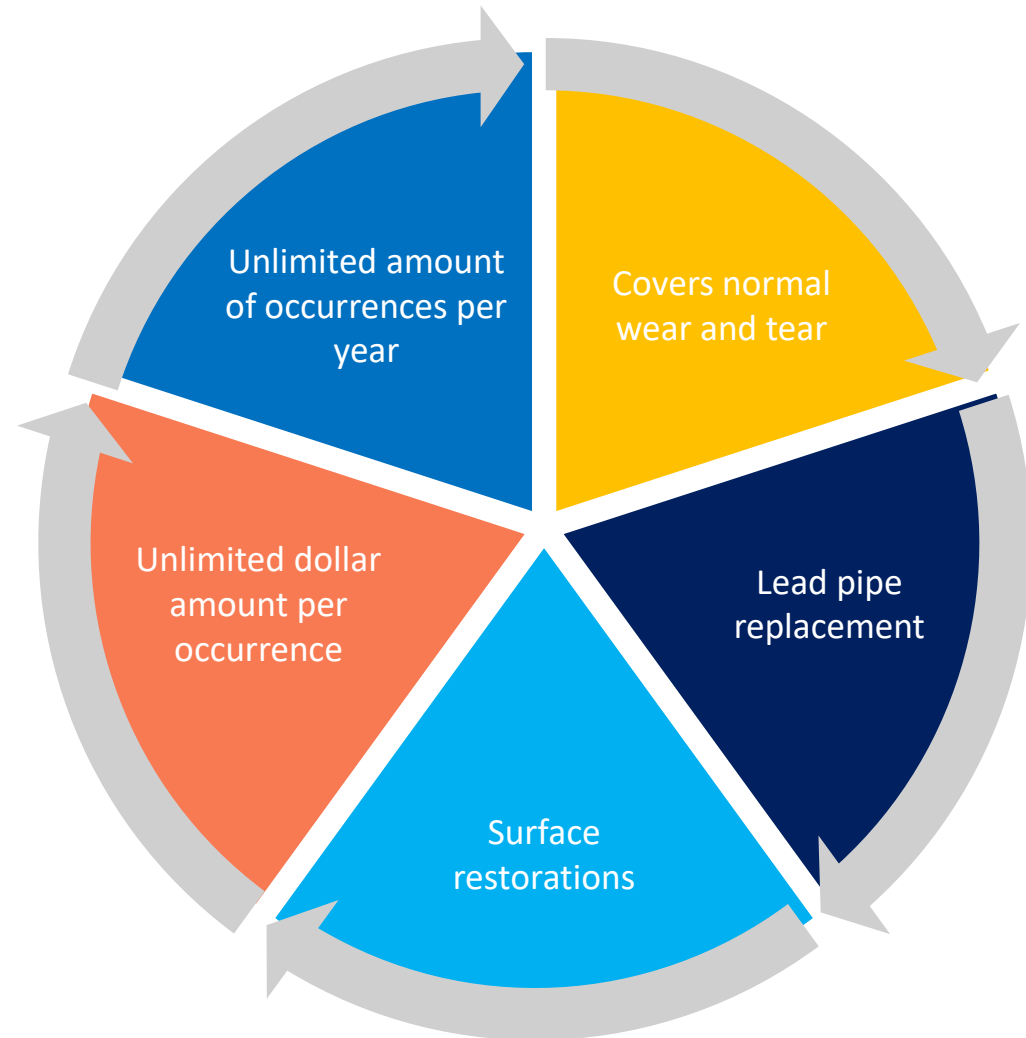


Longer warranty on repairs



Affordable pricing

Better Coverage



**HOMEOWNER
SERVICES**



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

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Marketing Strategy & Program Snapshot

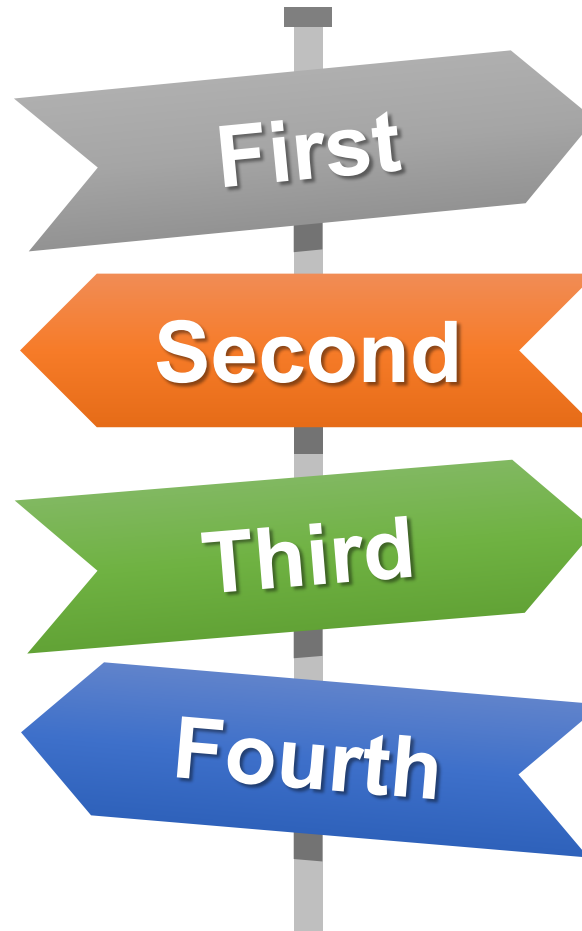
Marketing Strategy

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

PRE-MAILER POSTCARD

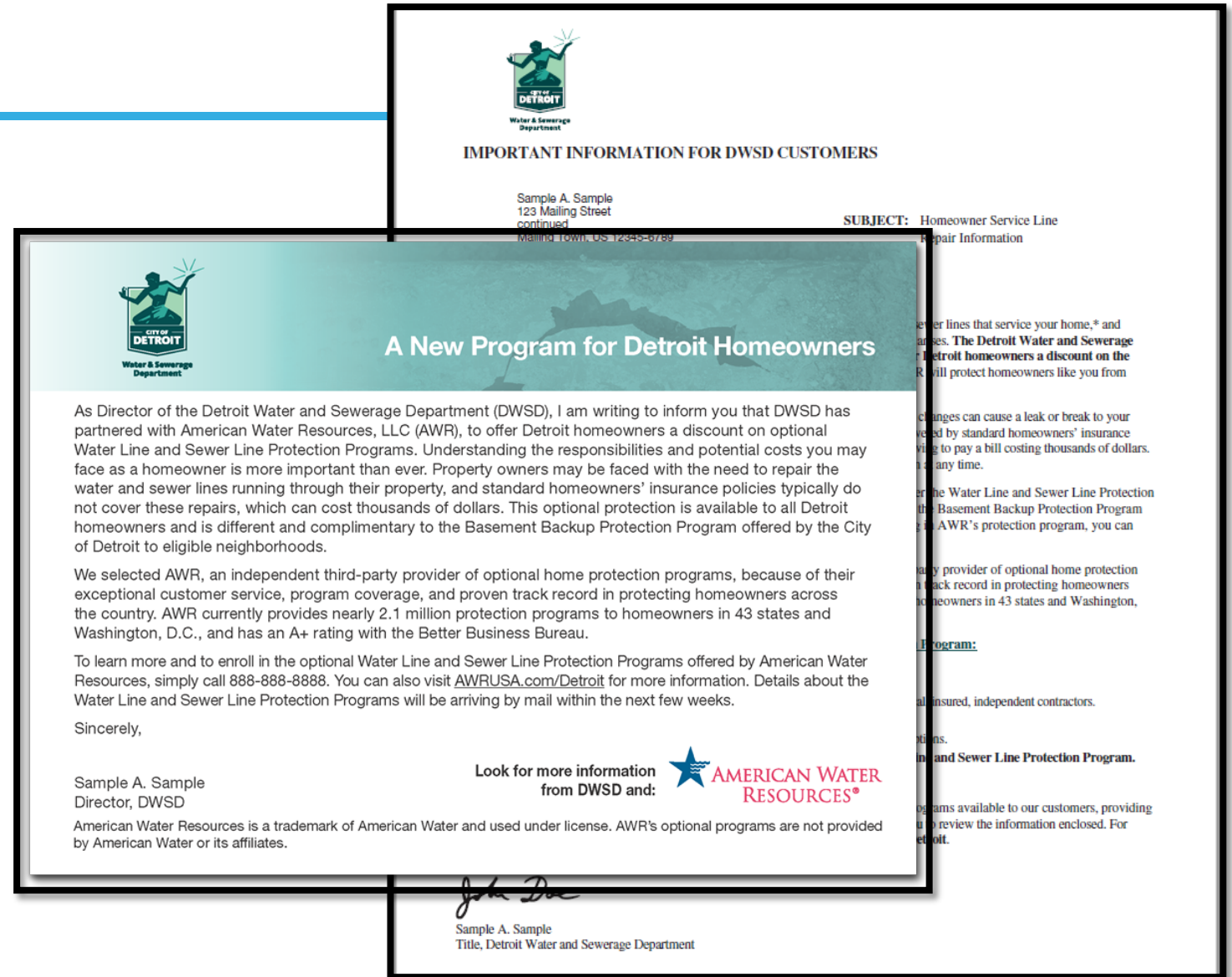
Objective: Introduce partnership and programs to homeowners; provide legitimacy.

In-Home Date – 05/02/2022

LAUNCH PACKAGE

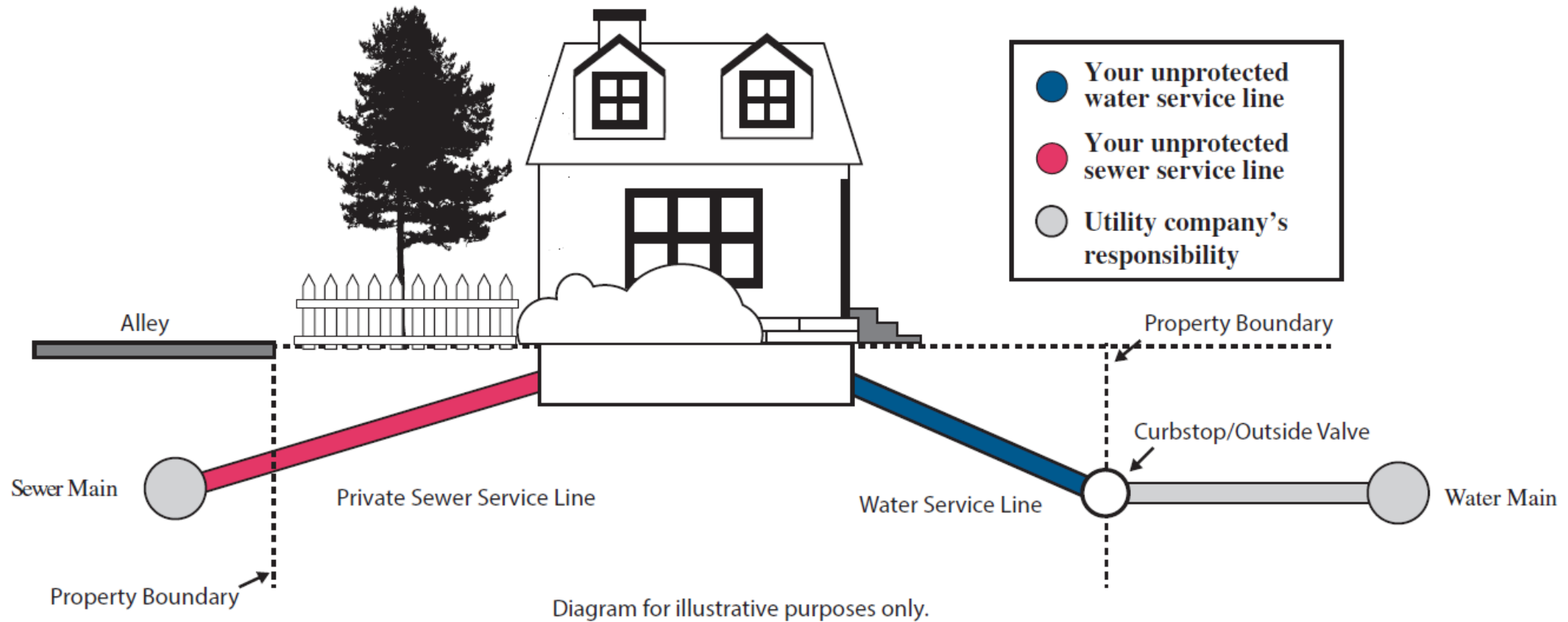
Objective: Educate homeowners on service line responsibility and provide information on optional protection programs provided by City of Detroit through partnership with AWR.

In-Home Date – 05/05/2022



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.

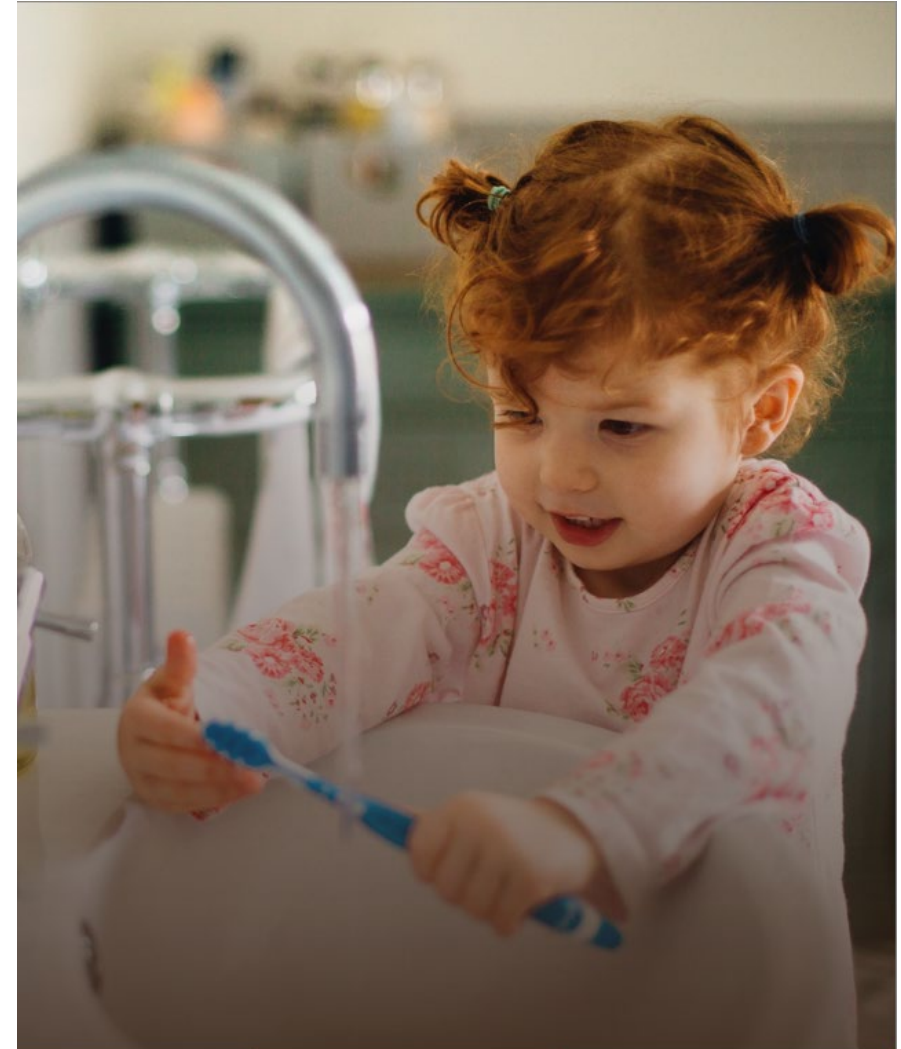




Water Line Protection Plan

- 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

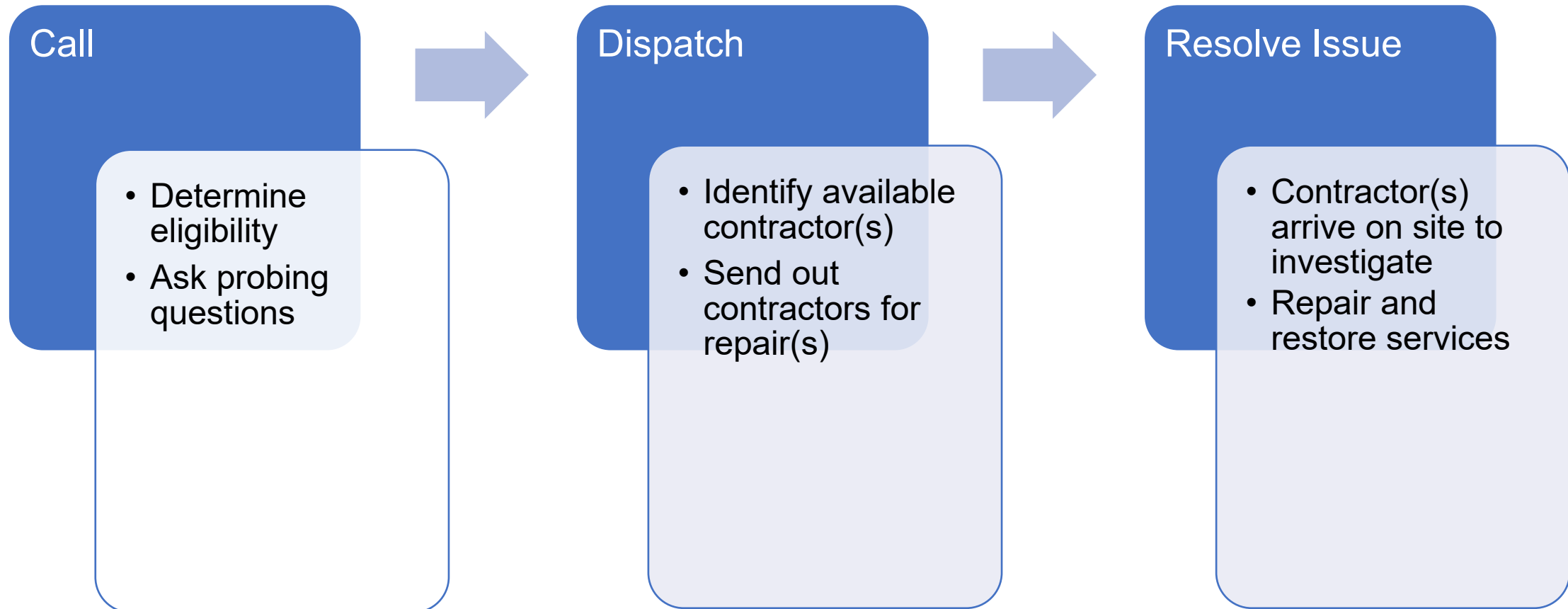


- Unlimited program limit for covered repairs
- AWR will pay to repair clogs, blockages or breaks that adversely impact the flow of wastewater in your sewer line
- Coverage starts at external wall of your home to the point where it connects to the main

*Limitations and exclusions apply

Claims Journey

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





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Questions and Contact Information

Questions?



Contact Information

Partnership Operations

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Thank You

