



Detroit Water and Sewer Department

September 2022 Board Meeting

September 21, 2022

Agenda

Introduction

Our Relationship

Product Offerings

Terms & Conditions

AWR in Detroit

Operational Excellence

Marketing Timeline

Q&A

Conclusion

Homeowner Services Group

Homeowner Services Group is the comprehensive home care division advised by Apax Partners

~ **3 MILLION**

Customer contracts serviced across 43 states



+

**Pivotal
Home Solutions®**

Pivotal Home Solutions was founded in 1992 and joined American Water Homeowner Services through acquisition in 2018



WE BELIEVE HOME OWNERSHIP SHOULD BE WORRY-FREE

Homeowner Services Group is a comprehensive, customer-focused home protection provider in the U.S. We partner with retailers, financiers, insurers, member associations, real estate companies, security companies, and individual homeowners to protect against unexpected repair and maintenance costs with affordable protection plans.



Products and Services Offered



Utility Line Repair

Plans for electric, gas, plumbing, outside water and sewer lines

- Electric Line Protection
- Gas Line Protection
- Media Line Protection
- Outside Sewer and Water Line Protection
- Inside Plumbing Protection



Heating and Cooling

Maintenance and repair plans for your heating and cooling systems

- Cooling Maintenance
- Cooling Repair
- Heating Maintenance
- Heating Repair
- Water Heater Repair



Appliance and Electronics

Appliance repair and surge protection plans

- Clothes Dryer Repair
- Clothes Washer Repair
- Dishwasher Repair
- Electronics Protection Plans
- Freezer Repair
- Garage Door Opener
- Garbage Disposal Repair
- Microwave Repair
- Surge Protection



Value Bundles

Save money with Complete Home and bundled products

- Complete Home Protection
- Complete Line Protection

Let's Start from the Beginning



DWSD identified a need to provide better home protection for Detroit homeowners



DWSD issued a request for proposal to find the best warranty offering possible



DWSD selected AWR and negotiated the partnership with AWR



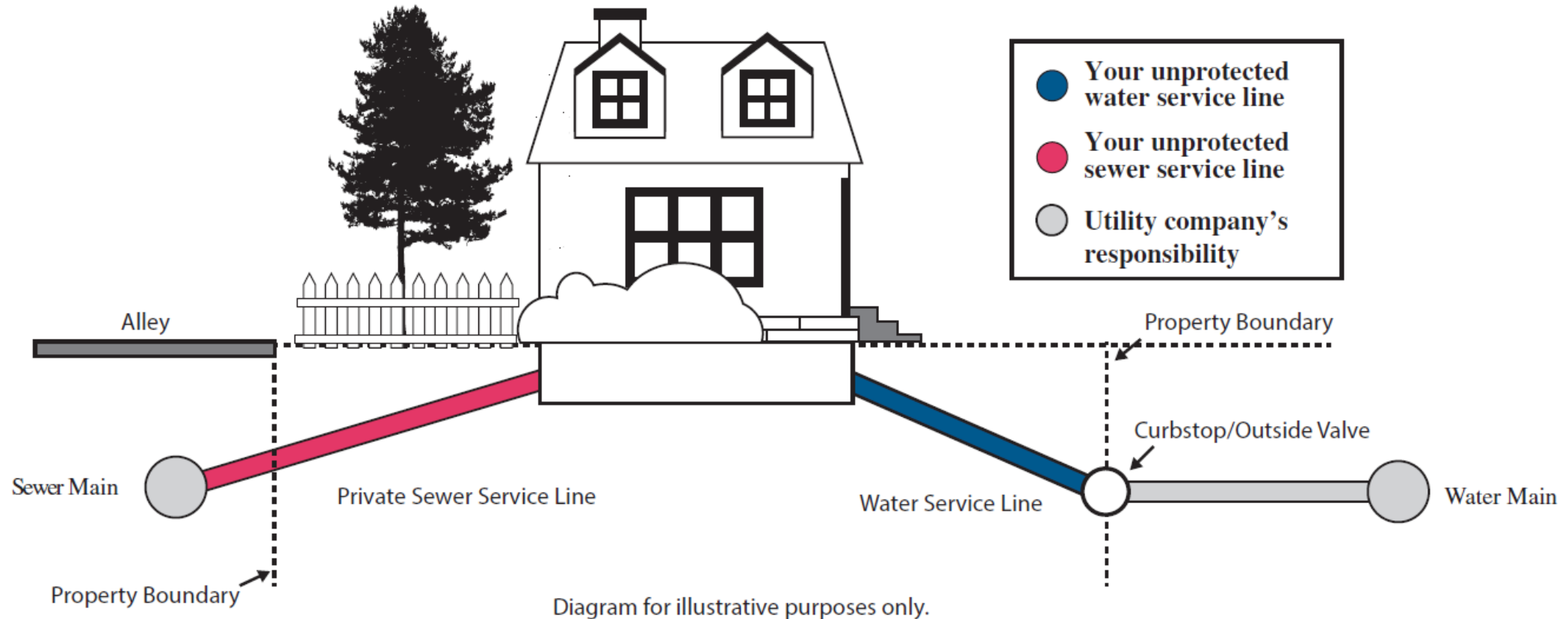
AWR selected for our affordable pricing and longer warranty on repairs



AWR launched DWSD partnership in May 2022

Homeowner Responsibility

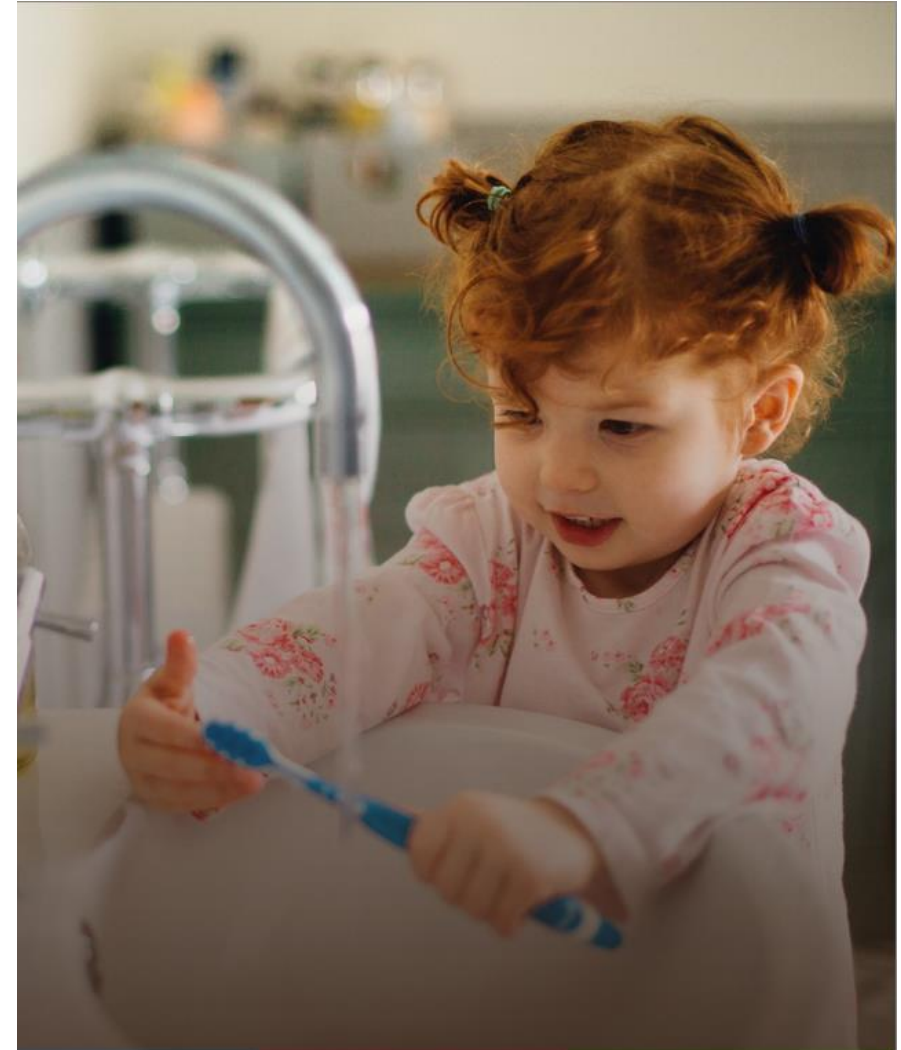
The Water Line and Sewer Line Protection Program, offered by American Water Resources, provides an affordable means of protection from repairs that can cost thousands of dollars.



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

Terms & Conditions

- **Generally covers repairs that are**
 - On or after the effective date
 - Required as a result of normal wear and tear
 - I.e. leaks and breaks caused by tree roots
- **Does NOT cover**
 - Anything occurring prior to the effective date
 - Anything caused by a homeowner or third party
 - Water or sewer pipes inside the home
 - Preventative maintenance
 - Upgrades to meet code

AWR Detroit Footprint

Call Center Agents

Detroit Based

Key Considerations:

Agents from the local community

Training begins October 2022

DWSD and other AWR/HOS markets

Contractors

100% Minority Owned

100% Detroit Based

Key Considerations:

Enhanced training

Ramping up number of contractors

Focus on communication

How Selective?

Require contractors to maintain up-to date licenses and insurance

Complying to all local, state and federal codes

Partner input is always welcome in the contractor selection process as well

All repairs will comply with state and local codes

Working with contractors that represent our partners
































Key Criteria

- Years of conducting business
 - Background Check
 - Competent to work with residential water/wastewater lines and applicable products
 - Location in relation to customer concentration (or other contractual geographic requirement)
 - Size of Business (including field & office staff)
- Equipment on Hand & Response Capability
 - Level of Licensing (as required)
 - Proof of insurance at American Water-required levels
 - Complaint history (shall not have a record of unresolved complaints or unfavorable state from the Better Business Bureau or Department of Consumer Affairs)

Service Level Agreement

Service Area	Current Stats
Customer Count	10,812
Product Count	10,827
Completed Claims	72
Total Customer Care Calls Handled	807
Percentage of Customer Care Calls Handled	92.32%
CSAT Score	100%

Marketing Timeline

					2023							
2022 MARKETING	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
ACQUISITION DIRECT MAIL												
DIGITAL												
MEDIA												

Questions?

Thank You
