



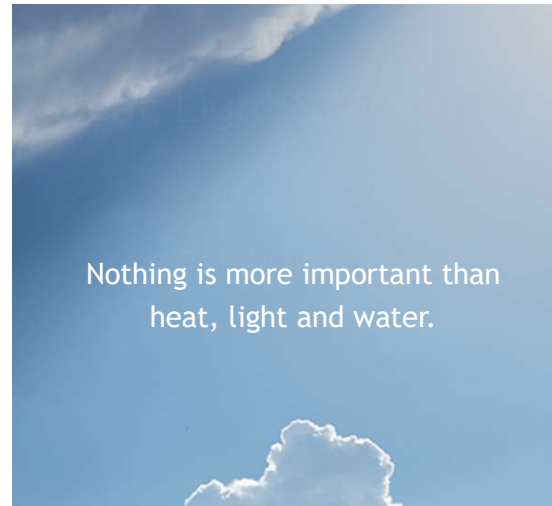
About Nick

Nick Alexander has been in the field of utility home warranties since 2005. Nick joined industry leader HomeServe USA in 2007 and served on a variety of board and executive positions through to 2015. HomeServe grew between 10 and 20-fold during that time, depending on which metric you look at.

Nick has now independently deployed that expertise to support the whole industry, whether it be utilities thinking about a program, assisting in the growth of an existing program, or working with established warranty companies with full programs.

Nick's key focus is careful use of your brand to drive customer loyalty, operational excellence, new products, utility reputational enhancement and strategic growth.

Business card attached to back.



Nothing is more important than heat, light and water.



Heat, Light & Water

CONSULTING

A boutique provider of consulting services to utilities and warranty companies.



Vision

A world where no US resident has to worry their loved ones will be without heat, light or water due to a home emergency they cannot afford to fix. Help is a call away.



Mission

To enable utilities to provide the best supply warranty programs for their customers, bringing reassurance in the home and real value to stakeholders.

www.hlwconsulting.com



Helping you establish, grow and achieve success with your warranty program, by being with you every step of the way.



Establishing a new program

Your Situation

- You are a utility with a proud record of service in your community with anywhere from a few hundred to many thousands of customers.
- You are under constant pressure to keep rates low.
- You receive calls from customers with problems with their service on their own property, and you explain it is their responsibility to fix it, even though you question if they can afford it.
- You are aware that some large utilities are operating warranty programs and they appear to be successful and highly rated.
- Occasionally customers send you marketing from warranty companies selling home repair coverage. You explain you do not sell these products, causing frustration.

A few of your questions

- Should I do it myself?
- How would I start?
- What are the benefits?

Growing an existing program

Your Situation

- You are a utility with an established warranty program, covering inbound supply to your customers, and maybe one other product, such as sewer or interior electrics.
- You have been through a phase of growth and you are making some money, but now things have leveled off.
- You have tried to launch other products but without huge success, and some are asking if strategy is going off-topic. But - others in the market are successful, so you know it can be done.
- You have used the capacity in your operations to support the program, but further growth could need some investment and change.
- Representatives of warranty companies and big utilities offered to buy the business.

Some of your thoughts

- What is the program strategic value?
- How do I introduce other products?
- How can I scale?

Advanced programs

Your Situation

- You have a full product suite covering both water and energy.
- Your brand, structure and operations are developing separately from the utility that may have founded you.
- You have been acquisitive and you faced the challenges of integration.
- Your systems could be legacy; potentially derivations of utility billing systems. Replacing them concerns you.
- You have felt the growing pains of regulation and reputation management.
- Your top line is significant, optimizing your revenue processes could yield millions of dollars if you find the right metrics to track.

What keeps you up at night?

- How do I stay efficient?
- Is my size starting to work against me?
- What are my strategic risks?