

TX Emergency Weather Email

**Subject Line:** Addressing frozen pipes in Texas

**Teaser:** 2-10 HBW's guidance on communicating with homeowners.

Dear [Builder First Name],

Please know that our thoughts are with you, your team, and your families as you continue to endure the weather conditions and power outages brought forth over the past week. We think of you as part of the 2-10 HBW family, and we hope you remain safe.

Over the past few days, we've received many questions related to frozen pipes, and what builders or homeowners should do about them.

To help you address any inquiries you might receive, we wanted to share the guidance we are providing to homeowners who contact us. We're also providing a resource you can use to communicate directly with your customers.

**What should a homeowner do if they have frozen plumbing pipes?**

Encourage homeowners to do two important things immediately.

- 1. Turn off the water in the home to prevent additional damage.**
- 2. Reach out to either their insurance agent or homeowners insurance carrier.** The insurance carrier can open a claim for the homeowner, and provide access to water mitigation services and emergency plumbing repair contractors.

**Are frozen plumbing pipes covered under the warranty document?**

In most cases, no. Frozen plumbing pipes would not be covered by the warranty. The situation we are facing today is the result of long-term power loss, which made it impossible for homeowners to maintain heat in their home.

These situations should be handled through homeowners insurance, as the conditions causing the damage are specifically excluded under the warranty booklet.

**How should I communicate with my homeowners?**

We've put together a template you can use to share information with your homeowners.

<Button>[Download template]</Button>

Commented [JP1]: Insert template to download

You can change and edit these templates as much as you need. We just want to give you a foundation to build upon. We encourage you to use your discretion as to how you would like to communicate with your customers in general, and we hope this template helps set the tone.

Again, our thoughts are with each of you. Please stay safe.

Regards,

2-10 HBW

## Sample template of communication to your homeowners about frozen pipes

<Insert Builder Logo>

Dear <Insert Builder's Company Name> Homeowner,

All of us at [home builder company name] want you to know that our thoughts are with you as we endure the unprecedented weather we've faced over the past week. The extended power outages we've experienced across Texas have impacted millions of homeowners. **We hope you and your loved ones remain safe, and we want to give you some guidance on what to do about frozen pipes.**

Because of the prolonged lack of power, many Texas homeowners have experienced broken pipes caused by freezing. Here's what we recommend you do if you experience broken pipes due to freezing in your home.

### **What do I do if I have frozen pipes that have broken?**

1. **Turn off the water in the home** to prevent additional damage.
  - If you do not know how to turn the water off in your home, you can [check out this article from bobvila.com](#) or give us a call at [NUMBER]. We can walk you through the process.
  - The main water valve in [home builder company name] homes can be found [provide details of where main valve exists in the homes you build].
2. **Contact your homeowners insurance provider.**
  - Your insurance carrier can open a claim, and provide access to water mitigation services and emergency plumbing repair contractors.

Again, our thoughts are with you. If you have any questions, please don't hesitate to reach out.

Sincerely,

<Builder>