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100 Med Tech Parkway  
Suite 110  
Johnson City, TN 37604  
Phone (423) 283-6300  
Fax (423) 283-6301

**PLEASE RESPOND TO:**  
KINGSPORT OFFICE

WRITER'S DIRECT DIAL NUMBER:  
(423) 378-8858

September 28, 2015

WRITER'S E-MAIL ADDRESS:  
bovender@hsdlaw.com

*VIA EMAIL & FEDEX*

AMEP/z.91261

Sharla Dillon, Dockets and Records Manager  
Tennessee Regulatory Authority  
502 Deaderick Street, 4th Floor  
Nashville, TN 37243

Re: Petition of Kingsport Power Company d/b/a AEP Appalachian Power for  
Approval of Home Warranty Programs; **Docket No.: 15-00064**

Dear Ms. Dillon

Enclosed is the Supplemental Filing of Revised Marketing Materials of Home Warranty Programs for filing in the captioned docket. We are shipping the original and four (4) copies via overnight delivery.

If you have any questions, please feel free to contact our office.

Very sincerely yours,

**HUNTER, SMITH & DAVIS, LLP**

A handwritten signature in black ink, appearing to be 'W. Bovender', is written over the firm's name.

William C. Bovender

Enclosures

c: Kelly Cashman-Grams, Esq. (via email)  
Erin Merrick, Esq. (via email)  
David Foster (via email)

**BEFORE THE  
TENNESSEE REGULATORY AUTHORITY  
AT NASHVILLE, TENNESSEE**

**IN RE: PETITION OF KINGSPORT POWER  
COMPANY d/b/a AEP APPALACHIAN  
POWER FOR APPROVAL OF HOME  
WARRANTY PROGRAMS**

**TRA DOCKET NO.: 15-00064**

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**SUPPLEMENTAL FILING OF REVISED MARKETING MATERIALS OF  
HOME WARRANTY PROGRAM**

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Comes Petitioner, Kingsport Power Company d/b/a AEP Appalachian Power ("Kingsport"), and, files with this pleading revised marketing materials to be utilized by Kingsport in offering the HomeServe program to its customers.

These revisions grew out of discussions with the Consumer Advocate. It is anticipated that in response to this filing, the Consumer Advocate will file a Letter of No Opposition clearing the way for this matter to be on the Conference Agenda for October, 2015.

Respectfully submitted,

**KINGSPORT POWER COMPANY d/b/a AEP  
APPALACHIAN POWER**

By: 

William C. Bovender, Esq. (BPR #000751)

**HUNTER, SMITH & DAVIS, LLP**

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1 Riverside Plaza  
Columbus, OH 43215  
(615) 716-1615; Fax: (614) 716-2950  
Email: [jrbacha@aep.com](mailto:jrbacha@aep.com)  
Email: [hgarcial@aep.com](mailto:hgarcial@aep.com)

*Attorneys for Kingsport Power Company  
d/b/a AEP Appalachian Power*

**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that a true and exact copy of the foregoing **SUPPLEMENTAL FILING OF REVISED MARKETING MATERIALS OF HOME WARRANTY PROGRAMS** has been served upon the following:

Erin Merrick, Esq.  
Consumer Advocate and Protection Division  
Office of the Tennessee Attorney General  
P.O. Box 20207  
Nashville, TN 37202  
Email: [erin.merrick@ag.tn.gov](mailto:erin.merrick@ag.tn.gov)

David Foster, Chief-Utilities Division  
Tennessee Regulatory Authority  
502 Deaderick Street, 4th Floor  
Nashville, TN 37243  
Email: [David.Foster@state.tn.us](mailto:David.Foster@state.tn.us)

by mailing a true and accurate copy via U.S. Mail, postage prepaid, this the 28<sup>th</sup> day of September 2015.

  
\_\_\_\_\_  
William C. Bovender



*A unit of American Electric Power*

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PERMIT NO. xxxx



TO BE OPENED BY ADDRESSEE

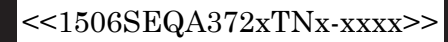
(2015)

Line

8.5" wide

— 8.5" wide

Cut Line: .125"



fold \_\_\_\_\_

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FPO -125" clearance area for grip - magenta does not print

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10.875"

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1505\_EQ\_BBC\_TN\_1505SEQEX\_TN.indd 1  
Form size: 17" w x 11" h - Interstacked  
Letter Trim Size: 8.125" w x 10.875" h  
Form Trim Size: 8.5" w x 10.875" h  
Fold: Tri Fold to #10 size  
Color: 3c/1c, PMS 485U, PMS 424U, K / K

Matchback ID Code:  
10pt OCR A Extended  
text box: 2.975" w, plus clearance  
.375" from Left trim  
.375 from Bottom trim  
.25" clearance right and top  
magenta rule line and measurements do not print

8.5" wide

FPO -125" clearance area for grip - magenta does not print

Cut Line: .125'

fold

fold

Cut Line: .10.875"

1505\_EQ\_BBC\_TN\_1505SEQXEx\_TN.indd 2

Cut Line

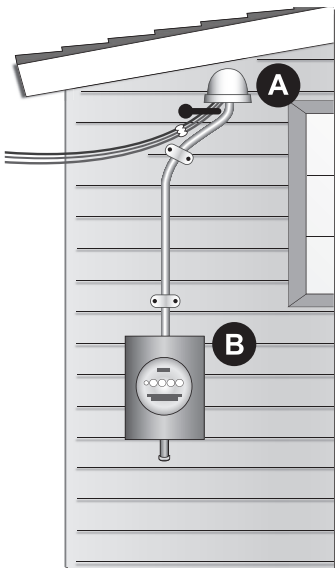
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.10.875"

1505 EQ BBC TN

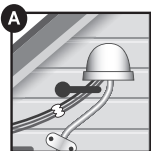
8/18/15 9:04 AM

**Now it's easy to avoid the frustration and cost of unexpected repairs.**

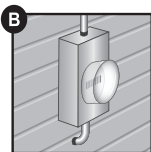
## Overhead Electrical Service



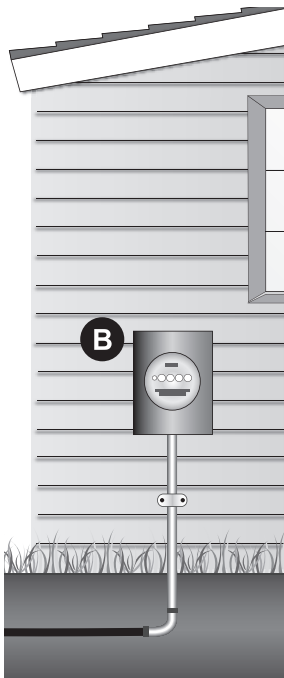
## Underground Electrical Service



Replace  
Weatherhead  
~~\$192~~  
**Plan Members:  
NO CHARGE!†**



Replace 200 Amp  
Meter Base and Service  
Entrance Conductor  
**\$800**  
**Plan Members:**  
**NO CHARGE!†**



<sup>‡</sup>HomeServe national average repair costs as of April 2013. No charge for covered repairs up to your annual benefit amount.

The meter that measures the amount of electricity used, and any underground service entrance conductor are not covered under this plan, but are covered by AEP Appalachian Power.

**For more information call 1-844-874-4446**

Available: Mon-Fri 8am-8pm, Sat 10am-4pm EST

**Or visit [APElectricalProtectionPlan.com](http://APElectricalProtectionPlan.com)**

**Important Coverage Information:** Eligibility: A residential homeowner with sole responsibility for overhead or underground exterior electrical line components may be eligible for coverage. Residences with electrical service entrances rated at less than 80 amps, residences not affixed to a permanent foundation, recreational vehicles and properties used for commercial purposes are not eligible for coverage. If you live in a development community with a condominium, co-op or homeowners association, your exterior electrical system may not be an individual homeowner's responsibility, so please check with your association before accepting this coverage. Benefit Details: Coverage provides, up to the benefit amount, for the covered cost to repair or replace the weatherhead, insulator, riser, meter base, overhead service entrance conductor, and permanent wiring to detached garages and to fixtures such as light posts and pool heaters that are damaged due to normal wear and tear, not accident or negligence. Coverage also provides up to \$100 reimbursement for fixture installation if required in conjunction with a covered repair. Not covered: Homes with electrical service entrances rated less than 80 amps, repairs to damage arising from the disconnection or interruption to the main electrical supply, transformers, repair of low voltage wiring, accidents and damage or negligence caused by you or others. The meter that measures the amount of electricity used, and any underground service entrance conductor are not covered under this plan, but are covered by AEP Appalachian Power. Additional exclusions apply.

**Making a Service Call:** Your plan starts the day your form is processed, and **there is an initial 30-day waiting period** before you can make a service call, giving you 11 months of coverage during the first year. This prevents service calls on pre-existing conditions and helps keep the coverage affordable. **Cancellation:** You may cancel within 30 days of your start date for a full refund; cancellations after the first 30 days will result in a pro-rata refund less any claims paid (where applicable). Most basic homeowners insurance policies do not cover repair or replacement of these components. If you find you have similar coverage, you can contact HomeServe to cancel and you will receive a refund of your service agreement fee, less any claims paid (where applicable). **Renewal:** Your coverage is based on an annual contract and is billed on a monthly basis. Your service agreement will be automatically renewed annually at the then-current renewal price. Your coverage will remain in effect unless you call to discontinue.

To see full Terms and Conditions with complete coverage and exclusion details prior to enrolling call 1-844-874-4446 or go to [APElectricalProtectionPlan.com](http://APElectricalProtectionPlan.com). HomeServe is an independent company providing emergency home repair services and protection solutions to homeowners across the U.S. If you would prefer not to receive solicitations from HomeServe, please call 1-844-874-4446.



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UNITED STATES

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FIRST-CLASS MAIL

PERMIT NO. 367

LANCASTER PA

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HOMESERVE  
PO BOX 2242  
AKRON OH 44398-0971





Account Number  
010-000-000-0-0  
CY 15  
13905

<b>\$144.04</b> Net Amount Due	\$ _____ Amount Enclosed
<b>Gross Amount Due After Jun 10 \$146.16</b>	

Send Inquiries To:  
PO BOX 24401  
CANTON, OH 44701-4401  
R-01-999999999

4086-1  
010004086 01 AV 0.378



TN HOMESERVE CUSTOMER  
3220 ANY ST  
ANY CITY, TN 39999-9999

☐ The **Neighbor to Neighbor** program helps disadvantaged customers pay their electric bill. I want to help. My payment reflects my gift of \$ \_\_\_\_\_

Make Check Payable and Send To:  
**AEP - APPALACHIAN POWER**  
PO BOX 24414  
CANTON OH 44701-4414



0000139050000141170100000000000166241200420051206015900000

Please tear on dotted line

Return top portion with your payment

Service Address:  
**TN HOMESERVE CUSTOMER**  
**3220 ANY ST**  
**ANY CITY, TN 39999-9999**

Rate Tariff: Residential Service-015

Account Number	Total Amount Due	Due Date
010-000-000-0-0	\$144.04	Jun 10, 2015
Meter Number	Cycle-Route	Bill Date
999999999	15-07	May 20, 2015

**Previous Charges:**

Total Amount Due At Last Billing	\$	146.34
Payment 05/01/15 - Thank You		-146.34
<b>Previous Balance Due</b>	\$	.00

**Current TN APCO Charges:**

**Tariff 015** - Residential Service 05/20/15

Rate Billing	\$	87.41
Fuel Adj @ 0.0109852 Per KWH		18.06
Purchased Power Adjust Rdr-Energy		35.28
TN Inspection Fee Surcharge		.42
Prompt Payment Discount		-2.12
<b>Current Electric Charges Due</b>	\$	139.05

**Nonregulated Charge:**

Homeserve USA Warranty Service (844-874-4446)	\$	4.99
<b>Warranty Service Due</b>	\$	4.99

**Net Amount Due \$144.04**

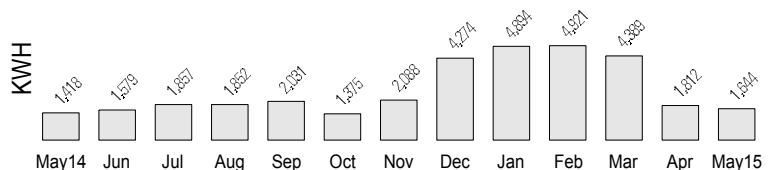
**Gross Amount Due After Jun 10 \$146.16**

Meter	Service Period		Meter Reading Detail			
Number	From	To	Previous	Code	Current	Code
999999999	04/20	05/20	9662	Actual	11306	Actual
Multiplier 1.0000			Metered Usage 1,644 KWH			
Next scheduled read date should be between Jun 18 and Jun 23						

**13 Month Usage History**

**Total KWH for Past 12 Months is**

**32,490**



Month	Total KWH	Days	KWH Per Day	Cost Per Day	Average Temperature
Current	1,644	30	55	\$4.64	63°F
Previous	1,812	32	57	\$4.57	56°F
One Year Ago	1,418	33	43	\$3.85	62°F
Your Average Monthly Usage: 2,708 KWH					

Questions About Bill or Service, Call:  
1-800-967-4237  
Pay By Phone: 1-800-611-0964

**TN APCO Messages**

**Go Paperless and Gain efficiency and a chance to win.** Enroll in paperless by June 30, 2015 at [aeppaperless.com](http://aeppaperless.com)

Homeserve USA Home Warranty Programs are optional. Homeserve USA Corp. is not affiliated with AEP Appalachian Power and is not regulated by the Tennessee Regulatory Authority. You do not have to buy Home Warranty Program subscriptions to continue to receive quality regulated services from AEP Appalachian Power. Failure to pay the nonregulated charges will not affect your electric service.

Kingsport Power doing business as AEP-Appalachian Power  
Visit us at [www.AppalachianPower.com](http://www.AppalachianPower.com)  
Rates available on request  
See other side for Important Information





## Important Information for AEP Appalachian Power Customers

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*A unit of American Electric Power*

At AEP Appalachian Power, we value our customers and strive to provide superior service.

**Most homeowners are not aware they are responsible for many of the electrical components that power their home until they experience a problem.** If a breakdown occurs, it could be the homeowner's responsibility to arrange and pay for repairs.

To better serve our customers, AEP Appalachian Power evaluated options to manage the cost and inconvenience of these repairs. After considering several companies that offer *optional* protection, AEP Appalachian Power selected HomeServe to make home protection plans available to our customers.

**Please look for additional information coming in the mail in the next week or so. Have questions? Call 1-844-874-4446.**

### HomeServe®

HomeServe USA Repair Management Corp. ("HomeServe"), with corporate offices at 601 Merritt 7, 6th Floor, Norwalk, CT 06851, is an *independent company separate from AEP Appalachian Power* and offers this optional service plan as an authorized representative of the service contract provider, North American Warranty, Inc., 175 West Jackson Blvd., Chicago, IL 60604. Your choice of whether to participate in this service plan will not affect the price, availability or terms of service from AEP Appalachian Power.



*A unit of American Electric Power*

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PERMIT NO. 55

## IMPORTANT INFORMATION FOR AEP APPALACHIAN POWER CUSTOMERS



<<MR. SAMPLE A SAMPLE>>

<<MAIL\_ADDRESS1>>

<<MAIL\_ADDRESS2>>

<<MAIL\_CITY, ST ZIP>

Reference Code: <<1506PEQA372ATNx-xxxx>>

Reference Number: <<Customer\_No>>

APCO\_PC\_1505\_TN