

# NEW HOME CONSTRUCTION



A traditional salt-based water softener consumes 20 square feet of usable space whereas the Sterling Water Conditioner's sleek, small design allows it to attach directly to your water line.

Sterling Water  
Conditioner

Salt-based water softener  
with average annual  
amount of salt used.

*“As a builder, I appreciate the compact design of the water conditioner and the no maintenance factor, no salt... We highly recommend this product to anyone looking for a solution to hard water.”*

*-Ron and Polly Peake, Ron Peake Design Build, Inc.*

## Home Buyer Satisfaction

- ▲ Home buyers can include the cost of the Sterling Water Conditioner in their home mortgage
- ▲ No reoccurring costs for salt, mineral tank exchange or service calls
- ▲ Water using appliances will have a longer useful life
- ▲ Energy efficient, water saving product compliant with “green” building standards

## Profit Potential

### Cost Savings

- ▲ No drain installation required
- ▲ No water softener loop is necessary
- ▲ Can be installed during construction

### Revenue Enhancement

- ▲ Builder sells directly to the home buyer
- ▲ Offer to home buyers as a high tech standard feature or premium option

