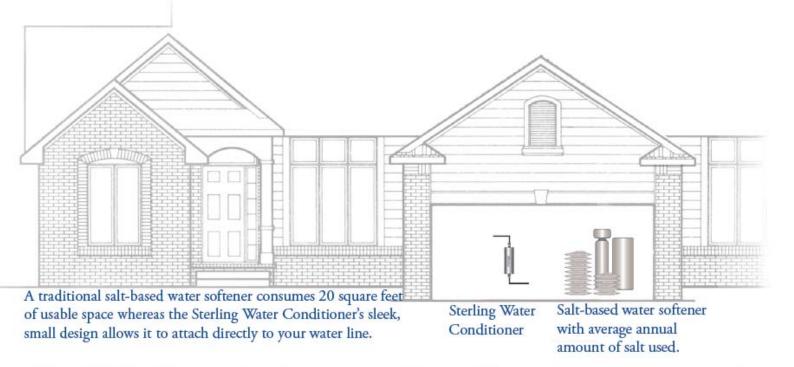
NEW HOME CONSTRUCTION



"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

