

Plumber



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on the ROAD

Do the Math

Drain machines finish jobs faster, which equals more work and more money for Alabama plumber.

- By Ken Wysocky



On the Cover

Alphalete Plumbing, Heating & Air owner Diego Lujan prepares a gas pipe for an install while working inside the company's shop in Colorado Springs, Colorado. Lujan founded the company six years ago. The company offers water heater replacement and repair, drain cleaning, installation and repair of fixtures, pipe replacement and leaking pipe detection and repair, real estate plumbing installation and repair, and pipeline camera inspections. (Photography by Carl Scofield)

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Cory Dellenbach

Put the Pedal to the Floor

Right now is not a time to slow down, instead review how the last year went and start planning for the new year ahead

T

he end of the year is in sight. The holidays are nearly upon us and it's time to let the foot off the gas and coast to the end of 2022, right?

Wrong.

Right now is the time you should be doing some very important things with your plumbing business — reviewing financials, identifying any shortcomings and solutions your company may have had, looking at possible staffing changes and setting goals for next year. If you don't start doing these right now, you'll be behind the game once 2023 does roll around in a couple short months.

LOOKING AT FINANCIALS

This might not be your job, but it's still your responsibility as an owner to ensure it is getting done in a timely manner. You need to make sure all of the company's book-keeping records and accounts are up-to-date and reconciled.

If you are doing this at the end of the year for the first time, you should really consider changing your practices. Records should already be kept current and reviewed regularly throughout the year so you can keep track of where your business is. If you do it throughout the year, it'll be easier to find where issues are, too.

It's also a good time to review any unpaid customer invoices that are out there and any bills you may have unpaid yet. Make sure you agree with all items that have been accounted for, recorded, purchased and paid.

HOW DID YOU DO?

There will always be shortcomings, whether it's that your revenue fell short or you didn't accomplish one of your business goals this year. Right now is the time to identify those shortcomings and develop solutions so they don't happen again.

Brainstorm what could be done differently to eliminate factors inside your business — and maybe yourself — that allowed these shortcomings. Then make a plan to implement any solutions that could resolve them. It could be adding another office person or field technician. Take a good close look at everything.

GOAL SETTING FOR 2023

As we approach the end of the year and start gearing up for 2023, right now is the time to start putting goals to paper for the new year. Reviewing your financials will help develop some of these goals — you can only do so much if you don't have the money to do it.

If you don't set goals early, you'll be struggling to find a path to go down early next year. Don't be that company. Have your goals all figured out and start working on them as soon as Jan. 1 rolls around.

One goal that most company owners tend to jot down right away is “boosting revenue.” Luckily for you, this issue of *Plumber* has a couple features dedicated to giving you ideas to do that. The Smart Business feature highlights texting services you could bring into the business, while the Industry Insider this month talks about a service your company could add to your current plumbing offerings.

WHAT DO YOU DO?

How do you approach the end of a year and what are your usual tasks that you do? Let me know by emailing me at editor@plumbermag.com.

Enjoy this issue! 📧

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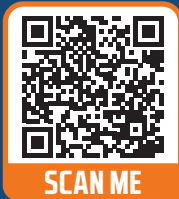


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LEARNING

A Proper Business Education

Pat Grogan, who owns Pat Plumbing, Heating and Air Conditioning in Topeka, Kansas, was featured in the September issue. In this online exclusive, he discusses a couple key "partners" he has relied on over the years that have been big contributors to his success — one being the Nexstar Network, which has given him plenty of resources for advice and coaching.

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NEW MARKETS

Converting Pipe Bursting Skeptics

Jerome Stephens tackled a big challenge nearly 20 years ago when he steered his company, called at the time A&A Plumbing in Baltimore, away from plumbing and into a new market: replacing failing water and sewer lines by using pipe bursting and directional drilling technology. In this online exclusive, he recounts one job that convinced local officials of the viability of pipe bursting and earned his company more work.

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◀ Alphalete Plumbing owner Diego Lujan in front of their latest vans. The company has eight service vans. (Photography by Carl Scofield)

A Focus on COMMUNITY

Plumber creates company to serve his community, including plans for a trade school and franchise system

By Giles Lambertson | Photography by Carl Scofield



Alphalete Plumbing, Heating & Air, Colorado Springs, Colorado

OWNER	Diego Lujan
YEARS IN BUSINESS	6
EMPLOYEES	10
SERVICES	Water heater replacement and repair, drain cleaning, installation and repair of fixtures, pipe replacement and leaking pipe detection and repair, real estate plumbing installation and repair, and pipeline camera inspections
SERVICE AREA	Colorado Springs, Colorado, and surrounding area
WEBSITE	www.alphaleteplumbing.com

D

iego Lujan is making a name for himself and showing what it means to be a part of a community.

Besides giving his Colorado plumbing business the unique name Alphalete Plumbing & Heat, Lujan is reinventing what it means to be a community plumber and to be fully engaged in a community. The firm has steadily grown over five years from one employee to 10 and is already rebranding itself as it adds another major service component.

Lujan's company has been recognized by other organizations in the community. The Hispanic Business Council — affiliated with the Colorado Springs Chamber of Commerce — has awarded not one, but two awards to the company in recent years: the Hispanic Business of the Year and, to Lujan personally, Rising Professional of the Year.

Lujan doesn't bring up the awards himself, but he doesn't mind explaining that they're pegged to the rapid growth of his business and to his community involvement — "the way we serve our community. We're here to solve problems, not add to them."

IN A NAME

Alphalete is a word Lujan created by joining "alpha" and "elite." First and best — that's the reputation Lujan wants for his company. So, from five notebooks of possible business names that he compiled as a teenager, he selected "Alphalete" as a registered company name in 2015. He was 27 years old.

"We are the alpha of the industry and want to become elite," Lujan says. "I googled the joined words and found only two other companies in the world with the name." The company's trademarked symbol is a stylized lion, which also has roots in Lujan's early years. "My father is named Leon and the lion was bred into me."

▼ Company owner Diego Lujan, right, and Donny Vigil use a RIDGID SeeSnake sewer scope and a Spartan 300 to inspect a drain after pulling a toilet in a commercial restroom.

“We are the alpha of the industry and want to become elite.”

Diego Lujan



Plumber Profile



- ◀ Technicians Walter Sandoval, left, and Donny Vigil, prepare trench drains for installation in a car wash.
- ▼ Sandoval collects inventory he'll need for a project from the company storage area at the shop.



Lujan grew up in an entrepreneurial and construction-oriented family. He says he did “every trade growing up. I wasn’t interested in college and loved working with my hands. At some point, I decided I didn’t want to be a roofer. Then I fell in love with plumbing.”

After registering the name, he worked for a plumber for another year before making the leap. “I would work eight hours a day as a plumbing superintendent for a company and then work another eight hours on my dreams of being in business for myself. Finally, when I felt I couldn’t give a hundred percent to the other company, which is unfair, I put in my notice and opened the doors to Alphalete Plumbing & Heat.” He worked alone for a year before hiring his first employee.

The most frequent service calls for the company are to clear drains and repair or install water heaters. He places about a thousand new water heaters each year in older

neighborhoods in and around Colorado Springs.

About 60% of his service calls are residential, the rest commercial. Some 30% of all of his work is plumbing new homes, but Lujan wants to reduce that part of his workload in favor of more service calls. “When the economy tanks, service calls are where it’s at. And I love serving homeowners, as opposed to working for contractors.”

Calls to Alphalete Plumbing tend to come from inside Colorado Springs, but service trucks make regular runs outside the city limits, too. A frequent destination is Manitou Springs, a nearly 150-year-old tourist town picturesquely situated west of the city near the base of Pikes Peak.

Continued ▶

Above and Beyond

Diego Lujan, owner of Alphalete Plumbing, Heating & Air, strives to provide every solution to his customers in and around Colorado Springs, Colorado.

Just how committed he is to providing complete service was demonstrated to one customer in 2020. A homeowner contacted Alphalete about replacing an Orangeburg sewer line. The property owner owned a landscaping business, so his property had numerous landscape features.

The only practical way to replace the line was to dig up the old and lay a new one, which threatened to also lay waste to the newly manicured grounds.

“There was a ton of river rock and boulders, and most plumbing companies would have said, ‘You’ll have to move all this stuff out of the way.’ Instead, we helped them move the landscape materials and to protect what remained from excavated dirt,” Lujan says. “After we put the line in place, we helped him move the boulders and things back where they were.”

The extra work paid off in more ways than one.

“The homeowner was impressed and since has referred more than \$150,000 in work to us,” Lujan says. “Doing stuff like that for customers encourages other people to come to us. It builds the business.”

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“Our goal is to inspire our community. I want them to say, ‘Hey, if Lujan can do it, I can do it.’”

Diego Lujan

▲ Company owner Diego Lujan, center top, and his staff go through the morning briefing.

“We spend a lot of time in that town,” Lujan says. “It’s a challenge to work there because everything you get into is going to take a patch or a full replacement. But sitting there on the mountain next to Pikes Peak, it’s all worth it.”

ADDING MORE SERVICES

Recently Lujan decided to add HVAC services. The expansion of services was partly serendipity: Lujan met Bob du Pignac through a mutual friend, and the two men found they had much in common. He brought du Pignac aboard.

“I wanted a full home-services business,” Lujan says. “Plumbing and HVAC go hand in hand. I’ve had so many customers ask me if we would service their furnace, but we weren’t set up for that. Bob is a perfect fit to do that.”

The company’s new senior HVAC technician has a master plumber license, earned in California, from which du Pignac moved to Colorado some years ago. He became an expert HVAC technician and a licensed mechanical contractor. The 65-year-old du Pignac is eager to share all of his expertise with another generation of technicians at Alphalete. Now, plumbing apprentices at the company also are HVAC apprentices.

“I wish I had that opportunity in the trade when I started, learning both trades at once,” Lujan says, adding that he remains a plumber first. “We always emphasize plumbing. That is my first love. It is just an added business within the business.”

The makeover in advertised services — that is, adding HVAC to promotional material — is coming along. Once company vehicles are wrapped with the additional service prominently displayed in the name, Lujan is confident the expansion of services will be a “gold mine.”

Lujan has eight company vehicles. The newest is a 2020 Ford Transit van, the popular work vehicle with a sliding cargo side door powered by a 275 hp V6 engine. “That is going to be the prototype van for the company. It should inspire us to work hard to get more of them.”

The work trucks carry the normal staples of plumbing and drain cleaning equipment, in this case, Spartan 300 mechanical snakes and RIDGID SeeSnake CS6PAC and Compact2 cameras.

GOING VIRTUAL

The pandemic had a terrible impact on the nation’s economy and on many businesses, particularly small

Continued ▶

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▲ The Alphalete Plumbing staff stands in front of their company office in Colorado Springs, Colorado, and a service van. From left, Bryan Lau, Donny Vigil, Mercedes Garcia, Walter Sandoval, Alphalete Plumbing owner Diego Lujan, Floyd Adams, Bob du Pignac and Cruz Gonzales.

companies. It tested the capacity of business owners and managers to tailor their operations to new adverse conditions.

Alphalete Plumbing, Heating & Air adapted and survived. One of the company's adaptations was the introduction of virtual service calls. The idea of such calls had been floating around in Lujan's mind for a while and was quickly implemented in March 2020 after COVID-19 appeared in Colorado.

"We developed it right away to protect us and our customers," Lujan says. "People were in need, some had been laid off, and calling the plumber was the last thing they wanted to do."

For \$35, a customer could call Alphalete and a service tech would listen to a complaint, visually examine the situation using a cellphone camera and, if the homeowner could fix the problem, talk them through the process. In the event the problem couldn't be resolved without professional help, the \$35 was applied to the cost of a subsequent service call by the tech.

Lujan recalls a typical virtual call. "A lady's disposal quit working. We talked her through the steps to fixing it.

Afterward, she was ecstatic. She had lost her job, had no extra money and the virtual repair was important to her."

The virtue of such a service during a pandemic is readily evident, but virtual service has value that transcends such conditions. For one, a problem can be resolved faster than is possible waiting for a technician to arrive. For another, it's less expensive.

"After the pandemic, we are going to keep it as an offered service," Lujan says. "Not everyone can afford a service call. Some people don't even know where a shut-off valve is and we can help them find it. And they don't have to wait for a tech in a truck to arrive to do that."

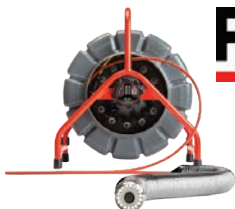
TEACHING THE TRADE

Lujan says he is building his business on four pillars: educate, elevate, motivate and inspire. The goal is to

“If you don't love solving pressure, then you won't succeed as a business owner. If you don't like serving the community, then you have no reason to get into business.”

Diego Lujan

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achieve at least one of these in each transaction with his customers. “If we can do this, then we have won. Our goal is to inspire our community. I want them to say, ‘Hey, if Lujan can do it, I can do it.’”

His commitment to education is capped by plans to open a trade school for plumbers, operating it out of his 3,500-square-foot office-warehouse. Eventually, it will be relocated into a separate new or leased building.

“I am passionate about trade education,” Lujan says. “Plumbers in Colorado now have to have eight hours of continuing education each year, which is great. We will offer it and a full apprenticeship program that will be registered with state and federal agencies.”


Lujan himself will be among the school’s faculty members. His company’s apprentices will have free access to the school. “I’m pretty excited about this. It will serve the community and the business and the cause of education.”

And the business won’t be sacrificed to the school. Lujan’s vision is more far-reaching than that. He says he hopes eventually to make Alphalete Plumbing, Heating & Air into an operation that can be franchised. Gearing up for that — as well as getting the school going — may consume the next few years, “but within 10 years I want it to be a franchise-able business and to have multiple locations operating across the country.”

Lujan credits his wife, Brittany, for the progress the company has made. “She’s a full-time mom and I wouldn’t

be able to do this without her. My wife and kids are the driving force behind my success.” The couple has four children.

The business owner seems to have blended the various facets of life — work, community, family, self — into a single challenge. To anyone aspiring to start his or her own business, he says, “It is a lifestyle, not a career. You have to want to welcome and to solve the pressures and problems that arise. If you don’t love solving pressure, then you won’t succeed as a business owner. If you don’t like serving the community, then you have no reason to get into business.”

Daunting as it might sound, Lujan encourages people to go for it. “We are only going to live once, so we should give it all we’ve got. If we do, then win, lose or draw, at the very least we will have shown we had the nerve to try.” 

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Drain machines finish jobs faster, which equals more work and more money for Alabama plumber

By Ken Wysocky

Plumbers like Clint Singletary understand that the path to better profitability is paved by increased productivity. Do jobs faster and you make more money. Full stop.

As such, it's easy to see why the owner of Singletary Plumbing in Birmingham, Alabama, invested in two Renssi Finland Oy drain machines to prep pipes for lining, one of many services offered by the company, established in 1984.



The RCM-10 is designed to scour smaller pipes from 3 to 8 inches in diameter and the bigger RCM-36 can handle pipes from 3 to 12 inches in diameter. Both units feature flexshaft technology — the cable is enclosed in a nylon sheath that prevents it from spinning around inside a pipe during cleaning.

That explains much of the Renssi units' appeal for Singletary. Without a cable gyrating wildly inside a pipe, he can attach his RIDGID SeeSnake inspection camera to the cable and watch as he cleans, as opposed to repeatedly pulling the camera and the cable in and out of a pipe to gauge what's happening, he says.

"It makes it very easy to clean specific spots in a pipe because you can see what you're doing, compared to cleaning the pipe over and over as you push it in and pull it out," he explains. "It's more efficient, too. ... When you get out there 100 feet, it takes a lot of time to push and pull the camera and then the cable in and out repeatedly."

The flexshaft technology also improves customer service by making it easy to show customers how the cleaning is progressing. "It allows them to actually see things such as root infiltrations," he says. "We can show them live on the video screen what we're doing and show them a blockage was removed.

"It really speeds up our process. That allows us to be more competitive price-wise, and it increases our bottom line by getting jobs done and moving onto the next one faster."

SMALL BUT STRONG

The lightweight, easy-to-transport RCM-10 is designed for cleaning pipes from 3 to 8 inches in diameter and is

◀ Singletary Plumbing technician and pipe lining specialist Walker Craine, left, with help from plumbing assistant Charlie Horn, uses a Renssi RCM-15 drain machine and a RIDGID SeeSnake camera to clean a drainline. (Photo courtesy Singletary Plumbing)



Birmingham, AL

COMPANY Singletary Plumbing Inc.,
Birmingham, Alabama

OWNER Clint Singletary

MACHINES RCM-10 and RCM-36 cable drain
machines from Renssi Finland Oy

FUNCTION Cleaning/prepping lines
for pipe lining

FEATURES Flexshaft cable technology. RCM-10: Clean pipes from 3 to 8 inches in diameter; weighs about 58 pounds; carries 50 feet of approximately 3/8-inch-diameter cable; measures 26 inches long by 28 inches high by 11 inches wide. RCM-36: Cleans pipes from 3 to 12 inches in diameter; weighs about 282 pounds; carries 118 feet of roughly 1/2-inch-diameter cable; measures approximately 22 inches wide by about 34 inches long by nearly 47 inches tall; 1,500-watt electric motor.

COST Approximately \$4,230 for the RCM-10; about \$10,945 for the RCM-36

WEBSITE www.singletaryplumbing.com

well suited for pipes with tight turns, Singletary says. The unit weighs about 58 pounds and features an aluminum frame with a telescoping handle.

It comes with 50 feet of approximately 3/8-inch-diameter cable and measures 26 inches long by 28 inches high by 11 inches wide. It's powered by an electric drill gun that's included with the unit.

"One person can pick it up and easily carry it up and down stairs," Singletary says. "But it's still powerful enough to do what you need it to do."

The heavier yet still portable RCM-36 is made to clean pipes from 3 to 12 inches in diameter. It weighs about 282 pounds and its aluminum reel carries 118 feet of roughly 1/2-inch-diameter cable. It measures approximately 22 inches wide by about 34 inches long by nearly 47 inches tall.

The unit features a 1,500-watt electric motor and generates up to 2,800 rpm of cleaning power, a foot-operated pedal and two lockable swivel wheels in front and two larger wheels in back.

Singletary bought both machines in December 2019. A representative at Pipe Lining Supply recommended the machines when he purchased a lining trailer and a Quik-Shot pipe lining system, made by Quik Lining Systems, which is owned by Pipe Lining Supply, the product's distributor.

TACKLING TOUGH JOBS

Both machines proved their mettle on a very challenging job in March 2021 when a local school district hired the company to line a failing 5-inch cast iron drainline at one of its schools. Employees cleared a 300-foot-long stretch of the tuberculated pipe that was almost completely blocked with built-up iron oxide deposits, Singletary says.

“It really speeds up our process. That allows us to be more competitive price-wise, and it increases our bottom line by getting jobs done and moving onto the next one faster.”

Clint Singletary

The job took about nine days to complete, he says.

"We took a Renssi chain head in there and removed all the scale and buildup, which is necessary to do a good lining job. We primarily used the RCM-36, but also used the RCM-10 to handle pipe bends and for reinstatements with a Renssi attachment."

He says he'd never heard of Renssi drain machines until he visited Pipe Lining Supply.

"They got my attention because they seemed to be a very good value," says Singletary, who has seven employees and runs three service vehicles: a 2020 Dodge 4500 with a Knapheide box body and two 2016 3500 cutaway vans equipped with box bodies from Bay Bridge.

"The machines seem to be well engineered by a company that's not necessarily all that well known to the industry here," he says. "But it should be."

"If you're looking for flexshaft technology, this is the way to go. They provide a very good return on investment."





Dave Bailey

Looking Down the Drain

Explore your options in the drain cleaning side of the industry if you are looking for ways to increase your company's revenue

By Dave Bailey

Clogged drains. They're messy, drain machines take up extra room in your service van, and a lot of plumbers just don't like clearing them.

If you're running a plumbing company and only clearing drains when you have to, you're possibly cutting your revenue in half. Drain clearing provides opportunities that plumbing alone can't. Look at your Indeed ad and get ready to make some changes to attract drain cleaners to your business.

Here are some things plumbing-only companies are missing out on and how to capitalize on clearing drains.

I'm a plumber by trade, but here at Service Nation, I deal with a lot of HVAC companies as well. HVAC companies have done a very good job of boosting sales through the installation of newer, more efficient heating and cooling systems. The bulk of their revenue is from replacing systems.

How does this relate to drains?

1. If a main sewer is clogged with roots, or as the result of some type of damage to a sewer or drainline, the recommendation should be to make a repair on that pipe, or even to replace that line if it's in poor condition. If you don't have the tools, training or personnel to clear the drain, diagnose the problem, make the recommendation to repair or replace the line and a crew to get the job done, then you're leaving half of your potential revenue for another company to claim. If you don't make the repair, someone else will. The repair or replacement of the line is the plumbing equivalent of replacing an existing HVAC system.
2. HVAC companies have "comfort advisers" that go into a home, evaluate the system, and make recommendations to their customers on which system would be best for them. Does your company have something similar? When I was in the field, we had dedicated camera technicians that would

If you're running a plumbing company and only clearing drains when you have to, you're possibly cutting your revenue in half. Drain clearing provides opportunities that plumbing alone can't.

go out on main sewer line jobs when the technician encountered roots or felt that there was some other issue that needed to be addressed. The camera technician would look at the damaged sewer line, often with the customer standing by, and they would show the customer the issues that were found and they would make recommendations. Not only is a good drain tech a valuable addition to your company, but a good camera tech is as well.

3. Do you think your customer has thousands of dollars set aside for repairing a sewer line? Probably not. Those comfort advisers are prepared for this. They don't just go to a customer and say it'll be \$8,000 for a new system. They have finance companies that they work with, so they can give a much softer potential monthly payment amount. If you have a finance company that you work with, your camera tech can do the same thing. "Mr. and Mrs. Jones, we can replace that broken sewer for \$125 a month." Doesn't that sound better than quoting \$8,000?

STARTING THE PROCESS

I know that some of you reading this have considered adding drain cleaning to your business, but it's just so hard to get plumbers to buy in. I have a question. Are you

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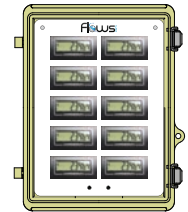


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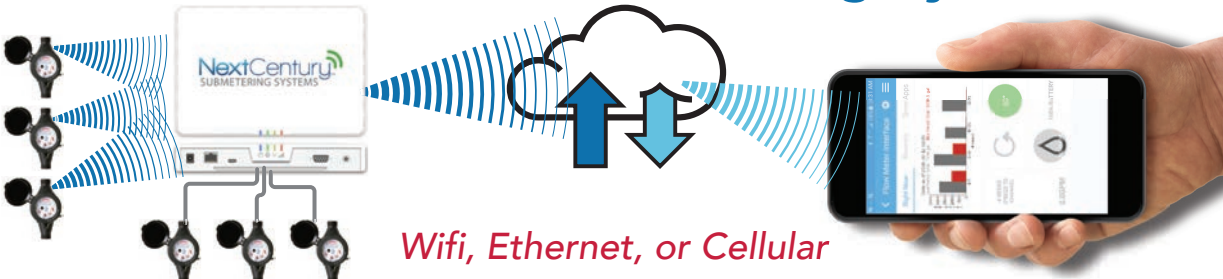


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marketing as hard to find new plumbers as you do to get the phone to ring? If no, you should be, and you can market just as hard to find an experienced drain cleaner. Drain technicians often require no special license, and the training process is much faster than that of plumbers, so once you do find an experienced person that fits into your company, hire an apprentice to learn the job. A good trainer can have an apprentice ready for their own truck in about four months. If you're marketing drains well enough, you can double your drain revenue in 4-6 months.

You've found the right person for the job and now you need to have the right equipment. This will take some investment. Find a good set of drain machines that will clean anything from bath sink drains to main sewer lines. If you've been lucky enough to hire an experienced drain tech, ask them what they like to use and get that equipment. Next, get a good camera. Something sturdy and that has

a picture clear enough to show your customer what their issues are clearly.


MOVING BEYOND DIAGNOSTICS

Now that you are staffed, and you have the equipment to properly diagnose your customer's drain issues, it's time to talk about replacement options.

The obvious option is through excavation. In some cases, excavation may be your only choice, but let's talk about other repair options.

I started doing pipe patching, lining and bursting years ago and I can say that the equipment is better now, and the training is much better. Back in the day, if you struggled with bursting or lining, you were on your own to find creative ways to get yourself out of a jam. Now there are companies like American Pipelining Supplies that will sell you the equipment and that will provide a high level of training and support.

The cost for a small company to invest in lining and patching is very reasonable with a high return on investment. Once you're all set up with equipment, technicians and training, you have the ability to line that sewer line from the basement to the city main without having an excavator, shoring and a crew onsite to do the work. Two technicians can line that pipe in less than a day, often through an existing cleanout. The days of having to dig a 10-foot-deep trench that's 60 feet long can now be few and far between.

Our friends in the HVAC industry have perfected a system to service, and sell, equipment to their customers. Those of you that have a similar system for plumbing and drains, good for you. For those of you that don't, consider stepping into the drain arena with the possibility to double your company's revenue. 

Dave Bailey is the vertical market manager, plumbing for Service Nation and has 25 years working in the plumbing industry – 23 in the field. If you would like to send a message to him, email dbailey@servicenation.com.




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Ross Plumbing

Leesburg, Florida

A Western-themed font and a helpful beagle on the side make a Ross Plumbing residential service truck recognizable. Other, more subtle features, make it unique, especially in the service area around Leesburg, Florida. Like the rest of Ross Plumbing's fleet, this Dodge 3500 ProMaster runs on compressed natural gas. This economical fuel is not only more environmentally friendly than gasoline or diesel, its lower emissions also help decrease maintenance costs and improve longevity. Some Ross Plumbing trucks have reached 400,000 miles without being fully retired. The Dodge here will see a lot of the service area during its life. The 350-cubic-foot cargo capacity also helps it to stay in the field longer before restocking. Triple-stacked blue bins allow a service tech to see at a glance what to restock. This system also allows for convenient storage of a variety of fitting in all the usual materials a tech needs. Racks below accommodate a range of pipes. Further room accommodates tools, tool chests, ladders, extensions cords and everything else that might be needed in a working day. Ross Plumbing's residential fleet also includes Ford Super Duties fitted with enclosed cargo space. The commercial fleet, needing more variety, includes a range of service and pickup trucks made by Chrysler, Ford and Chevrolet. No matter what purpose a Ross Plumbing truck serves, whether residential or commercial, they all run on CNG and they all come with a helpful beagle on the side promising, "We can track down your plumbing problems." For more information on Ross Plumbing, go to www.terryrossplumbing.com. 



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Jessica Ayre

Boosting Revenue

From capturing leads to communicating with staff, texting can benefit your business in many ways

By Jessica Ayre

Plumbers like you are busy hurrying from inspections to repair jobs and all the other to-do's that dominate your schedule. There's a never-ending list of things that need to be done, and you need a way to quickly connect with clients while you're on the go — whether it be an appointment reminder, a question about a part, or an emergency situation.

Texting is a great way to reach clients faster, and for clients to contact you when they need to.

This article will detail five ways you can integrate texting into your existing business communications to increase customer engagement and boost revenue.

1. Capture leads via SMS Chat.

Unexpected disruptions can happen at any time, which is why it's important for your business to be available around the clock. Potential customers will come to your website to look for a list of your services, but they'd often rather just ask you a direct question if they can.

Enable your website visitors to reach out to you by adding SMS Chat to your website. SMS Chat is a chat widget that allows people to initiate conversations with you on your site, and continue them via text.

Customers will want to reach out with concerns, like:

- Can someone take a look at my pipes? I've got a leak.
- Do you have this part for my brand toilet?
- How much do you charge for a sink installation?
- I've got a severe clog in my tub.

SMS Chat works especially well for visitors seeking your services after business hours. They can reach out to you at any time, and know that their message will be seen and responded to in the morning. You can respond to them through text at any time, to help them before your competitors get a chance.

Prospects are more likely to go with the business that responds to them first, and auto-responses from SMS Chat helps you respond instantly — even when you're not available.

Unexpected disruptions can happen at any time, which is why it's important for your business to be available around the clock.

2. Use texting to schedule and reschedule visits.

Once your prospects know you can do the job, they'll want to schedule an appointment with you. And for existing customers, texting makes it easier for them to schedule and reschedule appointments.

All they'll have to do is to text your business number directly, or reach out to you via SMS Chat to request an appointment. From there, you can send them a calendar where they can pick a time and date that works best for them. Or, just text back and forth to find a time that works for everyone.

Send texts to confirm an appointment, a reminder on the day before the appointment, and when you're on your way the day of. That way, you'll keep customers in the loop and give them the opportunity to reschedule if something comes up on their end.

Texting helps you keep more appointments and reduce no-shows.

3. Increase product and service sales with texting.

SMS promotions re-engage previous customers, and help bring in new ones. You'll increase interest and awareness, especially during seasonal slumps. Send texts with offers like:

- Take advantage of our \$89 diagnostic special.
- Save \$50 on any service! Offer valid until 12/1.
- Ready for a new water heater? Take 20% off installation.

And while plumbers are on-site, they can offer additional services. Oftentimes, they'll start diagnosing a problem

Continued ▶

“WE’VE GROWN EXPONENTIALLY BY ADDING PIPE LINING TO OUR TOOLBOX.”

Profile NuFlow Certified Contractor

According to Lindsey and Christian Rushing of Peerless Plumbing/NuDrain Phoenix, “Pipe lining not only saves people’s homes, but it saves them money and their sanity.”

“When covid hit, we were terrified because we didn’t know what would happen. But we grew our revenue during a downturn in the economy. Pipe lining and sewer repair are always needed.”

As a NuFlow Certified Contractor, they take advantage of trainings for their team.

“We send all our technicians to on-site training. They gain an in-depth understanding and they always come back with new tips and tricks to share with the rest of the team. It’s a win-win situation.”

NuFlow’s ongoing support has also been a valuable resource for their company.

“Honestly, their support is the most valuable resource for us... I’m not just saying that. NuFlow is always there to help us.”

Lindsey highly recommends adding pipe lining with NuFlow Technologies to your list of services.

“100% do it and don’t look back! We’ve grown exponentially by adding pipe lining to our toolbox.”

Lindsey and Christian Rushing,
Peerless Plumbing, Phoenix, AZ

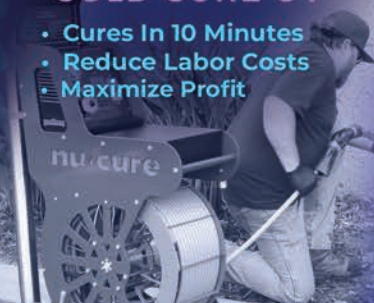
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and then notice that something else might need to be looked at or updated. That can be easily documented with a photo, and sent via text.

Some popular services and products that you could offer:

- Shower head/faucet replacement
- Bathtub, toilet and sink installations
- Water heater upgrade
- Pipe repair
- Part replacement
- Sump pump replacement
- Leak detection
- Sewer cleaning and repair

Most customers won't know when things need to be fixed until it's too late, so use texting to communicate those concerns ASAP. Your customers will thank you for spotting a potential problem, and you'll earn more revenue in turn.

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Getting more online reviews helps your business show up higher in web search results for local plumbers, and helps you earn more customers in the process.

4. Get paid with text payments.

Text payments help you get paid quicker, with less invoicing hassle. Text a payment request to your customer before or after a service, and they can text a confirmation code to pay, or follow a link to pay. In order to get started with text payments, you'll need to connect your payment processor to your business account first.

They won't have to worry about having to pay in person, over the phone, or on your website.

Providing a free quote goes hand in hand with text payments, too. Once you can provide a customer with a quote, they can choose to pay on the spot, and for any additional costs once the job is done.

5. Gain positive online reviews.

Getting more online reviews helps your business show up higher in web search results for local plumbers, and helps you earn more customers in the process.

After you've completed a service, text your clients and ask them to leave a review. Send them a direct link to your review page such as Facebook or Google Reviews, and thank them for doing business with you.

You can even offer an exclusive discount on their next service in exchange for a review. That way, you'll encourage repeat customers and gain a loyal following.

START TEXTING

When pipes burst and drains are clogged, customers need you ASAP — and that's why texting works so well for plumbers. Texting is customer-preferred because it can be done anywhere, at any time without having to stop their day.

Are you ready to start texting? Find a business texting software that's right for your plumbing business. 

Jessica Avre is a content marketing specialist at Text Request, a business texting solution. If you'd like to start texting with customers from your plumbing business, Text Request can give you all the tools and resources you need to create a successful text messaging strategy.

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Getting Smart

Company offering a solution to plumbing firms to bring to their customers as a way to save money at the meter *By Cory Dellenbach*

Everyone wants to save money and when it comes to plumbing, that's even more so. Plumbing services can sometimes be pricey for the customers, so it's always best to find a way to show that customer that you can save them money too.

Capital Distribution, based in Bloomfield, New Jersey, is providing a way for plumbers to help their customers save money, and it all starts at the meter.

The company provides plumbing products that solve problems for homeowners, commercial applications and the plumbers that install them, according to Michael Stallings, senior vice president at Capital Distribution.

One of those products is the Smart Valve, a device that is installed on the user side of the incoming waterline that creates a steady back pressure through the water meter. With the installation, the meter will no longer over-spin — which when uncorrected can give higher readings — and the customer won't be charged for pockets of air that pass through the meter, as they remain compressed and too tiny to register.

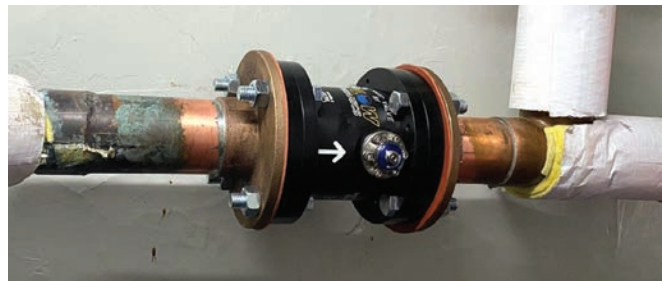
Michael recently answered a few questions for *Plumber* magazine about Capital Distribution and the Smart Valve.

Q: Tell me a little about Capital Distribution and the product you sell, SmartValve?

Michael: We are a small business based in Bloomfield, New Jersey. We have a combined team of administrative and sales professionals of seven. The Smart Valve is one of our best solutions because it is a win-win-win product. Not only does the user save up to 30%, or more, on water and sewer costs, and we get to provide a solution to a client, but our plumber partners also get to become the hero to their clients for recommending it and installing it.

Q: How was the Smart Valve product developed?

Michael: The Smart Valve was first developed by a guy that had the knowledge to understand the physics of



▲ The Smart Valve is attached by a plumbing professional to the pipe near the meter. The device is adjustable, removable and requires no upkeep or power, and can be transferred to different locations if needed. (Photo courtesy of Capital Distribution)

Capital Distribution

LOCATION Bloomfield, New Jersey

EMPLOYEES Seven

PRODUCT Smart Valve

WEBSITE www.getsmartvalve.com

EMAIL savewater@getsmartvalve.com

PHONE 201-690-6512

pressurized water systems and water meters, and to recognize that there was an inherent problem. Then he began developing a solution to correct it. The manufacturer partnered with him and evolved it over a decade into the advanced and successful design we have today. The key advancement was the external adjustability, which allows us to 'dial it in' to each unique system while water is running, and the valve is working. And Capital Distribution became the first to successfully partner with plumbers to bring this solution to both residential and commercial customers across the United States.

► The Smart Valve is available as either a threaded-on or flanged device, depending on the job site needs. The threaded-on is primarily used for residential properties, while the flanged is for commercial or larger properties.

Q: How does the device work?

Michael: The Smart Valve is installed on the user side of the meter and maintains close to ‘city pressure’ upstream through the meter to the city main. By not letting pressure drop as much at the meter as before, it is not letting air volume expand, so the meter is measuring the actual volume of water more accurately. It also creates a smoother, more laminar flow that eliminates overspinning due to surges and sudden pressure changes. You could say it is in a way the opposite of a pressure reducer, which limits pressure downstream. The Smart Valve maintains pressure upstream.

Q: What type of customer would a plumber want to sell this product to?

Michael: Both residential and commercial clients can benefit from this solution. We provide a free evaluation for all locations, which typically have a return on investment of less than a year, then it’s all saving money from there. Whether it is a homeowner, a small business such as a



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Q: Where can a plumber find Smart Valve?

Michael: We offer multiple programs for plumbers to join that offer many perks such as free shipping and handling, marketing support including free webinars, discounted valves and tons of support. We can even sell the job for the plumber. Plumbers can purchase the valves, up to two inches, on our website or can sign up for free to be contacted about joining one of our partner programs. If larger valves are needed or they have questions, they can call or email us.

▶ Plumber Hairo Malla of TRV South Demolition, Mechanical, Electrical, Plumbing in Florida, holds a thread-on Smart Valve. TRV South is a VIP program partner with Capital Distribution.



Q: How much maintenance is required on the product after installation?

Michael: This is very much a “set it and forget it” product, so none is required. However, one of the main benefits is, it is externally adjustable. So, although it is set to a certain level on installation, it can always be adjusted very simply without shutting the water off. The adjustment takes minutes, and only tools needed are a pliers and Allen Key. This is a key factor because it allows a custom installation to maximize the savings and always allows you to adjust it down the road very easily if conditions in the building change.

Q: Anything else you would like to add?

Michael: We recognize our plumbers as the backbone of this industry and want to let them know we stand ready to help them implement this solution and become heroes to their clientele. Besides the support and discounts, we offer free referrals in their area, the ability for us to educate their clientele for them, and even offer onsite support and webinars for their clients. We stand ready to work with any interested plumbers, small or large, and help them add another valuable solution to their repertoire and grow their business as a result of it. 📌

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Pumps, Controls and Alarms

By Craig Mandli

Alarms



Blackwater Alert

Blackwater Alert is a 95-decibel alarm that gives wireless peace of mind, alerting property owners to impending wastewater backups, and enables them to react before incurring damages and expenses.

It can also send an alert to a smart device so that property owners, property managers or homeowners will be notified remotely if a backup is occurring. Additionally, it allows a plumber or homeowner to gently remove the pressure in the waste line using the port drain, which reduces the potential for messy, expensive cleanup and disinfection. Its quality control and assurance program involves testing the water tightness and the electrical operation of every unit. When the units reach final assembly, they are again tested for field performance. They connect easily to the waste clean-out line. **800-804-4725; www.blackwateralert.com**

FloLogic System

The **FloLogic System** has industrial-grade U.S.-made cast bronze valves in sizes up to 2 inches, offering comprehensive real-time leak detection, detecting leaks as small as a half-ounce per minute from the moment they start. When a leak is detected, the water is shut off automatically and the users receive an alert through the smartphone app. It has low room temperature alerts and automatic water shutoffs prior to freezing conditions. All systems are equipped with battery backup for continued protection during outages. Plumbers who sell and install it can help their clients secure their home against plumbing supply leak damage and can help them save hundreds annually on property insurance. **877-356-5644; www.flologic.com**



Jet Inc. Model 197

The **Model 197** control panel from **Jet Inc.** monitors the operation of the Jet Inc. treatment system aerator and additional components. It can monitor single- or dual-aeration systems with selectable high- and low-amperage monitor settings. The panels have dedicated alarm and control circuits with separate power circuits for aeration devices. In addition to the aerator control circuits, the panel contains three auxiliary 120-volt output circuits for external device control relays. They include three low-voltage auxiliary input circuits selectable for N/O or N/C alarm inputs. An integrated pump power control relay is automatically disabled in an auxiliary device alarm condition. A signal array includes a power indicator LED and four additional equipment alarm indicator LEDs. **800-321-6960; www.jetincorp.com**



Controls/Control Panels

Liberty Pumps NightEye

The **NightEye** app and cloud-based system from **Liberty Pumps** allows internet connection of a pump via the home's wireless router and provides alarm and other performance information to a mobile device. The system sends information via text, email and push notifications, to up to four different address/phone numbers anywhere in the world. Connected products include the ALM-EYE series indoor pump alarm, 442 battery backup pump systems and the SumpJet water powered backup pump. The system is easy to use and set up through a portable device, according to the maker. Download the free app, register the device and connect to the equipment using BlinkUp technology. The app is compatible with iOS and Android devices. There are no subscription or service fees. **800-543-2550; www.libertypumps.com**



SJE Rhombus Installer Friendly Series

Installer Friendly Series single-phase panels from SJE Rhombus offer an easy-to-use color LCD on the inner door for programming and system monitoring. Use the menu navigation to select pump hand/off/auto mode, convert between demand or timed dose operation, adjust pump activation levels and switch between traditional floats or the C-level sensor for continuous level monitoring — all while in the field. Users can also check the tank level indication and setpoint monitoring at a glance. The simplex panel controls one 120/208/240V single-phase pump, while the duplex controls two 120/208/240V single-phase pumps in water and wastewater applications. The panels are UL/cUL Listed. **888-342-5753; www.sjrhombus.com**



Effluent/Sewage/Sump Pumps

Ashland Pump sump pumps

Ashland Pump offers sump pumps in different options including the PS series, B series, the SPV series and sump basin package systems. The pumps are built out of corrosion-resistant anodized aluminum or rugged cast iron. All are equipped with PSC (permanent split capacitor), continuous duty rated motors for higher efficiency. They have an upper and lower ball bearing design for longer life and smoother operation. The vortex impellers are made of thermoplastic or cast iron to better handle up to 1/2-inch solids. The pumps have professional, contractor-grade vertical or wide-angle piggyback float switches for quick and easy field servicing. The sump basin packages come complete with the sump basin, sump pump, check valve and discharge piping. They are suitable for new or replacement installations. **855-281-6830; www.ashlandpump.com**



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See our interview on page 34



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ScreenO Systems Patz Shaft Drive Pumps

Patz Shaft Drive Pumps, distributed by **ScreenO Systems**, are vertical pit pumps that can be used in aboveground or underground storage tanks and include choices of single- or three-phase electric motors. They have high solids and grit capacities with large centrifugal pumps and hardened steel impellers. High capacities include the 3333 series up to 500 gpm and the 4444 series up to 1,580 gpm. They can be deployed in depths from 3 feet to 12 feet 8 inches. The 6000 and 8000 series have a three-point hitch with PTO drive and can offer up to 3,500 gpm at depths from 6 to 12 feet. They can be used with an agitator nozzle to mix and pump fast. The 616 vertical prop agitator is capable of mixing at 9,000 gpm, keeping grit and solids mixed at pit depths of 6 to 16 feet. **208-790-8770; www.screenosystems.com**



convenient with only a single tool needed for disassembly. The plug-and-play cord also provides easy servicing without requiring removal of epoxy in the conduit. Unlike non-clog pumps with large discharge sizes, its 1.25-inch discharge is suitable for preconfigured packaged systems and turn-key solutions. It is available in the Barnes EcoTRAN Pressure Sewer System, allowing superior waste grinding in tough terrain. It provides a practical and environmentally safe alternative to traditional gravity systems, according to the maker. Numerous configuration options are available. **937-778-8947; www.cranepumps.com**

Zoeller Pump Qwik Jon Premier

The **Qwik Jon Premier** from **Zoeller Pump** is a 1/2 hp grinder pump system used to install a full bathroom when gravity drainage is cost prohibitive. An ideal product for residential or light commercial use, it can be installed freestanding or behind a wall with the ability to connect to multiple fixtures including the Qwik Jon elongated toilet. Being a grinder pump system, as opposed to a macerator system, this unit can easily handle human waste, toilet tissue and sanitary items. It has a shut off head of 29 feet and can achieve 45 gpm of flow at 5 feet of head. Installation requires no breaking of concrete and dealing with construction inconveniences such as lengthy schedules, messes and costs. **502-778-2731; www.zoellerpumps.com**



Webtrol Pumps WTE Series

WTE Series turbine effluent pumps from **Webtrol Pumps** include a stainless steel intake screen and cable guard. The enclosed urethane bearing is mounted in a polycarbonate top diffuser. They include a floating stack design, which prevents clogging, and impellers are constructed from glass reinforced Noryl. They offer up to 80 gpm and motor ranges from 0.5 to 5 hp. High heads of up to 840 feet are produced by a multi-stage design. They are designed as a solution for treatment and STEP systems, dripfield dosing, sewer force mains, among other applications. **800-769-7867; www.webtrol.com**



Submersible Pump

Polylok PL-CPE4A

The **Polylok PL-CPE4A** is a submersible, 4/10 hp, 115-volt, single-phase effluent pump with a 2-inch NPT vertical discharge. It has a maximum head of 38 feet and a maximum flow of 56 gpm. The pump is designed with a 3,450-rpm oil-filled permanent split-capacitor motor and has an amp rating of 6.6 for 115 volts, a rugged cast iron housing and volute equipped with a cast iron vortex impeller capable of passing 3/4-inch-diameter solids. The stainless steel shaft is supported by two single-row, oil-lubricated ball bearings. The shaft seal is an



Grinder Pumps

Crane Pumps & Systems Barnes RAZOR

The 2 hp **Barnes RAZOR** grinder pump from **Crane Pumps & Systems** is suitable for light commercial and residential solids-handling applications. It is designed with axial cutting technology to reduce solids like flushable wipes, diapers and other nonbiodegradable items. Maintenance is



inboard design with a secondary Exclusion V seal. It has a 20-foot UL/CSA-listed power cable suitable for submersible service and fitted with a three-prong plug. The unit is supplied with an integrated clip for the included piggyback mechanical float switch and used for automatic operation. 888-765-9565; www.polylok.com

Utility Pump

Little Giant 5-Series

Weighing just under 7 pounds and producing 1,500 gph, 5-Series utility pumps from **Little Giant** are rated for continuous duty, allowing for a wide range of applications and uses. These fully submersible pumps are ideal for light commercial and multipurpose residential applications where water removal, transfer or circulation is necessary. They include a 1/6 hp oil-free PSC motor that is environmentally friendly. An epoxy-coated cast aluminum pump housing gives strength and heat dissipation for both consumer and professional use. It has a 1-inch discharge with 3/4-inch garden hose adapter, removable screen for easy cleaning and a 1/8-inch pump down with screen and 1/16-inch pump down without screen to reduce cleanup time. 800-701-7894; www.littlegiant.com



Pump Part/Component

Delta Treatment Systems ECOFILTER Pump Vault

The ECOFILTER Pump Vault tank filtration system from **Delta Treatment Systems** prolongs downstream drainfield and treatment system life by reducing biological loading and clogging. The integrated system easily installs in new or existing single- or double-compartment tanks and is suitable for STEP collection systems and effluent treatment. Featuring a dual compartment housing for simplex or duplex applications, the vault draws effluent from the clarified zone of the tank, minimizing suspended solids. The easy-access design maximizes filter surface area and streamlines filter inspection and



maintenance by enabling filter cartridge removal without pulling the pump or vault. The system's float stem bracket makes removal and adjustment of the float assembly simple. Constructed of high-density polyethylene with UV inhibitors for longevity, the vault is customizable to meet project needs. 800-221-4436; www.infiltratorwater.com



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Pumps, Controls and Alarms

By Craig Mandli

Private lift/pump stations mandated
to be monitored remotely



Problem: The Department of Regulatory and Economic Resources - Division of Environmental Resources Management in Miami-Dade County created a new guideline that required all private lift stations to have a remote telemetry unit with an online monitoring system by Oct. 1, 2022. Johnson Environmental Services, a lift station service company from South Florida, had customers requesting an online monitoring system to meet the needs for the new requirement.

Solution: After extensive research, Johnson Environmental Services found an RTU with an online system that had already been working with DERM to meet all the guidelines and requirements. Grundfos Remote Monitoring allows users to monitor and manage pump systems securely and reliably from anywhere. With this system, the users would receive a text and/or email message if there are any issues at the pump stations. They would also be able to view the pump station operation online from a PC or their cellphone. Managing pumps requires nothing more than a web browser and an internet connection.

Result: They were able to service the needed stations more efficiently. This allowed Johnson Environmental Services to give their clients the capabilities to view the status of the stations online economically. **800-926-6688;** www.grundfos.com



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Asahi/America introduces new field service technician

Asahi/America announced the addition of Brad Doughty to its technical field service team for all U.S. regions. He will help train customers on using Asahi/America's welding equipment to properly install the company's single- and double-wall piping systems.



New watts.com content spotlights training

The training section of watts.com has been updated with all new content and features. It provides an overview of all Watts' training, which includes instructor-led training offered at six Watts Learning Centers in the U.S. or through Lunch & Learns at customer sites. Trainers are experts in plumbing and flow control, drainage, water quality, or HVAC and hot water, and customers can now request training through an online form. Quick online learning is available 24/7 at Watts Works Online. The platform hosts hundreds of self-paced eLearning modules. Continuing education courses, approved by ASPE and the AIA, enable engineers, architects and others to stay up to date on industry trends and advance their careers.



Send us your plumbing industry news: Email personnel, business acquisitions and related plumbing news, photos and videos to editor@plumbermag.com.

Central Arizona Supply acquires Benjamin Supply in Tucson

Central Arizona Supply, the largest independently owned family wholesale and retail plumbing business in the Southwest, announced the acquisition of Benjamin Supply, a Tucson-based plumbing supply company with two southern Arizona locations and more than 40 employees. Founded in 1950, Benjamin Supply will continue to operate its Tucson and Sierra Vista locations under the existing name.

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Product Spotlight

Valve series designed to maintain consistent flow

By Craig Mandli

Often plumbers run into applications that require consistent flow. Fixtures such as water softeners, drinking fountains, water purifiers and tankless water heaters can be damaged by a variable flow of water into their internal mechanisms, so it is up to the plumbing contractor to make sure the flow stays consistent.

With consistent flow in mind, Flomatic Valves recently announced that a complete product line of stainless steel constructed NSF/ANSI 61 certified automatic Flo-Trol valves are available. The most recent additions to the Flo-Trol flow regulator line includes 3/8- through 3-inch models and standard flow range offerings from 0.19 to 120 gpm.

“Backed by decades of experience, our stainless steel constructed NSF/ANSI 61 certified automatic Flo-Trol valves have a long-standing reputation for reliability and quality,” says Nick Farrara, president of Flomatic Valves. “As a global leader in the water industry, we’re proud to offer customers a wider selection of our Flo-Trol valves that fully meet the customer’s specifications.”

According to Farrara, Flo-Trol valves provide consistent, reliable performance for a variety of applications.



“From water drinking fountain needs to groundwater heat pump needs, they offer innovative solutions for endless applications including low-yield water well tanks, tankless water heaters, water softeners, irrigation systems, and UV filters,” he says.

With only one internal controlling mechanism — a Buna-N self-cleaning orifice — Flo-Trol flow regulators provide constant flow over a wide pressure range. Flow rates are maintained within $\pm 15\%$ averaging between 15 and 125 psi. Additional specifications include a max pressure of 200 psi and max temperature of 180 degrees F. In addition to the applications listed earlier, Flo-Trol valves can be used in well pump installations, groundwater heat pumps, fan coils, water filters, irrigation systems, cooling towers, emergency eye-wash stations, fire sprinkler systems, filling equipment, dispensing machines and UV filters.

An all-stainless steel body allows these valves to resist corrosion for a longer service life. All valves are laser engraved with the size, flow rates and an arrow indicating the direction of flow. They come packages in clear plastic bags with color-coded labels for easy identification and a coded date. **800-833-2040; www.flomatic.com**



Watco Innovator testable shower drain

Watco’s Innovator shower drain is a receptor-type drain for pre-formed shower bases. It features the Innovator orange test membrane, testable to 22 psi, which eliminates the need for test balls, caps or plugs. It includes a heavy-duty, snap-on grid strainer and the grid is available in four finishes. Easy-grip installation tabs on the top piece and the squared-off ribs on the bottom receptor aid tightening and installation. The Innovator includes a green, polycarbonate cover to protect the grid finish and

prevent debris from entering the drain during construction. **800-621-6032; www.watcomfg.com**

Rheem IKONIC gas tankless water heaters

Rheem’s IKONIC series of super-high efficiency condensing gas tankless water heaters offers homeowners smart control. The IKONIC delivers a 0.96 UEF, resulting in up to a 36% reduction in energy use and carbon footprint and up to 65% reduction in NOx emissions. Also featuring a built-in



Nov. 8, 15

Wisconsin PHCC Backflow Prevention & Cross Connection Control Virtual Seminar, held via zoom. Visit phcc-wi.org/plumbing-seminars/

Dec. 7-8

Charlotte Build Expo, Charlotte Convention Center, Hall B, Charlotte, North Carolina. Visit buildexpousa.com

Jan. 17-19

Safety Directors' Conference, The Westin San Diego Gaslamp Quarter, San Diego. Visit mcaa.org/events/

Jan. 31-Feb. 2

National Association of Home Builders International Builders' Show, Las Vegas Convention Center, Las Vegas. Visit www.buildersshow.com

Jan. 31-Feb. 2

Kitchen & Bath Industry Show, Las Vegas Convention Center, Las Vegas. Visit www.kbis.com

Jan. 31-Feb 2

National Hardware Show, Las Vegas Convention Center, Las Vegas. Visit www.nationalhardwareshow.com

Feb. 1-2

Austin Build Expo, Palmer Events Center, Austin. Visit buildexpousa.com

Feb. 6-8

AHR Expo, Georgia World Congress Center, Atlanta. Visit ahrexpo.com

Feb. 20-23

Water & Wastewater Equipment Treatment & Transport (WWETT) Show, Indiana Convention Center, Indianapolis. Visit www.wwettshow.com

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Tonya Reed
Henry Plumbing Co.,
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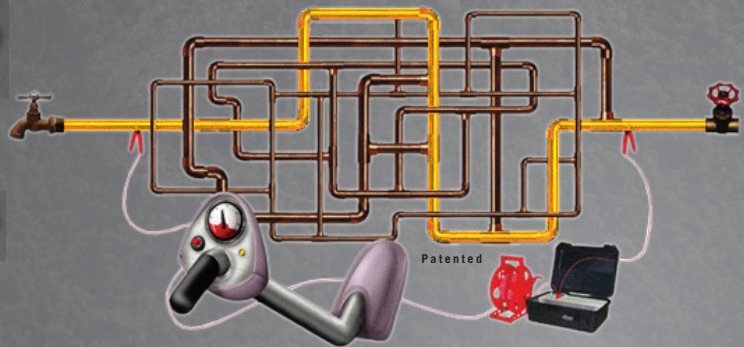


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We have been using the **Pulsar 2000** along with the XL2 fluid detector and Geophones since January 1989 in our leak locating business. Our leak locates are **accurate 95% of the time**, but I can honestly say, the line we trace is always there. Our equipment is user-friendly and requires very little training, as you will see on the video. Purchase the **Pulsar 2000** line tracer, XL2 fluid detector and Geophones, and start locating leaks immediately.

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www.Pulsar2000.com
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