



PLUMBER'S CHOICE

PROFESSIONAL WATER SOLUTIONS



MAKING WAVES

IN THE SERVICE INDUSTRY

Heightened awareness of water quality presents an untapped opportunity for home service contractors

Nearly a decade after the Flint, Michigan water crisis, it seems like Americans have progressed very little. Just within the last two years, there were clean water crises in Baltimore; Benton Harbor, Michigan; Honolulu; Houston; and Jackson Mississippi, to name a few.

Events like these are sadly becoming more common. Because of this, homeowners are now more aware of the challenges our water supplies face than ever before, driving increased interest in the residential water treatment market. According to Grand View Research, the global home water filtration unit market was valued at USD 10.85 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 10.5% from 2022 to 2030.

For Mainstream Electric, Heating, Cooling & Plumbing, located in Spokane Valley, Washington, there is a definite need for water treatment solutions, according to Hunter Damschen, Mainstream's Plumbing Manager and a licensed journeyman plumber. "Our water tends to be a lot harder here than in other parts of the country. It is good, clean water. It comes from the aquifer, but any water that comes from the ground is going to be hard, that's just the way it is. There also tends to be a lot of iron and people who have wells tend to get a lot of sand and sediment coming into their houses."

When Mainstream hired a new General Manager who had previously worked for a contractor that offered Plumber's Choice systems, she highly recommended partnering with PC via Nexstar Network's rebate program.

Plumber's Choice is a full service water treatment provider, including filtration, softeners, anti-scale systems well water equipment and testing sold exclusively through service contractors.

"We founded the company about 12 years ago when service companies were really just starting to see water treatment as a possibility. Contractors are our sole focus. We provide training, products and support," notes Nicole Ross, Principal of Plumber's Choice. "Water quality awareness has been trending upward for years. COVID heighten sensitivities. Everyone wanted clean air and clean water. We're seeing things like the railroad crash in Ohio that leaked chemicals everywhere – and it happens more than people realize. Our infrastructure in this country continues to age and we don't have the resources to handle needed replacement and repairs. So there are more and more water main breaks, more boiled water advisories. Consumers want their own line of defense"

"Between the declining quality of source water and old pipes used in distribution, we heavily chlorinate our drinking water," she continues. "Chloramine is the primary disinfectant used in the water supply at mass quantities because they have to keep the water 'safe' for consumption. Safe maybe today, but questionable as to whether or not it's safe for us long-term. Bottled water surged because people realized they didn't like the way their tap water tasted and smelled anymore. However they started to realize that drinking bottled water isn't great for the environment, not to mention, you're still bathing and showering in the same water you don't want to drink. With this awareness comes increased opportunity, and for those capitalizing on water treatment, it continues to be a huge profit center."

Products speak for themselves

Mainstream uses Plumber's Choice water testing services, and in the right scenarios, will use their water softeners and other filtration products. The solution the company uses the most is the Flow-Tech MAX anti-scale system.

"To be fair, when you first hear about the Flow-Tech, you feel it's a lot of smoke and mirrors, but then you read the reviews and hear people say how great the product is and how easy it is to install," says Todd Damschen, President of Mainstream. "Then, we have our customers saying similar positive comments. A large majority of our business is return customers – they make up over 50% of our business. So oftentimes, we end up back in these homes and we can see for ourselves how the product works when we cut out old sections of pipe. There are a lot of other products out in the plumbing industry that claim to do the same type of thing that Flow-Tech does. It's all smoke and mirrors and I wouldn't put my name on anything else other than Flow-Tech. I've seen it, I know what it can do."



"It's an eco-friendly, maintenance-free, cutting-edge solution for homeowners with high-margin and a 15-minute install, contractors love."

~ Nicole Ross, Principal of Plumber's Choice

CATEGORY: PLUMBING

SUBCATEGORY: WATER TREATMENT

SERVICES/PRODUCTS PROVIDED:

- WATER FILTRATION
- ANTI-SCALE SYSTEMS
- DRINKING WATER SYSTEMS
- WATER SOFTENERS

YEARS AT NEXSTAR: 10





"I have a close friend who is 88 years old and she lives in Coeur d'Alene, and we've been working with her for years because her water is so hard," adds Elaine Damschen, Mainstream's recently retired Vice President. "She has resisted buying any kind of product to address the issue. Finally, one of our plumbers convinced her to use Flow-Tech, and literally, within a few months, her pipes are clear and every time I see her she just says, 'I cannot believe it – we have clear water.'"

"The Flow-Tech system is different from other products on the market in that it is not flow-dependent. The water doesn't have to pass through or by anything to get treated. We induce a signal into the fluid so it is treating the entire system, regardless of whether or not water is on or off, flowing or not. That's a big deal because a lot of systems that are out there, treat the water, or theoretically treat the water, when the water passes the magnet, the coil, or whatever it might be. But as the water travels on through the system, it's no longer being treated, which means it goes back to acting normal. When that occurs scale will occur again. Flow-Tech is the first one that actually alleviates that dynamic because it's non-flow-dependent."

~ David Johnson, National Trainer of Plumber's Choice

"Because of its unique capabilities, even if a contractor is using another water treatment provider, the Flow-Tech anti-scale system is worth adding as an option," Johnson adds. "There are a lot of customers who want a hard water solution but don't want a water softener and Flow-Tech gives you the best product available for those customers."

A true partnership

Another benefit of Mainstream's partnership with Plumber's Choice is they care about their clients, their people, and the industry, Hunter Damschen notes.

"They really are out there to make a difference in the service industry and improve the quality of our customers' water. If we need anything, they're Johnny on the spot. Just one phone call, if they don't answer, they call you right back. And really, they're very nice people too, extremely nice."

~ Hunter Damschen, Plumbing Manager of Mainstream

Elaine Damschen adds that the relationship with Plumber's Choice is huge. David Johnson and Nicole Ross even attended Mainstream's holiday party, flying in from Nashville – and they showed up in themed costumes.



Plumber's Choice provides its contractors with product and sales training, in addition to their unmatched support. "I can confidently say we have the best products available, but as a business owner, contractors are going to see the primary differences are the types and frequency of our training and support," Ross explains. "If their guys call while in the field for support, they're always going to get it – they're not going to get a voicemail because the phones are answered 24/7. That's a really big deal for contractors because it allows them to avoid callbacks or run additional calls to fix a problem for a homeowner."

Hunter Damschen adds that Plumber's Choice is available to conduct training sessions whenever they are needed their team will proactively inform Mainstream when they're in the area to see if they want additional training.

Why Plumber's Choice



Better quality water with less water waste



Products made exclusively for service contractors



Our partners receive marketing support, promotional materials, and customized resources

"I would absolutely recommend them to other contractors. Their passion, their care for their clients, and their knowledge are second to none."

~ Hunter Damschen, Mainstream

Protecting more than

150,000
Homeowners

Offering Technical Support

24/7