



TESTIMONIALS:
**HOT TUB
SERUM
SOLVES
RECURRING
WATER ISSUES**



serumwatercare.com



A chemical that builds a spa dealer's annual profits is wonderful – but only if the chemical performs well and is something they're proud to promote to consumers. Hot Tub Serum™ is a product line that hot tub dealers happily recommend as a problem solver for their customers. And the testimonials – from both consumers and spa dealers – back that up.



HOT TUB SERUM MAKES WATER CLEANER AND EASIER TO MAINTAIN FOR SPA OWNERS

Hot tub owners who become frustrated with maintenance and water clarity miss out on the promised experiences that prompted them to purchase their spa in the first place. With Serum, water care becomes simpler – allowing spa owners to spend their hot tub time in the tub.

All Serum dealers have heard similar testimonials from their customers who rely on Hot Tub Serum for clear, healthy water. Here are just a few testimonials from some of the most successful Serum dealers.

EVERYTHING HOT TUBZ ENGLEWOOD, CO



Ed Konarske, Owner of Everything Hot Tubz says the “neat part about Serum is that I’m able to have my customer use it and it makes their life easy and enjoyable while owning a hot tub. In years past, customers...would always complain about odor and skin irritation. Serum eliminates that.”

One success story especially stands out to Konarske as a favorite.

So, my favorite success story is a gentleman (who) told me that he was going to sell his hot tub – and his hot tub was only 5 years old. He had spent \$10-12,000 on it five years ago. The reason he was going to sell it was that his wife wouldn’t use it, and he didn’t like using it without his wife.

They’d get done with work, eat dinner, and if he wanted to go use the hot tub, he’d go outside to use it and she’d stay inside and read or watch tv, or whatever. And he wanted to spend that time with his wife. The reason that his wife didn’t like it is that she hated the odor. She hated how it dried her skin.

Before I bought his hot tub from him, I had him try Serum. I had him purge his tub first; use the Total Cleanse on it. Three months later, he comes in and he and his wife are using the hot tub together and she can use it. She loves it. . . . These people are able to spend evenings in a hot tub together, where they were about to blow \$10,000. But because of Serum, they were able to start using it again.

For Konarske’s customers, one of the most powerful Serum benefits is that it makes hot tub ownership easier. This is a huge selling point for Everything Hot Tubz. As Konarske says, “I can’t stress enough that when I go out and do a service call and I’m looking at a hot tub with 20 broken jets and the heater is calcified and just all these different elements of the hot tub...it’s because 8 years previous to that, the person got sick of taking care of the hot tub.” Because Hot Tub Serum takes the frustration out of water chemistry for owners, it enables them to take better care of their spas – and enjoy a lot more spa soaks.

COLORADO CUSTOM SPAS

DENVER, CO



Sam Gore, General Manager of Colorado Custom Spas, says they've "had so many success stories with Serum" and they find that their customers who "either start on Serum or switch to Serum do continue (using it). They ask for the purple stuff."

We've had thousands of customers who've called – maybe they weren't our original spa (customer), just somebody giving us a call – but thousands of people who have struggled to maintain their hot tub. We do a system flush. We get them on Total Maintenance. And ... almost every one will say, «Gosh, I wish I had found this sooner.»

THE PLACE

MEDINA, OH

Andrea Reedy, Owner of The Place says, “We have a motto here at The Place: We make it easy. We are the experts. And we carry the best brands. So, Serum fits right into our model – because it doesn’t get easier than using Hot Tub Serum.”

When The Place starts a customer on Serum, they rarely find that the customer switches to a different brand. Even their service team uses Hot Tub Serum in the field, especially to solve lingering water issues. Service Manager Heather Bolton has the perfect example.

One of (our clients would) close her hot tub in the winter and open it in the spring. We just could not get her water chemistry right. We had sludge, and what looked like bather waste, and a lot of bacteria in the lines that we just couldn’t get out using the standard cleaners in the spa. When we took a look at her water chemistry, everything was balancing the way that it should be. So, we decided that we were going to use (Total Cleanse) in her spa. We put it in, let it run the 15 minute jet cycle that it does. We drained the spa, took all the jets out, detail cleaned the spa, refilled it and started the balancing process, using the Hot Tub Serum as well.

And she has had clear water ever since. She went from using her hot tub only 3 times the whole season to using it 3-4 times every week.

**WHEN IT
COMES TO
THE WATER IN
THEIR OWN HOT
TUBS, SERUM
DEALERS
CHOOSE HOT
TUB SERUM.**

**Serum Dealers use Hot Tub
Serum in their home spas
because Serum works where
other products do not.**

ANDREA REEDY

THE PLACE

As Reedy says, “Hot Tub Serum makes your water care super easy. When you open your hot tub, you want it to be clear, and you want it to be safe. And Serum really takes care of both of those.”

Total Cleanse is the hot tub purge that cleans deep into the plumbing, destroying biofilm that nothing else can reach. Total Maintenance is a backup sanitizer that keeps destroying bacteria after the main sanitizer becomes inactive and it prevents biofilm from building up. Using it weekly keeps the water crystal clear and creates a better spa experience. Which is why Reedy turns to Serum to keep her personal hot tub clear and safe.

I use Serum Watercare in my hot tub. For years I used bromine. And I would get out and my skin smelled like bromine. I always made sure I'd go take a shower and really wash down well. Now, with using Hot tub Serum, I don't have that issue. I switched to the Serum with Dichlor and I feel fresh when I get out. You know, if I'm in a hurry, I don't even go and shower afterwards, which I never would do that when I was just strictly on bromine.

My water is clearer than it's ever been. You know I work a lot. I don't follow my own advice sometimes on how to take care of my hot tub, right. So, sometimes it slips a little bit.

*And the Serum protects me and protects my tub.
Even when I'm not following my own advice.*

SAM GORE

COLORADO

CUSTOM SPAS

Even spa dealers miss their routine maintenance sometimes. For Gore, he doesn't worry when that happens, because he uses Hot Tub Serum.

Everybody forgets the hot tub occasionally. I do. I'm a hot tub guy and I forget to go out and take care of my hot tub sometimes. And (I have) peace of mind that Serum's there to back me up when I haven't managed my traditional sanitizer properly.

FOR CONSUMERS AND SPA DEALERS, SERUM IS THE SIMPLE SOLUTION.

Consumers want clean, healthy water and easy maintenance. Spa dealers want happy customers who are enjoying their hot tubs. Hot Tub Serum is the answer.

Reedy says, *“Once (our customers) start using Serum, we rarely get somebody that goes off it. They see how easy it is. They can now justify the money that they’re spending on it because of all the benefits they get.”*

Konarske appreciates how Serum turns frustrated customers into satisfied ones. *“For my whole career of 20 years, one of my least favorite dealings with customers was when they’re having a hard time managing their water and their hot tub experience wasn’t optimal for them. And Serum has allowed us to make it so much easier so we don’t get the same frustrations that (we) used to.”*

Bolton sums up what using Serum is like for the customer. *My favorite thing about Hot Tub Serum is the joy that people get from using their hot tubs. I have seen people who have been very unhappy and have been unable to balance their water chemistry for months. When they start using Hot Tub Serum, everything changes. And the reduction in stress for our clients brings them in more. It brings other people – their friends – in because when we’re supplying a product that’s making their life easier, they’re going to refer our company to their friends, to their family.*

Get
HOT
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HOT TUB
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