

The Value of Quality Water

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Did you know that adding a water softener to your home can reduce utility bills, moisturize your hair and body, significantly decrease cleaning time, and reduce the amount of harmful detergents as well as, add value and life to your home?

What is "hard" water?

Hard water is the amount of calcium and magnesium hard water ions in your water supply. This hardness builds up in your pipes, hot water heater, and forms a white, crusty film on your fixtures in bathrooms and kitchens.

How can a water softener lower my electric bill?

Over time, this buildup in your pipes and appliances does not allow your home water to flow as efficiently. This means your water pump has to work harder to push your water throughout your house, therefore costing you more money on each electric bill. This also builds up in your hot water heater taking more time to heat less water, again, costing you money.

How can soft water improve the look and feel of my skin and hair?

Hardness in the water reacts with our everyday soaps, not allowing these soaps to do their jobs. Hard water does not fully rinse all the soap off your skin and hair, leaving a small film of soapy residue all over your skin and body. This residue makes hair dull and colorless and makes skin feel dry and irritated. This soapy residue also remains in your clothing after a wash, making clothes fade and wear.

Can a water softener really save me time and money cleaning?

Lots of time and lots of money. With a water softener you drastically cut the amount of soap you use everyday, up to 80%. When hardness in water is removed, much smaller amounts of soap are needed to do the job well. Imagine using 80% less dish soap, laundry detergent, tooth paste, shampoo, etc... How much money would you save? Besides saving money, how about no more scum in your sink, bathtub, toilet, shower, to scrub. Saving money is the goal, but giving yourself more time to enjoy life is priceless.

How can a water softener add value to my home?

A water softener will serve as any other upgrade you can get to your home. It can add \$5,000 to \$10,000 of equity to your home as soon as it is installed. And when it comes to resale of your house in the future, no extra costs replacing worn appliances and water heaters, no corroded pipes, and no water tests, you have conditioned water all over your home.

For more information call Kyle Poore at Performance Water Systems at 410-770-4977, your local water experts.

