

New Programmes

Welcome Home Incentive Programme

Welcome appreciation.
Welcome relationships.
Welcome referrals.

By giving your customers a valuable gift for their home and lifestyle, you can say “thanks” for your business.

Imagine their excitement when you present them with a gift for a free water filtration system, valued at \$199.00.*

The Welcome Home Programme offers a fully featured, commercial grade Everpure Starter Filter, designer chrome faucet and do-it-yourself installation kit.



Here is how it works...

1. You offer a welcome home kit as an incentive to drive customers into your business.
2. You give it as a gift to say thank you for business they have just given you.
3. You give it as a gift for referrals for new customers.
4. The starter filter will last approx. 6 months so you can call the customer as a follow up in 6 months or sell them the upgrade filter on the spot.
5. Register the client for our free lifetime warranty on the spot, so you have their name and address and can add it to your new database.
6. Incent the customer to pre-register for an autoship programme so that you can sell them a filter replacement cartridge every 12 months, pre-approved on their VISA
7. If an autoship programme is not attractive, then call the client and draw them back into your store to purchase a new filter and see what's new!

This is the perfect opportunity to show your customers the appreciation they deserve while gaining the allegiance your business needs – for as little as a \$65.00 investment in a welcome home kit.

Seed the market with filter systems and enjoy the revenue stream on cartridges for years to come...all backed up with our unique Canadian Lifetime Warranty programme.

- Differentiate yourself from your competitors
- Give a gift that says you care about their family and wellness
- Bundle the product with one of your new products which would be installed at the same time

*Suggested retail price on filter system would be approx. \$100 plus \$89.00 for the faucet, \$10 for the fittings installation kit

