

Around the House
Plumbing Article #13 – Wet Basements

Headline

“Shiver Me Timbers! The #@!*# Basement is Flooded Again.”

Subhead

So, you’ve got water-in-the-basement problems, huh? Well, pumping it out is one thing. But now we can show you how to *keep* the water outdoors...where it belongs!

Text

To understand how to prevent water from entering your basement, **let’s see how it gets there in the first place.** There are 3 basic causes:

- When your home was built, the basement floor and walls were not properly sealed;
- Your house may have settled, thus causing cracks in the floor, walls, or both;
- **Outside water pressure** may have built up to such a point that it’s forcing water *indoors*.

To correct the problem, here are a few steps you tackle on your own, and often with very good results:

- **Repair cracks and holes** in your basement walls or floor with a water-proofing compound you can purchase from your local hardware store;

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- Next, **apply a water-proofing coating** over the entire surface areas of your floor and walls.

If these measures don't do the job, then it might be time to call the plumbing professionals at (company name).

We have two basic strategies to rid your basement of water problems once and for all:

- The simpler of the two is to **install interior drainage channels and a sump pump**. Once we dig channels around the inside walls of your basement, outside water will drain directly into a sunken hole where **the sump pump then forces the water right back out**.
- Sometimes, it becomes necessary to **install exterior drainage lines** around your house to redirect water into newly installed **drain lines that force water away from the foundation**.

One thing we can tell you for sure: if you have any sort of basement water problem, the professionals at (company name) will figure out what's wrong, and recommend the correct and most affordable solution.

To that end, **we've attached a \$50 coupon** below that applies to any of our water basement services, including sump pump and back-up sump pump installation.

Keeping your basement water-free is just one more way we're here to help... *"Around the House."*

Main Coupon

Wet Basement Repair

Save \$50...

...on the water basement service of your choice, including fully-installed sump pumps and back-up sump pumps. This offer may not be combined with any other discount or promotion.

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Teaser Copy

Inside This Issue of “Around the House”...

Water problems got you down? Especially the kind you might be having *down* in the basement. Now, learn how to fix the problem once and for all.

Plus, 3 coupons you can use now...