

Around the House

Plumbing Article #14 – Water Heater Accessories

Headline

Spot Quiz: Is there anything you can do to extend the effective lifespan of a water heater?

Subhead

Answer: Now, learn about water heater accessories galore that can help save you money *and* keep your unit running longer.

Text

Ask anybody “in the know,” and they’ll tell you **the average effective lifespan of a water heater is 8 – 11 years.**

And new water heaters aren’t cheap! So it makes complete sense to **prolong the life of your existing unit**, and here are a few ways to do just that:

- **Water alarms** – go off when your water heater leaks, allowing you to take corrective action before the problem grows worse;
- **Pressure regulators** – keep water pressure from exceeding a pre-set limit...that protects the unit and connecting pipes from leaking or bursting;
- **Timers** – cause your water heater to draw power only when you need hot water. That saves you money on energy and prolongs the life of your unit.

Still, **what happens when it’s time for a new water heater?** You’ll want to do your homework...because today, you have more choices than ever, such as:

- **Storage tank** water heaters are the most common, and are available in electric, propane and natural gas models. Natural gas and propane models tend to use less energy.
- **“Tankless” or “on-demand”** water heaters are also self-contained units, but without a water storage tank. Rather, internal coils heat the water as it passes through. But these also produce limited water volume...so they might not be the best choice if you typically run two or more hot water sources at once.
- You can also purchase an **on-demand accessory** for your existing storage tank unit. That way, you’ll enjoy **plenty of supply, reduced energy consumption, and hot water from the moment you turn on the tap!**

As you can see, **tending to your family’s hot water needs is no simple matter.** Which is why (company name) is always on hand to assist you, no matter *what* the hot water or other plumbing need.

And now, we can help you **save \$50 on the hot water service or system of your choice** with the coupon below....because sometimes, we all need a little help *“Around the House.”*

Main Coupon

Water Heaters

Save \$50...

...on the water heater service of your choice, including a brand new, fully-installed unit. This offer may not be combined with any other discount or promotion.

Teaser Copy

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

There’s never a good time to run out of hot water...or to replace your water heater. Now, learn how to keep your present water heater running smoothly for years longer.

Plus, 3 coupons you can use now...