

Around the House  
Plumbing Article #16 – Tank-less Water Heaters

Headline

Water When You Want It, And as Often as You Want It.  
Sound Interesting? Wait ‘til You Hear the Part About Increased Energy Savings!

**Text**

Chances are you have the traditional kind of water heater: one with a storage tank that refills itself as needed and keeps the water content hot, even when you’re not drawing water from it.

But that isn’t your only option. In fact, today you have two clear and distinct water heater types to choose from: “**demand**”, or “**tank-less water heaters**”. The latter have been available in the U.S. since the early 1980’s, and are becoming increasingly possible with homeowners all over the country.

Here’s why:

- Unlike tank water heaters, tank-less water heaters **heat water only as it is used**.
- A tank-less unit has a heating device activated by the flow of water when a hot water valve is opened. Once activated, **the heater delivers a constant supply of hot water**.
- You can purchase “whole-house” models or “booster” units to increase the amount of hot water available in your bathroom or other areas of your home.

Selecting a Demand Water Heater

Select a demand water heater based on the maximum amount of hot water to meet your peak demand. And by doing so, you’ll automatically cut down on your energy consumption and related costs. At (company name), **we can help you choose wisely**

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based on average amounts of water used for showers, washing machines, dishwashers, and so on.

### Expected Cost Savings

While tank-less water heaters typically cost more than storage tank units, **you'll enjoy lower operating costs and extended system life.**

Consider the following:

- Water heating accounts for **20% or more of your average annual energy bill;**
- Yearly operating costs for conventional demand (gas or electric) storage tank water heaters average \$200 and \$450, respectively.

By switching to a tank-less unit, you'll realize cost savings by not having to heat water continuously. Plus, **the average tank-less system has a "shelf life" of greater than 20 years,** vs. 10-15 years for a storage tank system. And that results in even greater longer-term savings.

Bottom line, (company name) has the skill, experience and desire to assist you with all your hot water needs. And now, with the coupon below, we can **help you save \$150 on a fully-installed tank-less hot water system** to provide a steady supply of hot water...

...Around the House.

### **Main Coupon**

#### **Tank-less Water Heater**

Save \$150...

...on a fully-installed tankless water heater system for your entire home. This offer may not be combined with any other discount or promotion.

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**Teaser Copy**

Out with the tank, and in with the savings. Now, learn how you can have all the hot water you need, save money on your energy bill, and save even more with a longer hot water system lifespan.

Plus, 3 coupons you can use now...