

Around the House

Plumbing Article #5A– Save Money on Plumbing/Southern Version

## **Headline**

Tips on How to Avoid Hiring Us?

## **Subhead**

Here's some advice on how to save money on plumbing *without* calling us for service. Have we gone mad? Not at all...we just think there are times you really need us, and times you don't.

## **Text**

No doubt about it...

The best way to save money on plumbing is to **minimize the need in the first place**.

And a good place to start is with your drains. Many homes, for example, have one or two problem drains and several that never need attention at all.

Problem drains are often the result of an excess buildup of grease. So the idea is to arrest its growth before you require professional assistance. There are a few ways you can do that:

- Before grease solidifies, **pour it into an old coffee can** instead of pouring it down the drain, and then throw it out with your regular trash;
- When you do pour grease down the drain, **wash it down with cold water**...not hot;

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- Use an environmentally friendly drain cleaning product from time to time as a preventive measure...some people even have good luck with boiling, sudsy water.

For bathroom sinks, **consider installing a screen or drain cover to prevent hair from clogging the drain.**

Now, all of you who know what an aerator is, raise your hand. Hmm, not that many. Well, an aerator is the small screen at the end of a faucet that helps reduce water consumption...**often by as much as 50%**. How? By adding air (i.e., aerating) and restricting the flow of water. This creates a higher-pressure flow, but with less water actually consumed. If one of your faucets loses pressure, it may just be a dirty aerator. To clean it, simply remove the aerator and any sand or grit you might find. Re-attach the aerator and, once again, you should have full pressure...just like that!

You can also save money on plumbing *indirectly* by replacing toilets, showerheads and faucets with new water-saving fixtures.

Of course, sooner or later, everyone needs a plumber...and we're grateful each time you call on the professionals at (company name). Today, we invite you to **save \$50 coupon on the purchase and installation of any water-saving plumbing device.** That way, you'll save twice on the same job.

From all of us here at (company name), we'll see you next time...*"Around the House."*

### **Main Coupon**

Water-Saving Fixtures

**Save \$50...**

...on the fully-installed water-saving plumbing fixture of your choice. 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”...

What can you do to save money on plumbing?  
Plenty...and we're here to tell you how.

Plus...

3 Coupons You Can Use Now!