

Mr A B Sample
Sample Cottage
Sample Lane
Sampletown
Sampleshire
SS1 1SS

Dear Mr Sample

Improve the water quality at your home - and enjoy the tremendous benefits for you and your family

And reduce your costs by £38.74 a month* as well....

Let's face it. If you live in a hard water area, the quality of your water can be a real problem.

It can cause so many issues. You will constantly be aware of a nasty film and scale on glasses, dishes and work surfaces - and also in bathroom and kitchen taps and shower heads.

You will be frustrated by the amount of time it takes to create a lather - and soap scum on your hair can leave it looking dull and limp. In addition, many of our customers have told us that they felt hard water was the cause of many dry skin issues.

And that's just for starters...

Hard water contains limescale. And limescale is not nice. Not nice at all.

So, it will be giving you all the problems above - and loads more, too. And it will be costing you lots of money. But don't worry. Help is at hand...

Fit a water softener in your home - and you and your family will enjoy excellent water quality right from Day 1

The Harvey's Water Softener is a *brilliant* product.

Put simply, it turns hard water into soft water. And in doing that, it eliminates most of the hard water problems you will currently be experiencing.

Literally from the first day of operation, everyone in your house will see, taste and feel the incredible benefits that our water softener will bring. And you will be taking the first step to **reducing your monthly costs, by as much as £38.74* every month.**

You may not realise how much your hard water problem is costing you. So, just have a look at the information in the brochure enclosed with this letter. You will be amazed.

And those are just normal costs associated with household items. When you add in the costs of replacement items in the kitchen, or call out charges to fix an appliance, then you will start to see how much hard water is costing you.

But, as I have said earlier in this letter, help is at hand.

(please read on)

With a Harvey's Water Softener, you can **say goodbye to those hurtful costs forever and actually save money every month.**

A water softener could be one of the wisest investments you could ever make for your family.

The reason is simple. You will be **improving the quality of the water** that you and your family use – every hour of every day.

And you can have one installed so easily. It will fit comfortably under the sink, in the garage and even in the basement or loft space - wherever it's most convenient for you. A water softener needs minimal maintenance, can easily last twenty years and will pay for itself very quickly.

And we offer a variety of payment options, including renting **for only £39.60 per month**. If you decide to purchase after a 90-day period when you have seen the **massive benefits** for yourself, (so many people do, by the way) all the money you have paid in that time, will be taken off the purchase cost.

Now how good is *that*?

Contact us TODAY to book your FREE home survey and no-obligation quotation

Surely it's time you got rid of all the problems and excessive costs that hard water is causing you? The solution is simple and easy.

Just call us today and speak to one of our friendly advisors on **01483 736881**. They are waiting to take your call and will be able to answer any questions you may have - and set up a **FREE, initial no-obligation survey at your home**.

Alternatively, if it's more convenient, visit us online at www.harvey.co.uk

We look forward to hearing from you.

With very best wishes

Ms A B Sample
Customer Services Manager

P.S. Don't forget. This tremendous water softener will not only transform the water quality in your home, it will also save you £38.74* every month. And you can rent before you buy, so you and your family can sample the enormous benefits first hand with only a minor outlay. So, contact us TODAY to book your FREE home survey.

*Savings of £38.74 per month are based on an average household of 4 people. Costs savings of soft water against hard water for items including cleaning products, heating and appliance depreciation, as shown in the table in this brochure. Figures correct at time of going to press, December 2014.