**Subject Line:** Are You Ignoring Your Pool/Spa Water?

**Body:**

Hello [Valued Customer],

Proper and frequent water testing is critical to prevent cloudy water, bacteria, and surface damage. Keeping your water properly balanced will eliminate unwanted chemistry issues which lead to undesirable swimming conditions such as itchy, dry skin and irritated eyes. Plus, maintaining your [pool/spa] water will reduce the amount of work needed when a problem arises.

Try Taylor® Residential test strips. They are quick, easy to use, and accurate! Just dip the strip into a collected water sample and read—no technical know-how required. Within seconds you’ll have a good picture of the condition of your water and whether any adjustments are necessary. Less time spent testing means more time for enjoying your [pool/spa].

Taylor’s mobile app, sureTREAT®, allows you to input your test results and receive instant treatment recommendations for when you’re testing your [pool/spa] between dealer and service visits. The app keeps a history of your test results which can be helpful for troubleshooting water condition issues shall they arise. This app is free of charge and available in the Apple App Store® or Google Play™ store.

If you have any questions about water testing at home, please contact our store at [xxx-xxx-xxxx].

Thank you for your business! We look forward to seeing you soon.

Your friends at [Dealer Name]