**Subject Line:** Do You Know the Two Most Important Factors When Monitoring Pool or Spa Water?

**Body:**

If you guessed sanitization and water balance, you are correct!

To prevent illness and damage to the pool or spa and its equipment, you must diligently monitor two crucial factors using a reliable test kit or test strip—**sanitation** and **water balance**.

An ideal test kit determines the level of active sanitizer (generally free chlorine or bromine); measure the three main components of water balance (pH, total alkalinity, and calcium hardness); and indicate target values. When chemistry parameters are all within their ideal range, usually no further action is needed—your water is properly sanitized and balanced. However, when even one factor is outside the acceptable range, it becomes necessary to adjust the chemistry, or harmful water conditions can occur.

Be sure you are routinely testing your [pool/spa or pool and spa] water with a Taylor® test kit or Taylor test strips at home and stopping by with a water sample for a comprehensive water test to ensure your water is properly sanitized and balanced.

If you have any questions about your [pool/spa/pool & spa water], 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]