**Subject Line:** Yay! It’s That Time Again

**Body:**

Hello [Valued Customer],

It’s time to open your [pool/spa or pool & spa] for the season AND take your water for a deep dive! Stop by with a water sample for a [FREE] comprehensive water test to ensure your water is properly sanitized and balanced before opening your [pool/spa or pool & spa]!

When obtaining a water sample, follow the steps below.

* Find a location away from return lines and/or jets. If sampling from a spa, get as close to the center as possible.
* Rinse out a clean plastic bottle and cap that will hold 8 to 12 ounces of the water to be tested.
* Immerse the plastic bottle bottom-side up into the water at elbow depth.
* Turn the plastic bottle right-side-up to fill.
* When the plastic bottle is completely full, bring it to the surface and cap immediately to keep air out.

As a Preferred Taylor® Dealer, we recognize the importance of **CLEAN** and **CLEAR** water, are committed to **TOP-QUALITY** products and services, and value **ACCURACY** and **RELIABILITY** above all else!

We look forward to seeing you and your [pool/spa or pool & spa] sample soon!

Your friends at [Dealer Name]