

LEARN WHAT INDUSTRY PROFESSIONALS ARE SAYING ABOUT PRISTIVA®

From performance to profitability, nothing works harder for you.

PROFITABILITY

“Selling Pristiva is much more profitable than selling commodity salt. Approximately 90% of the new pools we build have salt systems, so Pristiva has helped us capitalize on the salt water boom and replace lost margins from chemical sales.”

~ Steven Lowe, Manager, Lowe Pools – Corbin, KY

“I think Pristiva has expanded our customer base. We actually sell more Pristiva – not just in dollars, but also in units – than we used to sell commodity salt, and of course that means more revenues and better margins.”

~ Michelle Peterson, General Manager, Waterfront Spa & Pool – Rochester, MN

“Salt pools can be profitable for dealers, but to make that happen you have to get people on the Pristiva system.”

~ Sheila Foley, Manager, Martinsville Pool & Spa – Martinsville, VA

“Pristiva pools are more profitable because a crystal clear pool with balanced water is much easier to work with, and I don’t spend a lot of time taking care of problems. As a result, I have happy, loyal customers that have spread the word and given me referrals.”

~ Pat Fay, Owner, Pat’s Pool Service – Manhattan, KS

PERFORMANCE

“All our customers are happy with Pristiva. They tell us it’s a lot simpler for them.”

~ Sheri Boardman, Sales Manager, Aqua Liberty Pool Spa & Hearth – Rockville, IN

“There is nothing else like Pristiva on the market. It really delivers what it promises, and customers see a big difference in their salt water pools.”

~ Jason Lee, Manager, Texsun Pools & Spas – Katy, TX

“We struggled keeping consistent salinity and conductivity levels, resulting in clarity issues and cell malfunctions. Switching to Pristiva salt seems to have eliminated these issues.”

~ Cathy Kelley, Co-owner, Kelley Pool & Spa Service – Overland Park, KS

“Far and away, Pristiva pools look better and hold that look longer than other pools. There is nothing else that compares to Pristiva.”

~ Pat Fay, Owner, Pat’s Pool Service – Manhattan, KS

EASY TO SELL

“It’s easy to sell – everybody we tell about it has switched over.”

~ Sheri Boardman, Sales Manager, Aqua Liberty Pool Spa & Hearth – Rockville, IN

“We stayed away from salt until a couple of years ago, but so many people were asking about salt water pools that we felt we needed to go with it. When we did, we were told we needed to learn about Pristiva because it is the best product for salt water pools.”

~ Amber Olson, General Manager, Blue Fin Pool & Spa – Andover, MN

“We converted all our SWPs to Pristiva last summer. Having explained the differences in salts to each client, they understood ‘you get what you pay for’ and decided the cost difference was a good investment.”

~ Cathy Kelley, Co-owner, Kelley Pool & Spa Service – Overland Park, KS

“We haven’t had anyone want to switch from Pristiva, or say they don’t see the benefit. Pristiva pools are our easiest pools.”

~ Amber Olson, General Manager, Blue Fin Pool & Spa – Andover, MN

DIFFERENTIATION FROM MASS RETAILERS

“Selling Pristiva has allowed me to differentiate my specialty retail business from mass retailers.”

~ Robyn Domagall, Manager, Texsun Pools & Spas – Houston, TX

“I’m not a price point store, I’m a professional store. The cost to us of doing a cheap salt is far greater than losing a few customers.”

~ Michelle Peterson, General Manager, Waterfront Spa & Pool – Rochester, MN

“Pristiva has really helped our business in terms of customer loyalty, which is priceless, and competitive differentiation, among mass retailers and specialty pool retailers alike.”

~ Jason Lee, Manager, Texsun Pools & Spas – Katy, TX

SUPPORT TOOLS

“Pristiva’s training has really helped us sell the product line. We put all of our staff through each training module, which has worked marvelously to help our staff talk fluidly with customers about salt water pools.”

~ Randy Bowen, Retail Manager, Texsun Pools & Spas – Katy, TX

“I tell my customers to look at the Pristiva website, and look at reviews. I find that the more customers know about salt water pools and about Pristiva, the better it is for my business.”

~ Sheila Foley, Manager, Martinsville Pool & Spa – Martinsville, VA

“We give customers the Pristiva brochure and ask them to take it home and look it over. Nine times out of ten, they switch to Pristiva the next time they come in, especially when we tell them that Pristiva delivers what it promises.”

~ Jason Lee, Manager, Texsun Pools & Spas – Katy, TX

“The sales materials have been helpful, especially the ‘show and tell’ book that shows scaling with and without Pristiva. I show that to my customers and it really helps to sell them.”

~ Sheila Foley, Manager, Martinsville Pool & Spa – Martinsville, VA