

I Have Something To Confess That May Be Costing You A Small Fortune...

- But telling you about it will probably cost me a lot more.

Dear Friend,

True confession time. I'm in the plumbing business. I obviously gain by telling you about something that would lead to a plumbing repair – the more the better! Yet this letter is actually a “non-sale” for us, while it can save you a potential flood of money.

And boy do I mean flood.

You see, we repair what the industry calls “ground leaks” in main lines (that’s the main line that comes into your house from the street). It’s just a leak, right? Not exactly...

First these are pretty large pipes. Secondly, these leaks can go undetected for months – or longer. Those two add up to a big problem. So when you finally realize you have the leak, it has gotten so large, you basically have a pond in your yard or under your house!

When we get that call, it’s a panic. A basement has flooded, or a foundation wall is in standing water (and you know that can’t be good) or a “stream” is seen going down the driveway. But this has been going on underground for a while, and *now* the homeowner realizes why their water bill had been high for months.

As you’d imagine, this repair bill is significant. Add that to a few thousands gallons you’ve paid for but never used and it’s like you’re paying twice. Just one drop a second *is over 1,000 gallons a month.* Most of these repairs aren’t “drops”; they’re mini-geysers.

Areas of Flagstaff has been targeted for this problem due to building age and materials.

Since these repair bills are huge and early detection is difficult, plumbers love to get calls for mainline replacements. Your yard gets dug up and many hours of labor tick away. That’s why my fellow plumbers are going to think I’m nuts for telling you the following...

Mortensen Custom Plumbing has the skills and has invested in the tools for early detection of this potential nightmare. This could save you thousands of dollars – and gallons - over “waiting around” for it to burst. And these are dollars that you *would pay* a plumber to repair. I realize my warning may cost me some lost business.

Why would we do this? We feel that good relationships are built on trust and fairness. Eventually we’d like to become your plumber and hope this information helps in that regard.

So give us a quick call at 928-774-HELP (4357) for a **Leak Detection Analysis.** We can tell if there’s a main line leak. This can be worth a small fortune, but while we’re there we can also check for root damage, drainage problems and more.

Thanks,



Marty Mortensen, Owner

MORTENSEN Custom
Plumbing
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