

WaterGroup®

Professional Treatment Solutions

Key Dealer Guide



Why Become Key Dealer Certified?

By becoming Key Dealer Certified, you'll be positioned to offer a valuable, in-demand service that your customers need—enhancing your reputation, expanding your market and boosting your bottom line.

COMPETITIVE EDGE

Set yourself apart in the plumbing industry with a certification that shows you're a professional with specialized skills, committed to the highest standards of service.

CUSTOMER SATISFACTION

Set yourself apart in the plumbing industry with a certification that shows you're a professional with specialized skills, committed to the highest standards of service.

INCREASED EARNINGS

Water conditioning products are a natural addition to your plumbing service and they can significantly enhance your revenue.

SPECIALIZED KNOWLEDGE

As a certified professional, you'll have the expertise to offer your customers water conditioning solutions they can trust.

Elevate Your Plumbing Business



LEARN MORE



WaterGroup Product Solutions

- High-Efficiency Water Softeners
- Whole-House Carbon Filters for both
- Chlorine or Chloramines Reduction
- Combination Systems
- Reverse Osmosis Drinking Water Systems
- Whole-House Problem Water Filtration (Iron, Manganese, Sediment, Tannins, Hydrogen Sulfide)
- Ultraviolet Disinfection
- Point-of-Use Filters
- Residential & Commercial Products



KEY DEALER CERTIFICATION: YOUR PATH TO BECOMING A WATER CONDITIONING EXPERT

LEVEL ONE BASIC TRAINING

Free, Online Video Training

Video-based training that you do from anywhere in just 15 minutes. After completing the online training, you'll receive the tools you need to start growing your water conditioning business.

- Water Test Kits for Hardness, Chlorine & Chloramines
- Softener Sizing Guide
- Sales Materials



LEVEL TWO CERTIFIED TRAINING

Comprehensive, In-Depth Training

Become an expert in residential water problems and solutions. Topics cover water testing and installation techniques, water treatment technology including softeners, filters, reverse osmosis and ultraviolet, as well as how to treat common problems like iron, odors and gas.

Available through a 10-week webinar course or in-person, led by one of our knowledgeable regional sales managers.



ONCE LEVEL TWO IS COMPLETE, YOU'LL RECEIVE YOUR CERTIFIED INSTALLER MARKETING TOOLKIT:

- Vehicle & Window Decals
- Brochures
- Showroom Poster & Banner
- Water Sample Kit
- Softener Sizing Guide
- Listing on WaterGroup Website Dealer Locator
- Access to Digital Marketing Images & Product Installation / Training Videos

