

Hard Water Isn't a Problem for GMX Water Treatment

By Robin Martinez©

New Mexico water is too hard to remain untreated. Although you may leave your water untreated and get by, it will cost you far more to live with the damage and inefficiencies than to treat it with GMX and prevent costly losses. Just like planting a tree, the best time to install hard water treatment was when your home was new — the second best time is today!

It takes a lot to come up with \$1,000 to \$1,200 for home improvements today. "I wouldn't ask anyone to make this investment if I didn't know with certainty that it would return the investment several times over," says Larry Brown, owner-operator of R&L Enterprises, Inc., one of the most experienced individuals in the country for treating hard water with magnetic technology.

"I have the benefit of hindsight in my own home," says Larry. "I spent about \$1,000 on a GMX system 18 years ago. It hasn't cost a dime in operating expenses or repair since, and it has saved me at least \$4,000." The de-scaling of the water heater resulted in immediate savings in electricity, approximately \$10 per month or \$2,160 over the years. Larry still has the same water heater! Laundry and dish detergent expenditures were cut in half. And as the father of two daughters, at only \$5 savings per month each, Larry estimates that the increased efficiency of shampoo alone saved him \$1,500!



Hard water sediment builds up inside your hot water heater making it operate less efficiently. GMX magnetic technology treats hard water. Here, GMX distributor Larry Brown drains a water heater, collecting the bluish sediment (foreground).

Larry would have spent approximately \$4,500 by now. And if he had rented a softener at \$40 per month, he would have spent a whopping \$8,640.

Larry adds, "There are other physical water treatment devices showing up on the market. They are decent, but I believe they are where we were 18 years ago in learning how to control New Mexico's hard water. We now know, from thousands of installations, that effective treatment requires booster treatment after the water heater to maintain consistent benefits. I don't see any other company recommending that yet."

Among Larry's 6,000 customers are Boyd and Linda Kleefisch who had GMX installed after having used salt softeners in the past. As a health-care executive for more than 35 years, Boyd had heard claims of

using magnets for therapeutic relief and didn't originally take the GMX assertions seriously. But after becoming fed up with the calcium deposits on faucets and fixtures, he and his wife determined to try GMX. "We're using less shampoo yet getting more lather, we have less staining in the sinks and toilets and the dishwasher is operating more efficiently," says Boyd. And the Kleefishes are equally impressed with the customer service they've received. "Larry does what he says," notes Boyd, who has recommended Larry and GMX to neighbors and co-workers.

Greg Keney, a man with a strong technical background, was very thorough in researching GMX before purchasing. He wasn't interested in a traditional softener, not wanting to add salt or potassium to his water or to his septic system. After chatting with Larry, he decided that, with the

90-day money-back guarantee, he had nothing to lose. Since installation, Greg has noticed that his water heater operates more quietly and the sinks and toilets are easier to clean. "And the service couldn't be better," remarks Greg, noting that Larry has made several follow-up visits to optimize the efficiency of the GMX system.

Because GMX requires no chemicals, sodium or potassium, it is safe for plants, pets and people with health issues such as hypertension. Daniel and Fleta Jones purchased a GMX system, after prior disappointing results with a salt-based softener. With a house full of plants, the Joneses were seeking a safe, salt-free alternative.

Larry and his wife, Ruthie, are business owners. Ruthie runs their independent garden center while Larry operates the GMX business. Larry still does all the installations himself. Larry's dedication to his customers includes post-installation reviews. Every customer deals directly with Larry. He puts his reputation on the line with each installation, a commitment he takes seriously.

Larry is also intent upon educating his clients on water heater maintenance. "As minerals build up in a heater, these deposits act as an insulator, significantly reducing efficiency," he explains. "Homeowners still get hot water, but don't realize their water heater is using 20 to 40 percent more energy than it should to get the water hot through the mineral layers." A proper water heater flush requires changing to a larger capacity flushing valve to allow the large sediments to exit. "We are the only company I know of that provides this service," says Larry.

Your next step? Call Larry at 909-627-5700 to schedule a free estimate, or ask for an information package. If you are among the first 25 to call, you can also schedule a \$20 water heater service, valued at \$150.

NEW MEXICO MarketPlace™ **Business Profile**

- GMX Water Treatment
- 909-627-5700

And GMX is the least expensive technology to own and operate, Larry says. If he had spent \$1,000 on a water softener instead of GMX in 1993, Larry would have purchased salt bags for 18 years, would have had to replace either the resin bed or the softener once, and it would soon be due for replacement again.