



## Dealer Radio Ad Scripts

### **DIRECTION:**

*Upbeat and friendly voice and music. Dealers are encourage to take ownership of their radio spots and personalize the script based on the area and customer offering. Water-Right has provided three spots for your local radio personalities. We have included extra time at the end of the script for you to add your company information and call to action (Dealer Tag).*

### **60 second:**

Consider this: The average family of four uses 400 gallons of water every day. 400 gallons of water every day! Your family is doing a lot of drinking, washing, bathing, cooking, flushing, and cleaning. Water is vitally important to your home's plumbing and your family. Now, consider if your current water source provides the best possible water. You can do more than just *hope* it's OK. Take control of your home's water quality with an Impression or Sanitizer Plus water treatment system, available from your local dealer. Water-Right water conditioners, water softeners, water filters, and water drinking systems are built in the U.S.A. and feature smart, advanced electronics, so they're efficient and easy to use. Water- Right's innovative clean water solutions for your home are affordable, too. Let your *certified water dealer* evaluate your needs and suggest the best Water-Right equipment for you.

*[ :06 Dealer Tag ]*

### **30 second:**

The average family of four uses 400 gallons of water every day! That's a lot of drinking, washing, bathing, and cleaning. But, is your current water source providing the best possible water? Consider an Impression or Sanitizer Plus water treatment system. Water-Right systems are built in the U.S.A. and feature advanced electronics, so they're easy to use and affordable, too. Your *certified water dealer* can suggest the best Water-Right equipment for you.

*[ :06 Dealer Tag ]*

### **15 second:**

A family of four uses 400 gallons of water every day! Consider an Impression or Sanitizer Plus water treatment system from Water-Right. Your *certified water dealer* can suggest the best equipment for you. *[ :06 Dealer Tag ]*