

Dear Reception,

Nice to meet you and thank you for helping our very valued clients.

A little transparency from us so that you can perform to the best of your ability.

You will get calls from:

- NY (40% of calls and 90% of net profits)
- NJ (59% of calls and 5% of the net profits)
- CT (1% and growing)

Well Water clients (10% margin but no shortage of them) - They want a fast, cheap passing test... they will ask for price right away... I am sorry, as the various jurisdictions requirements often vary, and Dennis will need to follow up with you in a few moments. It will be super fast; he will follow up right now with an email. Please, I will need the address so he can look up the property and identify the requirements (the caller (99% out of NJ) usually needs a PWTA regulatory test, "private well testing act"). If they take the time to give you the details, they are a contender. I will follow up immediately, and 50% of those will be scheduled.

Clients on city / municipal supplied water: Mostly on the NY side, but 25% scattered from NJ and CT

They often have a story. My water is brown, my landlord is poisoning the water, my water is blue my water is red/ orange, I want to test for x,y,z,, I live in an old building, my child was found to have lead in the bloodwork, I just moved in and the water taste funny, my water smells odd like sulfur or sewage. particles in my water, oil in my water

Schools/daycare/preschool:

They are required by the Department of Health (DOH) to conduct testing for grand openings and every 5 years for new or existing facilities

These clients are conflicted... they want cheap, they want passing tests, but they'd better choose the best because there is no shortage of guys with old dirty bottles lying around the trunk for the bi-annual customer that needs lead water testing fast, cheap, and without following the rules. These jack of all trades (asbestos, mold, lead paint guys) look at the customer as a side gig to supplement their failing environmental companies, often trained themselves via a YouTube video.

We remain very competitive for perfect work in the interest of protecting the children and doing nothing less than a perfect job, as the health and safety of their students and children under

their care are our biggest priority.

The ***point of use*** (cold water lines only) ***count*** determines everything. Try to get a somewhat accurate idea of how many **cold water points of use** are on their premises. There are no significant exclusions. Adult sinks, water fountains all COLD WATER points must be tested with a 2-draw test (2 samples). We also follow the requirement for sampling in a regulatory required sequence based on the floor plan and structural elements. Unlike ANYONE in the industry, we honestly seem to be the only ones that know what we are doing.

Clients asking for results: Dennis will follow up with you via email shortly (grab their name and email, and phone #)

Previous client needing more work: Get the details, and Dennis will be in touch immediately

Commercial: Building management with a resident who has brown water or some other aesthetic issues. Plumbers who installed new plumbing that now requires bacterial testing.

**We focus on regulatory residential & commercial
drinking water testing
municipal-supplied and wells**

*We sometimes consider odd jobs like a lake, or pond, or wastewater

All projects require a site visit to the premises

We send out only highly experienced laboratory technicians

We do not accept drop-off samples

We do not accept client-collected samples in most cases

We do not accept samples by mail

We do not ship out bottles to clients

We do not accept walk-in clients