

Mark's Water Treatment

Location: North Liberty, Indiana

Owner: Mark Joachim

Years in Business: Dealership is in its 10th year; Mark has been in water treatment industry for almost 24 years.

Number of Employees: 5

Markets Served: Residential, commercial, industrial and agricultural.

Most Common Issue/Contaminant: Iron and tannins.

How do you usually treat it? With help from a resin manufacturer rep and on-the-job learning, I have my own special blend of resins to do the job. Using Pentair and Clack valves, makes the difference also.

Most Sold Technology/Service Type: Water conditioners, iron filtration and reverse osmosis systems.

What was the largest obstacle when starting the new storefront, and how did you overcome it? Finding qualified employees. I got lucky? I was fortunate enough to have several people ready to help man the store. Now, we have elbow room to move about and be organized.

Advice to New Dealers: Set your goals, and go for it!



Whether it's an iron or nitrate problem or a residential or industrial issue, Mark's Water Treatment has serviced its area for 10 years. In January, however, the dealership celebrated a grand opening of its new storefront in New Liberty, Ind.

After finding that his warehouse space in LaPorte County, Ind., was not nearly enough anymore, Mark Joachim decided to invest in a storefront to allow a more customer-friendly environment. "I was able to get a good price on the building, which help to save on the up front costs," he says.

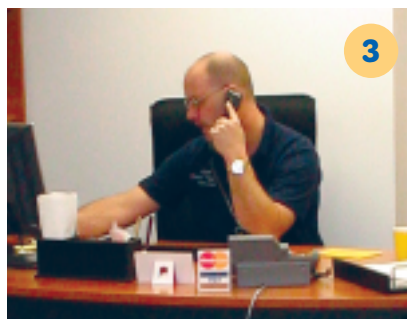
Now, customers are invited to come in and learn about their water and the technologies available to improve it. An educational station was set up in order to show customers how softeners, filters and the like function and why they are necessary. "The clear softener on display allows customers to actually see the interworkings of the technology," Joachim explains.

The new storefront already seems to be a hit with current customers, and its prime location off the main road into and out of town makes it easily noticeable and accessible to newcomers.

WQP

GRAND OPENING

Indiana Dealer Opens Storefront



- 1) Main entrance to Mark's Water Treatment.
- 2) Mark Joachim, owner of Mark's Water Treatment and 24-year veteran of the industry.
- 3) Mark is busy with customer calls.
- 4) After working out of a warehouse for 10 years, MWT now has a storefront with staff available to answer customer questions.
- 5) An education station allows consumers to see just how the water treatment equipment works.
- 6) Salt and bottled water display.
- 7) Mark's vast storeroom.

You Are Invited

Our new Open House section will allow dealers to show off their dealerships with pictures. Tell us about your dealership. What are you doing different? What is your strongest asset? How/why was the dealership started? Drop us a note to tell us about yourself. E-mail photos to wbishop@sgcmail.com.