

— Homeowner's Guide to —

Walk-In Tubs



Compliments of

 **ATLAS**
HOME IMPROVEMENT

(800) 378-1924

AtlasHomeImprovement.com



Index

- 02** Letter From Darian And David Bobby
- 03** SPECIAL REPORT:
Seniors Are Afraid To Bathe
- 05** Not All Tubs Are Created Equal
- 06** Why You Need A Walk In Tub
- 07** What Is Hydrotherapy And Why Is It Important For You
- 09** Extraordinary Benefits Of Hydrotherapy
- 11** Traditional Walk-In Tubs VS. Jacuzzi
- 13** Who Can You Buy From
- 15** Why Jacuzzi And Atlas Are The Perfect Combination
- 16** What You Should Do Next

A Message From The Owners

Hello, this is Darian & David Bobby, owners of Atlas Home Improvement. Now, before you start getting the wrong idea about the partiality of this report you need to know that we intend to be as un-biased as possible.

Sounds hard to believe, we know. You see, we started the Atlas Home Improvement company back in 1989. Back then you could trust people. You could trust products to do what they claimed they would do. Unfortunately, times have changed and it's tough to believe much of anything that you see or hear about the performance of a product without actually seeing it perform in real life. As a result we understand that homeowners have become increasingly cynical as a result of these products not living up to their claims.

This trend towards a consumer jaded mentality led us to one conclusion – that if we truly believed we have the best product on the market today then it was our responsibility to share what we know with everyone that we possibly can.

This free informational report exposes the truths, the lies and the stuff everyone in this industry simply wants to keep under wraps. If you are even considering a shower / bath conversion of any kind – we challenge you to read this report and find out what the entire rest of the industry doesn't want you to know... that the "right" walk in tub does more for your health, safety and well-being than any other product on the market today.

Respectfully,



Darian & David Bobby
Atlas Home Improvement



Darian & David Bobby



Questions?
Need More Information?

Call (800) 378-1924

Visit AtlasHomeImprovement.com

10824 Plaza Drive
Whitmore Lake, MI 48189

Seniors Are Afraid to Bathe ... FOR A VERY GOOD REASON!



Unfortunately, many seniors in America today are embarrassed to admit or even acknowledge that they have a fear of taking a bath. More often than not, they would rather ignore their fear, or worse yet believe that they are being childish.

But the reality is that few spouses, or even grown children, ever observe the gyrations and stress that many seniors experience as they quietly struggle to bathe in the privacy of their bathrooms. We ALL tend to ignore the problem until it is too late. The issue comes to be a glaring reality when a senior falls, is injured and then forced into assisted bathing... which is extraordinarily embarrassing, emasculating, and not to mention expensive.

The right walk-in-tub offers the ability to practically remove this danger from the home and help improve the health of seniors or anyone who is suffering from mobility issues.

Let's take a realistic look at the impact traditional bathtubs have on seniors.

REALITY 1

YOUR BATHROOM IS THE MOST DANGEROUS ROOM IN YOUR HOME!

Currently, according to reports by the AARP and the CDC, 80% of all people in nursing homes are there due to complications from fall related injuries. Falls, sprains and scalds in traditional bathrooms account for the vast majority of these injuries. In fact, one in three adults aged 65 or older falls each year. By the time they reach 80, it becomes one in two.

As alarming as they are, these documented statistics fall short of the actual number since many incidents are unreported by seniors and unrecognized by family members or caregivers.

Eighty-seven percent of all fractures in people over the age of sixty-five years old are caused by a fall. Accidental falls account for at least twenty percent of injury related deaths in this age group... the bathroom is the room that accounts for the greatest number for falls in the home.

The main problem is that the high walls of traditional bathtubs are difficult for seniors to safely navigate. This becomes even more problematic as they attempt to exit. They are wet and so are the bathroom surfaces.

Many believe that switching over to a walk in shower is the solution but they are wrong. The shower has many of the same inherent problems that traditional baths have. There is no place to sit unless the senior places an after-market seating appliance in the shower, the wet surfaces create many of the same slipping hazards and there is no added safety of a high side wall self-enclosed area that a senior can use to prevent falls and regain their balance.

Solution – Walk-in bathing appliances have high side walls and a low threshold door that permits seniors to enter the bath **without** needing to lift their feet more than a few inches. Appropriately placed ADA grab bars provide personalized stabilization throughout this process. Once in, the bather can lower onto a raised integral seat – AND RELAX!

There is no risk of slipping, falling, or trying to get up or down from floor level and the valve handles, drains and accessories are within easy reach.

REALITY 2

EVERY INJURY OR ILLNESS CAN DEVASTATE A SENIOR'S SAVINGS AND FINANCIAL STABILITY.

Healthcare costs are soaring. Many long-term care insurance

companies are going under. With one of our customers, they spent over \$30,000 in uninsured medical expenses, and \$8,000 or more, each and every month, IN CASH, for their spouse who now requires home nursing care. Few seniors can afford this.

Solution - Investing in preventative bathing safety products **saves money and pays for itself**. Even the most expensive walk-in bathing solution can cost far less than a nursing home stay. The investment in prevention and health is crucial to thriving in older age and preserving your cherished financial resources. Think of it this way, if someone is barely getting by financially... they cannot afford to NOT invest in bathroom safety!

As with most seniors, once an accident occurs, it is often too late. In this case a pennies prevention truly is worth a pound of cure.

REALITY 3

FEW SENIORS HAVE SUFFICIENT ACCESS TO HEALTHY, NON-AGGRESSIVE, WHOLE-BODY EXERCISE.

Most diseases, like arthritis, diabetes, MS, joint problems, cancer and many others, are due to long term, low grade inflammations. Unresolved, these conditions worsen and can shorten life. Certainly, pain and discomfort become more problematic. As we age, we often don't have any way to exercise, and stimulate our body to help cleanse the toxins and contaminants that lead to inflammation, pain and debilitating degenerative conditions.

Art Linkletter (currently 95) once said: "Some people are more afraid of being old than they are of dying..."

Solution - Hydrotherapy delivers sanitary, gentle whole-body massage, and can have a truly life altering impact on a senior's health, relaxation and sense of wellbeing. High quality walk-in bathtubs offer the option of hydrotherapy (not dangerous jetted "hot tubs").

Every single client we have raves about the relaxation, pain reduction and invigorating benefits they receive from hydrotherapy. Many report they are even able to reduce expensive, harmful medications. We MUST make bathrooms safer, and do our best to prevent injuries from ever happening. Once an injury occurs, it may be too late. Knowledge of bathing technologies, like walk-in tubs, can empower you to take control of your intention to live independently for as long as possible.

You cannot live independently until you have resolved bathing issues for the long-term.

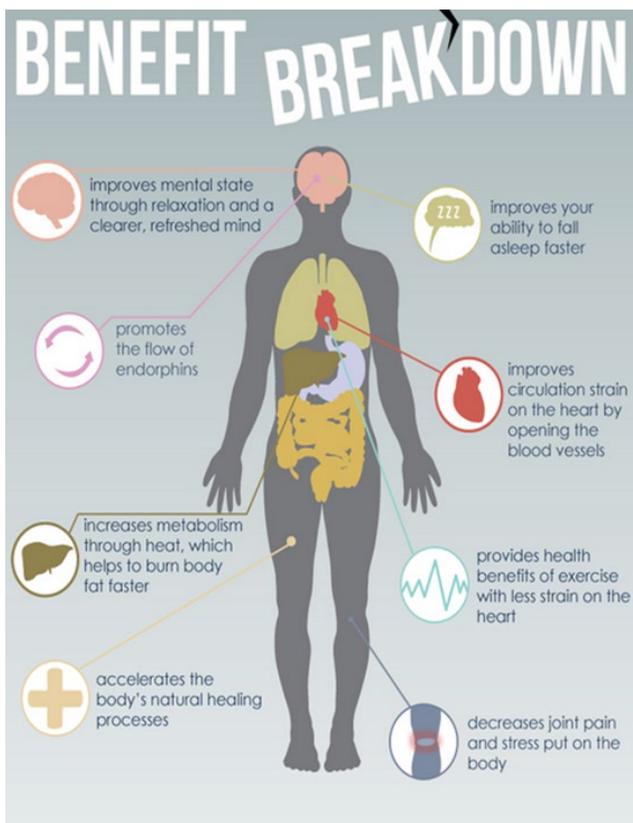
NOT ALL **BATH TUBS** ARE CREATED EQUAL

Most homeowners don't really think about their bathtubs very much. Too often the first thought about their bathtubs comes only after a fall has occurred.

While many consider a tub to shower conversion to keep slips and falls to a minimum... the reality is that many would be better served with a **Walk-In Tub**.

Traditional bathtubs or showers simply cannot provide a homeowner any of the following:

- ◆ Hydro and Air Therapy - Hydro-Therapy has been proven to be effective for relief for many health issues.
- ◆ Increased Safety - low threshold walk in tubs make it easy to get in and out.
- ◆ Built In Comfort & Safety – sit back and relax. No fear of falling.
- ◆ Self-Sufficiency – For seniors who want to stay home.



A COUPLE OF **FACTS** YOU **NEED** TO KNOW



- ◆ In a study conducted at the University of Minnesota, 85% of the participants preferred a whirlpool bath to a still bath.
- ◆ The same study also showed that only a whirlpool type bath was effective in reducing the participant's reactivity to stress.
- ◆ There are documented archeological records showing the use of Hydrotherapy by the ancient Romans, Greeks and Egyptians. The oldest known spa (mineral bath) is in Merano, Italy and is over 5000 years old!
- ◆ A study by the New England Journal of Medicine, showed conclusively the benefits of hot tub therapy for persons with Type 2 Diabetes. After a 10-day routine of 30 minutes a day soaking in a hot tub, patients experienced distinct changes in their bodies like "reduced doses of insulin, lost weight...and an increased general sense of well-being."

WHY YOU NEED A WALK IN TUB

There are so many problems with the present design of today's bathtubs and showers.

First, **these products are outdated and they fail to meet the physical needs of the aging population.** Adaptive fixtures and equipment are "Band-Aid" solutions to complex problems not satisfied by conventional showers and tubs.

For example, the "clamp-on" assistance bar installed by most seniors to the outside wall of their tubs seems like a good idea, in theory. Unfortunately, in practice these after-market assistance bars contribute to many falls when they move just enough to set a fall into motion.

These devices highlight failures in conventional design and unresolved problems:

- ◆ After market Grab-bars make up somewhat for the absence of adequate support but highlight the need for greater physical security in the bath area.
- ◆ After market bath mats attempt to overcome the danger of the slippery floor surfaces but only in the area of their exact location - still potentially dangerous. They reflect the need for safer footing.
- ◆ Bath seats are a reminder of people's inability to stand or lower themselves into a tub while bathing. They point to the need for alternative ways of bathing and improved technology.

Second, **bathtubs and showers are ability-specific products.** They conform only to the functional capabilities and physical needs of young, able-bodied individuals, and place considerable physical and mental demands on the elderly and those with disabilities.

For example, the positioning of controls and accessories often requires standing, bending, gripping and a wide range of motion. Bathtubs and showers require good balance, flexibility and strength when both using them, and when transferring in and out of them.

Third, **the design of bathtub/showers does not reflect a lifespan perspective.** Conceptually, as children, we begin to bathe on our own by the time we are 6 to 7 years old. We continue to do so as grownups until we are about 50-60 years old. Beyond this age, we begin to inherit equipment-related dependence, followed by people-oriented dependence, and finally dependence on both.

Bathtubs and showers do not meet the changing needs of people. They are not responsive to adaptation as people's functional capabilities and physical conditions undergo age-related changes. For example, when unable to stand and bathe, people sit down while bathing. This often takes the form of unstable and dangerous stools, benches, even plastic patio chairs, being placed in bathtubs or showers. The loss of reach from a person's restricted movement makes controls and accessories inaccessible. Thus, for much of their lives, people either bathe in unsafe conditions or they are dependent on assistance.

The only product on the market today that we know of that reduces or even eliminates these issues is a hydrotherapy walk-in-tub.

What Is Hydrotherapy And Why Is It Important For You

Q: What Did The Japanese, The Chinese, The Greeks, The Romans, The Persians And The Egyptians All Have In Common?

A: They ALL Used Hydrotherapy In One Form Or Another.

Hydrotherapy has been around since the ancient Egyptians and even longer. In fact, many of the historical records of the Chinese and Japanese predate the use of *thermae* (public baths) by the ancient Romans. But regardless, at some point in their history, all of these civilizations used hydrotherapy to cure or maintain the health of their people and many of them still do.

For example, Egyptian royalty used oils and flowers to bath in, while Romans had communal baths (*thermae*) for both men and women. In more current times, hydrotherapy can be found at spas throughout the world and we are now even seeing the reintroduction of aromatherapy into the bathing process.

So what exactly is Hydrotherapy: in short, it is the treatment of illness and injury through the use of water.

But what **EXACTLY** does all this mean to you?

In short, the historical record, lab results, and real life examples are clear - hydrotherapy has been and continues to be an effective treatment for a multitude of ailments: from type II diabetes, to arthritis to fibromyalgia... to even simple aches and pains.



In fact, Bruce E. Becker, M.D., clinical professor of the Department of Rehabilitation Medicine at Washington State University, has been conducting water immersion studies for more than 30 years. In his recent studies at National Aquatics & Sports Medicine Institute, Dr. Becker found that within 25 minutes of soaking in a hot tub with a temperature of 102 degrees, the autonomic nervous system produced changes similar to those that occur during deep relaxation. He says that along with relaxation, immersion in warm water may even have a positive effect on cognitive performance.

The results of his study have also led Dr. Becker to believe that the use of hydrotherapy may be beneficial in the management of post-traumatic stress disorder in soldiers. According to Dr. Becker, the program will have two phases: the first will help soldiers recover from the acute stage of their injuries, and the second will prepare them to return to active duty or civilian life. **“Immersion in warm water can lead to a faster and longer-lasting recovery,”** says Dr. Becker.

Bottom Line: The benefits of hydrotherapy are many and some have even gone as far to call it

“A Miracle Cure For Seniors.”



How Does **Hydrotherapy** Make Me **Healthier?**

There are two ways that hydrotherapy helps keep your body healthier: thermally and mechanically.

Beneficial Thermal Effects of Hydrotherapy:

Warm and cold baths alike create certain reactions in your body tissues that help lessen pain and discomfort and improve the healing process. Warm baths open up your capillaries (the small blood vessels in your body that are closest to tissues) which leads to increased blood flow and circulation, helping your body oxygenate and heal tissue better and get rid of toxins faster. Heat is also good at lessening certain types of aches and pains. Heat increases the production of beneficial body hormones, and stimulates the immune system. Warm, moist air from a hot bath can help open up congested or constricted airways in your lungs, throat and sinuses. Whereas cold baths help to lessen inflammation in areas of injury, and help decrease the sensitivity and pain of injured areas.

Beneficial Mechanical Effects of Hydrotherapy

The gentle tingling sensation of air bubbles and the massage-like motion of water jets create beneficial chemical reactions in your skin and tissues. This leads to increased circulation, which helps oxygenate tissues and evacuate toxins. In water, your body weighs only 10% of its normal weight, so there is a large amount of physical stress removed from your joints and bones, helping to relieve pain and discomfort. This partial weightlessness also helps relax the body, because muscles don't have to work as hard to keep the body in position and are given a chance to relax.

All it takes is a matter of **minutes** for you to start reaping the **benefits** of **hydrotherapy**.

BODY

In a recent study conducted at the Washington State University's National Aquatics & Sports Medicine Institute the following effects were recorded. Here's what happens to your body as you take a relaxing Jacuzzi bath (at approximately 102 degrees).

AFTER 5 MINUTES

Your blood pressure and pulse rates begin to drop.

AFTER 8 – 10 MINUTES

The warm water increases your blood flow and circulation improves in your hands and feet, making them feel warmer.

AFTER 12 – 15 MINUTES

The buoyancy effect of the water allows your muscles to relax and become more reactive to passive exercise. Your tissues are more malleable and become receptive to stretching, which encourages the release of lactic acid and other toxins from your body.

AFTER 15 – 20 MINUTES

By eliminating the effect of gravity, pressure is removed from the joints, and stress on the supporting muscles and ligaments is lessened. Your aches and pains begin to decrease in severity.

The

EXTRAORDINARY

Benefits Of Hydrotherapy

Effects of Hydrotherapy on Arthritis

One in six Americans has some type of arthritis. Unfortunately, it's a fairly common disease that only gets worse as we age. Generally, joints swell and become painful making it hard to move, especially after physical exertion. The older we get, the more pronounced the symptoms.

Exercise has always been an important component in the long-term management of arthritis—it helps keep joints moving, increases strength and flexibility, reduces pain, and protects joints against further damage...

BUT, According to a case study by the Mayo Clinic, exercising in warm water is even better. Hydrotherapy can alleviate pain and improve joint function for people with arthritis. The Mayo Clinic study found that after participating in the National Arthritis Foundation's Aquatic Exercise Program, participants suffering from arthritis reduced their perception of pain by 12.8 percent and difficulty by 18.2 percent. The warm water in spas provides an ideal setting for relieving arthritis pain because the heat helps relieve pain and stiffness, while the buoyancy lessens the strain on joints and the gentle resistance helps build muscle strength.

NOTE: PLEASE be sure to consult your doctor to determine the appropriate exercise program for you. Visit www.arthritis.org to contact your local Arthritis Foundation office for help and more info.

Effects of Hydrotherapy for Lower Back Pain

Behind colds and the flu, back pain is the #2 reason in the

United States for doctor visits. Back pain can be caused by a number of things, including stiff or sore muscles, diseases, disorders or injuries of the vertebrae and connective tissue, and pinched nerves.

Studies conducted over the last ten years have shown that people who suffer from back pain and who use hydrotherapy as a treatment experience marked reductions in pain versus those people who do not use hydrotherapy. In addition, people who treat their back pain with hydrotherapy use fewer drugs to control their pain, so they don't experience any of the negative side effects associated with some of these drugs. All the thermal and mechanical benefits of hydrotherapy go to work against different types of back pain. Depending on the type of back pain you have, you may experience a complete eradication of the pain after starting a hydrotherapy regimen, or you may notice a decrease in the pain instead. Either way, hydrotherapy makes living with back pain more comfortable and provides a relaxing outlet for relief.

Effects of Hydrotherapy for Diabetes

Hydrotherapy has proven useful for helping patients with Type 2 Diabetes. In a study published in 1999 by the New England Journal of Medicine, people with Type 2 diabetes soaked in hot tubs for 30 minutes a day, 6 days a week. Doctors noticed that these patients had an easier time controlling their weight and plasma glucose levels. Some patients even required smaller doses of insulin as a result.

In fact, even patients who were unable to exercise reported benefits, as hydrotherapy helped increase blood flow to their skeletal muscles.



Effects of Hydrotherapy on Fibromyalgia

A variety of studies involving fibromyalgia patients and hydrotherapy have been performed over the last decade. In one study, fibromyalgia patients were given therapeutic whirlpool baths twice a week for six weeks. Upon conclusion of the study, the patients involved had better muscle and joint function, reduced pain symptoms, and improved sleep quality. In particular, hydrotherapy techniques help to:

- ◆ Reduce muscle pain
- ◆ Improve sleep disorders
- ◆ Increase mobility
- ◆ Reduce stiffness

Effects of Hydrotherapy for Insomnia

Just about everyone suffers from insomnia - or the inability to fall asleep - at some point in their lives. For some people, insomnia can be a very severe problem, depriving their bodies of needed rest and making them feel irritable and depressed, and making them more prone to sickness. Warm baths have been shown to improve both your ability to fall asleep and the quality of your sleep, and as such, hydrotherapy is one of the most popular home remedies for insomnia and sleeplessness.

Insomnia is generally caused by having too much blood in the brain. Hot baths dilate capillaries in the body and increase blood flow to external areas and to the limbs, drawing blood away from the brain. A lower core body temperature has also been shown to help you achieve a deeper sleep. Soaking in a warm tub at 104 degrees for two hours before bedtime will both lower your core body temperature and draw blood from your brain, priming you for restful sleep. Enjoying the stress reduction benefits of air and water jet massages will further relax you and make sleeping even easier.

Benefits of Hydrotherapy on the Body

Hydrotherapy is helpful for relieving the symptoms of common ailments found in the torso like chest congestion, bronchitis and asthma. It can also relieve the symptoms of other chest disorders like angina. Soaking the trunk of the body in warm water helps increase blood flow to the heart and lungs and other internal organs, and will help tone muscles, decrease the size of varicose veins, ease nervousness and headaches, and help soothe irritated vocal cords. In addition, it will help lessen the pain associated with ailments affecting the abdominal and pelvic areas like cramps, hemorrhoids, kidney disorders, intestinal disorders, gall bladder disorders, liver disorders and other systemic problems that cause internal pain. Arms and legs benefit from increased circulation, especially to the extremities, so cold hands and feet can be alleviated with hydrotherapy. Headaches, migraines, vertigo, rheumatism of the limbs, low blood pressure and nerve disorders of the limbs also notice improvement with hydrotherapy.

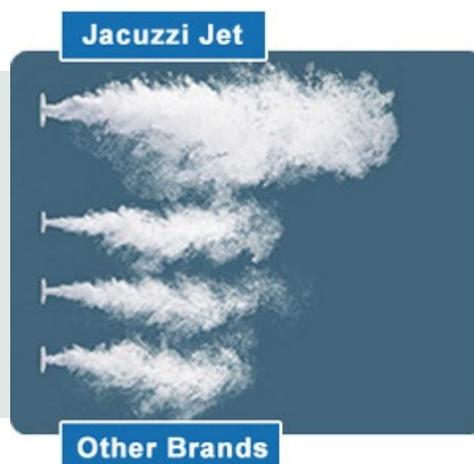
Important Note on Hydrotherapy Treatments

Too much heat or too much cold can be bad for you, so it's important that you consult your physician before embarking upon hydrotherapy treatments to be sure the treatment is right for you. Once you and your doctor have agreed upon a treatment, be sure to monitor your progress and report any issues that arise to your doctor. This allows your doctor to make any necessary adjustments to your treatment and protects your health and safety.

TRADITIONAL WALK-IN TUBS VS. JACUZZI

According to Consumer Reports: “**Build quality can vary...** Some models leaked and one had to be replaced. One pricey air tub had fiberglass walls thin enough to see through.”

To be perfectly candid, our company used to sell a different walk-in tub when we first got into the business. There is no need to mention the brand or try to bad mouth the competition. Suffice to say that we have learned firsthand that there are a lot of problems with traditional tubs - that nobody wants you to know about!



Watch out for these common complaints about Traditional Walk-In Tubs.

JETS

Many walk-in tub manufacturers get their parts from outside the US and their cheap jets do not provide true hydrotherapy and just push water around.

Jacuzzi made jets are the only jets that have been laboratory proven to outperform all other manufacturers' jet systems. Jacuzzi brand jets are proven to produce a deep and wider plume of revitalizing jet stream. Everyone says they have “Jacuzzi jets” but there is only one Jacuzzi!

TUB SHELL

One of the dirty little secrets in the Walk-In Tub Industry is that tubs can be a lot of maintenance for the homeowner. No manufacturer wants to admit that their walk-in tub is made of fiberglass which is a porous material - so they instead camouflage the name and call it “gel coat”.

Look closely at the warranty on a gel coat tub and you will see the fine print that the tub is likely to lose its luster and stain within a few years.

Jacuzzi is made of a high quality Acrylic which is non-porous, making it resistant to mold/mildew and easy to clean. There is no scrubbing required and most people simply spray and wipe down with a sponge or damp cloth.

WATER TEMPERATURE

Did you know that one of the most common complaints is that after a few minutes while running jets and air that the temperature of the water cools several degrees, often causing the occupant to shiver. So you spend most of your “relaxing” bath running the drain so you can add more hot water.

For maximum comfort and relaxation, Jacuzzi walk-in tubs come standard with an inline heater. So no matter how long of a bath you decide to take, the inline heater will keep the water that perfect temperature you started with. Additionally, all Jacuzzi tubs come with built-in Anti-Scald Technology for your safety.



DOOR LEAKS

This may seem pretty self-explanatory once you think about it. You are going to fill up a bathtub with a whole bunch of water and then put a door on the tub. Of course they can leak! In fact, this is probably the biggest challenge in the industry and can get worse over time the more you use the product.

Jacuzzi has patented the first Dual Pin safety release. When you lock down the Jacuzzi door handle it automatically locks at the top and bottom of the tub. This holds the door tight against the seal eliminating the typical leak at the bottom of the door. No worries, it's a Jacuzzi!

ALGAE AND MOLD GROWTH

Now for the least fun subject to talk about. One of our customers once referred to soaking in a community hot tub as entering the "toxic soup". Algae is a common problem with a whirlpool style tub because, even after you've drained it, water tends to sit in its internal network of pipes, nozzles and jets,

thereby allowing it to fester and grow. So the next time you bathe this may be circulating in the water, leading to risk of infections. Yuck!

Jacuzzi walk-in tubs come with a self purge system which evacuates the water from the internal pipes after each use. Additionally, Jacuzzi offers an Ozone Cleaning System option designed to sanitize the water as you bathe, making it clean and clear. Jacuzzi's sophisticated, yet simple, advanced filtration process helps maintain the water's purity with **fewer chemicals and less maintenance** than other spas.

After all the research we determined that Jacuzzi was the only brand that was designed to be a permanent solution and the only one we are comfortable to install. Bottom line; if we wouldn't install a product in our own home we certainly won't install it in yours.

WHO Can You Buy From

So far we have covered some of the most common reasons for looking into a walk-in hydrotherapy tub as well as discussed the wide array of types and options available (the good, bad, and ugly). Now it's time to discuss who you should purchase from.

This is a bigger part of the decision than most people think – It's actually quite critical. Again, we are going to be as impartial as we possibly can here, keeping in mind that we have been doing this a long time and have a pretty good view of how this industry works.

BIG NAME HOME IMPROVEMENT STORES

Your local "Big Box" retailers will likely sell walk-in tubs of some kind. Pricing will be relatively cheap and so will the product. These products will be only for the extremely avid do-it-yourself'ers. There will likely be little or no instructions and certainly a limited (if any) warranty. Don't go looking for too much customer service or installation support either – typically what you will find is a few guys who have seen it installed or know a buddy who has it in his house. Not a good option for most people.

The reality is that installing a walk-in tub is a complex process. There are literally hundreds of points that have to come together perfectly in order to have a functional walk in bath tub that will work as promised and that will last.

TRUCK AND LADDER CONTRACTOR

If you never listen to another word we ever say, please listen to this. Never take the advice of a Truck and Ladder Contractor

when it comes to installing a walk-in-tub. There are many of these guys doing "bathroom remodels," but they don't have the first clue when it comes to the "complete picture" of installing a walk-in tub. Like the trim work, the fixtures, proper plumbing and electrical, and the list goes on. Let's face it, they just don't install many walk-in tubs and you do not want to be their "guinea pig!"

These are the guys that work out of their truck and are contacted only by cell phone. All they care about is the up sell and quick buck that ripping out and sticking in a new tub can bring. Their guarantees are useless the moment you see the back of their truck drive away.

COMPETITOR PRODUCT DEALERS

We really need to be careful when speaking of the competition. Unfortunately for consumers, many of the 6 reasons you shouldn't buy from truck & ladder companies (listed on next page) apply to most of our competitors. However the single biggest reason is of course that they don't sell Jacuzzi Brand walk-in tubs.



Here Are **6** reasons Why You Should Never Buy A Walk In Tub From A Truck And Ladder Company

- 1** It isn't their normal line of business. I think this is pretty easy to see. Their day to day business is not making sure that you get the best solution for your problems. They are instead too busy rushing from job to job and leave the work in the hands of day laborers instead of skilled technicians. Don't be fooled, there is a big difference between installed and installed right. The last thing you want is a plumbing fixture coming loose and leaking after the fact because it wasn't installed right.
- 2** They have no product loyalty. They change brands and types as easily as you might change pain relievers. Generic, brand name, this type or those... they don't care.
- 3** They are out of business in a few years time. Statistically speaking, Truck and Ladder Guys have one of the highest turnovers in the home improvement industry. They don't have an office or infrastructure to support. It's very easy for them to close up shop, not honor any warranty's and then simply reopen under another name. In the meantime, what does that say for their guarantees?
- 4** No training in the installation of the product means they are basically "eyeballing, improvising and walking away". Forget any type of product support or explanation.
- 5** Since a walk in tub installation is an additional product, or what they like to call a "gravy product," it's usually not explained to the customer correctly. There is no 100% perfect solution and homeowners need to be educated on their choices...not sold on a product.
- 6** If there is a problem, try getting a quick response from these guys on the phone.

Why **Jacuzzi** And **Atlas** Are The *Perfect* Combination

LEGENDARY JACUZZI® HYDROTHERAPY

No other manufacturer has the decades of engineering experience to match the uniqueness and flexibility of the Jacuzzi® brand jetting system. The patented PowerPro® jet system is unlike any other, supported by high-volume, low pressure jets that give users incredible flexibility — from more forceful deep-tissue massages to gentle micro-bubble relaxation.

Jacuzzi® brand jets are the most efficient way to move water —jets designed to swirl, jets that spiral, jets that deliver a large volume of water, and others that target specific pressure points. All arranged in ergonomically specific combinations. With many of them being fully adjustable so that the spa experience can be completely unique.

LIFETIME WARRANTY:

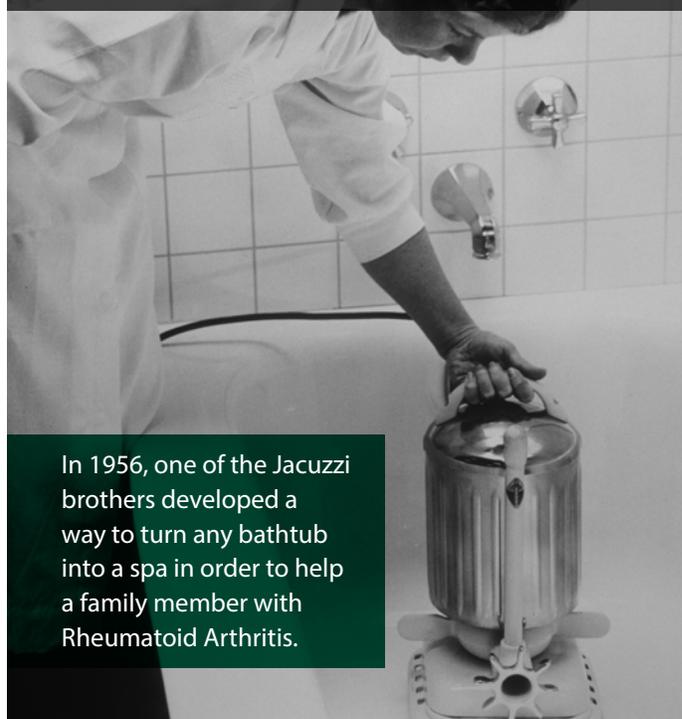
Jacuzzi's limited lifetime warranty is the best in the industry.

MADE IN THE USA:

- ◆ Jacuzzi created the first whirlpool baths in 1968 and continue to develop exciting new bathtub designs and performance features
- ◆ Jacuzzi holds over 250 patents for pump systems, jet technology, air controls and product design, in bathtubs and spas
- ◆ High-pressure, low-volume jets in our bathtubs move more air and water than comparable baths' jets, with more diffused action that feels soothing and therapeutic, never harsh

Changing the course of history

World's First Hydrotherapy Pump



In 1956, one of the Jacuzzi brothers developed a way to turn any bathtub into a spa in order to help a family member with Rheumatoid Arthritis.

The **Benefits** Of Jacuzzi

- ◆ Extremely safe access to tub with low entry way clearance
- ◆ Built in slip resistant textured floor
- ◆ Easy to reach handles, controls, and shower wand.
- ◆ In-line built in heater maintains a constant water temperature
- ◆ Quick release drain
- ◆ Ozone cleaning system
- ◆ Anti-scald valves
- ◆ Hydrotherapy
- ◆ Air Therapy
- ◆ Chromatherapy
- ◆ Aromatherapy
- ◆ High Gloss, easy clean, stain resistant Acrylic surface
- ◆ Lifetime Warranty
- ◆ Made In The USA

The **Benefits** Of Using Atlas Home Improvement

- ◆ We use only the Jacuzzi brand line of products
- ◆ We use only the highest quality materials and hardware
- ◆ We will NEVER cut corners or take short cuts...PERIOD
- ◆ We are aging in place specialists
[CAPS: Certified Aging in Place Specialists]
- ◆ SIX Unprecedented Guarantees...In Writing



Why You Can **Trust** Atlas

100% MONEY BACK GUARANTEE

We offer an EXCLUSIVE money back guarantee and we put it in writing.

BEST VALUE GUARANTEE

Atlas offers the absolute best value for your money, find it cheaper, we refund the difference plus \$100.

NO SURPRISE "PRICE" GUARANTEE

If you don't make a change, we don't change the price. The price we quote is the price you pay.

CERTIFIED CRAFTSMAN GUARANTEE

All of our workers are experienced craftsman that must pass a certification process, including background and drug testing.

CLEANER THAN WE FOUND IT GUARANTEE

We don't just show up, create a mess and then expect you to clean up after us. If you have to clean up after us we will give you \$100.

PROPERTY PROTECTION GUARANTEE

If we break it, we fix it... PERIOD.

**FAMILY OWNED AND OPERATED
FOR OVER 25 YEARS**

WHAT YOU SHOULD DO NEXT



At this point you probably have a great many questions and we are here to answer them. Feel Free to call us AND make sure you visit us online to see what specials we are running this month.

Or, Better yet...call us to schedule an appointment for an absolutely FREE, NO STRINGS ATTACHED, NO HIGH PRESSURE SALES, investigation of your aging in place needs.

We will come out to your home and we will give you a complete breakdown of all the issues we discovered, educate you on your solutions, give you a fair firm price, and then let you decide. That's it. No Arm Twisting Or Hours Long Sales Pitches.

GIVE US A CALL TODAY.



(800) 378-1924

AtlasHomeImprovement.com





We believe that Atlas Customers always say it best!

Learn more about what actual customers have
to say about Atlas Home Improvement



GUILD QUALITY

Atlas uses a 3rd party company to survey all customers upon completion of work.

www.guildquality.com/AtlasHomeImprovement



ATLAS WRITTEN TESTIMONIALS

Read notes from actual customers who have written to us over the years on a variety of project types.

www.atlashomeimprovement.com/testimonials.html



ATLAS VIDEO TESTIMONIALS

Listen to actual customers discuss what it was like to hire Atlas for their project.

www.atlashomeimprovement.com/testimonials_atlas.html

(800) 378-1924

AtlasHomeImprovement.com



10824 Plaza Drive, Whitmore Lake, MI - 48189