

HARD WATER DAMAGES YOUR HOME

Champions for GMX Hard Water Treatment

"New Mexico has the third-hardest water in the country — and it damages faucets, ruins water heaters, and dries out skin and hair," says Larry Brown.

Larry wasn't a water treatment professional when he installed GMX magnetic equipment in his own home in 1993. "I was a homeowner with a hard water problem, and a husband trying to keep his wife happy," he says jokingly.

Now owner-operator of R&L Enterprises Inc., a GMX dealer, Larry is one of the most experienced individuals in the country for treating hard water with magnetic technology. His company covers the entire Southwest, including New Mexico.

"I believe homeowners deserve a choice," continues Larry, "because GMX means you can save your home, skin and hair from hard water without salts and chemicals. That is why I have taken a stand and have continued to champion this product for 26 years."

"I am a hard-headed, New Mexico-raised farm boy, a trained scientist, and a born skeptic," Larry continues. "But I had read excellent research proving the GMX technology works, and there was a money back guarantee, so we put it on our own home."

Within a week of installing the GMX system, recalls Larry, his wife, Ruthie, was thrilled that the shower walls were easier to clean — even her shampoo worked better! And within just a couple weeks, the Browns noticed their water heater's performance improved, creating hotter water as the GMX system began to remove the many years' worth of crusty scale and deposits.

"If I had bought a softener instead, I would have spent several thousand dollars more in maintenance costs and I would have dumped between 5,000 and 6,000 pounds of salt into my septic system by now. I can't even imagine doing that!"

exclaims Larry.

GMX's magnetic technology treats hard water, saving fixtures and appliances from mineral damage. It uses no energy, yet keeps water heaters and other appliances running cleanly and efficiently. It requires no chemicals, sodium or potassium — making it safe for plants, pets and people with health issues such as hypertension, says Larry.

"There are other physical water treatment devices showing up on the market," he adds. "They are decent, but I believe they are where we were 26 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. I don't see any other company recommending that."

Many of Larry's 6,000+ customers are also seeing amazing results, and have themselves become champions of Larry and GMX.

Mary Jo Yoder, having heard the hype from other salespeople, loved Larry's professionalism and positive attitude when she called for an appointment.

"I had a couple of salespeople come — one said my water was just fine; the other was high-pressure, telling me I had horrible water quality," recalls Mary Jo. "I asked Larry, 'Does the GMX system soften water?' and he was completely honest by explaining that the system controls minerals without removing them. I was willing to try it, and the results were unbelievable."

"The amount of deposits that came out of my water heater was just unreal," continues Mary Jo. "I've cleaned the showerheads and faucets and the deposits have not returned. I'm using less soap in the washing machine and the dishwasher and getting great results. I'm also using less bath soap and shampoo, and I don't have to purchase or carry large



Larry Brown, owner and operator of R&L Enterprises, a premier GMX dealer, holds a display of a set of three GMX magnetic water conditioners.

bags of softener salt!"

Connie Burgner had her GMX system installed about nine years ago when she bought a new home. "I found that the toilets and the fixtures had dirty buildup on them," she explains. "I scrubbed repeatedly but couldn't get them to go away."

Connie had read about the GMX technology and called Larry to set an appointment. "He was on time and so gracious," she says. "He explained to me the entire process, and I've never been more pleased. I no longer have that dirty buildup in my toilets, my sinks or on my fixtures. I was so impressed that I referred several

of my friends to him."

In addition to a great product, Larry offers a free follow-up visit two months after purchase; a six-month, money back guarantee; and a lifetime equipment warranty. He also provides a free initial water heater flushing for his customers — unheard of in this industry, he says. The success of his product and his professionalism has earned him an Angie's List Superior Service Award.

Your next step? If you're tired of your hard water, and you're ready for a salt-free solution with great service, call Larry at 250-7754 to schedule a free estimate or for an information packet.

Your Next Step?

For a **FREE** Estimate or an Information Package
Call **250-7754** or **800-406-0469**
or email **Larry@GMXInternational.com**

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