

CAT Controller Courier # 23

August 2008

A Good Word from a Great Customer

To Whom This May Concern,

We have been working exclusively with CAT Controllers and the Poolcomm system for several years now. Besides having the most reliable controller on the market today, we feel CAT is the first company in this industry to take advantage of genuinely useful technology. There are plenty of controller manufacturers out there and lots of bells and whistles - but in our opinion, CAT builds features that make sense - are highly useful, and are very user friendly.

We try to work exclusively with CAT's wireless controllers. A main focus of our business is weekly preventative maintenance. While this was possible in the past, with CAT's wireless systems, we almost always know there is a problem before our customers do, many times we're there to repair a clogged injector or some other simple matter before the customer even knows that his chlorine level dropped! That's something no other company afforded us the opportunity to do - at least not without installing phone lines and making phone calls and all the other ancient 80's technology that every other industry seems to have moved past.

After installing dozens of wireless units, I cannot imagine our service routes without them. The ability to look at hourly readings online is more than a neat feature; it allows our service techs to study trends in the pools' chemical demand and helps us to tweak solution pumps and set points to a very fine resolution. We are also able to control many features from any computer connection and avoid having to make service calls in some instances. Our technicians have access to their clients' controllers from home - enabling them to deal directly with the customer to resolve issues when they arise, even during off hours and weekends. That is a major selling point for our service, and one that we could not provide so efficiently without the Poolcomm system.

All this is to say nothing of the staff at CAT. From the day we contacted CAT through today, every member of their staff has made us feel like family. We have grown along side of CAT's growth and I can honestly say we receive the same treatment today as we did at the start, (If not better!). We have sent our technicians for their CPO and Controller classes with CAT, and I can't think of a better combination of courses. Their sales staff is nothing short of superior - from product knowledge through helpful suggestions and networking opportunities with other dealers in the same industry. They do their job without being pushy - and I appreciate their approach. Their technical support is a rarity - more than a few times I've received help well after their normal business hours. From online chat sessions to email

to after-hours help, CAT understands what our service company is faced with out in the field and they make every effort to help us fulfill our customers' needs.

Recently, we have moved into leasing CAT Controllers for our hospitality market. We have realized the opportunity to compete with some very large names in this market - and have done so successfully. Our level of expertise combined with CAT's technology is slowly catching on in this market and we are seeing the ability to compete with the "big boys" is a reality. This would not be possible for us without this program; being able to keep capital in the business and offer this program has been a no-brainer for us.

Bottom line, CAT is a company that cares about their dealers (and end users!). Coupled with a great line of products, services, and opportunities, we cannot see ourselves ever working with another controller company. They have set the bar far above myriad companies we've worked with in the past - and to date I don't see anyone even close to copying them.

Sincerely,
Rick Earnhardt
President
PA Pool Service, LLC

CAT \$50 Gift Card Give Away

Red Lobster-Olive Garden-Seasons 52-Bahama Breeze-Long Horn Steak House-Capital Grill With each CAT Controller you buy in the month of August you get 1 \$50.00 gift card to any one of the Darden Restaurants you see here. CAT Controllers recognizes how busy this pool season has been; that is why CAT is encouraging you to take some time out for you and your family. Every time you buy 1 CAT Controller you receive your \$50 gift card good at any Darden Restaurant location.

CALL 1-800-657-2287 TO GET YOUR FREE GIFT CARD NOW!

Offer Good through August 30th only with CAT 2000's, CAT 4000's, & CAT5000's

The Demand for Lower Maintenance Residential Pools Is Here!

It's Time For pH Control

The past few years, salt chlorinators and automatic pool cleaners have seen unwavering demand. Pool and Spa News reported that as many as 70% of new pools will be built with salt chlorinators this year. That figure is up from 15% in 2002. They also reported that 90% of new pools will have an automatic cleaner within the first year. These two sweeping trends in the industry have helped bring the pool owner's greatest need into focus. That need? Less maintenance. And the statistics back it up. According to the APSP's statistical research partner P.K. Data, pool owners see "time to maintain" as the biggest drawback to pool ownership. Non-owners see "time to maintain" as the biggest barrier to purchasing a

pool. (Yes, even more than initial cost) While automatic pool cleaners are just as likely to be purchased with the new pool, as they are in the aftermarket, the same is not true of salt chlorinators. New pool owners tend to have their salt chlorinators packaged into the pool purchase.

Some builders like selling salt systems, after all it's a source of revenue. Other builders will sell salt systems only if the customer requires it.

One of the reasons builders will shy away from salt is the potential for headaches. The salt chlorinators will consistently raise the pH in a pool, and when combined with other factors such as a new plaster pool surface (or other reactive surface material) the pH can go high enough to cause damage. This will put the surface, tile, piping and equipment of the pool at risk. Very often these are covered under the pool builder's warranty. And warranty work due to water chemistry problems is shaky ground for many builders. Especially since pools builders get most of their business from word of mouth referrals.

The challenge for the builder is to give customers what they want while not causing more problems or cutting into profits. The solution is to offer potential pool owners something they want; a lower maintenance pool. While protecting against damage resulting from high pH (something builders need). The way this is done; pH control.

Builders that package a salt chlorinator and pH control will be able to give their customers a pool with lower chemical maintenance. Such a pool offers more value to the customer because it will help ease the customers greatest pool related pain. At the same time builders will have an easier start-up period and more protection from warranty work related to water chemistry. Some builders might consider the added cost of pH control to be a tough sell to their customers. In fact any builder that tries to sell a consumer an "automated pH controller" as an option on a new pool will probably not find much luck. That style of selling is difficult. Here are a few alternatives:

1. Make the control standard equipment - This is a great strategy for builders that put salt chlorinators on nearly all of their new pools and offer fairly long warranties. Any objections can be overcome like this: "This system automatically maintains the pH of the pool water. It prevents high pH from damaging the pools finish, tile, plumbing, and equipment. Without it we couldn't offer such long warranties. The system also reduces chemical maintenance required of you. A pool like this would require you to add acid frequently".
2. Selling pH control as part of a "low maintenance package" - We have established that this is the biggest issue for pool owners. Why not build a package around it?
3. Make pH control a required option on pools with salt chlorinators - This is a pretty straightforward strategy for builders that have seen their share of trouble from pH problems with salt chlorinators. "If you want salt, you need pH control".
4. Start-up trial period - Builders that use plaster or other aggregate finishes can install pH controllers to help keep the pH in check with new pool start-ups. Once the salt is added to the pool the owner has the option of keeping the controller (to avoid frequently adding acid) or

letting the builder take it back. When the builder takes the unit, it can be used to help with the start-up.

No matter the strategy always focus on the reduced maintenance benefit. (Keeping in mind that no pool is maintenance free)

Article By:
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Sales/Marketing Assistant
CAT Controllers, Inc.

CAT Controllers Offering Training in Las Vegas

CAT Controllers will be providing a FREE full day of CAT Controller training at the Holiday Inn Express Las Vegas South (Directly Across from Mandalay Bay) on November 17th, 2008 from 9:00am until 5:00pm. CAT will be training on the entire CAT Product Line of Automated Chemical Controllers, the Poolcomm Website, and new Industry trends. Lunch will be catered and provided by CAT Controllers. Please join us at this educational event prior to the International Pool and Spa Expo. For more information or to reserve your spot contact Troy McGinty at 1-800-657-2287 or click the below link to email your reservation. We hope to see you there! mtmcginty@chemauto.com

CAT Controllers Monthly Training

Please review the following training agenda and select the dates you wish to attend and put the number of employees that will be attending each date in the parentheses.

Friday Sept. 12, 2008 (Dealer)

Thursday Oct. 9, 2008 (CPO Fusion)

Friday Oct. 10, 2008 (Dealer)

Friday Nov. 14, 2008 (Dealer)

Thursday Dec.11, 2008 (CPO Fusion)

Friday Dec. 12, 2008 (Dealer)

Please take notice of the CPO Fusion Classes. Contact Troy McGinty at CAT to request your CPO Primer Online Code and finish your first day of CPO class on-line. After finishing the online portion of the CPO class, pick one of the above dates to complete your CPO Course and follow it up the next day with a full CAT Dealer Training.

CPO Fusion Classes are not mandatory and anyone is welcome to come to our CAT Dealer Training.

Please indicate the number of individuals from your company who will be attending and fax the confirmation to 301-838-4007. We will limit each session to 10-12 persons to insure the best training experience for all. Upon receipt of your fax, we will send you a confirmation with travel information on all Washington area airports, ground transportation, and hotel accommodations.

Friday Dealer Training Agenda

9:00-Welcome Breakfast with Coffee, Juice and Danish

9:30-Advanced Water Chemistry and the ORP Method

10:30-CAT 2000 Series microprocessor based controllers

11:30-Selecting the proper Chemical Feed Equipment and Accessories

12:30-Catered Lunch

1:30-CAT 4000 Wireless Web Based Controller

2:00-CAT 5000 and Satellite Based Wireless

2:30-Sales Strategies and Water Quality Management Programs

3:30-Troubleshooting

4:00-Dealer input and feedback on existing controllers and future improvements

CALL TO REQUEST CPO FUSION AGENDA

Activate Your CAT Controller

CAT Controllers invites you to make sure that all of your CAT 4000's and CAT 5000's in the field are activated. It is that time of year, be sure to start utilizing the wireless, web-based communications of our communicating controllers. The Poolcomm website is there for you, the pool professional, to take full advantage of its helpful benefits. For the flat monthly rates, seasonal pre pays, or annual prepay rates, per your CAT 4000 or CAT 5000 controller. -Hourly logs of your pH/ORP water chemistry.

- Graphs of your water chemistry.
- Feed Times
- Temperature
- Flow Rates
- Outbound alarm notifications to your e-mail or mobile phone.
- The ability to change alarm settings and set points from any internet based PC in the world.
- The ability to assign read-only and read/write access to you customers for their benefit.
- Twenty-four hour a day connection with your pools.

Please contact me, Troy McGinty, to activate your controllers and get them registered to the Poolcomm website. I will also be able to help you check your wireless coverage areas, help you troubleshoot specific applications, assist with installations, as well as consult with you regarding your company's own water quality management program. If you have any questions, concerns, or ideas please contact me as soon as possible at 800-657-2287 or e-mail me at mtmcginty@chemauto.com

A Note from the CAT Team

I hope you have enjoyed the August Newsletter. CAT Controllers would like to extend special thanks PA Pool Service for their kind words and contribution to this month's newsletter, Thanks Rick from the entire CAT Team. CAT Controllers is interested in any questions, concerns, and or ideas you may have for further articles. Please email with any suggestions.

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