



Becoming Brilliant at the Basics

AQUAFLOW PLAYBOOK

Becoming Brilliant at the Basics

Aquaflow Valve

Success with Aquaflow starts by mastering the fundamentals.

You do not need to be an engineer to speak confidently about the product. You do need to understand the basics so clearly that you can explain them simply, consistently, and professionally.

1. What Aquaflow Is

Aquaflow is an **inline, non-invasive water optimization valve** installed on the **building side of the existing water meter**. Its purpose is to improve flow dynamics and help reduce unnecessary metered water consumption.

In simple terms:

Aquaflow helps commercial properties optimize incoming water flow so they can lower water and sewer costs without changing daily operations.

2. What Aquaflow Does

At the most basic level, Aquaflow helps:

- optimize water flow entering the property
- reduce inefficiencies tied to entrained air and turbulent flow conditions
- support lower metered water consumption
- reduce water and sewer operating expenses
- operate continuously with no power required

This is a **passive**, always-on device. Once installed, it works 24/7/365.

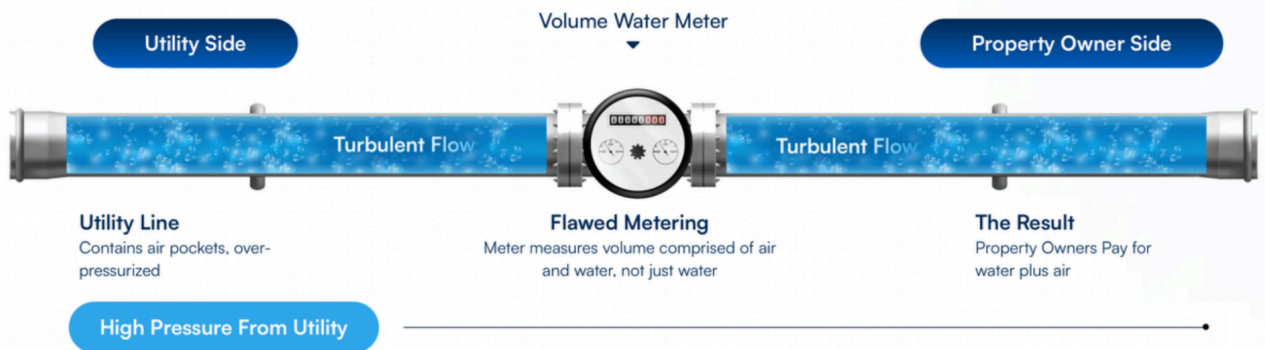
The Aquaflow Valve compresses the entrapped air flowing through the meter. Water is more dense than the entrapped air. Using the mass of the water flowing through the meter, that air is compressed so it is not being metered... this is how the Aquaflow valve reduces the cost to commercial properties. Stop paying for the air and only pay for the water that you use.

BEFORE:

The Problem the AquaFlow Valve Addresses

Municipal Water District Infrastructures are Inefficient.
Property Owners are Overpaying for the Water Plus Air.

Before the AquaFlow Valve Installed

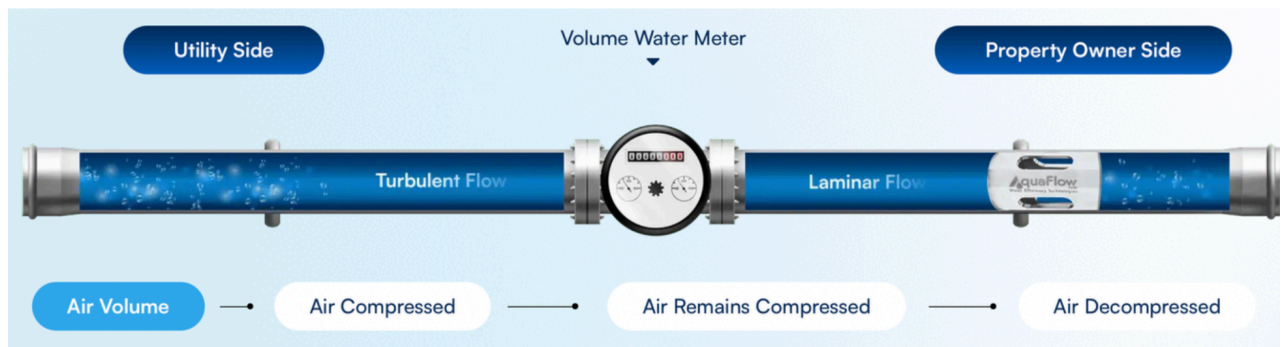


- Typically, the way the utility companies measure usage is insufficient. Most water meters measure volume only and not flow. Volume is made up of both water plus air.
- The water supply from the utility company is often over-pressurized, resulting in time-based usage, e.g. sprinklers use more water than needed.

AFTER:

The AquaFlow Valve Solution

How the AquaFlow Valve Water Management System Works



- AquaFlow Valve's technology compresses the accumulated air in the water line, creating a 200 foot compression zone and reducing the volume of air prior to flowing through the water meter. The result is between 15% and 30% savings on water and sewer costs.
- To maximize savings, the AquaFlow technology can reduce the water pressure coming from the utility, which reduces water usage by 6%, depending on the incoming pressure from the utility.
- AquaFlow Valve's technology controls the flow of water by adjusting the pressure to provide sufficient and comfortable water pressure to satisfy the consumer experience all the while reducing the overall water volume usage as needed.

3. Where It Is Installed

Aquaflow is typically installed:

- on the **property side of the water meter**
- on the **main incoming service line**
- during a brief planned shutdown (less than 1 hour)
- with minimal disruption to the building

Typical installation is straightforward and often completed quickly by a qualified installer.

Typical Installation Points

Installations

AquaFlow Valve's typical water shut-off time during installation is less than 60 minutes. Thousands successfully-completed installations worldwide.



4. Why Customers Care

Customers usually do not buy a valve.

They buy one or more of these outcomes:

- lower monthly utility costs
- improved operating efficiency
- better control over rising water and sewer expenses

- measurable sustainability impact (ESG Reporting and Social Consciousness)
- stronger NOI for commercial properties

Always remember:

People care about savings, simplicity, and confidence.

5. The Basic Value Proposition

The Aquaflow conversation should stay simple:

Aquaflow is a non-invasive valve that installs on the incoming water line and helps many properties reduce metered water and sewer costs without requiring operational changes, power, or ongoing maintenance.

That is the core message.

6. The Most Important Qualifying Questions

Before talking too much, learn to ask the basics:

- What is your average monthly water and sewer bill?
- What type of property is this?
- Do you know the size of the incoming water line or meter?
- Who oversees facility operations or utility decisions?
- Would you be open to reviewing a simple savings analysis?

These questions keep the conversation practical and focused.

7. What You Need to Gather

At minimum, we want:

- a recent water/sewer bill
- meter size or service line size if available
- property type
- decision-maker contact
- photos of the meter area if possible

How to find the Meter Size Directions

Good information creates good proposals.

8. How to Speak About Savings

Be professional and measured.

Do not promise unrealistic outcomes.

Use language like:

- “up to”
- “results vary by site”
- “depends on site conditions”
- “we evaluate the opportunity based on actual billing”

A strong, safe way to say it:

Many properties see meaningful savings, and in the right conditions AquafLOW can produce a strong payback because it helps reduce metered water and sewer expense.

9. What Not to Do

Do not overcomplicate the message.

Do not use technical language the client did not ask for.

Do not argue.

Do not guess at numbers.

Do not oversell.

Never forget:

Clarity builds trust. Simplicity closes deals.

10. The Basics of a Strong Aquaflow Representative

A strong rep does the following well:

- explains the product simply
- asks good questions
- gathers the right documents
- stays honest about savings
- follows up consistently
- makes the next step easy

Being brilliant at the basics means doing the simple things extremely well, every time.

11. The Best Simple Close

Use a low-pressure next step:

“If you send me a recent water bill and the meter size if you have it, I can help determine whether Aquaflow looks like a strong fit for the property.”

That is often all you need.

12. Final Principle

Master this sentence:

Aquaflow helps commercial properties optimize incoming water flow and reduce water and sewer operating costs through a simple, non-invasive installation on the building side of the meter.

Our Valve Technology

We have improved our proprietary AquaFlow Valve Water Efficiency to lower utility water bills between 15 and 30%.

HIGH QUALITY: High Quality Medical Grade Stainless Steel (Series 316L)

MANUFACTURING: Made in the USA

INSTALLATION LOCATION: After the meter, on the property owner's side

SIMPLE INSTALLATION: One hour typical installation time



CERTIFICATION: NSF/ANSI/CAN 61, IAPMO Standard IGG 338

VALVE SIZES: Available in all sizes up to 16" and metric sizes

WARRANTY: Lifetime

3 in 1 Water Efficiency Valve

- **Compressible Flow Valve:** Compresses the accumulated air in the water line, reducing the volume of air prior to flowing through the water meter. The result is up to 30% savings on water consumption costs.
- **Adjustable Pressure-Regulating Valve:** Regulates water pressure to reduce water usage by 6%, depending on incoming pressure from the water utility. Creates a smooth, laminar flow to insure more accurate meter readings, save water, increase the service life of plumbing system components, and reduces risks of water leaks.
- **Check Valve:** The double-coil spring mechanism uses a consistent spring-force design that responds rapidly to flow variation.

Common Questions Building Owners ask when introduced to Aquaflow

Does it affect water pressure?

Aquaflow is designed to optimize flow without negatively affecting normal building use. "Is water pressure, or water hammering an issue for you?"

Is it safe for drinking water?

"Yes. Aquaflow is made from 316L stainless steel, this is medical grade and is intended for potable water applications."

We have strict certifications (NSF/ANSI/CAN61 and IAPMO IGG 338)

"Knowing that we are certified safe, would you be open to scheduling an appointment?"

Will it save me money?

It is designed to reduce metered water and sewer costs. Savings vary by site, but many properties see strong financial benefit.

“Depending on the utility and meter, we can save you up to 30%. We have cases that save more than 30% but our average is 18%-22%. Would you like to see what that looks like for you?”

Who installs it?

A qualified licensed plumber or approved installer typically handles the installation.

“Do you have a licensed plumber on staff or would you like to use ours?”

How long does installation take?

Most installations take about 30–60 minutes, depending on the site.

“If you were to move forward, what time of the day would work best at your property?”

Does it need cleaning or filter changes?

No. Aquaflow requires no routine maintenance and no filter replacement.

“With the design of the valve, the flowing water keeps the valve free of debris and clogging.”

“The Aquaflow Valve comes with a Lifetime Warranty”

[Aquaflow Source of Truth Folder](#)