

Dave Bolick – Sample website recommendations and content edits
510-601-9554

Recommendations:

- Professionally designed new logo and Web site
- Include contact info (phone number and email link) on each page, but not full contact info as on existing site
- Remove most graphs and tables
- Consider using photos of “water-use situations” (as opposed to photos of actual units), e.g., home shower, kitchen, washing machine, commercial kitchen... maybe a photo montage of these situations as a header. People using hot water...
- Avoid technical descriptions and describing anything in too much detail
- Use “**1-877-826-5668**” in addition to “**1-877-tanknot**”

[HOME](#) (recommend placing “home” at top of nav bar)

[BENEFITS OF TANKLESS](#)

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([HOME](#)) (Graphic recommendation: remove photos and graph, include photos of hot water use situations)

Tankless Water Heater Specialists

How to save money every month, increase the value of your home, and never run out of hot water again

Tankless water heaters are an efficient, cost-effective alternative to conventional "heat-and-store" hot water tanks. Used in Europe and Japan for decades, tankless water heaters provide instant hot water on demand instead of constantly storing it 24 hours a day, 365 days a year.

A tankless water heater will pay for itself many times over. A tankless heater not only costs less to operate every single month, it will also last up to four times longer than a conventional hot water tank.

Advantages of having a tankless water heater installed in your home:

- Never runs out of hot water...
- Cuts gas bills up to 40 percent...
- Lasts 2-4 times longer than a conventional hot water tank...
- Frees up extra space in the home...
- Qualifies for \$300 federal tax credit...

[Bay Area Tankless] is Northern California’s premier tankless water heater sales and installation specialist, owned and operated by David Shevick, State of California Registered Mechanical Engineer and licensed plumbing and general contractor (Lic. #633078).

Explore this website to learn more. Call us toll-free at **1-877-826-5668** for more information. We look forward to hearing from you.

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(BENEFITS OF TANKLESS)

(Recommend eliminating photos, graphs, and reprints)

Why Tankless Hot Water Heaters are Better

Endless hot water: If you run the hot water beyond your tank's capacity, you end up with cold water. There's nothing you can do except wait an hour or so until the whole thing can heat up again. With tankless, you can run the hot water as long as you want because it never runs out. The water is heated instantly, as you use it and for as long as you need it. A full-sized unit, for example, will supply two showers and a sink *indefinitely*.

(GRAPHIC IDEA: headshot photo of man in shower)

Zero wasted energy: Your hot water tank heats the water every minute, day-and-night, week-after-week, month-after-month, year-after-year, whether you're at home, at work, or out of town. Even with the best insulation, that's a lot of wasted energy. A tankless water heater generates zero waste. It heats the water instantly as you use it instead of keeping it hot regardless of whether anyone uses it.

(GRAPHIC IDEA: comparative diagram: "tank heater – always on; tankless heater – only on when you need hot water")

Monthly cash savings: Any size household will save up to 40% on natural gas usage by switching to a tankless water heater. A typical four-person household will save over \$200 every year.

(GRAPHIC IDEA: utility bill or, better yet, a homeowner looking at their utility bill with a "yikes" look on their face)

Lasts much longer: Hot water tanks are doomed to wear out and fail. Heat stresses on the bottom of the tank eventually crack the glass lining, and you soon have a leaky water heater. The average life of a conventional tank heater is 10-12 years. A tankless heater has no tank to wear out and will last for 20-40 years, paying for itself after seven years, on average.

(GRAPHIC IDEA: graph showing lifespan of tank (10-12 years) and tankless (20-40 years))

Save space: Conventional hot water tanks take up at least four-to-six square feet of floor space. Tankless water heaters are highly space efficient and compact. They can be

mounted on any wall – in the basement, in a utility or laundry room, outdoors, or even in a kitchen or bathroom.

(**GRAPHIC: recommend clean, simple 3D drawings w. measurements, comparing size and footprint of two types**)

\$300 tax credit: Tankless heaters conserve energy, which means they're better for the environment. That's why the IRS offers a \$300 Tax Credit in 2006-2007 for switching to tankless. It's not simply a deduction; it's \$300 straight off your bottom-line tax bill. Visit <http://www.energy.gov/taxbreaks.htm> for more info. Look for HVAC, gas water heater, energy factor > 0.80

Environmentally friendly: Tankless water heaters have very low emissions compared to conventional hot water tanks.

Useful Links

Review of Tankless Water Heaters

http://www.architecturalwest.com/Product_Review/sept_oct_05/product_review_09_05.htm

Tank vs. Tankless comparison

http://www.palomatankless.com/products/ph24/tank_or_tankless.html

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(MODELS AND PRICING)

We Sell Only the Highest Quality Brands

We install [**and service**] the highest quality, most popular tankless water heater brands and models available. The following models are an excellent value. Contact us for advice on which model is right for your home or business.

Noritz 063 (Large home – 2-3 bathrooms, 3-5 people)

The Noritz 063 is our most popular model. It can drive two showers and a sink with steaming hot water indefinitely. \$2100-2800 installed.

(**PHOTO**)

Takagi TK-2 (Large home – 2-3 bathrooms, 3-5 people)

The Takagi TK-2 is another larger size unit. It can also drive two showers and a sink. \$2300-2900 installed.

(**PHOTO**)

Takagi TK-Jr. (Small homes and condominiums (2-3 people, 1-2 bathrooms))

The Takagi TK-Jr. can drive one shower and a sink. \$2000-2400 installed.

(PHOTO)

We install other popular models, including Paloma and Renni, depending on suitability for the application and customer preference. We are happy to help you choose the perfect model for your home or business. Call us for prompt, friendly service.

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(INSTALLATION REQS)

Installation Requirements

Clearances and space requirements

Tankless water heaters fit in smaller spaces than hot water tanks. They can be mounted on exterior walls or even on the floor. Minimum clearances from combustibles must be maintained as follows (depending on model):

(Diagram would be good here)

Front	20"
Side	4"
Top	12"

Exhaust venting requirements

Most Tankless water heaters require type III stainless steel exhaust venting. Tankless heaters can be “direct vented,” which means that the vent can end right outside of the wall – it does not have to go all the way to the roof. The least costly way to install a tankless heater is on an exterior wall, but interior wall installation works well, too.

Gas line requirements

Tankless water heaters have larger burners than tank heaters, requiring more gas *while they're operating*, even though they use less gas overall because they operate only when you turn on the hot water. A special gas line may be required before installation. Contact us for information on specific gas line capacity requirements.

Fresh air requirements

Tankless water heaters need plenty of air for their larger burners. Contact us for more information.

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(COMMERCIAL USE)

Restaurant and Commercial Use

We are the tankless hot water experts for restaurants and other commercial applications. First we determine the requirements – maximum flow and recovery, pressure considerations, etc. Then we consider installation options including single large tankless, multiple tankless in series or parallel, tankless and buffer tank, and so on.

(Consider displaying company logos in addition to listing companies)

We have installed tankless hot water heaters in wineries, fast-foot restaurants, and commercial kitchens. Our clients include Just Desserts, Burger King, Stanford University, Lawrence Berkeley Laboratories, Three Sticks Winery, Asia SF Restaurant, and many others.

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(FAQ)

Frequently Asked Questions

(list questions)