



Contact us at: [info@urbansaqua.com](mailto:info@urbansaqua.com)  
[www.urbansaqua.com](http://www.urbansaqua.com)

## Episode 31 It's in The Water

In this episode Mike interviews Christine Vucolo, the co-owner of MVP Plumbing in Broomall Pennsylvania.

MVP Plumbing's focus is residential plumbing. Christine's interest and focus is water quality. Through her background as a seasoned cosmetologist and hair color specialist Christine learned firsthand how water quality affects hair.

Christine worked at a shop on the Main Line of Philadelphia. Ladies were willing to take recommendations without asking about price. Unfortunately, some women would leave the shop with color and highlights or lowlights and within a couple of weeks it would change. Beautiful chestnut brown highlights would turn to a caramel orange color. These problems would be especially difficult for blondes and other lighter hair colors.

Christine's co-worker had trouble with her naturally blonde hair turning green. She tried a shower filter to see if it would help. Using treated water prevented this troublesome issue. It became obvious that expensive shampoos, conditioners, or other treatments wouldn't help if the home had poor water quality.

When clients would present the problem, Christine suggested poor water quality as being the cause of the problem.

As MVP Plumbing grew, she joined her husband in the business. Christine also has a degree in accounting. She's passionate about water quality and wants to grow the plumbing business and the water treatment business.

Mike made the following suggestions for plumbers who want to grow.

- The business won't grow without a champion or point person. Someone needs to focus and learn about water treatment.
- Choose a supplier who will educate and supply you with the proper equipment for the job.
- Water treatment equipment can't be sold and installed like a water heater or garbage disposal.
- The water treatment business provides recurring revenue. Over time this will build business value.
- Join the national and regional Water Quality Association where there is an opportunity to become a certified water professional.

Christine believes water is like air, the pollutants are invisible. Pull out a used air filter and the customer sees and understands the value of clean air. Poor water quality is evident when a faucet breaks or there is a water heater problem, or when blonde hair turns green!

PO Box 434  
Lima PA 19037-0434  
610-365-7818



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