

**"How To Avoid  
The 7 BIGGEST Mistakes  
People Make When  
Hiring a Plumber"**



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## **“How To Avoid The 7 BIGGEST Mistakes People Make When Hiring A Plumber.”**

Dear Friend,

Thank you for reading our booklet.

Plumbers haven't always had the best reputation. We all have stories about the dirty footprints on the new carpet, that drip that never really went away, or the plumber that left you waiting all day and never came. That's why I wrote this book.

You'll learn never to hire the plumber with the lowest price and why all plumbers are different. Communication's key.

Plumbers fall into three categories:

1. Reputable brand-name companies who follow a strict code of ethics, provides quality product/services, has a guarantee.
2. The reputable local contractor who has built a reputation for good service over years of quality work.
3. The backyard operator, the guy who seems friendly at first but ends up not being upfront about the work he's doing.

So how do you separate the first two from the last?

That's what this booklet is all about. It can make your service experiences painless and trouble free.

Sincerely,

Wallace Browning; *Browning's Plumbing*

P.S. After you've read this little booklet, I've got a FREE Gift for you! (Please see last page.)

## **“How to Avoid the 7 BIGGEST Mistakes People Make When Hiring a Plumber.”**

### **Mistake #1 -- You Hire a Plumber Based only on Price!**

The old adage is really true. “You get what you pay for.” This is especially true in the plumbing business. If you want good plumbing you should decide to deal with a plumber because of the overall value you receive, NOT because they are the lowest priced.

Here’s why...

$$\text{Value} = \text{Quality} + \text{Service} + \text{Price}$$

It is impossible for any company in any industry to offer the cheapest price, have the highest quality, and provide the best service all at the same time.

You can get high quality and super service, but you can’t get both and still get the lowest price.

Just like in any business, you hire the best people and buy the highest quality products -- consequently, you have to charge more for your services.

Total Value is all three. Quality, Service, and Price!

### **The 3 most common problems YOU WILL have when you hire a plumber who only offers the lowest price:**

1) The first problem is that dirt cheap plumbers don’t usually stand behind their work if there is a mistake. Sure, other plumbers might do your job for a little less money, but how will they treat you when there is a mistake with your job?

To give the cheapest price, they usually have low-wage, inexperienced employees that have not been adequately trained.

The end result is that you get what you pay for. And the little bit of money you saved ends up costing you more in the long run! Believe me, this is a little saying we tell our customers: “The good feeling of a cheap price is long gone before the stench of poor quality is ever used up.”

2) The second problem with a plumber who offers the lowest price is that they tend to also offer the lowest quality. Your plumbing can be one of the biggest expenses in your home. And, one of the important investments you can make last in your home if taken care of properly.

Plainly said, “Shoddy or low quality plumbing because of cheap price costs you money.” No amount of savings is worth this. You’ve worked too hard and spent too much money on your home. Why throw it away for the few pennies you save on a plumber?

3) And the third reason why hiring the cheapest plumber is a problem is that you might get charged extra for things other plumbers normally include in their quote in the first place. You’ll be charged extra for such things as misdiagnosis, every piece of plumbers putty, overtime due to bad estimates. Cheap plumbers nickel and dime you to death. What seemed like a good price actually ends up costing you more in the end. This is just a tactic cheap plumbers use to get in the door.

To avoid buying on price alone, we suggest you choose two or three plumbers and rank them in the order that is important to you such as Quality first, Service second, and Price last. AND ONCE YOU FIND A GOOD ONE...STICK WITH HIM!

### **Mistake #2 -- You Think all Plumbers are the Same**

Every plumber is different. No two plumbers are really the same. Every plumber has different tools and equipment and different employees who know how to do certain kinds of jobs well. Every company has a different number of employees, each with different abilities.

Plumbing is art and craftsmanship combined. Most people who hire plumbers don’t truly understand that despite all the technological advances, plumbers still use the same quality work habits as twenty years ago.

Contrary to what a lot of people think, plumbing is not just banging on the pipes, fixing leaky faucets or unclogging drains. It takes craftsmanship to turn out quality work. Plumbers have to diagnose, measure and perform complicated calculations before they can start a job.

#### **Communication is the key to hiring the best plumber for YOU.**

- √ Ask what type of work they do.
- √ Ask what their average turnaround time is.
- √ Ask if they work weekends.
- √ Ask any other questions that are unique to your needs.

This will help you decide whether they are the best plumber for YOU!

After you ask your questions, it will become pretty obvious which company you should choose. The company that wants your business will prove to you they are the best

plumber to do your work. Take your time to decide which plumber you would like to use -- but when you decide, you must be loyal to them (See Mistake #3).

**Mistake #3 -- You Always Have Three or More Plumbers Competing with Each Other for Your Work.**

You may think this is a good way to do business. And it is to some extent. But here is why it usually isn't a good way to deal with plumbers.

A good plumber has enough loyal customers that they don't have to deal with price shoppers.

Once you find a good plumber, you should be loyal to them. If you flip-flop from plumber-to-plumber, a good plumber won't be too motivated to keep YOU as a customer.

Price is important. But price should not be more important than good quality and good service.

This is what people typically like to do. They try to get everyone fighting for the same piece of pie. This might be an OK short term strategy because you save a few bucks. But, when you need a favor, or super fast service -- not one of these companies will instantly bend over backwards to help you. (And if you have been a price shopper in the past, they will probably charge you more!)

Every plumber expects to bend over backwards for their loyal customers now and again. He or she might have to work all night or on a weekend, to do a super rush job, or pull off a miracle. Provided the customer is loyal, the plumber will do all he can to help you meet your needs.

All good plumbers will be loyal to you if YOU are loyal to them.

Keep loyalty in mind when you hire your plumber.

**Mistake #4 -- You Think Having the Right Tools is all a Plumber Needs to do Your Job!**

Many plumbers own great tools, but that doesn't mean they know how to use them. You can have the "latest, greatest technological wonder gizmo", but if you don't know how to use it properly, you are better off not even picking the darn thing up.

Compare this to using all of the complicated controls on your VCR.

Studies show that half the people who own a VCR don't even know how to set the clock, let alone use its advanced features.

The same thing happens in the plumbing industry.

Many plumbers have tools that have a lot of bells and whistles, but if he's a technician who doesn't know how to use the new features, you might as well go to a company that has old tools.

Make sure the technician is trained by the factory or another competent company. This ensures your work will get done right the first time. And on time!

**Mistake #5 -- You Don't Give Your Plumber Enough Time to Complete Your Job Properly!**

Mistakes happen when you rush!

When you're in a hurry, you may forget to tell your plumber certain instructions. Or you might make a mistake in judgment or purchase decision because you were concentrating on getting it done, instead of getting it done right.

**Schedule. Schedule. Schedule.**

Before you work on your plumbing project, talk with your plumber. Get your plumber involved from the beginning because there might be a more efficient way to finish your project on time that you don't know about.

You can save time, money and headaches from the very beginning by communicating with your plumber!

Why do most people do the opposite of this and wait until the last minute to talk to the plumber? Because everyone takes the plumber for granted. Everyone thinks the plumber can easily take care of his or her work. Most everyone thinks the plumber is sitting around waiting for his or her job to come through the door. This isn't the case.

You should think of your plumber as your "project partner". Consult with your plumber. Let them know in advance what you want installed, or fixed. Ask them if there are any tips they can give you to make your job go smoother.

You are not the only customer your plumber has. When they walk in the door and you're saying you need it now, a plumber can't always help you. YOU need to work together.

### **Mistake #6 -- You Hire Plumbers who Don't Guarantee Their Work.**

All reputable plumbers guarantee their work automatically. This means if they make a mistake on your job, they will re-do or fix your job at no charge.

Unfortunately, there are unethical plumbers who won't do this. Instead, they won't make good on your work and may not take any responsibility for their mistakes.

An unethical plumber may hold your work hostage. Or may say they will fix your job, but pin the problem on you and tack on an extra charge. There are about a hundred other things a not-so-good plumber may do to you.

The best thing you can do is hire a plumber who unconditionally guarantees their work. If it's not done right and it's their mistake, they will do it again or fix it.

### **Mistake #7 -- You Don't Ask for References.**

This is probably the easiest way you can avoid any problems with a plumber. ALL good reputable plumbers will eagerly give you references.

Ask your plumber to give you at least three names of people who they have done business with. And also ask them how long they have worked with this customer.

Also ask them what type of job they did for those references. Try and get the names of customers who had similar things done that you need done.

This is the easiest way you can hire the right plumber for YOU!

**AND...**

### **Mistake #8 -- Not Knowing What to Look for.**

Alright, this wasn't one of the original mistakes for this booklet, but it IS important. It's so important, I decided to tell you some of the things to look out for if you do have problems.

## **THINGS TO LOOK OUT FOR**

### **NO WATER:**

Main water valve turned off, or a burst pipe.

### **LOW WATER PRESSURE:**

Galvanized pipes, partly turned off main, or burst pipe.

### **POOLS OF WATER ON LAWN:**

Bad drainage or underground water or sewage leak.

### **GREENER GRASS SPOTS ON THE LAWN:**

An underground water or on the lawn sewage leak.

### **GURGLING SOUND COMING FROM TOILETS:**

A partial blockage.

### **EXCESSIVE WATER OR GAS BILLS:**

A hidden leak, running faucet or toilets.

### **OVERFLOWING FLOOR DRAINS:**

Blocked drains.

### **DAMPNESS IN WALLS OR BLISTERING PAINTS:**

Possible leaks, gutter or roofing problem, bad tile grout.

### **A NOISY TOILET THAT RUNS CONTINUOUSLY:**

A faulty float or bad washers.

### **A DRIPPING FAUCET:**

Damaged washers or a pitted seat.

### **FAUCETS THAT ARE DIFFICULT TO TURN OFF:**

Bad spindle, poorly greased or pitted.

### **RUSTY WATER:**

Galvanized pipes, old hot water heater, mains off.

## **“Costly Misconceptions About Plumbing.”**

**Misconception #1:** As long as everything seems to be working, it’s O.K.

Not necessarily. Plumbing often appears to be working fine but may be on the brink of failure. Pipes and washers can have cracks or leaks and appear to be fine. However, they are leaking just a small amount of water setting up a very dangerous and expensive situation. Drain lines could be slowly getting clogged with gunk and debris causing them to work a little slower. This can eventually lead to clogged lines. Gas appliances could have gas leaks undetectable now but getting worse. Just because everything seems to work when you want it to doesn’t mean there’s not a serious problem.

**Misconception #2:** Squirting a solution in and flushing the toilet is all the maintenance needed.

Of course, that’s a good start but more should be done. However, there are numerous things that should be done regularly. Inspecting all faucets, wiring, sink piping, Temperature and Safety Relief valves, water pressure, burners may need adjusted and cleaned. You see it’s more than just flushing a toilet.

**Misconceptions #3:** It’s normal for some faucets to drip or have less water pressure.

No. All faucets should maintain proper pressure and not leak. With properly designed piping and washers all should work properly. A properly designed plumbing system will have different elements to it.

**Misconception #4:** Service contracts are a waste of money.

No. Regular service is critical to making your plumbing last a long time and work efficiently. Regular servicing also can detect small problems before they become more serious. No one wants their plumbing to fail at the worst time possible. Regular servicing helps keep your plumbing in tip top shape and pays for itself in the long run.

**Misconception #5:** The company that offers the lowest price is the company you should hire.

Maybe – but not always. Here are a few points to consider.

**Point #1:** The price you see offered may not be for the services you want performed. Before you select a company, decide what you want to accomplish.

Price is usually an indication of quality. More efficient plumbing costs more. Better trained service people cost more. Reliable service and products cost more. You

don't buy the cheapest car, clothes, or foods. Don't let price be the deciding factor when choosing a plumber.

**Point #2:** The price you see advertised may not be the price you pay.

Many homeowners have learned that the low price they saw advertised was not the amount they were charged.

And if you've hired a plumber, you too may have been the victim of false or misleading advertising. You probably learned the hard way that some companies offer a cheap price – and then pressure you into paying a lot more once they get inside your home. Some of them may even break the law by using illegal bait and switch tactics.

As in all businesses and professions, the Plumbing Industry has its share of bad apples. I take no pleasure in telling you this, but some are unethical – and, sadly, a few are dishonest. By their misleading advertising and false promises, they cast a dark shadow on our entire industry.

Then you'll find other companies – professionals like me who work hard to earn your trust and respect.

As a way of improving our profession, I've dedicated my business to educating the public. The only way you can make an intelligent decision is to have all the facts you need. This is why I've written this booklet.

If you're thinking about having your plumbing serviced or replaced, I offer these three recommendations:

## “3 Simple Ways To Save Money On Your Next Plumbing Job”

**Recommendation #1:** Make a commitment to yourself to get your plumbing serviced. The longer you wait, the sooner it'll wear out. Seriously consider a service contract. Regular service will extend the life of your plumbing and help maintain its efficiency.

**Recommendation #2:** Ask questions. The way you learn about a company is to ask specific questions and listen carefully to the answers. Here are the questions I suggest you ask:

1. Are you licensed?
2. Can you give me five references of recent customers?
3. Do you offer financing or take credit cards?
4. What training have you had in the last year?
5. Are you a member of any trade associations and, if so, which ones?
6. Can you be reached in an emergency?

**Recommendation #3:** Once you're satisfied that you're working with an honest, competent professional, invite him into your home and ask for a Free Plumbing Safety Inspection.

And finally, from our team here at *Browning's Plumbing*

Make sure you know where the main control valves are for your plumbing. It can save time, money, and prevent further damage in the event of an emergency.

When going away on holidays: turn off the hot water system, turn off all taps connected to hoses to make sure they don't burst. This includes taps to washing machines, dishwashers, and garden hoses.

Have a diagram of your sewer handy. If you have a problem such as a blocked drain or sewer line it can help save time and money in making repairs.

Don't ever be shy about asking a plumber what he's done and why. A good plumber will be able to explain everything in plain English.

Make sure you have a firm understanding of what a plumber plans to do before he does it.

Always check any warranty or guarantee offered by a plumber.

Don't pour anything down the sink or flush anything down the toilet that doesn't belong there. You should never pour fat down the sink or overload your disposal. Toilets are for natural waste, not cigarettes, or tampons.

Keep instructions and warranty cards for all your appliances handy.

Teach your children to always turn the cold water on first and the hot water off first.

Use good water conservation techniques and install water- saving devices such as flow controls.

If you want great service by a well-qualified plumber, who can service your plumbing completely and thoroughly – then I invite you to call me.

I'll be happy to answer your questions – provide you information over the telephone – or come into your home and give you a Free Plumbing Safety Inspection and quotation – without obligation of any kind. To reach me, call 800.794.7586

Here's one last point: I know that many consumers are skeptical about plumbers. I'm skeptical as well. So in addition to dedicating my business to consumer education, I do one more thing as well.

I guarantee my work. That's right. I FULLY GUARANTEE every job we do. If you aren't happy with our work, we'll work to make it right. And if you still aren't pleased, you pay nothing. Not one cent.

What could be more fair?

As a matter of fact, add this question to the list of things to ask a plumber you're considering hiring, "Do you guarantee your work?" Not all companies do – and it's important that you have this information before you make your decision.

THANK YOU,  
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**Your gift:**

For new customers that mention this booklet at the time we provide a plumbing service, we will deduct \$15.00 from your first invoice.

We will also do a free water heater safety inspection, check the tank connections for possible future leaks, get an approximate date the water heater was installed if you do not know, and answer any questions you may have regarding plumbing.

We have products available to protect your floors from water damage from your water heater, clothes washer hoses, and ice maker. We also have other helpful hints based on our years of experience. Feel free to ask us about your water damage concerns.

We also have a non-chemical drain cleaner called Bio-clean, which is good for 80 applications. Another product, Root-x, keeps roots out of your main sewer line for 1-year. We sell these products only at time of service.

Please look at our business card for special work we do.