



THE MIDAS TOUCH

When it comes to water, how does someone go about choosing the right water treatment company for their family, home and business? Our options are plentiful but can also be very confusing for the consumer. Florida Water Treatment is the answer! Florida Water Treatment and its President, Matthew Zarra is a family owned and operated business serving the Tampa Bay area since 1951. Florida Water Treatment was originally established by Matt's father-in-law, Herb Bloom. Matt took over the company in 2004 when Herb was nearing retirement and contemplating selling the well established water treatment business, located in Dunedin on Main Street. Although Matt had no previous experience in the water treatment industry, he did have great success in sales as a top producer with a very large pharmaceutical company; he holds an MBA and has the Midas touch when it comes to building long-term relationships with his customers. Matt is the driving force behind Florida Water Treatment. He is the sales force, runs the day-to-day operations, and a Certified Water Specialist after having learned everything about the business from his father-in-law. Herb taught Matt everything from the ground up, Matt had to learn every aspect of the business from delivering salt, servicing equipment and installing equipment. Matt and Florida Water Treatment continue to offer the best customer service

in the water treatment industry. The equipment is designed to handle the harsh water of the West Coast of Florida. The water here is consistently some of the hardest and most heavily chlorinated in the United States. Florida Water Treatment employees no sales personal which means no pushy, high pressure scare tactics, or long in-home demonstrations. You will get one of the owners of the company or a factory trained service technician to help you size the right water treatment equipment for your home. Their equipment is custom built for your homes water. This means the equipment will have a long life and give your family the quality water you expect. At Florida Water Treatment their goal remains that following every sale service is provided second-to-none. Their pricing is half the price of the majority of water treatment companies out there. Florida Water Treatment is an OEM. They build all of their own equipment; this gives them the ability to use only the highest quality products to treat the water at the home it is being installed at, and the flexibility to build a variety of different water treatment units. No two homes water is a like. Matt along with his wife Jori continues the family legacy that Jori's dad started in the water treatment business. Their goal is to continue to build Florida Water Treatment as the dominant water treatment brand in the Bay area, and making it a household name, building upon their reputation as the most trusted name

in the water treatment industry. Florida Water Treatment services Pinellas, Pasco, Hillsborough, Polk, Citrus and Hernando counties. They have won the Angie's List Super Service award for the last two years; they are a proud member of the Better Business Bureau with an A+ rating for WQA (Water Quality Association); a Pentair residential filtration platinum dealer and a GE platinum dealer. They also contribute to many local organizations; Jori is also a member of the Clearwater/Dunedin Junior League. Having both grown up in Dunedin, Matt and Jori, along with their two kids, furry kids, Bailey and Zane who are also the official greeters at the offices of Florida Water Treatment, love the outdoors and the water. They enjoy all types of water sports, boating, fishing, wakeboarding, skiing and anything else having to do with water! They also spend a lot of time with family and friends and love going in search of new restaurants. Matt's success comes from two of the most influential people in his life. He learned a very strong work ethic at a young age from his dad who has successfully run a small business for over 30 years. His dad instilled the values and morals that Matt uses every day to run his own business now. His huge success in the water treatment industry he owes to his father-in-law, Herb for teaching him the right way is the only way. This is a company people love to do business with.