

Florida Water Treatment, Inc. Earns Esteemed 2016 Angie's List Super Service Award

Award reflects company's consistently high level of customer service

Florida Water Treatment has earned the home service industry's coveted Angie's List Super Service Award, reflecting an exemplary year of customer service to members of the local services marketplace and consumer review site in 2016.

This achievement is particularly significant as Angie's List experienced unprecedented member growth in 2016. More than 1.6 million consumers, many of whom were eager to quickly hire highly qualified service pros, joined Angie's List after the company added a new, free membership tier.

"Companies that can meet higher demands without missing a beat in their exemplary performance standards truly do stand apart from their peers," said Angie's List Founder Angie Hicks. "Only a fraction of the water treatment companies in Tampa Bay area were able to do it."

"We are so proud to service such a wonderful community! We are so thankful to all of our customers for your wonderful reviews. You guys are the reason we get to do what we love every day. Thank you!"
~FWT team

For more than 21 years, Angie's List restricted access to its verified reviews to consumers who paid membership fees. When the company removed that barrier, some companies worried that the new, non-paying members would not be as engaged as members of the past. Experience has shown, however, that these newly added members are just as engaged – across all age groups – as prior members. Also, because the company continues to adhere to its review verification process, there has been no degradation of review quality.

"The biggest change at Angie's List is that we are connecting even more consumers to high quality service professionals," Hicks said. "And that's good for everyone."

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Angie's List helps facilitate happy transactions between more than 4.5 million consumers nationwide and its collection of highly rated service providers in more than 720 categories of service, ranging from home improvement to health care. Built on a foundation of more than 10 million verified reviews of local service, Angie's List connects consumers directly to its online marketplace of services from member-reviewed providers, and offers unique tools and support designed to improve the local service experience for both consumers and service professionals.