

BUILDING WEALTH IN CHANGING TIMES



The Solari Report

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My Water is Wonderful
with Dan Hillard





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C. AUSTIN FITTS: We have tried for many years to find someone to answer some subscriber questions about how they filter their household water and how they make sure that their house water is of the highest quality. And after much research and talking with a variety of experts, we decided we would be much better off with someone who had practical experience and hands-on experience doing this as a business. And we finally discovered LifeSource water systems in Pasadena, California, which has been developing water systems for residential, commercial, and industrial applications since the '80s and had the opportunity to meet and talk with Dan Hillard, their director of marketing, who, as you will soon find out was the perfect person to do this. So, Dan, are you with us?

DAN HILLARD: Yes, I am.

C. AUSTIN FITTS: Well, thank you very much for joining us on The Solari Report. For years, we have gotten many questions on this and so we are delighted to finally have you to answer. Why don't we start with you explaining what you do, what the company does, and why you do it?

DAN HILLARD: Okay. Well, LifeSource Water Systems manufactures and distributes water filtration systems and water systems of all kinds for residential and commercial use. We started back in 1984, as you said. We've been building our systems in our Pasadena factory since 1984. One of the reasons the founder – and it's a family run company.

What the founder started in '84 was they were looking for an alternative to water softeners, something that was going to deliver healthy and safe water into the home, and there really, at that time, wasn't a product like that. Basically, there was just water softeners and small, little filters and people were using water softeners, thinking that it produced a good water. So that was really the driving force behind LifeSource, finding a



clean, safe, alternative to a water softener and early on, we developed it and created the category called whole house water systems, and actually even own the patent or the trademark for it.

C. AUSTIN FITTS: Say the name again. It's whole health?

DAN HILLARD: Whole house water filtration system.

C. AUSTIN FITTS: Whole house water filtration system. I should just confess right now, I do have a whole house water filter, but not yours.

DAN HILLARD: Okay. Well, maybe one day soon you will move up to the best.

C. AUSTIN FITTS: Explain exactly how it works, what it is, how you put it in, how it works?

DAN HILLARD: Well, the system is very simple and that's really key. It is a granular activated carbon made from coconut shells, so it's a very powerful type of filter media. It's sustainable. It's made from the applied product of coconut farming, so it's coconut shell. It's very effective for removing chlorine and other petrol chemicals and any other constituents and contaminants in water.

It's self-cleaning. It requires no maintenance. You can hook it up to a house near the water main, a house of any size. We build systems that are for the smallest house to the largest estates in America. It requires no maintenance, so once it's hooked up, basically a handyman or a plumber can do this job.

If it's in California, our factory installers usually install it in California and in Arizona and in Nevada. So then once it's installed, you forget about it. There's nothing to do. There's a timer. It self-cleans itself and roughly every 10 to 12 years you would replace the filter and that's all.

C. AUSTIN FITTS: See, I have to replace filters every 6 to 24 months depending on the filter.



DAN HILLARD: There you go and that's what's common. Most people don't like to have to change filters. It ends up being costly, so most other systems, even if their front end cost is way lower, the constant maintenance and cost of the filters and things ends up making other systems cost far more than ours.

C. AUSTIN FITTS: Okay, well, one of the questions we got for this evening is will this filter out fluoride and why do I want to do that?

DAN HILLARD: Well, our filter does filter out a portion. Coconut shell carbon is very effective at about 35 to 40 percent of fluoride in tap water, of course. It happens or occurs naturally in water. It's also added basically as a federal regulation. Most people, especially customers of LifeSource, are health conscious. They don't want anyone adding chemicals or anything to their water, so fluoride is also – just the type of fluoride that's used can even cause fluorosis, which is like a mottling of teeth in children, so most of our customers, if they need or want fluoride, they're going to get it on their own and get their own dose and by talking with their doctors or their dentist.

C. AUSTIN FITTS: So, who gets a water filter?

DAN HILLARD: Generally speaking, the people that are looking for our product more than anywhere else, are people in the Southwest, in areas where there's hard water and in the Southwest, where the water's hotter, you also find that municipalities need to chlorinate the water at higher levels because of warmer water temperatures, so the warmer the temperature of the water, the more bacteria growth that's possible. And so you'll find people that are looking to remove the high level of chlorine in their water, and it's so bad. In fact, many places in the Southwest, their chlorine is double. It's allowed to be five parts per million and a typical swimming pool – the recommended chlorine level for a typical swimming pool is 1.5 parts per million. So in most cases, people, their tap water has more chlorine than a swimming pool.

“Generally speaking, the people that are looking for our product more than anywhere else, are people in the Southwest, in areas where there's hard water...”



C. AUSTIN FITTS: Oh, my god.

DAN HILLARD: And when you find out it's chlorinated – you know in your tap water, you're smelling it as it comes out of the tap. It's hard to drink and it tastes awful. That's what really has people looking for a way to clean up their tap water, especially since bottled water is so expensive and it's a giant waste, so it's those people that are looking to get rid of the chlorine in their tap water.

C. AUSTIN FITTS: For many, many years, I had a filter on my faucet in the kitchen, and then when I got the whole house filter, I can't tell you what a great luxury it is to run around and get water from any tap around the house and not even think about it.

DAN HILLARD: Yes, it is. It is great and it's healthy too. The key to it also is that when water tastes good, you tend to drink more of it, and if it's convenient to get, like you're saying, in a bathroom, in a kitchen, it's convenient to get, you tend to drink more, and if you tend to drink more water, you tend to be more healthy. Hydration is a key part of diet and many people kind of forget that.

C. AUSTIN FITTS: The first time I talked to you is I learned a new name for myself, a new label. I'm called water freak.

DAN HILLARD: Water freak. You are definitely a water freak.

C. AUSTIN FITTS: I am a water freak.

DAN HILLARD: Yes.

C. AUSTIN FITTS: So explain to everybody what a water freak is.

DAN HILLARD: A water freak is, and it's roughly about 12 percent of the population, people that are highly sensitive to water. They have a great taste for water. Many of these water freaks can tell the difference from different bottled waters to tap waters. They maybe have a high level of worry about contaminants in their water. Some of them are worried



about minerals and mineral buildup that's in their water, so water freaks are very sensitive to the issue of water and they are doing whatever they can to make sure they have the cleanest water. I think too that there's a level of peace of mind there, that they know that their water is clean and safe and that's really a key segment of our audience and our customers are water freaks.

C. AUSTIN FITTS: Right, because before I'd had the whole house filter put in, I did all these different tests and I have a well, and the water tested perfectly the and the first test said, "Okay. Well, my water's fine." It tested perfectly and I thought, "Well, wait a minute. It could change tomorrow and I wouldn't know," because I was worried about pesticides because I live in a farming communities. I just don't want to worry about this and this is the only way.

DAN HILLARD: It's one of the ways, yes.

C. AUSTIN FITTS: Yes. So if I'm considering putting in a whole house filter, how long does it take? What's involved? Walk us through the process and how much is it going to cost me?

DAN HILLARD: It depends. If you order a system from LifeSource, it's fairly easy. If you live anywhere outside of California, Nevada, Arizona, we ship it to you and in many cases, we find a local plumber that we've been working with that would install it and basically it's usually in the garage or near the garage and it takes about three hours.

C. AUSTIN FITTS: Near where the pipes come into the house?

DAN HILLARD: Exactly, right where the water main comes into the house or nearby.

C. AUSTIN FITTS: Right.

DAN HILLARD: It's usually in a concealed, safe place. You don't have to see it. It's roughly 5 feet tall and anywhere from 10 inches to 16 inches in diameter depending on the size of your house. Once it's installed, that's



it, except in the case if you move. If you either rent your house or move, there's just a couple of screws to disconnect. You can move it with you like you would a refrigerator.

C. AUSTIN FITTS: That's what shocks me, because mine is a huge contraption. I can't imagine unhooking it and moving it, but that's what shocked me about yours, is when you said I could just keep moving it around, moving from rental to rental. That's fabulous.

DAN HILLARD: Yes, exactly, and as I said, the medium sized systems are five feet tall and one is ten inches in diameter. The other is 13 inches in diameter. For larger estates, we have one that's 16 inches in diameter, and they range in price anywhere from \$2,500.00 all the way up to \$10,000.00 depending on the size of your home, but the key thing to remember too is that since it has such a long service life, it's been tested and certified. It has the longest service life of any water system built in America or operated and sold in America today, by far.

C. AUSTIN FITTS: Let me ask you this question.

DAN HILLARD: Okay.

C. AUSTIN FITTS: Instead of buying bottled water, instead I just get a metal container and canister and fill it up with water from my system because my water's been filtered.

DAN HILLARD: Yes?

C. AUSTIN FITTS: How many bottles of water puts me at breakeven if I'm getting to fill at home?

DAN HILLARD: Well, I'll tell you what. Basically, for a standard system, our water system costs about \$30.00 a month. Now, you tell me how much. For people who are buying bottled water, how much do they spend every month on a bottle of water? A family of four is spending far more than \$30.00.



They're closer to \$80.00 to \$100.00, so you're making your money back every day that you have this water system. So that's how you have to see it. That's how you have to think of it, and also remember, it's like clean air or anything else. Having clean, safe water in your house is definitely worth it, and that's the key, so people who know this, who feel this, and deep down are the water freaks, it's not a tough decision.

C. AUSTIN FITTS: Right. Now, let's say I'm a young person and \$2,500.00 plus a plumber is just too much of a stretch right now.

DAN HILLARD: Yes?

C. AUSTIN FITTS: I can do filters on my kitchen tap. What about shower filters? Is it possible?

DAN HILLARD: Well, all those things. If you're a young person and you have a family and you wanted to make sure you filtered all the water in your house. You have maybe a kitchen filter. You might have something under the sink and you have two showers, so you have two shower filters that you might use. Those are going to cost more than LifeSource. I mean you have to change those filters every month or so, but their filters are very expensive. We actually offer them and a shower filter, to buy one is anywhere from \$45.00 to \$90.00 and you need to change it monthly and that filter change is \$45.00.

C. AUSTIN FITTS: Wow.

DAN HILLARD: So you're going to spend more on these little, tiny filters than you would on a LifeSource system.

C. AUSTIN FITTS: Right.

DAN HILLARD: Sometimes it takes a while for people to kind of get that. You're going to spend more on bottled water. You're going to spend more on little filters and filter changes. Water softeners, reverse osmosis,

“Having clean, safe water in your house is definitely worth it, and that's the key, so people who know this, who feel this, and deep down are the water freaks, it's not a tough decision.”



all these things require lots of filter changes and they're expensive.

C. AUSTIN FITTS: Now, if somebody wants to know what is the practical difference to my health and having not just fresh water, but water that I'm more encouraged to drink because it's more accessible, etc., is there documentation that proves the health benefits of this?

DAN HILLARD: Well, certainly hydration is well documented. You've seen reports before where it's been said that eight glasses a day is important, although it's maybe not that important that you have those eight glasses a day, but hydration is important. It's good for health and skin and aging, so your skin is more vibrant if you're more hydrated. Your organs of course are going to be in better shape, so to quantify, gee, am I going to live longer? Am I going to have a healthier life?

Am I going to reduce my chances of getting sick? I don't know that there's any proof that's available. What we find is that people that are well hydrated, drinking water on a regular basis tend to get fewer colds. They seem to be a little bit more vibrant.

With our system, without the chlorine in the water, their hair is in much better shape. Their skin doesn't dry out because remember, there's no chlorine, so your hair and skin are going to feel the difference right away and that's what I found in our family. We started drinking more water. We have fewer colds and that was one of the things that I noticed.

C. AUSTIN FITTS: Now, you became the director of marketing over ten years ago.

DAN HILLARD: Yes.

C. AUSTIN FITTS: And when you came to LifeSource, were you a water freak yet?

DAN HILLARD: No. I was a marketer.

C. AUSTIN FITTS: So I want to hear about your personal evolution. Walking



in from a whole different world, coming into LifeSource and discovering this world of water freaks and learning about water. Tell us about your personal experience and evolution in all of this.

DAN HILLARD: Well, I was in direct marketing. I was working for a direct marketing agency and I was invited to meet the owner and they needed help with their marketing and I was hired as a consultant and I right away started learning about it. At the time, I didn't know it, but my wife was a water freak. She loved water. She drank water all the time, so she was very excited and then of course B.J. Wright, our founder, who was very passionate about water and the movement to get rid of water softeners and use water filters instead, so I just got totally engaged in it.

I started studying on water. I started going to classes. There's water certification classes for water professionals and I had to be totally involved so I could sell the product and getting involved is part of it. I did a marketing audit and part of that audit was I called about 400 people and customers and did a little questionnaire talk to customers and 99 percent of the people that I talked to that had LifeSource loved it. It was amazing and that's what really sold me on working for LifeSource.

All these customers, when I called them and said, "I'm with the service department. Is there anything I can do for you? How do you like your system?" 99 percent said they loved it. I was, "Wow. I've gotta work for this company."

C. AUSTIN FITTS: How many of the new customers come from word of mouth through the existing customers?

DAN HILLARD: I don't know. It's almost half. We call ourselves the most recommended water system in America and it's true. It's amazing. If you look at our website, you'll see hundreds and hundreds of photos of people talking about their LifeSource water and taking pictures with their water systems.

C. AUSTIN FITTS: Yes, I looked through your website and it's really funny.



DAN HILLARD: It is, and so here's our cast of customers and they're water freaks and you never seen anybody in any high end products, people who are Mercedes owners or Wolf Range people hugging the product that they buy and you see literally 400 people on our website hugging their LifeSource water system and then talking about it in words like it's a member of the family.

C. AUSTIN FITTS: Well, because I have to tell you there's an extraordinary – if you're a water freak, and of course I am a water freak, there is an extraordinary piece of mind that comes from just not worrying about it anymore because it's taken care of.

DAN HILLARD: Right. That's exactly right.

C. AUSTIN FITTS: And you're just free to live and I travel a great deal and so I'm in a lot of motels and hotels where the water is not great and after you get used to living with a whole house filter and feeling very confident and having very wonderful, fresh, non-stinky water and you're traveling around and getting into a bathtub filled with stuff that smells funny, it's very creepy.

DAN HILLARD: Oh, yes. It takes a while. It even took a while for people to get used to having it in their home because they're used to never drinking their tap water and also never going to the bathroom and pulling a glass of water and pouring a glass of water from a bathroom faucet. It literally took my family two months to get used to the fact that it's not going to smell like chlorine when you open the tap and you could also get it anywhere in the house. That's pretty common.

C. AUSTIN FITTS: Right, so now are all of your kids water freaks too?

DAN HILLARD: Yes. We don't have soda in our house and all our friends, they come over, and they can't believe that – our kids friends, they're all – I have teenagers and we use natural water flavors and they pour a glass of water with ice and put a little dash of this water flavoring and no one has asked me for soda at our house.



C. AUSTIN FITTS: That's fabulous.

DAN HILLARD: Yes.

C. AUSTIN FITTS: Okay, so another question. As a former well water user, I know I can keep a manual well pump ready, but please speak to storing water. It stays good for months or a year. How long?

DAN HILLARD: Well, well water is a completely different subject from municipal water, so well water that is pumped needs to really be chlorinated, so if you're pumping water into a tank, a lot of times that needs aeration or it even needs chlorination, so we actually sell chlorinators and that keeps – especially when there's bacteria in water and we have all types of different well water treatment systems depending on the contamination, but one of those for bacteria is to chlorinate the water and then push the water through the LifeSource system, which removes that chlorine, so the chlorine makes the water safe, kills the bacteria, then we take the chlorine out and then it's great to drink. So that's the pain –

C. AUSTIN FITTS: You would recommend this for wells as well as municipal systems. It's just different needs.

DAN HILLARD: Right. In fact, we require any family that's looking to put a system on a well water, we require that they test it by a third party testing company. We use National Testing Laboratories and we won't install a system in house unless they have a recent well water test.

C. AUSTIN FITTS: The test tells you what you need to filter?

DAN HILLARD: Exactly. It tells you what contaminants are in the water and what is necessary to filter out, especially if it includes nitrates or arsenics or bacteria. If there's a high level of bacteria, arsenic, or nitrates, that's very dangerous water. That's why we don't want to put a water system on a house and have people think that and give them that false peace of

“...well water that is pumped needs to really be chlorinated, so if you're pumping water into a tank, a lot of times that needs aeration or it even needs chlorination...”



mind, thinking that they're safe, and if it has a high level of bacteria, which is not detectable by taste or nitrates or arsenic, it could be very dangerous.

C. AUSTIN FITTS: So step number one is to get the testing, whether it's municipal or a well system?

DAN HILLARD: Well, it's not necessarily required for municipal, but it's not a bad idea. It only costs \$200.00, and some families that come to me and say, "Dan, prove to me that after it's filtered, that this water's still really, really good," and if you want that perfect peace of mind, send your tests in. Sample your water, send it into the National Testing Laboratories. They give you a comprehensive 200 contaminant level test. They'll test for 200 constituents, everything, and you'll find out right away.

C. AUSTIN FITTS: So you would do it before and after?

DAN HILLARD: Oh, sure. Well, for people that are still worried. I mean I still have customers that say, "I get a water quality report from my water district," which is required by federal law, but some people, "I don't really trust the government, so I don't believe what they're telling me is in my water." Well, I said, "The only way to know for sure is test your water."

C. AUSTIN FITTS: Well, couldn't a municipal system be fine and yet I have a problem with my pipe?

DAN HILLARD: Well, not necessarily. The only kind of problems you would find with pipes in indoor plumbing is lead. So if you have older pipes, galvanized pipe, for example, those clog. They rust, so if you have galvanized, water sitting in galvanized is not good.

You would literally have rusty water if you were to let it sit overnight or after a vacation and then try to drink it, yes, you would have rust in that water, but if it's copper, or PEX, or plastic forms of plumbing, there's nothing in those pipes. There's no air and there's no light and bacteria can't grow in those pipes and nothing else grows in those pipes either, so



if it's a copper pipe system in your home, you have nothing to worry about, what's in the water once it enters into the interior of your house. If you have other pipe, it's a problem.

C. AUSTIN FITTS: Okay, so a couple more questions from subscribers. "Is there any hazard of having bacteria growth build up in the large filter that is in service for such a long time, 10 to 12 years?"

DAN HILLARD: No. In fact, if there was, LifeSource would be out of business. We've been selling these systems for 30 years. We've had people have them on their homes for over 20 years. We've had systems water tested after ten years in a home we're building.

We do commercial too, by the way, so we have lots of experience with 10, 20 years with our systems in commercial. We've tested the water afterwards. There is no bacteria buildup or growth in a carbon filter bed. Some competitors, especially the water softener guys, they like to say that there's a bacteria buildup, but there is no truth to that and it's also known as heterotrophic plates. If you do research on heterotrophic plates, you'll find that there is no bacteria buildup in carbon.

C. AUSTIN FITTS: Okay, so now tell us. One subscriber wants to know, again, in the install area outside of California, Nevada, and the places you install, how would that work? How would the installation process work? And I guess you do Canada and Mexico as well, North America.

DAN HILLARD: Yes, we have a sales office in Cabo San Lucas, but typically what happens in the other states is we have a network of plumbers who have been installing for us and we give those phone numbers to our customers, or you can just call your favorite or trusted plumber in your neighborhood. They come out and give you a quote. They would be able to install it anywhere from \$300.00 to \$600.00.

C. AUSTIN FITTS: Okay, so it's going to be \$2,500.00 to \$10,000.00, plus the install, plus the test, and certainly before and could be after if you wanted to do it.



DAN HILLARD: Right. It could even be more. Remember, you keep quoting the \$2,500.00, but that's our very smallest system. There's a range, and so any home that's anywhere from 2,500 or 2,000 square feet to, let's say, 4,000 square feet, it's going to be more, so yes, you need to be careful with that. What happens is with, at least with us, people come to our website. They send in a request for information and we give quotes over the phone for people in the states depending on the size of their home, their pipe size, that sort of thing.

C. AUSTIN FITTS: Well, I should have found you earlier because I did 5,000 plus 600, plus the test.

DAN HILLARD: Oh.

C. AUSTIN FITTS: And my house is 1,200 feet.

DAN HILLARD: Oh, yes, so it sounds like yours is kind of complex. There's lots of moving parts there, it sounds like.

C. AUSTIN FITTS: Yes. Okay, another question. "Right from the indoor well faucet I have Iron (1.230); Sulfates (54) and the Turbidity is (11). I have filters from Aqua Cera (no electricity or chemicals) but need a solution for Hydrogen sulfides? Any suggestions would be appreciated. I look forward to hearing the program."

DAN HILLARD: Yes. We have a system. We call it our IMS. It filters iron, manganese, and sulfites. It's specialized for those. It removes them entirely.

It's even tested and certified to remove those constituents. It works really well and has a long service life. It's for the whole house and we have a variety of different sizes. Again, if you have a well test that indicates that you have levels that exceed the recommended level or maximum contaminant level for those constituents, then we'd recommend the IMS system.

C. AUSTIN FITTS: Okay, so tell us what can go wrong? Surely, out of all these



years installing all these things, what are the things that go wrong with water filters? What do we need to know? Best practices to avoid?

DAN HILLARD: Well, with ours, it's not a lot that goes wrong. A lot of times they get disconnected or unplugged because it had a timer that does the rinsing and so that could affect when it's operating. Carbon filters and small filters, what could go wrong is they tend to stop filtering before sometimes you're done because they channel, so generally speaking, with carbon filters, they're fairly safe. They're easy to operate. They don't require electricity.

They work on water pressure. Other types of filters, like reverse osmosis, wastes a lot of water, and if those membranes aren't changed often, they tend to not filter anything, so really, that's the key. If you're not changing your filter often enough, you may not taste the chlorine or the disinfection byproducts that are in the water, but they're certainly going to be there. So that's really all that goes wrong, if you're not changing a filter often enough or making sure that it's working properly.

C. AUSTIN FITTS: Well, I can tell one thing that can go wrong, and that is you become a water freak and you become very excited about having peace of mind and then you start telling your neighbors about it who are perfectly happy living in a state of denial, not wanting to have to learn about or deal with the situation.

“Other types of filters, like reverse osmosis, wastes a lot of water, and if those membranes aren't changed often, they tend to not filter anything...”

DAN HILLARD: Yes. It really is. It's typical. We go into a house. A family calls and asks us to give them an estimate. We go to their house. In that household, the husband and wife household, partner household, one person is a water freak and the other is not.

C. AUSTIN FITTS: Oh, no.

DAN HILLARD: And oftentimes the non-water freak can't taste the difference of chlorine, but the water freak usually wins, even if the husband or wife



in the partnership, whatever it is – the water freak usually –

C. AUSTIN FITTS: And to be honest, isn't it usually the wife?

DAN HILLARD: No. The water freak could be a man and very often it's a man too.

C. AUSTIN FITTS: Really?

DAN HILLARD: Oh, yes. You can't tell.

C. AUSTIN FITTS: It's kind of 50/50?

DAN HILLARD: You can't tell. It's 50/50.

C. AUSTIN FITTS: Oh, wow.

DAN HILLARD: Yes. It's not gender based.

C. AUSTIN FITTS: What about generations? Is younger generations more sensitive than the older generations?

DAN HILLARD: No. Actually, our key audience is 45 and older.

C. AUSTIN FITTS: Oh, so you have to live a long life before you realize my water is killing me.

DAN HILLARD: It's just that time of life where people go, "I'm just tired of doing all these little things. I've got a water softener. I'm changing the salt. I hate that or I'm changing filters or I'm buying the bottled water and I don't want to lift all this heavy bottled water anymore."

It's those people that are going, "Forget it. I'm just going to go with the simple thing, get the whole house, and be done with it." That's what I –

C. AUSTIN FITTS: Right. Well, it makes a lot of sense. Okay, so if you were someone listening to this and you wanted to research this, what's the



next step? We go to your website and start to learn more about how this all works? Walk us through if we want to learn more and think about this, how we explore.

DAN HILLARD: Yes, there certainly is lots of information on our website. There's lots of information that you could glean from university websites, nonprofit organizations. I would recommend those. If you wanted to get the most backwards types of information, don't go to other water filter companies or even our company. Go to places that are nonprofit organizations. Take Back the Tap, for example.

C. AUSTIN FITTS: It's called Take Back the Tap?

DAN HILLARD: Take Back the Tap. The Water Quality Association is WQA.org. You could find certified products and what that means if you go to the WQA.org. Universities that are doing studies on water and the water filtration. The EPA has a great website. The Environmental Protection Agency has great information on drinking water and contaminants in drinking water, so those are the best places to go if you're going to research.

C. AUSTIN FITTS: Okay. Okay, so let's say we've decided we want to contemplate this. Step one is to get a test?

DAN HILLARD: If you have a well.

C. AUSTIN FITTS: Okay, but if we have a municipal, then we don't necessarily need a test.

DAN HILLARD: No.

C. AUSTIN FITTS: No.

DAN HILLARD: You could look at your water quality report, which is delivered to you once a year by your water supplier. It's mandated by federal law. They are required to maintain or manage and monitor that water usually on an hourly basis.



C. AUSTIN FITTS: I lived in an area where we had a private water company that provided the water – I've never gotten a water quality report.

DAN HILLARD: Well, it needs to be –

C. AUSTIN FITTS: Do you just call them up and ask them for it?

DAN HILLARD: It's required. Any community, even if you're on a community well, which means there are 25 homes or more on the community well, is required to chlorinate the water and required to send a water quality report, so if you have not received one, maybe you're on a private well that's not – that has 25 or less customers, then you wouldn't get a water quality report.

C. AUSTIN FITTS: If I want to get a quote of whether I get a whole house system or I get some filters, who do I call? If I want to call LifeSource, who do I call?

DAN HILLARD: You can call me and I'll direct you to – depending on where you live, I could direct you to the salesperson or water consultant that manages that area of the United States if you're in town. Anyway, you could call LifeSource at 800-334-5009 or you could send an email to dan@lifesourcewater.com.

C. AUSTIN FITTS: For some reason, I would certainly also recommend everybody troll around your website, because it's very easy to go around, and I have to tell you I love the pictures of the different water-free customers with their different LifeSource systems. You can really see the different places it goes and what it looks like, its huggability and all those things. Anyway, so it's really easy to troll around your website.

DAN HILLARD: Sure.

C. AUSTIN FITTS: Okay. Well, anything else in terms of thinking about getting a system or getting a system? What have I forgotten to cover or ask you that would be important to somebody contemplating this?



DAN HILLARD: I think that you've covered it very well. You just have to remember that it's very simple. The concept of filtering water and the result that you get from the filtered water. It's simple.

C. AUSTIN FITTS: Okay, but Dan?

DAN HILLARD: Yes.

C. AUSTIN FITTS: I'm a water freak. Water freaks can make anything complex, okay?

DAN HILLARD: Yes, you seem to have made it very complex with the system that you bought. We make it very easy and once it's installed, there's nothing to worry about, so you let us help you.

C. AUSTIN FITTS: Well, I wanted to buy local. It was a Tennessee company and wait. Quickly, two more questions came in, so I have two more for you. "I have an ultraviolet light on my well water. How does that compare to your system"?

DAN HILLARD: Ultraviolet light is designed to kill living organisms like cryptosporidium and cysts and it's very effective if the water is filtered first, because if there's a high level of turbidity, those ultraviolet lights don't work very well. So, first thing to note is do you have cysts, cryptosporidium, and that sort of thing, and if you do, then they're effective if there's a pre-filter before it goes through the UV filter. You don't necessarily need a UV filter. We don't normally sell them because between the systems we use, it's not necessary, but certainly UV light is very good at killing those types of cysts and sometimes chlorine may not do it.

“Ultraviolet light is designed to kill living organisms like cryptosporidium and cysts and it's very effective if the water is filtered first...”

C. AUSTIN FITTS: Another question: "I've been told that you should not buy any filter or filtering system unless the company will produce a certified test showing exactly what they filter and what they filter out. How do I find this info on companies' websites? I've also been told that there's no



perfect water filtering system, that some filter out certain things and not others, and that the most thorough systems have more than one filtering media? Could you please explain?”

So let me just split them apart. The first one was “I’ve been told that you should not buy any filter or filtering system unless they can produce a certified test showing exactly what they filter and what they filter out. How do I find this info on the company’s website?”

DAN HILLARD: Well, the key is not really to rely on the company websites. It’s fairly common for many companies to brag about certification when they don’t even have it and sometimes they’ll say that their components are individually certified, which is specifically against the rule of using certification, so if you go to either the WQA, who does the testing and the certification, they’ll – any site, so there’s actually three. There’s NSF. That you could check for. You just look up by company name or product name.

There’s underwriter’s laboratory. If they have tested a system, they’ll have their listing of the systems they’ve tested, and there’s the WQA.org, which is where we had our system tested and certified. You go to the WQA and click on their certified products and just choose the manufacturer, LifeSource Water, and you’ll our certification, our listing, the gallonage that we are certified to filter for, and it’s by far the most – it has the largest capacity for filtration of any system in America, so it’s not on the company website you’ll find the accurate information. It’ll either be on the NSF website – the NSF, which used to stand for the National Sanitation Foundation – WQA.org, or Underwriter’s Laboratory.

C. AUSTIN FITTS: Well, that’s great information. I wish I’d known that when I got mine. Okay, so the second question was, “I’ve also been told there is no perfect water filtering system, that some filter out certain things and not others and that the most thorough system has more than one filtering media. Could you please explain?”

DAN HILLARD: Yes. We like to say there is no miracle in water and that’s



what that relates to. And so the key thing is, first, to know what is in your water, so if it's on a well, definitely must have a test. The next thing is multi-stage. Some companies have systems they call multi-stage, thinking that, well, if you have all these different stages within this tank, it's going to filter out different things and those do not work, so media – besides, they don't work great very long because the workhorse on those systems is carbon.

They put other filter medias in there that has less carbon and so they don't last very long. Now certainly, if you have a combination of contaminants in water, you might need to combine things like a specialized fluoride filter, or a nitrate filter, or an arsenic filter, different types of filters depending on what contaminant's in your water. And so to know for certain, the only way is to get a water test and then speak to a – like our company, what we do is we read that water test report and we recommend the systems to remove the contaminants that are really there. So another thing to remember about water freaks, a lot of times water freaks don't have water problems, they have mental problems. Okay, so let me explain with that.

C. AUSTIN FITTS: To me, it's still – as a water freak, I have to say this. It's not knowing. You may not have a problem, but you're not sure you don't have a problem and you don't have any way to know for sure and that's what you're trying to do, is make sure you don't.

DAN HILLARD: No, make sure that you know for sure and not to worry about things that are not in the water. The only way for a real water freak to know for sure, even if it's municipal water, because even – we deal with a lot of cancer patients, lupus patients. The things that are in their water can really affect their lives and damage their kidneys or their blood, so they have to be very careful with chlorine. We've done tests with municipal water after it's been filtered through LifeSource, just to make them feel safe and once they see those tests, they do feel safe.

C. AUSTIN FITTS: Okay, well, it's just I'm always defending water freaks. Okay. Well, Dan, you've been very generous with your time. I very much appreciate it. On behalf of the water freaks of America, thank you



very much for doing this.

DAN HILLARD: Oh, you're very welcome.

C. AUSTIN FITTS: And if I ever move again, you will hear from me.

DAN HILLARD: Okay, great. I appreciate it.

C. AUSTIN FITTS: Have a wonderful evening. Okay.

DAN HILLARD: You too. Thank you.

C. AUSTIN FITTS: That's Dan Hillard of LifeSource Systems and I'm a water freak and I bet a lot of you guys are too, and I think there are very good reasons to be that way.

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