



SOFTWATER.AI

THE CO-OP GROWTH PLAYBOOK



WATER IS BORING. GROWTH ISN'T.

Every year, Culligan dealers spend real co-op money. That's not the problem — the money gets used. The problem is how. Most agencies spend it to check a box, not to build a pipeline. This playbook is the gameplan that fixes that, step by step.

Built exclusively for Culligan dealers

SEO · Paid search · Landing pages · Email automation · CRM · Co-op-compliant reporting

The Industry Everyone Forgot

Water treatment is one of the most overlooked, underpriced growth opportunities in home services right now. It's not sexy. A few startups are starting to circle it, but the category as a whole is still asleep. That's exactly why it's wide open, right now, for the dealers willing to move.

Every household in your territory is a potential customer. The demand doesn't swing with the economy the way discretionary spend does. Water quality problems don't go away — they compound. And most co-op agencies are still spending the same way they did in 2012: place some ads, hit the spend requirement, send a report nobody reads. The money moves. It just doesn't move anything forward.

The dealers who figure this out first won't just grow.

They'll own their territory while their competitors are still spending the same co-op dollars on campaigns that were never built to compound. That's the gap: not unused money — unused potential. This playbook is how you close it.

Stop Coasting On The Name

Here's the uncomfortable truth: a lot of dealers are quietly relying on the Culligan brand to do the selling for them. The name carries trust, so the thinking goes, the leads will come. That worked for a while. It's not working the way it used to, and it's definitely not what separates the dealers pulling ahead from the ones standing still.

Your co-op dollars aren't there to ride on the brand. They're there to build your business.

The dealers winning right now are putting that money to work locally — building their own pipeline, their own visibility, their own follow-up system — instead of waiting for brand recognition to do it for them. That's the mindset shift this playbook is built around. Not "how do we spend the co-op budget," but how do we make it move your business forward, every single month.

What Actually Changes When You Work With Us

Not a list of services. A list of what's different in your business — from the phone ringing to the money in your account.

You stop coasting on the Culligan name and start building your own

The brand opens the door. It doesn't close the sale in your territory anymore. Your co-op dollars build local visibility and trust that's yours.

Your phone starts ringing with the right people

Qualified homeowners actively searching for softening, filtration, and rental in your exact territory — not tire-kickers from a generic ad.

Your co-op dollars start working instead of just getting spent

Every dollar deployed on purpose toward a real growth plan, tracked in real time, and reconciled without you lifting a finger at reimbursement.

Every lead gets followed up, every single time

No more leads going cold because someone forgot to call back. Automated follow-up means the system remembers even when your team is slammed.

What Actually Changes (continued)

You know your numbers, finally

Cost per lead. Return on ad spend. Which channel is actually producing sales, not just clicks. No more "marketing feels like it's working."

Your close rate goes up without hiring another salesperson

Better leads, faster follow-up, and a CRM that surfaces the hot ones first means your existing team closes more without working harder.

You compound instead of restart

Every month builds on the last. Cost per lead keeps dropping. You're not starting from zero every quarter.

The short version

You stop renting attention and start owning your territory. Same co-op dollars — deployed with a plan, measured against real sales, and compounding month over month instead of resetting every quarter.

The Gameplan

Four phases. Real outcomes at every step. Here's exactly what happens and when.

PHASE 1

Week 1-2

The Audit

We find the money and the fastest wins before we spend a dollar.

- You get a clear picture of your available co-op balance — most dealers don't have this
- We map your territory's actual search demand for softening, filtration, and rental
- You get a prioritized list of the fastest, highest-confidence wins for your market

PHASE 2

Week 3-6

Deploy

The full system goes live across every channel at once, not one piece at a time.

- SEO, paid search, landing pages, and email automation launch together, built to compound
- Every campaign is structured for co-op compliance from day one — no rework later
- Your CRM is connected so every lead is tracked from click to close

PHASE 3

Month 2-6

Scale

We tune weekly. Cost per lead drops. Volume climbs.

- Weekly optimization across every channel based on real conversion data, not guesses
- Underperforming spend gets reallocated fast; winning campaigns get more fuel
- A monthly dashboard showing exactly what's working and what's next

PHASE 4

Month 6+

Dominate

You're not competing anymore — you're the obvious choice.

- Your territory recognizes your name before they recognize a competitor's
- Referral and repeat business climb because the follow-up system never drops the ball
- You reinvest proven co-op ROI into scaling further, not hoping it works again

What This Looks Like On A Timeline

- **30 days** System is live. Every channel is running. Your co-op balance is fully mapped and being deployed on purpose for the first time.
- **90 days** Real lead volume, real data, and your first full reconciliation cycle showing exactly what your co-op dollars produced.
- **6 months** Cost per lead has dropped meaningfully. Your CRM is catching leads your old process would have lost. You're watching the dashboard, not wondering.
- **12 months** A full year of compounding optimization. You're the dealer in your territory everyone else is trying to catch up to.

This Isn't Theory. Here's Culligan NJ.

Same system. Already running. Real numbers from an actual Culligan dealer — not a projection.

214

Net new leads
over six months

-38%

Cost per lead
and still dropping

4.1x

Return
on every co-op dollar

Funded entirely through the dealer's existing co-op program.

Full system: SEO, paid search, service-area landing pages, and email lifecycle. No long-term contract required to get these results.

What's running behind those numbers

Local SEO

Service-area pages and map presence built around how homeowners in the territory actually search.

Paid search

Tight, intent-driven campaigns on softening, filtration, and rental — reallocated weekly.

Landing pages + email

Every click lands on a page built to convert, and every lead enters an automated nurture and sales-trigger sequence.

Why This Works When Generalists Don't

We already know this industry

The learning curve on dealer operations, product line, and how homeowners actually buy water treatment is already behind us. You're not paying us to figure it out on your dime.

We speak fluent co-op

Every campaign, landing page, and report is built to meet reimbursement requirements from the start. Approval is fast because we already know what corporate needs to see.

We're not guessing with your territory

We take what already works across the Culligan dealer network and apply it to your market, instead of experimenting with your budget while we figure it out.

What that means for you

No ramp-up on your budget. No compliance surprises at reimbursement time. No experiments you're paying to run. You get the version of this system that has already been proven inside the Culligan dealer network — pointed at your territory.

Let's Find Out What Your Co-Op Budget Can Actually Do

Most Culligan dealers are already spending their co-op budget. Almost none are spending it in a way that's actually building their business. We're going to show you the difference.

The Free Co-Op Growth Audit gets you a clear answer, fast. No obligation, nothing to sign, no pressure.

Here's exactly what you get:

- A full review of your current and available co-op allocation
- A territory-specific estimate of what that budget could generate in leads
- A 90-day plan showing exactly how it would be deployed, phase by phase
- Zero cost, zero obligation, and no contract required to get it

GET YOUR FREE CO-OP GROWTH AUDIT

softwater.ai · Limited onboarding capacity — a small number of new dealer partners each month.



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