



Luxury Water Treatment, Seamlessly Delivered

From package development through installation, startup and post-closing homeowner support, Florida Soft Water helps luxury builders deliver a premium homeowner experience with dependable local service.

CONCIERGE SERVICE

Water treatment planned and scheduled around your construction timeline and closing goals.

PREMIUM STANDARDS

Clean, organized installations designed to complement upscale homes and reduce callbacks.

POST-CLOSING CARE

Local service for maintenance, filter changes, repairs and future homeowner upgrades.

CONTACT US FOR BUILDER PRICING

Florida Soft Water helps builders deliver a better homeowner experience while keeping water treatment simple for the construction team.

● LOCAL EXPERIENCE

We understand Florida water conditions and the treatment challenges that can affect new homes.

● DEPENDABLE SCHEDULING

We coordinate installation and startup around construction milestones so water treatment does not become a closing-day problem.

● ONE POINT OF CONTACT

From system selection through installation, startup and post-closing service, your team has one local company to call.

● PROFESSIONAL INSTALLATION

Clean, organized installations designed to complement the finished home and reduce callbacks.

● SERVICE AFTER CLOSING

We remain available to the homeowner for maintenance, repairs, filters, system questions and future upgrades.

● BUILDER-FRIENDLY PROGRAMS

Standard packages, upgrade options and consistent specifications can be developed for individual communities or home series.

Florida Soft Water can support your homes from initial system planning through startup, homeowner orientation and post-closing service.

WATER TREATMENT SYSTEMS

- Water softener and conditioning systems
- Whole-house carbon filtration
- Reverse osmosis drinking water systems
- Iron and sulfur / odor treatment
- Chemical injection systems

BUILDER & HOMEOWNER SUPPORT

- Municipal and well water treatment systems
- Well pumps and related equipment
- System startup, testing and adjustment
- Homeowner orientation
- Ongoing maintenance and service

Flexible builder programs: We can standardize equipment packages for a community or develop upgrade options based on home size, water source and buyer preferences.

BUILDER PRICING

Contact us for builder pricing. We can develop standard packages, optional upgrades and community-specific specifications.

239-354-0915 | Sales@FloridaSoftWater.com

1

PLAN

Review the home, water source and builder requirements. Recommend the appropriate system and options.

2

COORDINATE

Work directly with your superintendent, construction manager or purchasing team on timing and access.

3

INSTALL

Complete a clean, professional installation using the agreed builder specification.

4

START UP & TEST

Start, inspect, adjust and test the system before homeowner occupancy.

5

HANDOFF

Provide homeowner orientation when requested and explain recommended maintenance.

6

SUPPORT

Remain available after closing for service, maintenance, repairs and future upgrades.

Goal: fewer water-related callbacks, smoother closings and a local service partner your buyers can rely on after they move in.

Start with whole-house carbon filtration, then add softening for a more complete water-treatment solution.

ESSENTIAL WATER PACKAGE

Whole-house carbon filtration with professional installation, startup and testing, and homeowner orientation.

CARBON FILTER BENEFITS

- **Removes chlorine and helps address chloramine:**
Reduces disinfectant residuals that can contribute to chemical taste, odor, and dry-feeling skin or hair. Catalytic carbon may be specified when chloramine is present.
- **Improves taste and odor:**
Helps reduce unpleasant chemical, metallic, or other objectionable tastes and odors in drinking, cooking, and bathing water.
- **Helps protect appliances and plumbing:**
Reducing chlorine exposure can help limit deterioration of rubber seals, hoses, and other water-contact components over time.
- **Reduces certain disinfection byproducts (DBPs):**
Carbon filtration can reduce many chlorine-related organic compounds and DBPs, depending on media, contact time, and source-water conditions.
- **Helps protect softener resin:**
Removing oxidants before a softener can significantly extend resin life. Actual service life varies; in favorable conditions resin may last 15+ years.

ESSENTIAL PLUS PACKAGE

Everything in the Essential Water Package, plus a properly sized whole-house water softener.

WATER SOFTENER BENEFITS

- **Removes hardness minerals:**
Reduces calcium and magnesium that cause scale buildup in pipes, water heaters, fixtures, and appliances.
- **Improves soap and detergent performance:**
Soft water helps soaps and detergents work more efficiently and can reduce mineral residue on dishes, glassware, and surfaces.
- **Helps skin and hair feel better:**
Reducing hardness minerals can lessen mineral residue that may leave skin feeling dry and hair looking dull.
- **Protects plumbing and fixtures:**
Reducing scale can help maintain water-heater efficiency and extend the useful life of fixtures and water-using equipment.

PREMIUM WATER PACKAGE

Essential Plus treatment with under-sink reverse osmosis drinking water and homeowner support.

COMBINED SYSTEM ADVANTAGES

- **Cascading protection:**
The carbon filter removes chemicals first, then the softener removes hardness minerals.
- **Extended equipment life:**
Carbon filtration helps protect softener resin from chlorine damage and may extend service life.
- **Better overall water quality:**
Cleaner, softer and more pleasant water for drinking, cooking, bathing and everyday use.
- **Cost savings:**
Helps reduce premature wear on plumbing and appliances and can reduce reliance on bottled water.

UNDER-SINK REVERSE OSMOSIS BENEFITS

- **Reduces a wide range of dissolved contaminants:**
RO membranes can substantially reduce many dissolved substances that carbon filtration alone may not address, including nitrates, fluoride, arsenic, heavy metals, mineral salts and certain PFAS, depending on system design and source-water conditions.
- **Reduces total dissolved solids (TDS):**
RO commonly provides a major reduction in dissolved mineral content, helping improve taste and reduce the mineral or saline character some homeowners notice in tap water.
- **Improves taste and odor:**
A combination of carbon prefiltration and RO membrane treatment helps reduce chlorine-related tastes and odors along with dissolved minerals and salts that can contribute to off-flavors.
- **Convenient high-purity water at the kitchen tap:**
Provides treated water directly where it is most useful for drinking, cooking, coffee, beverages and ice-maker connections.
- **Adds another treatment barrier:**
Gives homeowners an additional point-of-use filtration step for concerns involving dissolved contaminants, aging plumbing or a preference for higher-purity drinking water.
- **Helps reduce bottled-water use:**
Convenient filtered water at home can reduce reliance on single-use bottled water, helping lower plastic waste and ongoing household expense.

WELL WATER PACKAGE

Custom treatment based on source-water conditions and home requirements.

- **Treatment options may include:**
Iron and sulfur/odor treatment, filtration, softening, chemical injection, reverse osmosis and pump-related equipment.
- **Designed around the source water:**
Recommendations are based on water conditions, household needs and builder specifications.

CONTACT US FOR BUILDER PRICING

A Better Experience for Builders and Their Homeowners

Florida Soft Water helps luxury builders simplify water treatment decisions while delivering a cleaner homeowner handoff, fewer water-related issues and a more polished ownership

● PRE-CONSTRUCTION PLANNING

We help define standard packages, upgrade paths and source-water solutions early so specifications stay clear and closings stay smooth.

● MUNICIPAL & WELL WATER EXPERTISE

From city-water homes to private-well properties, our recommendations are tailored to the source water, home design and buyer expectations.

● PREMIUM PRESENTATION

Clean equipment layouts, organized installations and homeowner-friendly system explanations help reinforce the quality of the finished home.

● LOCAL SERVICE CONTINUITY

After closing, homeowners have a local partner for maintenance, filter changes, repairs and future upgrades — reducing calls back to the builder.

Ideal for: custom homes, luxury production builders, private communities and developments where presentation, reliability and homeowner experience matter.

CONTACT US FOR BUILDER PRICING



Builder Partnership Program

Premium water treatment solutions for luxury homes in Florida.

Connect With Florida Soft Water

239-354-0915

Sales@FloridaSoftWater.com

Builder pricing, package development and community-specific solutions available upon request.

READY TO DISCUSS YOUR NEXT PROJECT

Florida Soft Water

Water treatment • Well water solutions • Reverse osmosis • Service & maintenance