**Subject Line:** It’s Been a While…

**Body:**

Hello [Valued Customer],

We get it. Life is busy, but we couldn’t help noticing we have not seen you (and your water) in a while. Stop by for a comprehensive water test to ensure your family and friends are [swimming/relaxing] in clean and clear water.

As always, make sure you are consistently testing your [pool/spa/pool & spa] water at home with a Taylor® test kit or Taylor test strips two to three times a week in between store visits to maintain healthy water conditions.

We look forward to seeing you and your water soon!

Your friends at [Dealer Name]