

## 1 DEFINE YOUR "WHY"

### Needs vs. Wants:

- Needs: Relaxation, pain relief, therapy, social gatherings.
- Wants: Luxury features, aesthetics, specific jet types, entertainment options.

### Usage:

- How often will it be used? (Daily, weekly, seasonally)
  - How many people will typically use it?
  - Will it be used year-round?
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## 2 BUDGET & FINANCING

### Determine your budget: Consider not just the purchase price, but also:

- Installation costs (electrical, plumbing, site preparation)
- Ongoing costs (chemicals, electricity, maintenance)
- Accessories (covers, steps, chemicals)

### Explore financing options:

- Compare interest rates and terms from different lenders.
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## 3 SIZE & SPACE

### Measure your available space:

- Account for hot tub dimensions, plus surrounding clearance for access and safety.
- Consider the weight of the full hot tub (water + equipment).

### Choose the right size:

- Match the number of seats to your typical usage.
  - Consider a smaller model if space is limited.
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## 4 FEATURES & OPTIONS

### Jet systems:

- Different types of jets offer varying massage experiences (rotating, directional, pulsating).
- Consider the placement of jets for targeted relaxation.

### Water features:

- Waterfalls, cascading streams, and illuminated jets can enhance the ambiance.

### Controls:

- Digital controls offer ease of use and programmable settings.

### Insulation:

- Good insulation reduces energy costs and maintains water temperature.

### Covers:

- A high-quality cover minimizes heat loss and prevents debris from entering the water.

## 5 RESEARCH & COMPARE

**Speak to a customer support agent:**

- Talk through different models with a support agent.
- Ask questions and get expert advice.
- Talk through our hot tub models to understand the experience, comfort and jet systems.

**Read reviews:**

- Check online reviews from other customers.
- Look for reviews from reputable sources.
- Compare brands and models:
- Consider features, price, warranty, and customer service.

## 6 INSTALLATION & MAINTENANCE

**Choose a qualified installer:**

- Ensure proper installation for safety and efficiency.

**Learn about water care:**

- Understand basic water chemistry (pH, alkalinity, sanitizer).
- Follow regular maintenance routines (water changes, filter cleaning).

## 7 AFTER-SALES SUPPORT

**Inquire about warranty coverage:**

- Understand what is covered and for how long.

**Ask about available service options:**

- Ask about local service support in your area.
- Ask about local technicians and response times.

### TIPS FOR THE CUSTOMER JOURNEY:



**Create a checklist:**

This will help you stay organized and track your progress.



**Take your time:**

Don't rush the decision-making process.



**Ask plenty of questions:**

Don't hesitate to ask questions.



**Consider your lifestyle:**

Choose a hot tub that fits your needs and how you plan to use it.

By following these steps, customers can navigate the hot tub buying journey with confidence and make an informed decision that best suits their needs and preferences.