



# 10 Ways to Sell the 1112 Water/Temperature Detector

Link features to solutions and win more business



Feature/Selling Point	WHY #1: Functional Benefit	WHY #2: Deeper Impact	WHY #3: Core Motivator	How To Sell It
1. 1-Minute Water Detection	Catches leaks before major damage occurs	Prevents thousands in repair costs	Peace of mind and security	“One burst pipe can cause \$14,000 in damage. This sensor gives you the relief of knowing you’ll catch it before the disaster begins.”
2. Dual Temperature Alerts (45°F-95°F)	Prevents frozen pipes and overheating	Avoids property damage and system failures	Confidence in property protection	“It’s like having a 24/7 property guardian watching for two of the biggest threats to your building.”
3. Wireless Installation	No complex wiring or electrician needed	Faster deployment, lower installation costs	Convenience and simplicity	“You can have this protection installed in under 30 minutes without any construction mess or electrical work.”
4. Up to 3 Programmable Zones	Monitor multiple factors with one device	Comprehensive coverage at lower cost	Smart investment and efficiency	“One sensor monitors for multiple plumbing and HVAC issues – you’ll get three types of detection for the price of one.”
5. Low-Profile Design Fits Under Appliances	Monitors hidden leak-prone areas	Detects problems in hardest-to-see places	Complete confidence in coverage	“Most water damage starts where you can’t see it. This sensor goes exactly where the problems begin.”
6. Long-Life Battery (CR2450)	Years of operation without maintenance	Reliable protection without ongoing costs	Set-and-forget reliability	“Install it once, and it protects your property for years – no maintenance headaches.”
7. Insurance Premium Discounts	Qualifies for insurance rate reductions	System pays for itself through savings	Financial reward for smart decisions	“Your insurance company may effectively pay YOU to install this. The discounts often cover the entire cost within two years.”
8. Instant Alerts to Security Panel	Immediate notification when problems occur	Faster response prevents major damage	Control and quick action capability	“You’ll know about problems the moment they start, not after thousands of dollars in damage is already done.”
9. Commercial & Residential Applications	Protects diverse property types effectively	Versatile solution for any building	Universal peace of mind	“Whether it’s your home, office or rental property, this sensor adapts to protect what matters most to you.”
10. ROI up to 3400%	Single prevented incident covers costs	Exceptional financial protection value	Smart money management	“Our customers have seen returns over 3000% when this sensor prevents just one major water event. It’s the best insurance you can buy.”

