

INTELLIGENT WATER INFRASTRUCTURE FOR THE HOME

One device on your main water line. Does the work of seven.

Namara holds optimal pressure while water flows, relieves thermal expansion, and as the water nears freezing it warns, then shuts off and drains the pipes. It still shuts the water off if something breaks, and it **cuts water use by up to 30%**.



THE PROBLEM IS PRESSURE, FROM THREE DIRECTIONS

External

80 PSI

Street pressure runs high and swings. 80 PSI is where code draws the line; a regulator set to 70 PSI keeps the home below it.

Environmental

\$30,000+

Freezing temperatures and cold snaps. Average homeowner claim for frozen pipes and winter water.

Internal

120+ PSI

Thermal expansion, fixtures and appliances. Heating water alone can take a 65 PSI home there in a closed system (A.O. Smith).

Who it's for

- Their **carrier requires** a water device
- They **just had a leak**
- **Second homes and rentals**
- **High pressure** or a failed regulator
- A **rising water bill**
- A **pool, irrigation** or older plumbing

What the homeowner gets

- ✓ Optimal pressure
- ✓ Built-in thermal expansion relief
- ✓ Freeze protection, home or away
- ✓ Up to 30% less water
- ✓ Text Drippy. No app needed
- ✓ Automatic leak shutoff
- ✓ Remote shutoff by text
- ✓ Nightly plumbing checks
- ✓ Battery backup
- ✓ 5-year warranty



MEET DRIPPY

Namara's AI agent. Drippy texts the homeowner in plain English.

They just text it:

"How's everything at the cabin?"

"We're filling the pool today."

"Turn my water off."

Try it: training.namarawater.ai/demo

The payoff

FOUR WAYS

Saves every month

Up to 30% less water. And it catches slow leaks before your bill creeps up and damage occurs.

Avoids a claim and disruption

Claims average about \$15,400. The belongings and memories can't be replaced.

Fewer parts to own

Does the work of seven. Less to buy, install, maintain, and replace.

May lower insurance

May qualify for a discount. Ask your agent.

Plus: less wear on pipes and appliances · peace of mind, home or away · possible water-district rebates · a feature buyers notice at resale.

It pays every month, and it protects the biggest investment they own.

Discovery questions

- Have you ever had a leak or water damage?
- Is your insurance company asking for a water device?
- Is this your full-time home? Any rentals or second homes?
- Mind if I put a gauge on the hose bib?
- Pool, irrigation, or a filter or softener?
- How do you feel about your water bill?
- Do you own the home?

The pitch, in order

- 1 Open.** “Namara is intelligent water infrastructure for the home.”
- 2 Gauge.** Say only what it shows, then: “80 PSI is where code draws the line; the regulator, set to 70 PSI, keeps the home below it.”
- 3 Claim.** “A water damage claim averages about \$15,400.”
- 4 Device.** “Does the work of seven, holds optimal pressure whenever water runs, up to 30% less water, and still shuts off if something breaks.”
- 5 Phone.** Don’t describe Drippy. Hand them the demo and let them text it.
- 6 Close.** “One quote: the device and my certified install.” Then stop talking.

Qualify before you quote

- **Regulator** set to 70 PSI (30 to 78.9 at the unit). None? Quote one.
- **Wi-Fi:** home’s main 2.4 GHz network at the unit. 3 bars target, 2 works.
- **Drain line:** a place for it to end. Freezing area? Unit goes indoors.
- **Power:** 120 V outlet in reach of the cord.
- **Pipe:** 3/4” to 1-1/2”, at least 8.5” straight run.
- **Mobile:** the homeowner replies from their own phone.

Objections and answers

“How is this different from a leak detector?”

A detector tells you after water escapes. Namara holds optimal pressure while water flows, relieves thermal expansion and still shuts off.

“Will it leave me alone?”

It texts when it needs you. Before a pool fill or long irrigation run, text PAUSE. Never promise zero false alarms.

“What if the power or internet goes out?”

Losing power doesn’t move the valve; it keeps going on battery with leak and freeze protection on, and texts after 5 minutes. Don’t quote battery hours.

“What happens in a freeze?”

It warns first, then shuts off and drains the pipes. Water stays off until they reply RESTORE; the pipes are tested first.

“Do I still need my regulator?”

Yes. Every install needs one upstream, set to 70 PSI. It keeps the home below 80 PSI; Namara does the rest.

“What does it cost?”

One number for device and install. Set it next to a \$15,400 claim. Premium on purpose.

Listen for this, lead with that

“**We had a leak.**” The most motivated buyer. Lead with prevention. Ask before the drywall goes back.

“**My insurance company is requiring it.**” Lead with prevention. Ask what the carrier requires; never promise it qualifies.

“**We’re gone a lot.**” Second homes and rentals. Lead with visibility and control, by text.

“**My water bill is out of control.**” Lead with savings: up to 30% less water use, no behavior change.

“**Everything in my house is smart except my water.**” Lead with Drippy. Hand them the demo.

Get certified. Homeowners buy Namara through a Namara Certified Installer. Scan to get certified today.



Pre-Sales
Anyone who sells

namarawater.ai/presales



Installation
Anyone who installs

namarawater.ai/install

PREVENTIVE

Corrects the conditions behind water damage, before water escapes.

Holds optimal pressure while water flows. Built-in relief handles thermal expansion. Freeze protection warns, then shuts off and drains. Up to 30% less water.

RESPONSIVE

Stops the water once it is already escaping.

Shuts the water off on a real leak, after a warning text. Shut off and restore by text, from anywhere. Battery backup.

INFORMATIONAL

Senses and tells you.

Drippy texts the homeowner. No app. A nightly plumbing check, and a slow leak's size in gallons a day and when it started.

Four classes of devices on the market

A

Preventive + responsive + informational. Where Namara sits.

B

Whole-system response. In-line shutoff once water escapes.

C

Localized response. Stops the water at one spot.

D

Informational only. Senses and alerts.

Feature by feature

Capability	Shutoff valve	Static PRV	Leak sensor	Expansion tank	Namara
PREVENTIVE					
Pressure and flow control	No	Static	No	No	Optimal pressure
Thermal expansion	No	No	No	Static	Built-in relief
Freeze protection	No	No	No	No	Build-in relief
Water savings	No	No	No	No	Up to 30% less water
RESPONSIVE					
Automatic shutoff	Yes	No	No	No	Yes, after warning text
Remote shutoff and restore	Yes, by app	No	No	No	Yes, by text
Through a power outage	Varies	N/A	Varies	N/A	Battery backup
INFORMATIONAL					
Leak detection	Yes	No	Yes	No	Yes
Nightly plumbing check	Varies	No	No	No	Yes
Slow-leak size and start time	Varies	No	No	No	Yes
Homeowner interface	App	None	App	None	Text. No app
ONE DEVICE					
Does the work of seven products	No	No	No	No	Yes
Warranty	Varies	Varies	Varies	Varies	5 years

Informational · Responsive
+ PREVENTIVE

Everything else on the shelf is responsive or informational. Namara is preventive, and still responsive when it counts.