

Quality Water Treatment Highlights Water Testing as Key to Choosing the Right Water Softener

September 30, 2026

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Quality Water Treatment, a family-owned water treatment consultancy and retailer, has built its approach around the idea that the choice of who to buy a water softener from can matter as much as which system a household ultimately selects. Homeowners confronting hard water, iron staining, chlorine, chloramine, or fluoride often face a difficult decision that has less to do with the equipment itself and more to do with the source of the advice. Many encounter fear-based sales tactics or generic, one-size-fits-all product recommendations rather than guidance grounded in an actual analysis of their water.

Founded in 1990 by Craig Phillips, known professionally as "The Water Guy," the company reflects more than three decades of industry experience. Phillips began his career recommending and installing water treatment systems, work that shaped a business model centered on education rather than high-pressure selling. Today the company operates as a family enterprise, with Phillips's children involved in daily operations. Jeremy Phillips leads sales and provides water analysis consultations, while Heather Phillips serves as Operations Manager, overseeing shipping, technical support, and customer communication.

Central to the company's method is a no-obligation water analysis intended to match a household to a specific system based on its actual water profile. Because well water and municipal water carry different contaminant profiles, the company addresses each separately rather than applying a single recommendation across all situations.

"The right system depends entirely on what is actually in the water, which is why testing comes before any recommendation," said a spokesperson for Quality Water Treatment. "A household on a private well faces very different conditions than one connected to a municipal supply, and treating those situations the same way rarely serves the customer well."

The company is the creator of the SoftPro line of water softeners and filtration systems. The lineup spans salt-based ion exchange softeners, salt-free conditioners, iron filters, carbon filtration designed for chlorine and chloramine, fluoride reduction systems, and reverse osmosis systems. Each category targets a distinct set of water quality concerns, allowing recommendations to be tailored to the results of an individual water test rather than assembled from a standard package.

Beyond its core residential offerings, the company also serves commercial and specialty water treatment needs, including systems designed for pool water treatment. This broader scope positions the business as a consultancy and retailer across a range of applications rather than a provider of a single product.

"Our aim has always been to help people understand their water first and their options second," the spokesperson added. "When customers know what they are treating and why, they make decisions they remain comfortable with for years."

Quality Water Treatment continues to operate as a family-owned and operated company, combining product manufacturing under the SoftPro name with individualized water analysis and technical support. Its stated mission emphasizes informed decision-making over promotional pressure, an approach the company traces back to its founding more than thirty years ago. Readers can learn more about the company and its water treatment systems at qualitywatertreatment.com.

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For more information about Quality Water Treatment, contact the company here:Quality Water TreatmentQuality Water Treatment1-866-278-4130help@qualitywatertreatment.com514 Americas Way, Suite 9104 Box Elder, SD 57719

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Quality Water Treatment

Quality Water Treatment has been providing high-quality, safe, and healthy water treatment solutions to families and businesses for over 3 decades.

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