

**HAMPTON ROADS**
Water Services



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Rain Soft®

**DEALER
PROFILE**

Hampton Roads Water Services:
Newport News, Virginia

DEALER PROFILE:

A NEW DEALER STARTS ON THE ROAD TO GREAT SUCCESS



The Hampton Roads Water Services team moved to their new offices in early 2024.

Jason Malucci has the touch for knowing what it takes to run a successful business. When he opened Hampton Roads Water Services as a RainSoft dealership in late 2021, what he knew about water at the time was related only to his happiness of purchasing a RainSoft water system for his Pennsylvania home several years earlier.

Jason currently has more than 20 employees serving approximately 2 million people in southeastern Virginia, including Chesapeake, Norfolk, Newport News, Virginia Beach and Williamsburg. Hampton Roads recently added Suffolk, and is poised for continued growth in 2024.

“Jason is a very quiet, confident and humble individual. When he started the business, he used a stack of ceiling tiles as a desk until the furniture arrived,” recalled Dan Pfister, RainSoft’s North Atlantic regional sales leader who works and strategizes with him on the best practices side of the business.

“He’s a very focused and driven self-starter. Since day one Jason learned and completed every single job that his employees do, from setting a lead and doing a water demonstration, to making a sale and installing a system. He’s one of the hardest working dealers I’ve had the pleasure to work with.”



Jason enjoyed immediate success soon after becoming a RainSoft Dealer.

Jason was working as a chiropractor in Philadelphia when he purchased his Rainsoft system in 2014, and had moved his business to Ohio when he began looking for a new business opportunity. After looking at different types of businesses and realizing that water quality is a pressing issue in today's world, he inquired about a dealership.

"I am excited to grow this business from scratch. I think water quality is overlooked when it comes to the health of the population," said Jason, who traveled back and forth from Ohio to start Hampton Roads Water Services until he could move his wife, Camille, and their six children. He is still involved with the chiropractic office in Ohio, managing it remotely on a daily basis.

Jason said one mission Hampton Roads Water Services continues to reinforce is to educate people throughout southeast Virginia.

"I'm glad that I am able to improve the water quality for people in this area," he continued. "The quality is not very hard, but most people don't realize what is in the water. They are very interested in improving their drinking water."

The dealership is also experiencing the knowledge and support of another key member from the RainSoft corporate team who is instrumental in helping Jason's team succeed.



Tony Valencia

For regional sales trainer Rod Maxson, working with them completed a personal full cycle when Jim Gehman was hired as a sales representative. Now the outside training manager, it was Gehman who recruited and trained Maxson when he first joined RainSoft 28 years ago. The two have developed a two-week training session for new sales reps to ensure their success and help with the company's growth mode.

One of the early hires Jason made in late 2021 who produced impressive sales results right from the start was Tony Valencia. He was named the *RainSoft Rookie of the Year* for 2022 and became the no. 5 ranked salesperson worldwide.



Tony Valencia accepting several awards, including his *Rookie of the Year* award.

“I could not have accomplished any of this without Jason. He never loses sight of our ultimate goal,” said Valencia. “Jason and I talk every day about what we need to do for improving the company. He helps me stay outside-the-box and constantly looks for ways to improve the sales techniques for our team.”

“And I would be remiss without mentioning Rod Maxson, my trainer and mentor,” he added. “I follow his advice every time I have an appointment and ‘Do-the-Demo’. He calls and encourages me to keep my head up, and often reaches out to say how proud he is of me.”

“Having great people like Jason and Rod in my corner is priceless!”

Jason indicated Tony’s potential was evident from the first day he met him.

“I look for motivated people with a good work ethic. I have a lot of sales and marketing experience and with Tony, it helped us grow quickly,” he said.

Some future growth will be the result of sales generated from appointments arranged with customers inside The Home Depot stores. Jason has steadily improved this sales channel through an assortment of strategies, including employee recruitment and staffing, and a solid new homeowners program.

“I think water quality is overlooked when it comes to the health of the population.”

Jason Malucci, Hampton Roads Water Services





ABOUT RAINSOFT

Headquartered in Roselle, Illinois, RainSoft, a division of Aquion, Inc., is an international company with over 150 authorized and independently owned dealerships in the U.S. and 20 other countries. The company is dedicated to producing the world's finest water treatment systems, all of them manufactured in the U.S.A. and backed with the industry's strongest lifetime Warranties. For more information, visit RainSoftDealer.com or call 1-866-4RAINSOFT (866) 472-4676.