



Bathwraps Eyes West Virginia For Next Exclusive Dealer Partnership

Bathroom remodeling company announces its newest expansion plan into West Virginia

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Following a recent acquisition by Jacuzzi, Inc., BathWraps, the leading supplier of one-day bathroom transformations, is turning its attention to finding a new exclusive dealer in West Virginia. BathWraps, which formerly operated as Liners Direct, provides dealers an exclusive opportunity to distribute its bathroom transformations and Jacuzzi® Walk-in Bathtubs on top of a proven history of support and service.

According to Vice President of Sales Eric Bohner, the company is already seeing an incredible number of consumer leads from the area, so the time is now right to strike in West Virginia. Specifically, Bohner says that there is now an opportunity for the right partner to get exclusive rights for the entire state, bringing BathWraps products and services to those customers that have been asking for it.

“The opportunity is tremendous, as we are looking for *one* qualified remodeling company that we will work with for the entire state,” said Bohner. “We are looking to find the best company to have a win-win supportive relationship with in West Virginia. We help with all training, supply and lead generation.”

On top of the chance to represent the entire state of West Virginia, BathWraps offers another unique element: since BathWraps provides all of the necessary support and training, interested partners need not have any experience in bathroom remodels or plumbing.

“With BathWraps, there are no extra fees like a franchise fee, but we will protect the marketplace for the company we partner with,” said Bohner. “We will support that partner with everything they need to be successful, and we believe a partner in West Virginia will be successful right away. In fact, bath and kitchen remodels are the top two sought after services in the home industry right now, so the opportunity will only continue to grow.”

Begun as a quick solution for damaged and outdated bathrooms, BathWraps has now seen just how high the demand is for quick transformative remodeling services. Adding in the recent Jacuzzi deal and the untapped market that is West Virginia, the opportunity is one that has people excited.

“We haven’t had the right partner in the state yet, but we continue to generate tons of leads as we look for that one company to grow with us,” said Bohner. “Because of West Virginia’s smaller population, our dealer could be located in any West Virginia city and still have exclusive rights within the entire state.”

To learn more about BathWraps and the opportunity to become a dealer, visit <http://dealer.bathwraps.com/>.