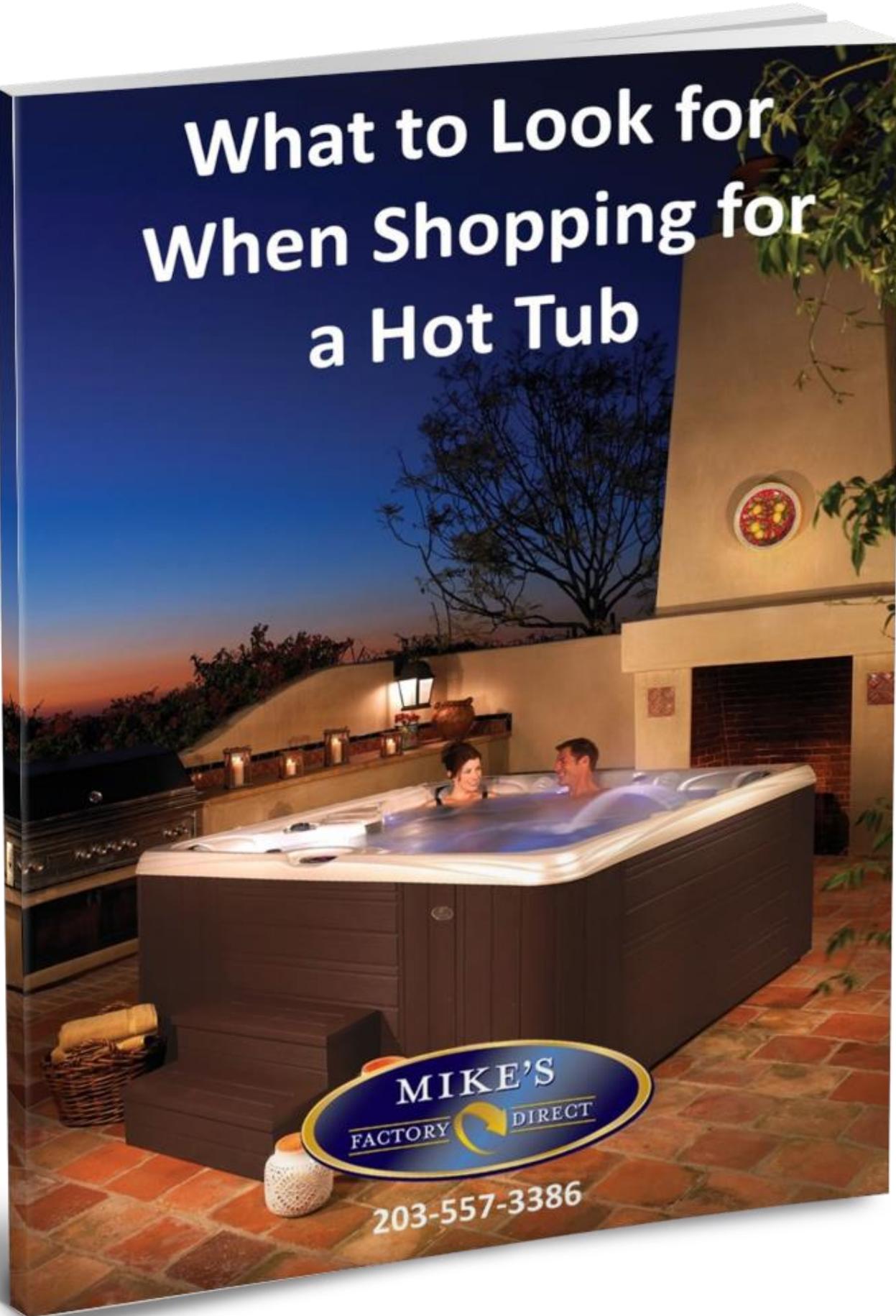


What to Look for When Shopping for a Hot Tub



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If you've decided you're in the market for a new hot tub, is it possible to love what you buy? Of course, if you follow a few simple rules before investing. Anyone who has been through the process of purchasing a new hot tub will tell you that it's exciting, but also, nerve racking without a plan.

How do you know what to look for in a great spa? Why are there different price points? Which features are necessary and which can you hold out on? Great questions and exactly why it's worth the time and energy to educate yourself on what to look for when shopping for a spa.

We've collected some must-have tips, so grab a pencil, make some notes and get peace of mind in knowing that you're prepared to find a quality product that will stand the test of time – a superior hot tub that's sure to bring years of fun to you and yours. We're happy to join you on your journey, and certain that any time you spend preparing *before* you buy will be time well spent. Ready? Let's go!



Do This Before You Start Shopping

Smart shoppers aren't lucky, or "in the right place at the right time". Rather, they're committed to making sure that the time, energy and money they spend shopping is maximized. That means taking appropriate steps to learn about products they're interested in before they buy, as well as how best to go about finding the version or model that adds the most value.



Remember, getting a great deal in a spa is not just about securing a low price. It's about finding the one hot tub that fits your needs, budget and lifestyle best. Here's what to do before you start shopping.

Define your goals - A great plan is the cornerstone to most success stories, and buying a hot tub is no different. Before you even step foot in the showroom, take a few minutes to organize your thoughts, define your goals and understand exactly what your objective is with buying and owning a spa.

First, think about why you want to own a hot tub. Are you looking for a way to relax with your spouse after a rough week of work? Have you recently decided to finally conquer your chronic pain and you're interested in pursuing hydro-massage?



Maybe you're an entertainer and hot tub ownership means you can relax with friends and family from the comfort of home in your very own spa retreat. The point is, there are many equally exciting reasons why people invest in hot tubs – understand your motivation with ownership and you'll be on your way to strategizing for the best spa for you.

The Importance of Selecting Size and Shape

Flip through the pages of a magazine or stroll across a hot tub showroom and it's instantly clear that the modern in home spa is available in a variety of impressive styles, shapes and sizes. How do you choose? Most shoppers look for the first model that stands out – and that's the problem. Many inexperienced buyers fail to recognize the importance of choosing the right size and shape spa.

Why does it matter? Well, if you buy more hot tub than you need, you could end up spending money you could be saving. Or, if you choose the wrong shape, you could be missing out on available seating options. For example, choose a circular hot tub and automatically you will have eliminated the option of adding lounge-style seating.

How to choose - Now that you know *why* it's important to choose size and shape carefully, how do you start? In most cases, knowing the number of people that will be using the tub on regular basis will help you decide how large a tub you need. However, be careful. Just because you live alone with your spouse does not mean that a compact model is the right choice.

Do you have a large extended family that will likely be visiting and wishing to use the tub? If so, a small model with seating for two will not do. On the other hand, buying a tub that's too large isn't practical either. Think carefully about who will be using the tub regularly and narrow your choices to those models that most accurately fit your needs.



Choosing the right shape is a bit different, but equally important. In fact, because some hot tub shapes preclude certain features, it's critical you get it right. Do you have size limitations or special housing needs that will limit your shape options?

Some models are designed to sit in small spaces, while others are designed for specific areas, like a triangular model in the corner. Be sure to explore your home, thinking through several options with placement to ensure the shape you choose fits the available space best.

Easy Maintenance Means Carefree Soaking

One of the most important aspects of spa ownership is maintenance. A clean, healthy hot tub not only performs better, but also, lasts longer and returns a better investment over time. The key to smart hot tub shopping is to look for models that prioritize easy maintenance for carefree soaking.

Clean, clear water - Let's be honest. More than likely you're looking for a hot tub with maintenance that won't take up too much of your time. After all, the easier it is to upkeep, the more you'll use it – it's that simple. Water care is a necessity with hot tub ownership, but it doesn't have to be a burden.

The good news is, you have options. For instance, choose an integrated water care system and you can significantly reduce the amount of time and energy needed to properly care for your water.



Ozone systems reduce the need for harsh chemicals, while keeping water continuously clean and clear. The right filtration system is also a smart investment. Look for “continuous filtration”, a feature often found in premium spas to reduce maintenance responsibilities.

Exterior maintenance - Keeping the outside of your spa in great condition is an important responsibility as well, and the right choice matters. When browsing various hot tub models, look for simulated wood exteriors, rather than real wood. The look and feel is unique, and simulated wood requires much less effort on your part.

Energy efficiency - Another important factor to keep in mind when looking for a new hot tub is energy efficiency. Models that employ energy efficient components are easier to care for simply because they require less energy, and less money to run. With the price of energy and water on the rise, operating costs are relevant and any strategies for reducing expenses is smart.

Excellent heat retention is a primary factor in keeping operating costs low. Look for tight fitting covers with a quality seal to ensure minimal heat loss. In addition, ask your dealer to show you models that use energy efficient components such as heaters, insulation, even LED lighting systems.

Jet Types and Seating Options

One of the best features of the modern spa is personalized massage, and your choice in both jet configuration and seating arrangements plays a major role in how much you enjoy your soak. With many different choices, it's important to explore the options carefully to secure the perfect hydro-massage experience.

As your likes and dislikes change over the years, your hot tub should be able to accommodate these changes. In other words, it should be easy to enjoy a deep, penetrating massage one day and a soft, relaxing massage the next. In addition to adjustable pressure, the perfect collection of jets should easily target many different zones, or places on the body, whether you want to focus on your lower back and shoulders or enjoy a full body massage from your head to your toes.



Hot tub circuit therapy - What types of things should you be thinking about when comparing different hot tub jets? First, be sure you know that more jets **does not** equal a better massage. In truth, the placement of jets is far more important for reaching targeted muscle groups with adequate attention.



Consider hot tub circuit therapy for all over penetration – the perfect way to customize the massage you want at any time. Circuit therapy works by changing the focus of massage depending on which seat you are in at the moment. All major muscle groups are reached, from the bottom of the feet to the muscles in the neck and shoulders.

Ergonomically sculpted seats - One of the biggest complaints cited by hot tub owners is the problem of “floating” out of the seats while using the hot tub. When seats don’t cradle the body as expected, it’s possible to drift around, which distracts from enjoying personalized, targeted massage.



Be sure to think about seating arrangement carefully, and how the different options – bench style, performance loungers, or individually sculpted seats will address your needs.

Again, your choice in seats is critical for not only how you experience massage, but also, how much enjoyment you ultimately gain from your investment. Be sure to talk to your dealer about taking a wet test to try out any models and seating arrangements you are considering.



Ask Your Dealer About “After the Sale” Accessories, Service and Repair

No one likes to think about service and repair when browsing for a new hot tub, but smart owners understand the importance of securing the right, expert technicians, service crew and access to accessories. Despite committed maintenance and upkeep, even the most reliable hot tubs need the occasional service and it pays to have trusted expertise on hand.

With certified factory parts in stock, choosing the right dealer is a key part of making sure you have everything you need when you need it most. Now for the fun part!

After buying your dream spa, it’s nice to know that there are incredible add-ons available should you decide to expand your hot tub experience. What are the hottest hot tub accessories available today?

Entertainment systems - Imagine how relaxing it could be to watch a favorite movie or enjoy the sounds of soothing music while in the spa. With state of the art entertainment systems, a memorable spa retreat is within reach. From in-home wireless surround systems to LCD television screens, modern hot tubs can be equipped with the best.



Covers and lifters - Your investment isn't complete without the perfect high quality cover to reduce heat loss and keep spa water clean. Outfit your spa with a modern cover lifter and make using it a snap. Cover lifters are equipped with gas shock absorbers, meaning minimal effort is required to remove even the largest covers.



Lighting and spa side accessories - How about an incredible ensemble that adds dynamic lighting to your hot tub experience? Customize the perfect spa retreat with a handrail or steps for safety, or a stylish spa side umbrella for blocking the sun. Replacement pillows and towel trees are perfect after purchase accessories that help make your hot tub experience unique.

Remote monitoring and spa cooling systems - Never worry about your spa again with innovative remote monitoring. What does it do? Remote access to spa functions means you can set it up and have it ready and waiting when you arrive. Plus, the system alerts you to service and maintenance needs ensuring optimal care for your investment. Prefer a cooler water temperature? Cutting edge technology lets you enjoy your spa, your way all year long.

In Conclusion

We hope you've enjoyed reading about the possibilities with spa ownership, and that you've gained valuable insight as to how to look for the perfect hot tub to fit your lifestyle. The most satisfied owners took the time before buying to strategize with a plan that made shopping for the perfect model, features and accessories easier than ever. Now that you're armed with useful tips, information and key buying strategies, you're sure to find your hot tub dream retreat effortlessly.



About Us



Mike's Factory Direct was established in 1999 in beautiful Fairfield County, CT. We are a family owned business and have been that way since our inception.

We've been told a thousand times "we didn't know what to expect when we came here but we have to admit we're pleasantly surprised by the quality and price of your products!" People often tell us that we are the best kept secret around and I respond by saying "we're not trying to be".

The fact that we personally deliver 90% of what leaves our warehouse makes it an easy decision to drive an hour or 2 or 3 to save thousands of dollars knowing you don't have to rent a U haul or borrow someone's truck. We definitely are not the largest retailer and may never be; but we pride ourselves on the best prices, value and selection anywhere in our local area.

With over 10,000 happy customers to date, we hope you decide to visit Mike's Factory Direct soon so we can add you to our list of satisfied customers! Our designs and products are continually changing so feel free to return as much as you would like and remember to refer as many people as possible! Thanks in advance for your help and support in continuing to make Mike's Factory Direct the best kept secret in Fairfield County, CT!

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