



In 2018, we set out to create sales tools and give you insight into the Walk-in tub market.

From a NEW Walk-in, lead generating website, to a detailed look into the changing population demographics. We're here to make selling a Walk-in tub a simple, stress-free process.

Our all NEW Walk-in Configurator will walk your customers through finding the right tub that fits all of their needs.

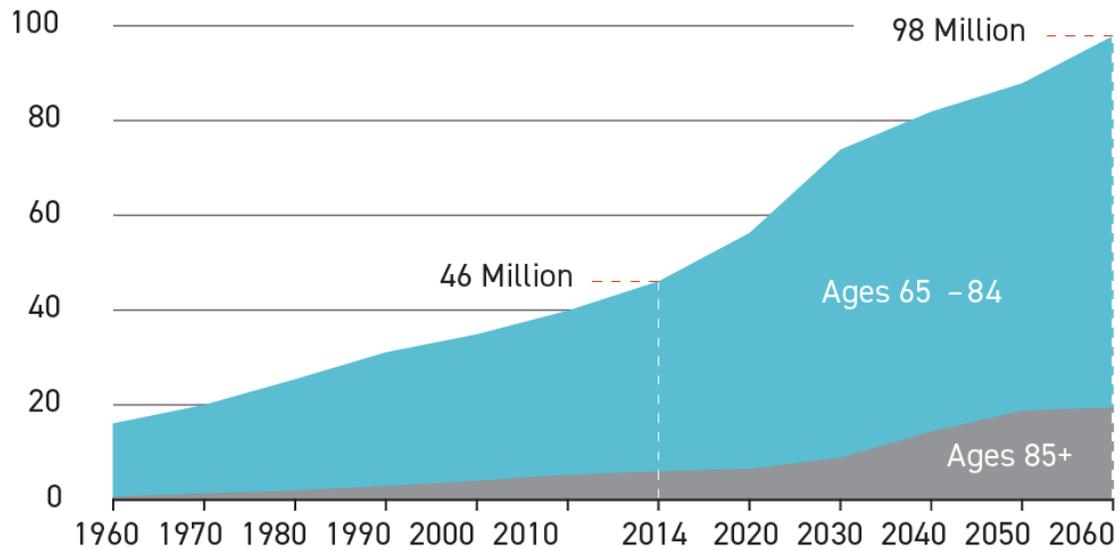
Walk-in Configurator

MARKET INSIGHT:

What does the fastest growing population demographic mean for your bathtub business?

The aging Baby Boomers are fueling growth in the 65-and-over demographic, making the current growth one of the most significant demographic trends in the history of the United States.

U.S. Population Ages 65 and Older, 1960 to 2060 (Millions)



The number of American's 65 and older will increase by 50% by 2030 with the largest growth happening within the next 12 years.

9/10 people
over the age 65
want to age in place

According to an AARP study, nearly 90% of Americans age 65+ say they that they would like to age in place, and 4 out of 5 of believe their current residence is where they will stay, even if they need assistance.

The desire to stay put means people are investing in modifications to their homes to maintain accessibility as they age. In many cases, the priority is remodeling the bathroom, **creating an increased demand for Walk-in tubs, and that means good business for you.**

- Walk-in tubs are ordered with systems and ActiveDrains 80%* of the time making them a high revenue and high margin opportunity.
- Our average wholesale price to you is \$3,700* and our average list price is \$10,500*.

Because we care about servicing this growing demographic well, we responded to the change in demographics by creating sales tools specifically designed to make the Walk-in tub purchase simple for both you and your customer. Check out the sales tools below to see how.

Email your Sales Representative or walkinbaths@jettacorp.com for more information on our new sales tools and let us know how we can help you meet the needs of customers.

See Jetta's
frequently
asked questions

VIEW OUR FAQ PAGE

Sources:

- Population Reference Bureau, Population Bulletin, Vol. 70, No.2, December 2015, Aging in the United States.
- APAARP (2011). Aging in Place: A State Survey of Livability Policies and Practices

*Based on 2016 and 2017 combined sales history.

Let's be social!



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