



Beyond Wow Plumbing Warns Austin Homeowners About Hard Water's Long-Term Impact on Pipes

The Austin Plumber That Has Served More Than 250,000 Central Texas Homeowners Shares What Hard Water Is Really Doing Inside Austin's Pipes – and When to Act

AUSTIN, TX, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Beyond Wow Plumbing is drawing attention to a plumbing problem that affects homes across the Austin area every day without most homeowners realizing it: hard water damage. The company, which has served Central Texas under the S & D Plumbing name since 1980 before rebranding at the end of 2024, has watched mineral buildup shorten [water heater](#) lifespans, restrict water pressure, and accelerate fixture wear in local homes for decades.

The release of Austin Water's 2025 Consumer Confidence Report, which documents the city's average water hardness levels, prompted the company to share what those numbers mean in practical terms for local plumbing systems. Austin's tap water comes from the Colorado River, traveling through Lake Travis and Lake Austin before reaching local homes. As it moves through the region's limestone geology, it picks up dissolved minerals along the way. According to Austin Water's 2025 Consumer Confidence Report, the city's water averages 93 parts per million in total hardness – primarily calcium and magnesium picked up as water moves through the region's limestone geology – well within safe drinking water standards, but enough to cause real problems over time.

When that mineral-rich water heats up or travels repeatedly through the same supply lines, calcium and magnesium bond to interior surfaces and harden into scale. That layer builds gradually, narrowing pipes, coating heating elements, and forcing appliances to work harder than they should.

"Most people see the spots on the dishes or the buildup around the showerhead and think that's the whole story," said Rhonda Dowdy, CEO and co-founder of Beyond Wow Plumbing. "What they don't see is what's happening inside the water heater or along the supply lines. That's where the real wear builds up, and by the time it shows up as a service call, it's usually been going on for years."

The most effective way to get ahead of hard water damage is to address it at the source. A whole-home [water softener](#) removes calcium and magnesium before they reach pipes and

appliances, stopping scale formation before it starts. For homeowners who already have buildup, annual [water heater flushing](#) removes settled sediment and restores efficiency – something Beyond Wow includes as a standard benefit for members of its Comet Care Club. A professional inspection can also catch early signs of pressure loss or corrosion before they turn into larger repairs.

Beyond Wow Plumbing serves Austin, Taylor, Buda, Round Rock, Cedar Park, Georgetown, Hutto, Leander, Liberty Hill, Pflugerville, and the surrounding Central Texas area. Every job is held to the Gold Collar Standard, and the company has maintained a BBB A+ accreditation continuously since 1996.

About Beyond Wow Plumbing

Beyond Wow Plumbing is a family-owned and operated company serving Austin and Central Texas since 1980. Founded by Sam and Rhonda Dowdy as S & D Plumbing, the company rebranded as Beyond Wow Plumbing in late 2024. Having served more than 250,000 homeowners across the greater Austin area, Beyond Wow remains committed to growing the trade through the apprenticeship program it started and funded at Taylor High School. To schedule service or learn more, visit [BeyondWow.com](https://www.beyondwow.com).

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