

How WaterSense® Can Help You Sell New Homes

Congratulations! Your decision to become a WaterSense partner opens the door for new green building and marketing opportunities. WaterSense has created a package of promotional tools especially for our builder partners to demonstrate their commitment to the program and distinguish themselves from the competition. Once a new home you build earns the WaterSense label, customers will be able to recognize that your work meets the U.S. Environmental Protection Agency's criteria for water efficiency and performance. As you start advertising your partnership and WaterSense labeled new homes, use the following messages and ideas to explain the program and what it means to consumers.

Step 1: On Your Marks

WaterSense has created a builder promotional label to help you communicate your commitment to constructing homes to meet WaterSense criteria. Feel free to use this promotional label on signs, websites, print and television advertisements, real estate advertorials, and other marketing materials. Refer to the *WaterSense Program Mark Guidelines* for more details on this special mark, which is for builders' use only. You may also use the WaterSense promotional labels (which also come in new home-specific versions) available to all WaterSense partners to tell potential residents to "ask about" or "look for" the WaterSense label on fixtures in your model homes or website.



You may also promote your status as a WaterSense builder partner with the WaterSense partner logo. Use either mark on letterhead, business cards, billboards, and vehicle signs, for example, to display your commitment to the program. Refer to the *WaterSense Program Mark Guidelines* for more details.



Once you complete a home that meets EPA's criteria, you will receive a certificate and an optional sticker (ask your certification provider if you are interested in receiving a sticker) as proof that the home passed inspection. Keep this in a safe place for the future resident. The WaterSense marks cannot be used in any way to imply that other homes constructed by your company that have not been certified to meet the WaterSense specification are labeled. EPA will enforce these guidelines and determine whether uses of the marks are appropriate.

Step 2: Spread the Word

In today's market, it's more important than ever to show consumers the value of investing in your homes. By partnering with WaterSense, you have already taken an important step to enhance your reputation as a builder committed to conserving natural resources in your community. Now share the good news!

WaterSense provides you with many tools for highlighting your partnership and labeled homes:

- Press release templates to announce your partnership and completion of labeled homes.
- Artwork for yard signs that read "we build" WaterSense labeled new homes.
- Sample text for advertising your partnership on your website.
- A brochure and fact sheets explaining the benefits of WaterSense labeled new homes.

Get creative with how to spread the word that you're a WaterSense partner. If you ever have questions about whether you're describing your partnership or using the WaterSense marks correctly, the WaterSense Helpline is happy to coordinate a pre-press review on a quick turnaround; contact (866) WTR-SENS (987-7367) or watersense@epa.gov.

Step 3: Translate the Benefits

When talking about your partnership or WaterSense labeled new homes with consumers, you may find these talking points helpful. Use them to explain in layman's terms how your WaterSense labeled homes meet EPA criteria for efficiency and performance and allow residents to do more using less water, time, and money on utility bills.

Some consumers may be unaware of the need for water efficiency, and you'll need to make the case for why saving water matters.

- **Less Water Available.** At least 36 states anticipated water shortages through 2013.
- **More Water Demand.** Between 1950 and 2000, the U.S. population doubled while our thirst for water more than tripled.
- **Significant Use at Home.** Residential water use accounts for more than half of the publicly supplied water in the United States.
- **Good for the Environment.** Using less water at home saves this precious resource for future generations—and can also help you save energy.
- **Water Efficiency and Performance.** WaterSense labeled new homes, through water-efficient technology and design, mean getting and doing more while using less water.
- **Meaningful Savings.** Living in a WaterSense labeled new home means saving water now, saving money on monthly utility bills, and saving resources for future generations.

Use these numbers to make your case for a family of four investing in a WaterSense labeled new home that includes WaterSense labeled showerheads and ENERGY STAR® qualified appliances **compared to a traditional home:**

- **Water Savings.** Reduce water use by up to 50,000 gallons per year.
- **Utility Bill Savings.** Save up to \$600 per year on utility costs.

Then, in a home tour, walk them through the specifics.

- **Hot Water System.** Designed to bring residents hot water faster—so you don't waste water—or energy—while waiting.
- **Bathrooms.** Equipped with WaterSense labeled plumbing fixtures, which must meet strict performance criteria.
- **Appliances.** If installed in the home, dishwashers and clothes washers must be ENERGY STAR qualified models.
- **Landscaping.** Outside, landscaping is designed to require less water, and often less maintenance, while maintaining a healthy, beautiful yard.

And don't forget to tell consumers about the independent certification required of all WaterSense labeled new homes:

- **National Program.** WaterSense is a partnership program sponsored by EPA to promote water-efficient products, new homes, and services across the country.
- **EPA Sponsorship.** The WaterSense label is backed by the credibility of the U.S. Environmental Protection Agency.
- **Third-Party Certification.** This home has been independently certified to meet WaterSense criteria by a certification provider licensed by EPA.

Step 4: Say It Right

Presenting a consistent WaterSense identity is important to maintaining the value of the WaterSense brand. To help protect the integrity of the WaterSense label, EPA recommends that you use the following language when describing your partnership and WaterSense labeled homes.

Correct	Incorrect
<ul style="list-style-type: none"> • We build WaterSense labeled new homes. 	<ul style="list-style-type: none"> • We build "WaterSense new homes" or "WaterSense homes." • We build "WaterSense certified new homes" or "EPA certified homes."
<ul style="list-style-type: none"> • All WaterSense labeled new homes are independently certified by licensed certification professionals to meet EPA's criteria. 	<ul style="list-style-type: none"> • EPA or WaterSense certifies your homes. • Builders self-certify that their homes meet EPA's criteria.
<ul style="list-style-type: none"> • Your home has earned the WaterSense label and is 20 percent more water-efficient than typical new homes. 	<ul style="list-style-type: none"> • EPA endorses the home or builder partners.

Questions?

For more information, email watersense@epa.gov or call the WaterSense Helpline at (866) WTR-SENS (987-7367).