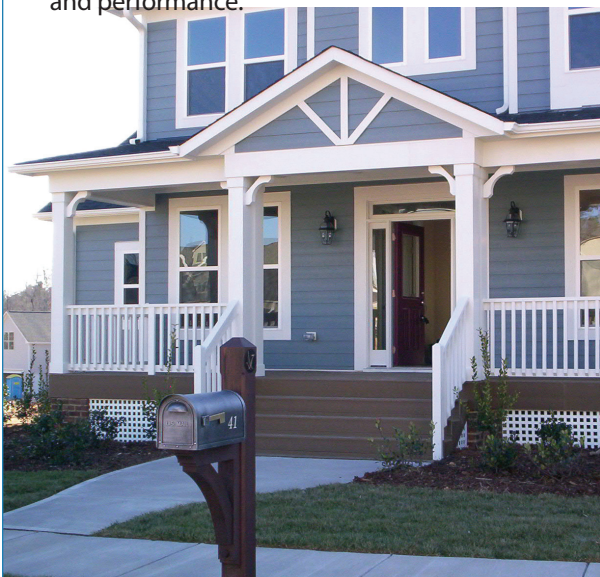


**G**reen building has grown from a niche market to a savvy business strategy. In fact, 46 percent of builders find promoting “green” makes it easier to market homes in a down economy, according to a recent SmartMarket Report™ from McGraw-Hill Construction. Building homes that operate more efficiently while still meeting families’ needs is the key to success. But how can a builder stand out in the crowd? Green building certifications help differentiate your homes, and water-efficient new homes in particular help address our nation’s growing water concerns.

The U.S. Environmental Protection Agency’s (EPA’s) WaterSense® program has developed a national set of water-efficiency criteria for new homes that can help homeowners save water and energy. Backed by independent certification, the WaterSense new home specification, which applies to both single-family homes and multi-family buildings, is designed to work in harmony with other green building certifications and includes products that have been tested to meet EPA’s criteria for efficiency and performance.




## The WaterSense Label

The WaterSense label can be found on products, new homes (both single-family and multi-family), and programs that have been independently certified to meet EPA’s criteria for efficiency and performance. WaterSense labeled plumbing fixtures use at least 20 percent less water and perform as well as or better than standard models.



In addition to products and new homes, WaterSense labels professional certification programs that focus on water efficiency. Certified irrigation professionals design, install, maintain, and audit water-efficient systems for WaterSense labeled new homes.

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August 2012



EPA-832-F-09-017



# Doing More With Less

Partnering With WaterSense®  
Brings the Savings Home



## Savings Inside and Out

The WaterSense label has become a symbol for water-efficient toilets, faucets, showerheads, and other products that save water and perform as well or better than standard models. By using these products, an efficient hot water delivery system, and other water-saving products and systems, WaterSense labeled homes can save a family of four up to 50,000 gallons every year—the equivalent of the water used to wash more than 2,000 loads of laundry.



Saving water also means saving energy. Consumers won't waste precious time and valuable energy waiting for hot water to reach the tap. Best of all, in today's economy, homeowners can sell a WaterSense labeled home on financial savings. Residents can reduce their water, sewer, and energy bills combined by as much as \$600 per year, depending on the features installed. And with the money they save, your customers can afford more green building upgrades and other home add-ons.

## Certification—With Flexibility

Although this is the country's first national specification for water-efficient new homes, WaterSense has built in flexibility to allow for builder add-ons and regional landscaping preferences. For example, if installed, ENERGY STAR® qualified appliances can add a great deal of savings—and incentive—for consumers who want to reduce utility bills.

Builders who have constructed ENERGY STAR qualified homes will find the WaterSense certification process similar, and may be able to use the same inspector for both programs. EPA has partnered with a network of licensed certification providers who oversee inspections and provide quality assurance that homes are certified to meet WaterSense criteria.

## Why Join WaterSense?

With all the green building information out there competing for your attention, water efficiency may not be at the top of your list yet. But with recent droughts across the country and more than two-thirds of the United States anticipating local, regional, and statewide water shortages through 2013, you may not be able to afford to waste another drop. The thousands of utilities, communities, states, manufacturers, retailers, distributors, nonprofit organizations, irrigation professionals, and builders who have partnered with WaterSense have realized numerous benefits:



- **National recognition:** EPA lists all of our partners on the WaterSense website, promotes Partners of the Year, and provides consumer education and outreach on the importance of choosing WaterSense labeled products and homes.
- **Market differentiation:** Consumers know that WaterSense partners are committed to saving water, energy, and money in their communities, and they look for them to produce products that perform well, design systems that save water, and build better, more efficient homes.

- **Credibility:** Backed by EPA and based on independent inspection and certification, the WaterSense label adds credibility to your claims and ensures customer satisfaction.
- **Tools and resources:** All WaterSense partners receive marketing tools and graphic templates to promote their partnership, sell labeled products and homes, and educate consumers about the importance of water efficiency.
- **A brand that works:** The WaterSense label is recognized across the country for products, programs, and homes that use less water, save money, and perform as well or better than the standard. Can you really afford not to label your homes?

For more information about how to join the program and build WaterSense labeled homes, visit [www.epa.gov/watersense](http://www.epa.gov/watersense).

