

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





Sustainability Services

What's in it for Landscape Contractors?

Brodie Bruner Bio

- Executive Vice President
- 20 years with Weathermatic
- Product development leader for smart technology
- Trained 1,000s of contractors
- Author of *Pathway to Profits for Landscape Contractors*
- Conducted nation's largest water management programs for Fortune 500 companies
- Lives in Dallas with wife and 3 children
- Drills water wells in Guatemala, El Salvador, Nicaragua

The Smart Irrigation Leader

70 Years of Irrigation Experience



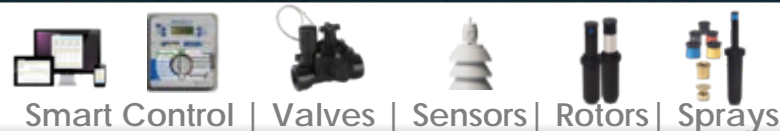
Products in 85 Countries



Leader in Smart Control with 250,000 Installations



Full Breadth of Products



Major Clients



Save Water | Give Life Cause



Agenda

- Opportunity in Water
- Sustainability Solution
 - Equipment
 - Software
 - Services
 - Benefits
- Save Water | Give Life
- Questions



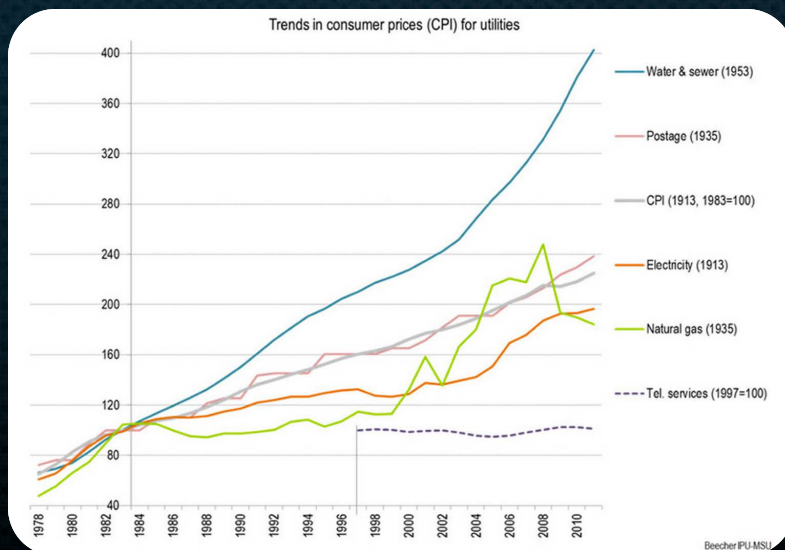
Opportunity in Water

The Cost of Water



Most water use is irrigating

In southern states, as much as 70% of water use on commercial properties is used on the landscape

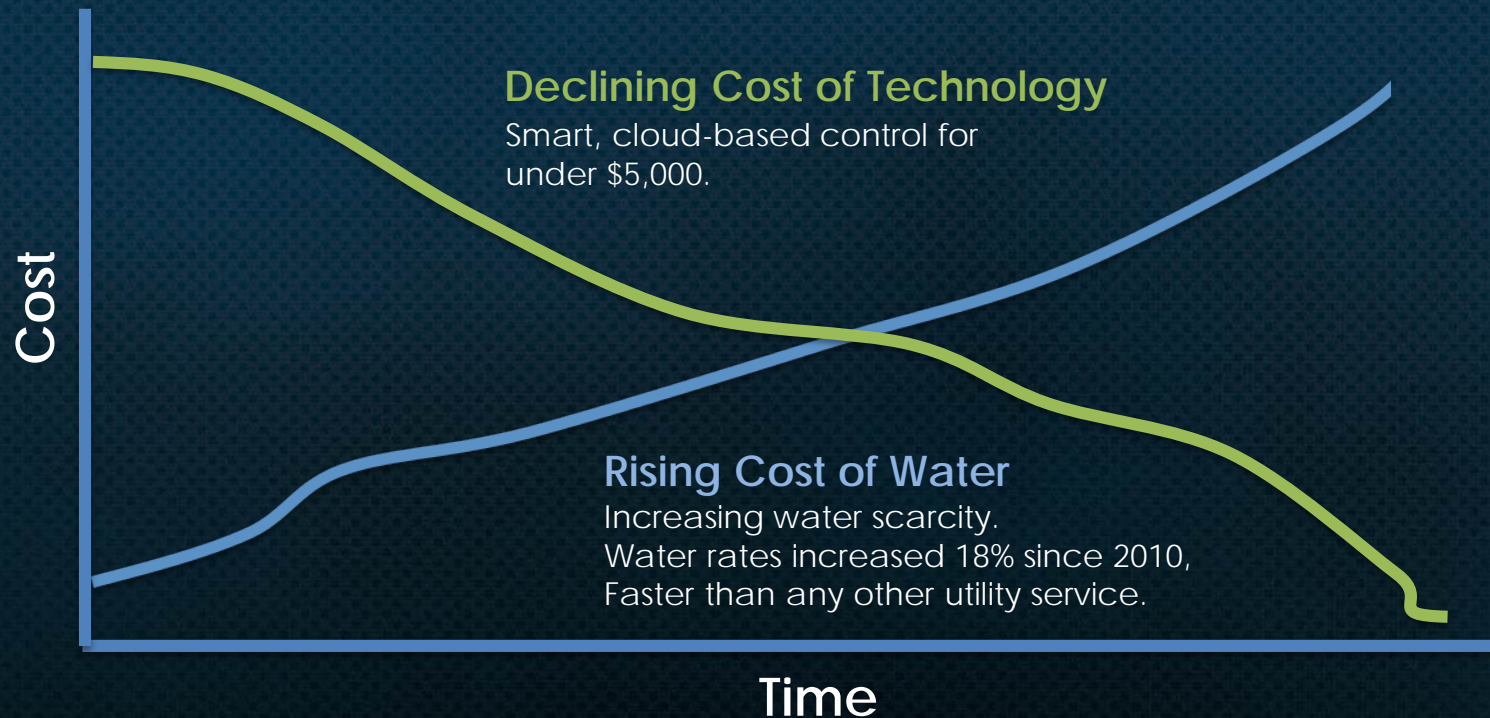


Water rates are rising quickly

Water rates have increased 18% since 2010 on average and rising faster than any other utility service.

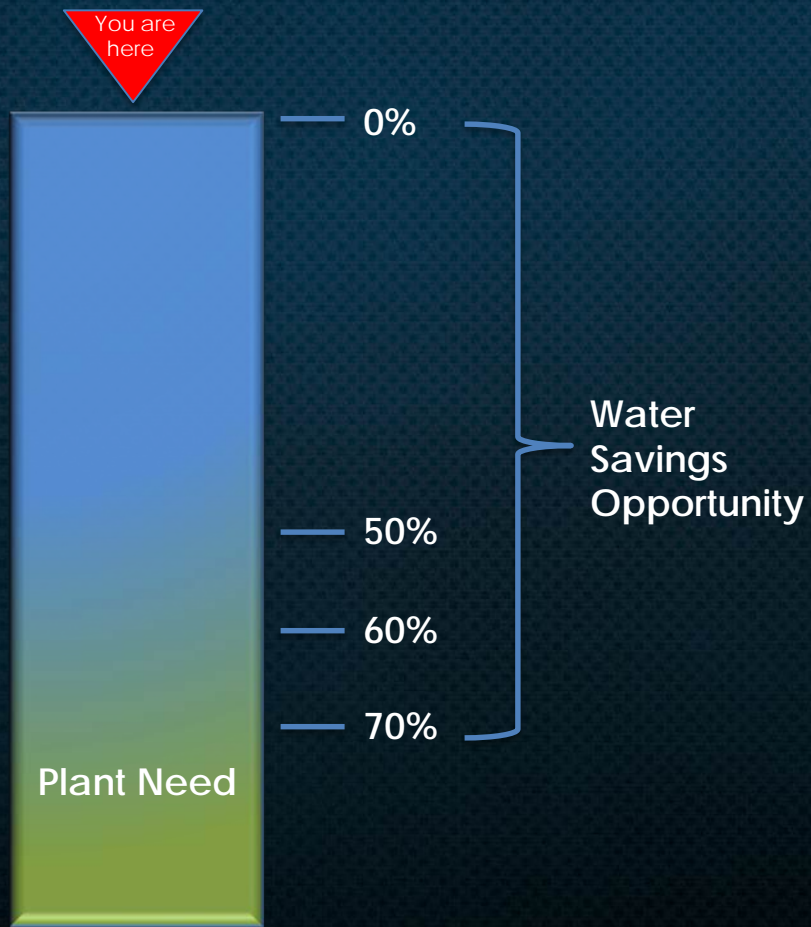
*Source: EPA WaterSense, Circle of Blue Water Survey,

Convergence of Trends



"The amount that Americans pay for water is rising faster than U.S. inflation and faster than the amount paid to any other utility service — be it gas, electricity, or telephone charges..." Circle of Blue Survey

Landscape Water Waste



Most sites are overwatered
Properties typically over-water by up to 50%, according to the EPA. Our experience indicates overwatering up to 70% in some cases.



*Source: EPA WaterSense, Survey of 173 Financial Services Monitored Sites

Sprinkler Systems

UNDER \$1,000.00

Sam's Sprinkler + Landscape

Local company/personal service

783-6513

693-



Grass Treatment
Fertilizer +
Weed Killer in
one.
\$29.00 per
application

Reason 1: Limited Technology

Waters only on a schedule

Most don't account for weather, plant type, soil or local conditions.

Non-compliant with restrictions

Due to 7-day schedule, cannot comply with most watering-day restrictions

Loses program in power outage

Creating non-compliance issues, potential damage to landscape and trip to controller

No remote access for urgent issues

Requires a trip, making it inefficient for responding to issues.



CTION
"OFF" p
dials to
times de

REST pos
the indic
TION knob
clearing time
ro time.
the "AUTO" p
to just past
the "REST" pos
tion until an auto

OPERATION
INDIRECTION
to the "AUTO" p
his position just
we into that station
completed the time set
set back with stop at the
by be turned to the
time.

AUTOFF
switch to the "OFF" po
keep the correct time.
auto-operation, set the OFF

PLUG P1 9 10 11 1 2 3 4



P/N 631206 RC-4C CASE WIRING DIAGRAM



Reason 2: Limited Visibility

Problem	Monthly Water Cost	Repair Estimate
Broken Sprinkler Head	\$100	\$25
Broken Lateral Line	Up to \$1000	\$100
Broken Valve	Up to \$300	\$100
Broken Main Line	Up to \$10,000	\$500

Watering at night leaves us in the dark

Since watering occurs at night, the need for repairs only shows up in hindsight – after we receive a massive water bill.

Cost of water far greater than cost of repair

The lack of visibility to needed repairs leads to much more costly overwatering.

Costly Disrepair



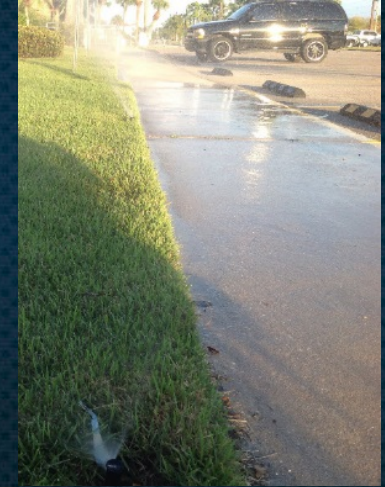
Broken Main



Broken Lateral



Broken Head



Excessive Runoff



Dangerous Iced
Parking Lot



Damage due to
broken lateral



Landscape & Hardscape
Damage



Geyser



Hardscape Damage due to Runoff

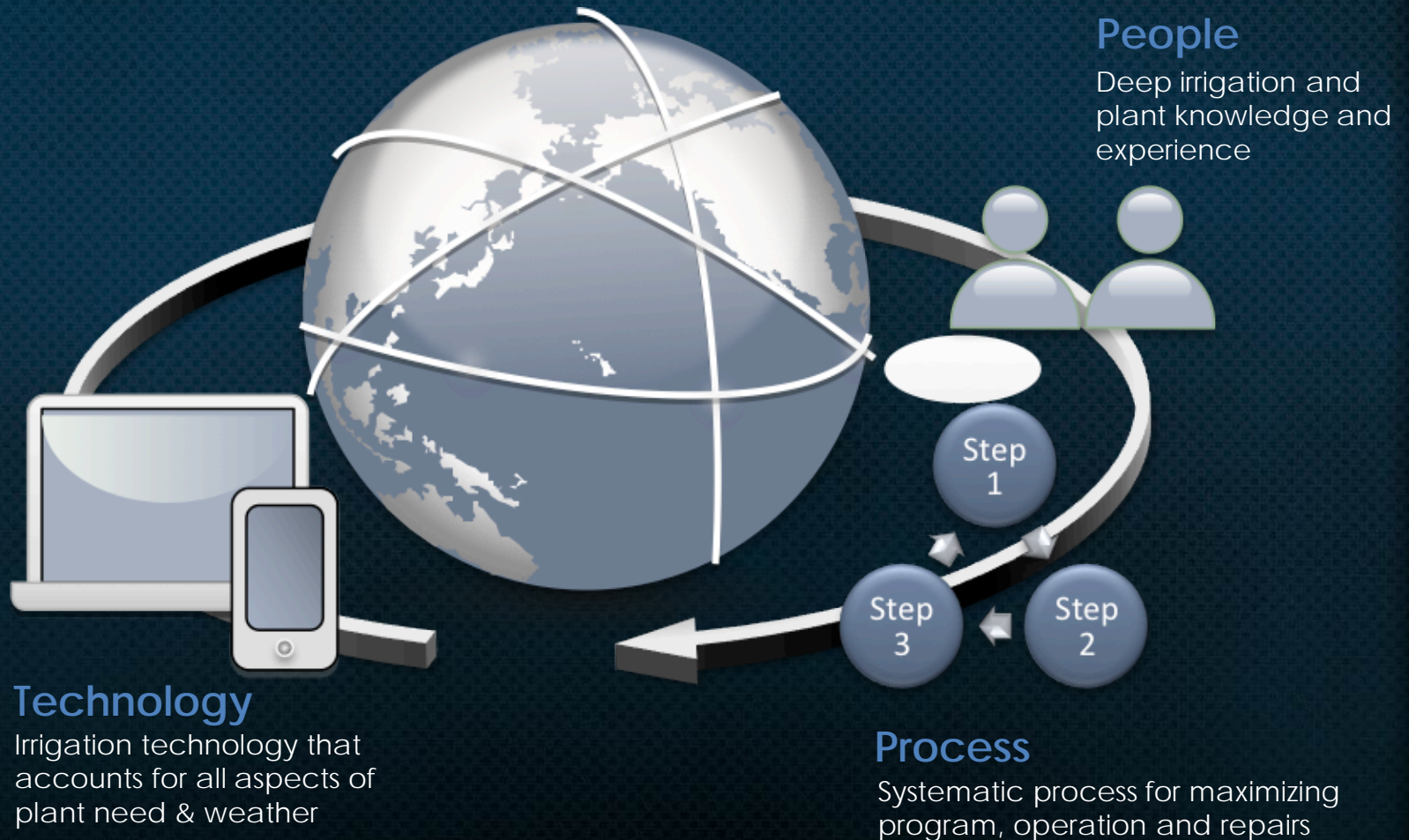


Broken Head



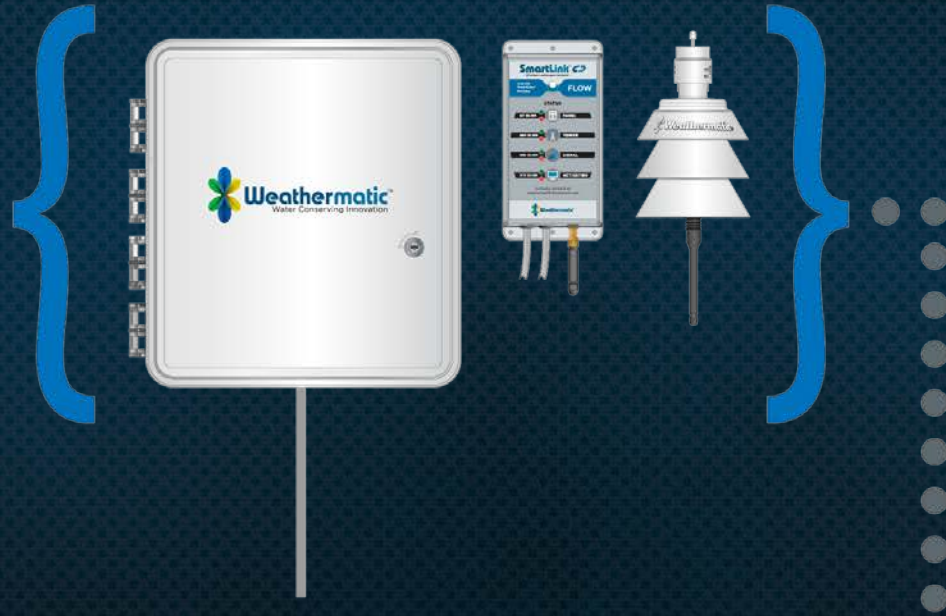
Sustainability Services

A Complete Solution



Learning, Adaptive Technology

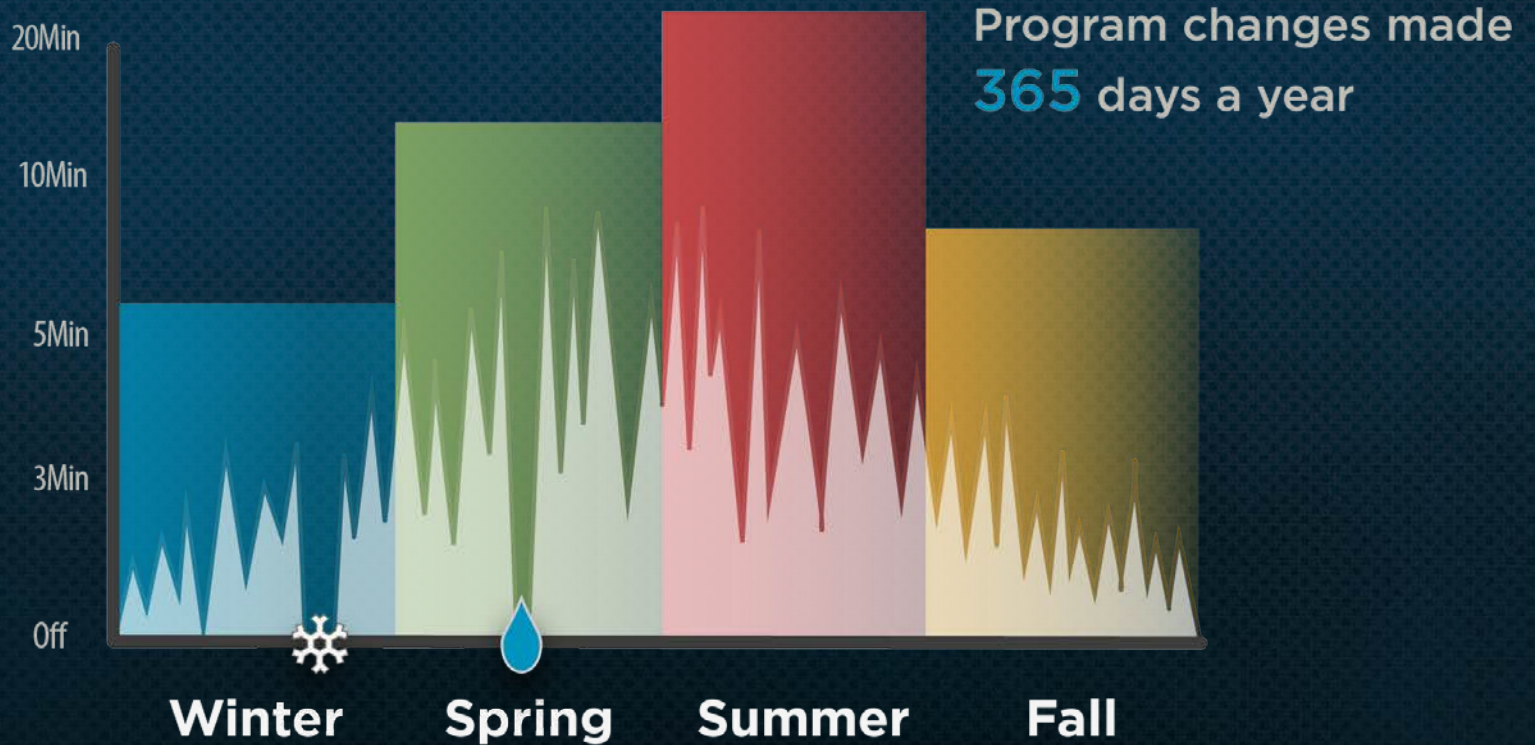
Weathermatic is known best for our smart control technology used in places like the Dallas Cowboy stadium and residentially in homes like President Bush, Oprah Winfrey, Bill Gates and Buckingham Palace.



Smart Thermostat
for Landscapes

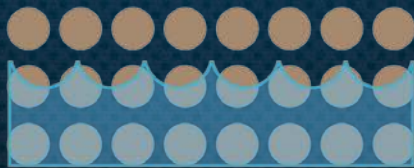


Our Smart technology waters for actual plant need



Our Smart watering technology applies water based on soil absorption

CLAY



MAX Runtime 5min.

LOAM



MAX Runtime 7min.

SAND



MAX Runtime 9min.

The Hardware Platform



Weather Sensor



Communication



Smart Controller



Flow Sensor

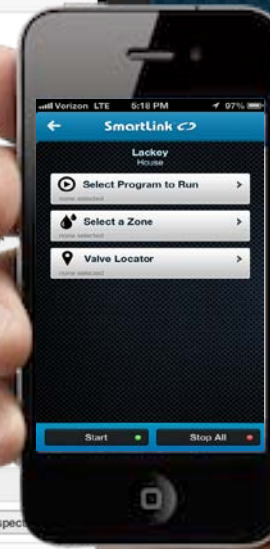
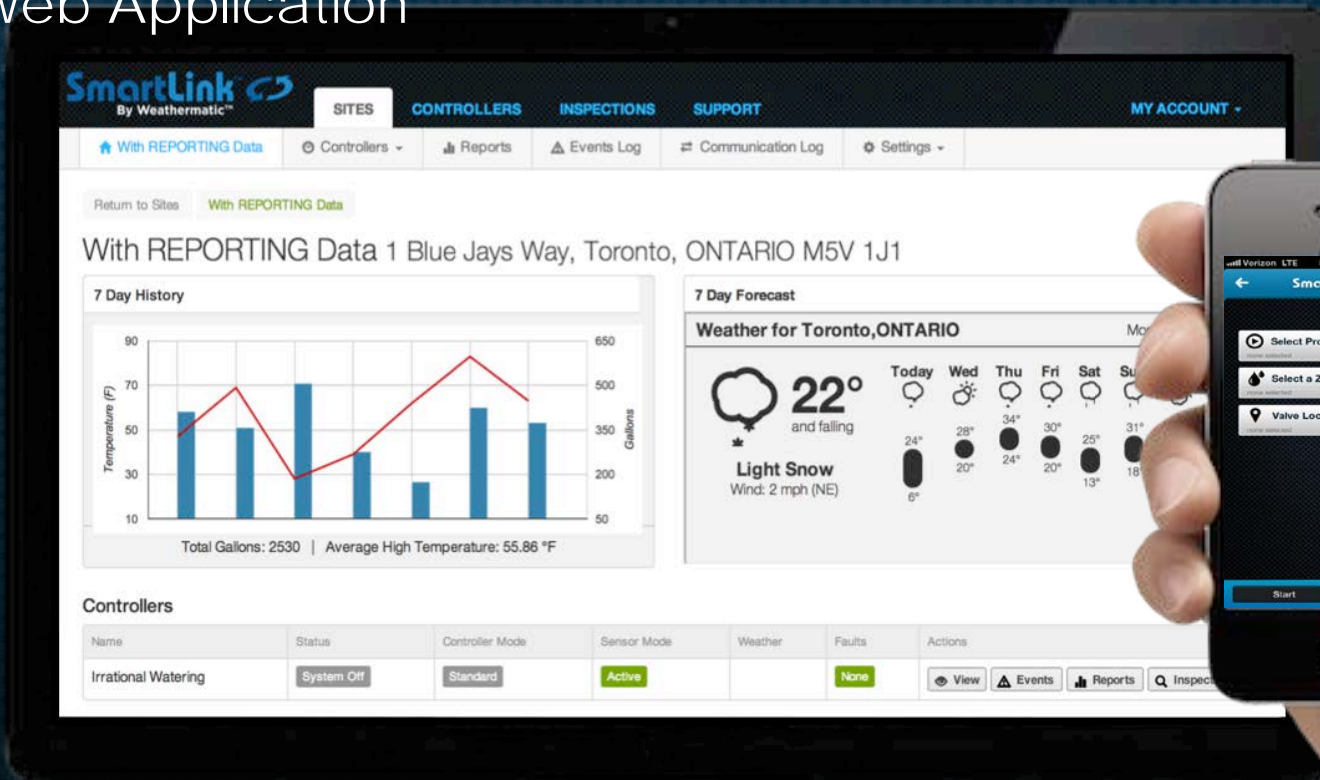
SmartLink™ 
Wireless Landscape Network



The Software Platform

Cloud-based
Web Application

iOS & Android
Apps



Sustainability Services Process



Gather property information, measure and evaluate water usage for savings and project payback expectations

Expert installation and programming along with initial inspection to maximize water savings





Daily site monitoring for fourteen variables that impact site beauty and water efficiency along with restriction compliance

Site inspection software and services to ensure system repairs are identified and completed

Monthly water savings and repair reports to provide ongoing project feedback and evaluation

Reporting | Lancer's Case

10:12 AM 90%

Zone	Programs				Valve Status	Clogged Nozzle	Blocked Head	Broken Head	Raise Head	Lower Head	Replace Head	Broken Laterat	Broken Main	In/Out Scope	Estimated Cost	Photos
1	00:15 ^A	00:03 ^B	00:03 ^C	D	Pass	2					1				\$0	 x 3
Description: West Building					Sprinkler Type: Spray		Plant Type: Warm Turf		Soil Type: Sandy		change impact with spray					
2	00:15 ^A	00:03 ^B	00:03 ^C	D	Pass										\$0	 x 1
Description: South Comer					Sprinkler Type: Spray		Plant Type: Warm Turf		Soil Type: Sandy							
3	00:15 ^A	00:03 ^B	00:03 ^C	D	Pass										\$0	
Description: East Side					Sprinkler Type: Spray		Plant Type: Warm Turf		Soil Type: Sandy							
4	00:02 ^A	B	C	D	Fail										\$0	
Description: Unknown					Sprinkler Type: Spray		Plant Type: Warm Turf		Soil Type: Sandy							
5	00:02 ^A	B	C	D	Fail										\$0	
Description: W. Side Walkway Planter					Sprinkler Type: Spray		Plant Type: N35		Soil Type: Sandy							
6	00:15 ^A	00:03 ^B	00:03 ^C	D	Pass		2								\$0	 x 1
Description: East Walkway					Sprinkler Type: Spray		Plant Type: Warm Turf		Soil Type: Sandy							
7	00:18 ^A	00:03 ^B	00:03 ^C	D	Pass										\$0	 x 1
Description: Parking West & Center					Sprinkler Type: Spray		Plant Type: Warm Turf		Soil Type: Sandy							

Corporate Office - WMTX-001 Controller A Inspections

WMTX-001 3rd 091313 Jon

[Edit](#) [Export ▾](#)

General Water Days Adjustments Omit

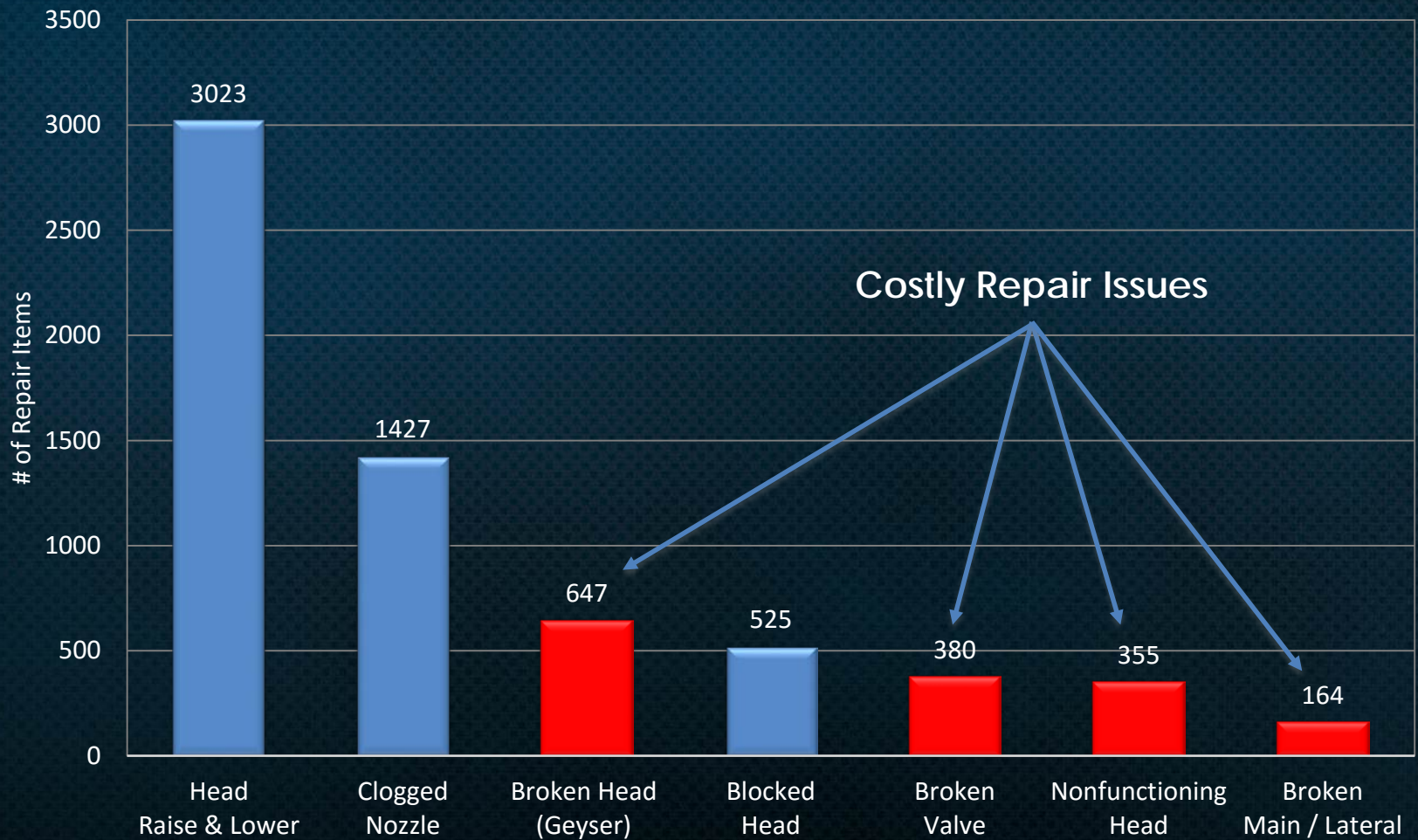
Inspection Comments
 No Notes...

Inspection		Controller	
Date	Sep 13, 2013 9:58 am	Name	Controller A
Inspector	Jon Vaughn	Location	Courtyard, near Lobby
Site		Model	SL1600
Name	Corporate Office - WMTX-001	Modules	3
Address	3301 W. Kingsley Road Garland, TX 75041	Aircard	89013106904213151791
		SLW	SLW15 <i>East side of building</i>

Zone	Programs				Valve Status	Clogged Nozzle	Blocked Head	Broken Head	Raise Head	Lower Head	Replace Head	Broken Lateral	Broken Main	In / Out Scope	Estimated Cost	Photos <small>(click all)</small>
1	A	B	C	D	Pass			1			1	1			\$ 0	
Description: West turf along drive Sprinkler Type: 1.19" Plant Type: Cool Turf Soil Type: Clay 0° Broken lat by cub																
2	A	B	C	D	Pass	1			2			1			\$ 0	
Description: South turf along Kingsley Sprinkler Type: 1.19" Plant Type: Cool Turf Soil Type: Clay 0° Clogged nozzle by back entrance. Broken lateral or cracked head by back entrance																
3	A	B	C	D	Pass										\$ 0	
Description: East turf under trees Sprinkler Type: 1.19" Plant Type: Cool Turf Soil Type: Clay 0° Adjust head along drive																
4	A	B	C	D	Pass				1						\$ 0	
Description: Middle turf at sign (Web Cam) Sprinkler Type: Standard Plant Type: Cool Turf Soil Type: Clay 0° Raise head in shrubs by entrance																
5	A	B	C	D	Pass	2		1			2				\$ 0	
Description: East turf at picnic tables Sprinkler Type: 1.19" Plant Type: Cool Turf Soil Type: Clay 0° Replace head by drive broken																
6	A	B	C	D	Pass										\$ 0	
Description: West turf at parking Sprinkler Type: 1.19" Plant Type: Cool Turf Soil Type: Clay 0°																
Recent Activity																

Help

Site Repairs Discovered

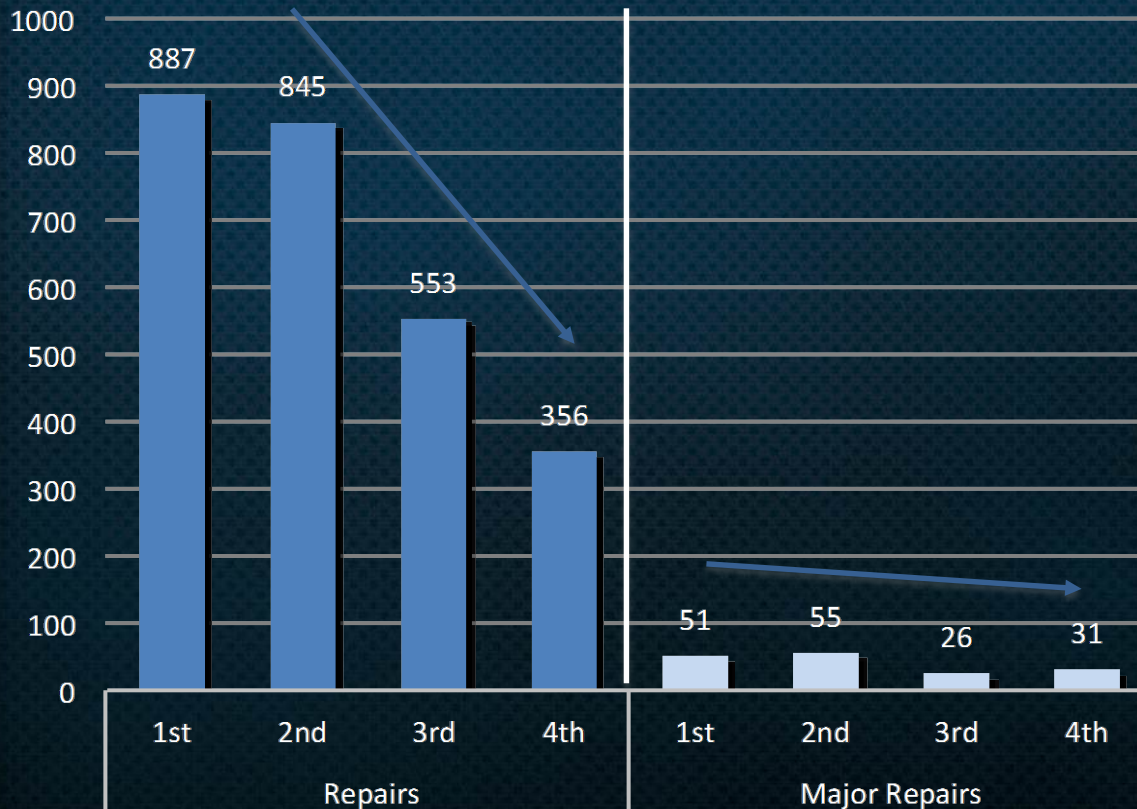


*Based on 500 sites

Total Repairs Found: 6,521 | Avg Repairs per Store: 13

Inspection Trends

Retail Bank Pilot with Quarterly Inspections



- Inspections are driving down costly repair items to both landscape & hardscape
- Asset is being better managed and risk is being mitigated
- As irrigation efficiency increases so does savings
- Note: if repairs are not monitored then visibility is lost and the trend could reverse

Benefits to Property Owners



Beautify Landscapes

Apply the precise amount of water by plant type to maximize plant health and landscape beauty

Increase Building Value

Reduce operating expenses thereby increasing building value by dramatically reducing water waste with weather-based irrigation and repairs.

Ensure Compliance

Monitor water restrictions and adjust irrigation schedules to optimize watering windows and avoid fines

Reduce Hardscape Damage

Avoid costly replacement of hardscape due to runoff and ongoing plant replacement due to overwatering

Achieve Standardization

Reduce costs and maximize landscape quality by applying a standard technology and process across multiple sites

Limit Liability

Avoid the liability that can result from watering on sidewalks and in freeze conditions

Benefits to Landscape Professional

- ◆ **Align Watering to Plant Needs** – Simplify watering by using evapotranspiration to calculate watering needs.
- ◆ **Save Fuel and Labor Time** – Weathermatic provides remote programming capability through online software access.
- ◆ **On-Site Access Provided** – You retain the ability to make watering adjustments manually at the controller with greater diagnostic capabilities.
- ◆ **Inspection Reports** – Complete site inspections using the simple and proven SmartLink inspection tool to streamline the inspection and repair process and keep landscape healthy
- ◆ **Online Reports and Alerts** – Truly manage sites by viewing virtual flow reports and run time information while receiving email alerts on system issues

Benefits to Landscape Professional

- ◆ **Regulatory Compliance** – Sites with Sustainability Services are monitored for compliances and avoid fines
- ◆ **Build Your Portfolio of Water Savings** – As sites you manage establish savings, you build a proven track record
- ◆ **Penetrate Existing Accounts** – Superior water savings and work order completion performance enables expansion with existing clients and renewals of existing sites
- ◆ **Market Your Results!!!** – Showcase your savings through case studies in all marketing communications and business development activities
- ◆ **Make Water Your Social Cause** – Adopt water conservation as your mission and formalize a program to give back

Sustainability Leaders



Bank of America.



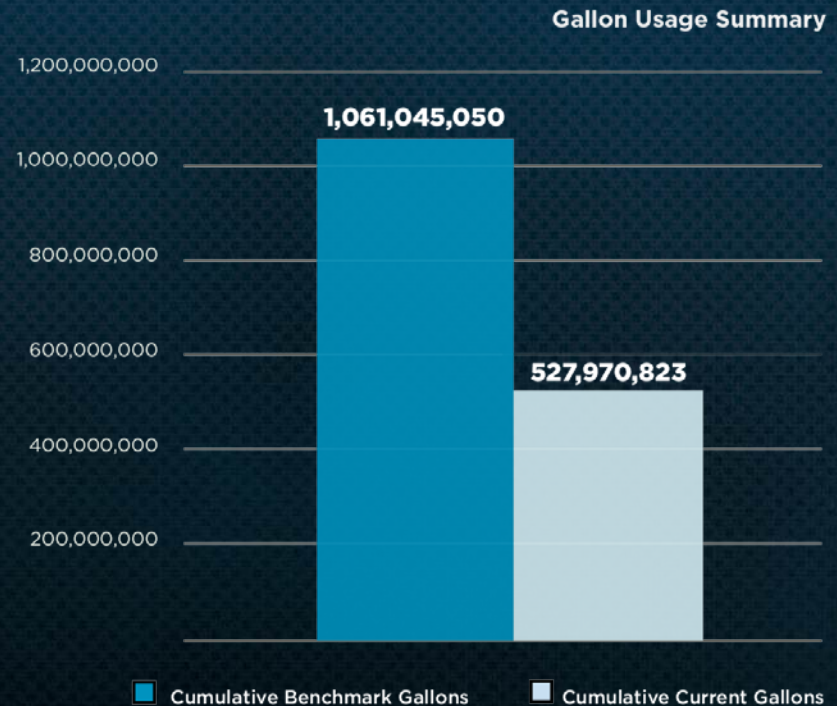
THE UNIVERSITY OF
SOUTHERN MISSISSIPPI



Our Sustainability Service

1,000 SITE SAVINGS REPORT

GALLONS		
Client	Sum of Gallons Saved	% Savings
Client 1	41,166,980	43%
Client 2	43,680,964	61%
Client 3	98,930,144	64%
Client 4	272,486,406	47%
Client 5	6,420,350	29%
Client 6	2,595,988	54%
Client 7	1,966,768	56%
Client 8	13,275,000	36%
Client 9	1,727,000	61%
Client 10	2,777,689	26%
Client 11	15,907,250	54%
Client 12	9,350,395	63%
Client 13	9,130,775	40%
Client 14	620,400	68%
Client 15	13,038,119	74%
Grand Total	533,074,228	50%



Our Sustainability Service

1,000 SITE SAVINGS REPORT

DOLLARS		
Client	Sum of Dollars Saved	% Savings
Client 1	\$130,333	37%
Client 2	\$324,280	56%
Client 3	\$460,726	48%
Client 4	\$1,397,991	39%
Client 5	\$14,415	16%
Client 6	\$17,691	52%
Client 7	\$12,231	60%
Client 8	\$122,161	39%
Client 9	\$10,021	51%
Client 10	\$8,453	14%
Client 11	\$49,115	46%
Client 12	\$52,280	59%
Client 13	\$43,987	35%
Client 14	\$3,419	73%
Client 15	\$44,609	70%
Grand Total	\$2,691,712	43%

Dollar Expense Summary



Save Water | Give Life

Sharing the Savings from Irrigation Sustainability

The Global Water Need

1 CHILD DIES
EVERY 20 SECONDS
FROM A WATER RELATED DISEASE

00:20

884 MILLION
PEOPLE LACK ACCESS
TO SAFE WATER



50 PERCENT
OF HOSPITAL BEDS
IN DEVELOPING WORLD
ARE PATIENTS SUFFERING FROM WATER RELATED DISEASES



IN 20 YEARS
WE WILL USE
40% MORE WATER



[SOURCES: UN, WHO-UNICEF, UNDP, UNEP]



Gallon for Gallon Campaign



For every
Gallon
saved from
landscape
irrigation



We give a
Gallon
to global
clean water
projects



Gallon for Gallon donation based on our average annual water savings on one-acre commercial properties of 380,000 gallons and 20-year delivery of Nicaragua water well at 7 GPM for 20 years, which is equivalent to 73 million gallons of drinking water. Weathermatic funds one water well for every 194 SmartLink-connected properties, which equates to the gallon given for average gallon saved.







Questions?

Brodie Bruner, Executive Vice President
972-926-2170; brodie.bruner@weathermatic.com

