



The proven leader in smart water management.



## About WeatherTRAK Smart Water Management

**Critical Scarcity.** According to the U.S. General Accounting Office, water shortages threaten more than two-thirds of the nation. Global warming is likely exacerbating current drought conditions, which scientists project will expand across the globe for decades to come.

“When the well’s dry, we know the worth of water,” wrote Benjamin Franklin. Let’s make sure it doesn’t come to that. After all, no substance is more precious than water. Our bodies and our crops will accept nothing else. Consider also that water waste correlates directly to energy waste and in turn to global warming. Four million watt hours of power are expended and 5,360 pounds of CO<sub>2</sub> are emitted into the atmosphere with every one million gallons of water consumed.<sup>1</sup>



**Looking Outside.** In their search for answers to our water crisis, sustainability leaders are looking outside. They’ve discovered that 58 percent of the U.S. urban water supply is applied to landscapes, which are overwatered by 30-to-300 percent. Thus landscapes present our most significant conservation opportunity.



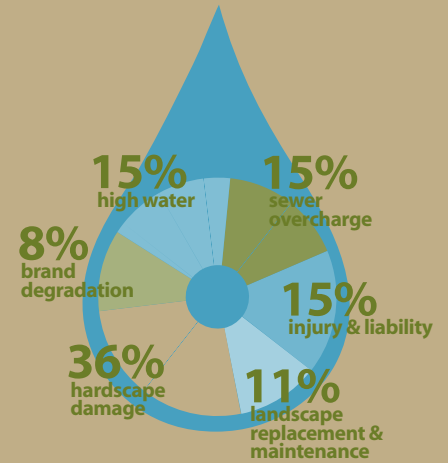
**Worse Than We Thought.** Both the public and private sectors are waking up to the true cost of mismanaging water. Each day millions of gallons of water, laden with fertilizers, pesticides and other pollutants, run off over-watered landscapes. This toxic brew flows from our cities to our oceans, endangering wildlife breeding grounds and putting entire species at risk.

The business cost of mismanaging water is nearly as daunting. The runoff that is so harmful to our environment is catastrophic to structures. Repairing property destruction caused by water runoff and managing associated liabilities cost companies 5-to-10 times as much as their fast-rising water bills.<sup>2</sup>



**A Proven Solution.** Twenty-three public agency studies demonstrate that the WeatherTRAK Smart Water Management solution eliminates landscape overwatering and saves four times more water than any other technology.<sup>3</sup> That’s why pace-setting green companies and cities are leading the charge to spur on its adoption.

Too many green programs have suffered criticism for missing their targets. Your time and our planet’s resources are too precious to gamble on a strategy that might work. Join leading companies like AIMCO, Coca-Cola, Kohl’s, Google and Shea Homes in maximizing sustainability program returns with WeatherTRAK Smart Water Management, whose proven fast payback and green multiplier effect make it the single most powerful way to “go green.”



Real cost of overwatering

1. Between three and five watt hours of power are saved with every gallon of water conserved, EPA. 2. U.S. water rates rose by an average of 27 percent over the last five years, Earth Policy Institute. 3. Cal/EPA, Irvine Ranch Water District, et al. View key study results at [www.weathertrak.com/proven](http://www.weathertrak.com/proven).

Join the WeatherTRAK Smart Water Network™ today.  
Call 800.362.8774 or visit [www.weathertrak.com](http://www.weathertrak.com).