

Success Story: Shea Homes

Improving the bottom line by taking green building outside

Key Benefits of WeatherTRAK for Shea Homes:

- Saves money on water bills and landscape maintenance
- Prevents water-related structural damage
- Protects local water resources
- Increases value for homeowners

Shea Homes, the nation's largest privately owned home builder, was recently named one of America's Best Builders by the National Association of Home Builders and *Builder Magazine*. A recognized leader in environmentally sensitive development and construction, Shea Homes seeks out products and practices that improve quality, protect natural resources and increase profitability.

Shea executives identified landscape overwatering as the culprit behind high operating costs as well as expensive runoff-related damage to hardscapes and landscapes. Eager to control costs and avoid a decade of liability for structural damage, Shea executives sought a solution that would eliminate overwatering and protect plant health.

After hearing about the ability of smart irrigation controllers to reduce water use, the Shea executive team evaluated the range of products on the market. The team selected WeatherTRAK because it is the only product line proven in 23 studies conducted by the EPA and other public agencies to reduce water use by up to 59 percent and runoff by as much as 71 percent. Shea executives also cite WeatherTRAK's customer service focus as a key deciding factor. No other irrigation manufacturer offers proactive customer service to both landscape professionals and homeowners.

Shea executives seized the opportunity to save money and reduce risk while protecting precious water resources and delivering healthier landscapes to Shea buyers. The company is currently rolling out WeatherTRAK controllers in 3,000 homes in Arizona, California, Colorado and Washington.

WeatherTRAK is eliminating over-watering at Shea developments' common areas and individual home sites by automating the application of water based on the specific needs of different plant types and daily local weather conditions. By minimizing the need for manual adjustments, WeatherTRAK saves time and reduces maintenance costs for Shea Homes and its buyers.

WeatherTRAK doesn't just ensure the healthy and beauty of each homeowner's garden – it benefits the entire community. When plants get exactly the water they need, when they need it, there is no runoff. With WeatherTRAK, Shea Homes' properties are virtually runoff-free. Local water supplies and beaches are kept safe from the pesticides and other pollutants that drain off overwatered landscapes.

"WeatherTRAK dramatically reduces the costs and risks of overwatering -- high water bills, pollution and property damage. It's the clear choice for our business and the environment."

*Bert Selva
President and CEO, Shea Homes*

Only WeatherTRAK is proven to achieve the water conservation potential of any site, which translates into significant water bill savings for Shea Homes and its buyers. At the same time, property values improve because WeatherTRAK optimizes landscape health and appearance.

WeatherTRAK ensures that these water cost and time savings will be sustained through ongoing customer service. Expert assistance from WeatherTRAK Customer Service is always just a phone call away. Any questions from homeowners or landscape contractors are readily answered by WeatherTRAK's knowledgeable staff, which includes Spanish speakers.

Shea's selection of WeatherTRAK reflects the company's commitment to earth-friendly products and practices. ■

For more information about Shea Homes, visit www.sheahomes.com

ABOUT WEATHERTRAK SMART WATER MANAGEMENT

WeatherTRAK controllers automatically customize irrigation schedules for each landscape. Every day, local weather-based evapotranspiration, or ET, data is wirelessly transmitted to these controllers via the WeatherTRAK ET Everywhere service. WeatherTRAK controllers then automatically adjust watering times as local weather conditions change. Plants always get the water they need, when they need it, for maximum health and water savings.

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