



“WeatherTRAK helps us do the right thing for our residents and the planet.”

—Owen Herzberg,
Holiday Retirement

Holiday Retirement, The Springs of El Cajon, California

Holiday Retirement Passes Dollars Saved with WeatherTRAK to Residents

Being a good neighbor is something Holiday Retirement takes seriously. For 35 years, this leading independent living provider has designed the very best senior communities throughout North America.

Holiday Retirement focuses on creating a rewarding and satisfying lifestyle for their residents. For the management team, it's simple. No matter what the decision, residents come first.

“We always do the right thing for our residents, no matter what,” emphasizes Owen Herzberg, Contract Administrator. This means making sure residents enjoy the very best while making their retirement savings stretch. That is why Holiday Retirement is mindful of every penny.

So when the management team found out that landscapes use the lion's share of urban water and are typically overwatered as much as 30-to-300%, they saw an opportunity to create more value for residents. All this water waste not only means high water bills, but also property destruction and liabilities – expenses that run five-to-ten times water costs.

The team discovered the WeatherTRAK smart water management solution, proven in 23 independent studies to prevent costly overwatering. Wholly consistent with their philosophy of always doing the right thing for residents, installing WeatherTRAK was the clear choice.



HOLIDAY
RETIREMENT

Key Benefits for Holiday Retirement:

- Reduce water and sewer bills
- Avoid water-related property damage
- Keep rental costs low
- Do the right thing for residents and the environment



“We reduced our water usage by 40%, helping to control rental costs.”

—Owen Herzberg, Holiday Retirement

As an added benefit, Holiday Retirement was not only doing the right thing for their residents, but for the environment, too. That’s because water waste correlates directly to runoff pollution, energy waste and the unnecessary consumption of carbon-based fuels .

Holiday Retirement projects 5-year water savings of over 130M gallons.



Since the company first installed WeatherTRAK in 2005, they’ve enjoyed annual water savings of as much as 40%. The money saved with WeatherTRAK helps control rental costs. That savings is passed right along to residents so seniors living in Holiday Retirement communities can maximize dollars saved for retirement.

A case in point is Holiday Retirement’s San Diego property, The Springs of El Cajon. Water rates, up 27% on average all over the U.S., will rise 60% through 2011 in San Diego. Since the City imports more than 85% of its water, it is particularly important that San Diego residents conserve every precious drop. The City has launched a multi-million dollar public awareness campaign urging households and businesses to save as much as possible. By saving water with WeatherTRAK, Holiday Retirement proudly sets a conservation example.

Projected 5-year savings:	The equivalent of :
130,700,000 gallons of water	2,091,200,000 cups of drinking water
522,800 kilowatt hours ¹	1,005 washing machines
700,552 pounds of CO ₂	14,595 new trees

WeatherTRAK also keeps landscapes looking great, something Holiday Retirement residents really enjoy. Many people are surprised to learn that 80% of plant problems are caused by overwatering. WeatherTRAK gives landscapes only the water they need when they need it so landscapes stay healthy and always look their best.

Find out how much you could save with WeatherTRAK smart water management.



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The controller is smart.
The service is genius.

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¹ An estimated 5,360 pounds of CO₂ and 4 thousand kilowatt hours of power are expended with every million gallons of water (sources: Department of Energy and EPA).