

*“WeatherTRAK is
the best product on the shelf.”*

*John Seaver, Just Sprinklers
Albuquerque, New Mexico*



Customer Profile: Landscape Professional

Smart Water Management Means Smart Business

John Seaver has provided landscape management services to New Mexico homeowners for nearly a decade. His Albuquerque-based company, Just Sprinklers, employs thirty landscape professionals in the high season and has annual revenue of \$1.5 million.

During the mid-1990s, John saw the needs of his customers change dramatically when the City of Albuquerque passed legislation aimed at reducing water consumption. The new laws were developed largely in response to a U.S. Geological Survey which indicated that New Mexico faced a severe drought that would only worsen as water demand increased along with population growth.

As a result of the new regulations, many homeowners found that their water bills more than doubled. They could no longer afford to maintain traditional landscapes with heavy water requirements. John, seeking to be responsive to his customers, immediately recognized an opportunity to grow his business through water conservation services.

John began taking measures that would help Just Sprinklers' customers meet the new water restrictions without giving up beautiful outdoor surroundings. John had read about the ability of smart irrigation controllers to conserve water by automatically adjusting irrigation according to plants' varying needs. Too often, plants are manually overwatered in the misguided belief that the more water applied, the healthier the landscape.

After evaluating several smart irrigation products, John selected *WeatherTRAK* for its proven performance and reliability. “*WeatherTRAK* is the best product on the shelf,” says John.

(continued on back)

Key Benefits of *WeatherTRAK* for Just Sprinklers:

- Grow revenue through *WeatherTRAK* sales
- Meet strict water restrictions
- Create lasting competitive advantage
- Strengthen customer relationships

*“My customers have reduced
water use by 33%.”*

**The controller is smart.
The service is genius.**

800.362.8774
www.weathertrak.com

 **HydroPoint**[®]
data systems, inc.

Only *WeatherTRAK* creates an irrigation schedule based on landscape-specific parameters, and then automatically adjusts watering in response to daily, local ET data. Other irrigation controllers are reliant upon historical ET data, which third-party research reveals to be off actual ET by as much as 100% over a given week, and by as much as 225% on any given day.

John is now an authorized *WeatherTRAK ACE* installer and reseller. With *WeatherTRAK*, Just Sprinklers' customers are enjoying typical water savings of 33% as well as healthy, beautiful landscapes. Increasingly, John is finding that his customers are motivated by more than financial savings. They're also eager to conserve New Mexico's scarce water resources and protect local waterways from harmful landscape runoff. John is pleased to tell customers that *WeatherTRAK* is proven in multi-year, independent studies to reduce landscape water use by 59% and runoff by 71%.

Next year, John will include *WeatherTRAK* in every new system project and a fast growing number of retrofit projects. Truly a win, win, win solution, *WeatherTRAK* is helping Just Sprinklers flourish while the company's customers protect their landscape investments, conserve water and save money.

Contact John Seaver at Just Sprinklers
5700 Osuna Rd NE, Albuquerque, NM 87109 • 505.797.3384

To enroll in the FREE *WeatherTRAK ACE* training program, visit www.weathertrak.com or call 800.362.8774.

“If you're saving water but your grass is brown, customers aren't happy. *WeatherTRAK* saves water without compromising landscape health.”



The controller is smart. The service is genius.SM

WeatherTRAK controllers automatically customize irrigation schedules for each landscape. Every day, local weather data is wirelessly transmitted from weather stations to these controllers via the *WeatherTRAK ET Everywhere* service. *WeatherTRAK* controllers then dynamically adjust watering times as local weather conditions change.

Help is always just a phone call or mouse click away for *WeatherTRAK ACE* contractors and their customers.

**The controller is smart.
The service is genius.**

800.362.8774
www.weathertrak.com

