



## What You Need to Know: Certified Professionals

Congratulations on earning a WaterSense® labeled professional certification! Your commitment to landscape water efficiency is an important differentiator in the marketplace. WaterSense encourages you to consider and use the following ideas and messages to help you stand out from your competition. Remember, you earned the professional certification, not your company nor employer, so make sure your marketing and outreach reflects that.

### Practice What You Preach

As a certified professional, you'll want to educate your customers about the water-efficient components and practices you've used to improve their landscapes. We've provided a checklist you can leave with customers to show your commitment to water efficiency. Try to incorporate as many water-saving products and technologies as possible in every one of your jobs.

### Look for the Label

We encourage you to use and promote WaterSense labeled irrigation controllers. To earn the label, irrigation controllers must be able to adequately meet the watering needs of a landscape without overwatering. WaterSense labeled controllers are independently certified to ensure that they meet EPA's criteria for water efficiency and performance. Ask your local utility if they offer rebates for water-efficient landscape products, such as WaterSense labeled controllers, or promote water efficiency experts in the irrigation field.

### Know the Promotional Label

Use the WaterSense promotional label, pictured right, next to your name. The promotional label is an easy way for you to signal to your customers that you're certified by a WaterSense labeled program.



### Amplify Your Message

When publicizing your professional certification, let the public know that you can help them save water—and money on their utility bills—because you have completed a WaterSense labeled professional certification program. Promote yourself using the WaterSense promotional label on:

- Door hangers distributed throughout the neighborhood
- Local newspapers and yellow-page advertisements for your services only
- Your business cards and stationery
- Pens, pencils, stickers, and other materials with your name

## Take Advantage

WaterSense offers many opportunities to help you provide services to consumers and get involved in educating them about efficient indoor and outdoor water use throughout the year.

- **WaterSense labeled new homes:** Connect with WaterSense builder partners to explore exclusive opportunities for designing, installing, and auditing irrigation systems for WaterSense labeled new homes.
- **Consumer marketing campaigns:** Help your customers ensure that their irrigation systems are programmed and working properly during Sprinkler Spruce-Up and are leak-free during Fix a Leak Week.
- **WaterSense partners:** Connect with WaterSense partners across the country that might be looking for campaign collaborators or certified professionals for water-efficient irrigation projects.
- **WaterSense webinars:** Participate in periodic webinars to hear about WaterSense efforts focused on outdoor water use and case studies from irrigation professionals certified by WaterSense labeled professional certification programs.

## Say it Right

WaterSense recommends the following language when describing your professional certification to customers and the general public.

### Describing Your Professional Certification

Correct	Incorrect
<ul style="list-style-type: none"><li>• I successfully completed a WaterSense labeled professional certification program.</li><li>• I am a professional certified by a WaterSense labeled program.</li><li>• Look for my name in the WaterSense Directory of Certified Professionals.</li></ul>	<ul style="list-style-type: none"><li>• I am WaterSense certified.</li><li>• I am a WaterSense labeled irrigation professional.</li><li>• Look for my company name on the WaterSense website.</li></ul>

To learn more about WaterSense or to find WaterSense builder and utility partners or other certified professionals near you, visit the WaterSense website at [www.epa.gov/watersense](http://www.epa.gov/watersense).